

PERSEPSI MASYARAKAT TERHADAP PEMBANGUNAN JOGJABAY WATERPARK DI KAWASAN STADION MAGUWO HARJO

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INTISARI

Penelitian ini membahas persepsi masyarakat terhadap pembangunan Jogjabay Waterpark di Kawasan Stadion Maguwoharjo. Jogjabay Waterpark merupakan konsep wisata air, yang terletak di wilayah Desa Maguwoharjo, Kecamatan Depok, sebagai pendukung obyek pariwisata di Kabupaten Sleman. Secara spesifik penelitian ini bertujuan untuk (1) mengetahui persepsi masyarakat terhadap pembangunan Jogjabay Waterpark, (2) mengetahui harapan masyarakat terhadap pembangunan Jogjabay Waterpark.

Metode penelitian yang digunakan adalah metode survei dengan teknik pengumpulan data primer berupa penyebaran kuesioner terhadap responden kepala keluarga, wawancara, observasi lapangan, dan dokumentasi. Sedangkan untuk data sekunder berupa studi pustaka dan laporan daerah/intansional. Teknik sampling yang digunakan adalah simple random sampling dengan jumlah sampel sebanyak 87 responden kepala keluarga di Desa Maguwoharjo dan Desa Wedomartani. Teknik analisis yang digunakan yaitu analisis deskriptif.

Hasil penelitian ini menunjukkan bahwa: (1) Persepsi Masyarakat terhadap pembangunan Jogjabay Waterpark cenderung setara atau proporsional. Persepsi masyarakat yang negatif terhadap pembangunan Jogjabay Waterpark terkait aspek informasi dan transparansi rencana pembangunan dan aspek kelayakan kompensasi. Persepsi masyarakat yang positif terhadap pembangunan Jogjabay Waterpark terkait aspek persetujuan terhadap lokasi pembangunan, pemahaman masyarakat mengenai dampak lingkungan, dan dampak ekonomi. (2) secara umum harapan masyarakat terkait pembangunan Jogjabay Waterpark dapat dikelompokkan menjadi lima yaitu membuka lapangan pekerjaan, membuka kantong-kantong ekonomi, memberikan kemudahan akses masuk obyek wisata khususnya masyarakat sekitar, pihak Jogjabay Waterpark dapat lebih memperhatikan dampak lingkungan yang ditimbulkan, dan juga proaktif dengan masyarakat sekitar.

Kata kunci : Yogyakarta, pariwisata, Jogjabay Waterpark, persepsi, harapan

COMMUNITY PERCEPTION OF WATERPARK JOGJABAY DEVELOPMENT IN THE MAGUWO HARJO STADION AREA

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ABSTRACT

This research discusses people's perceptions of the construction of Jogjabay Waterpark in the Maguwoharjo Stadium Area. Jogjabay Waterpark is a water tourism concept, which is located in the Maguwoharjo Village area, Depok District, as a supporter of tourism objects in Sleman Regency. Specifically, this study aims to (1) determine people's perceptions of the development of Jogjabay Waterpark, (2) find out people's expectations of the development of Jogjabay Waterpark.

The research method used was a survey method with primary data collection techniques in the form of distributing questionnaires to household head respondents, interviews, field observations, and documentation. Whereas for secondary data in the form of literature study and regional / international reports. The sampling technique used was simple random sampling with a total sample of 87 respondents in the household in Maguwoharjo and Wedomartani villages. The analysis technique used is descriptive analysis.

The results of this study indicate that: (1) Community perception of the development of Jogjabay Waterpark tends to be equivalent or proportional. The negative public perception of the development of Jogjabay Waterpark related to information aspects and transparency of the development plan and aspects of compensation eligibility. Positive public perceptions of the development of Jogjabay Waterpark related to aspects of approval of the construction site, community understanding of environmental impacts, and economic impacts. (2) in general, community expectations related to the construction of Jogjabay Waterpark can be grouped into five, namely opening employment, opening economic pockets, providing easy access to tourist attractions, especially the surrounding community, the Jogjabay Waterpark can pay more attention to the environmental impacts caused, and also proactive with the surrounding community.

Keywords : *Yogyakarta, tourism, Jogjabay Waterpark, perception, people's expectations*