

ABSTRACT

Taman Kaliurang Adventure (TKK) Community is one of the many off-road tour communities offering adventure tours in the Merapi Lava Tour area. In addition to providing a pleasurable experience, the jeep tour has its own inherent dangers and risks that can threaten the safety of tourists. In 2018, the media covered three accidents that took the lives of two tourists. As a response, research on tourists' understanding of safety hazards and risk information as well as tourists' attitudes towards responsibility and risk is carried out. This research uses quantitative descriptive analysis method. Data is obtained through observation, interviews, surveys, and literature study. The survey was conducted through providing a questionnaire to respondents with accidental sampling technique. The analysis of opinions and attitudes of tourists is based on a research by Smith and Espiner (2007), containing ten indicators and elaborated in nineteen statements. Based on a questionnaire distributed to 100 respondents, it was concluded that the highest indicator in the opinion variables about safety information given was an indicator of information received prior to arrival with an average value strongly agreed and the lowest indicator was an indicator of awareness of risks and hazards with an agreed average value. In the attitude variable towards responsibility for risk and safety the highest indicator is guided tourism with an average value strongly agreed and the lowest indicator is an indicator of expectations of safety and challenges with an agreed average value. The results show that tourists have understood and accepted risks as part of adventure tourism.

Key Words: The Opinios and Attitudes of Tourist, Adenture Tourism, Risk and Safety, Jip, Lava Tour Merapi

INTISARI

Operator Taman Kaliurang Adventure (TKK) merupakan salah satu operator Jip Wisata yang menawarkan wisata petualangan di kawasan *Lava Tour* Merapi. Selain menawarkan kesenangan dalam berwisata petualangan, jip wisata memiliki bahaya dan risiko yang dapat mengancam keselamatan wisatawan. Pada tahun 2018, telah terjadi tiga kecelakaan yang diliput oleh media karena mengakibatkan dua orang wisatawan meninggal dunia, sehingga penelitian mengenai pemahaman wisatawan tentang informasi bahaya dan risiko keselamatan serta sikap wisatawan terhadap tanggung jawab atas risiko dan keselamatan dilakukan. Penelitian ini menggunakan metode analisis deskriptif kuantitatif. Data diperoleh melalui observasi, wawancara, survei, dan studi pustaka. Survei dilakukan melalui kuesioner kepada responden melalui teknik *accidental sampling*. Analisis pendapat dan sikap wisatawan dilakukan berdasarkan penelitian Smith & Espiner (2007) melalui sepuluh indikator dan dijabarkan dalam sembilan belas pernyataan. Berdasarkan kuesioner yang disebarakan kepada 100 responden, disimpulkan bahwa indikator tertinggi dalam variabel pendapat tentang informasi keselamatan yang diberikan yaitu indikator informasi yang diterima sebelum kedatangan dengan nilai rata-rata sangat setuju dan indikator terendah adalah indikator kesadaran bahaya dan risiko dengan nilai rata-rata tidak setuju. Dalam variabel sikap terhadap tanggung jawab atas risiko dan keselamatan indikator tertinggi yaitu wisata dipandu dengan nilai rata-rata sangat setuju dan indikator terendah adalah indikator harapan akan keselamatan dan tantangan dengan nilai rata-rata setuju. Hasil penelitian menunjukkan wisatawan telah memahami dan menerima risiko sebagai bagian dari wisata petualangan.

Kata kunci: Pendapat dan Sikap Wisatawan, Wisata Petualangan, Risiko dan Keselamatan, Jip, Lava Tour Merapi