

ABSTRACT

Homestay is a unique type of accommodation due to its changing function over the years. In Indonesia, the term “homestay” is related to Community-Based Tourism where it mostly used to describe an accommodation in a Tourism Village which offers a place to stay with host family or local community. Aside from place to stay, tourists can also experience their daily activities. This research explores the guests’ characteristics, their motive to select a homestay and assesses the homestay performance through domestic tourists’ perception towards its accommodation service and hygiene criteria. The location of this study is Omah Glugu Family Homestay, Sleman, Yogyakarta and the subjects were domestic guests who visited the homestay from February to September 2020. The data were obtained from observation and semi-structured interviews using the ASEAN Homestay Standard (2016) criteria of accommodation and hygiene. Overall, this research reveals that although some of the facilities were not satisfying, the interviewees emphasize on the price of the homestay in their perception above any other indicators provided.

Keyword: homestay, guests, perception, ASEAN Homestay Standard, accommodation, hygiene

INTISARI

Homestay adalah tipe akomodasi yang unik karena fungsinya yang berubah seiring berjalannya waktu. Di Indonesia, kata *homestay* identik dengan Pariwisata Berbasis Masyarakat dan digunakan untuk menjelaskan sebuah akomodasi dalam Desa Wisata yang menawarkan tempat untuk ditinggali bersama tuan rumah atau komunitas lokal. Selain tempat tinggal, turis juga mendapat pengalaman tentang aktivitas sehari-hari bersama mereka. Penelitian ini merupakan eksplorasi karakteristik dan motif turis domestik dalam memilih sebuah *homestay* serta menilai performans *homestay* dengan melakukan analisis persepsi tamu terhadap kriteria servis akomodasi dan kebersihan. Penelitian ini dilaksanakan di *Omah Glugu Family Homestay*, Sleman, Yogyakarta dengan *interviewee* penelitian merupakan tamu domestik *homestay* pada bulan Februari – September 2020. Pengumpulan data dilakukan melalui observasi dan wawancara semi – terstruktur menggunakan kriteria dari *ASEAN Homestay Standard* (AHS, 2016) yang mencakup kriteria akomodasi dan kebersihan. Secara umum, hasil penelitian menunjukkan bahwa meskipun beberapa fasilitas kurang memuaskan, namun turis lebih menekankan persepsi mereka kepada harga *homestay* daripada indikator AHS yang lain.

Kata kunci: *homestay*, tamu, persepsi, *ASEAN Homestay Standard*, akomodasi, hygiene