

INTISARI

Penelitian ini dilakukan untuk mengetahui kondisi atraksi wisata Taman Wisata Lembah Harau sebagai destinasi utama di Kabupaten Lima Puluh Kota. Taman Wisata Lembah Harau merupakan hutan wisata yang berstatus sebagai Taman Wisata Alam dengan luas 27,5 ha. Panorama alam menjadi ciri khas objek wisata Lembah Harau yang dilengkapi dengan wahana buatan dan fasilitas wisata, seperti penginapan, lahan parkir, toilet, gubuk istirahat, musala, rumah makan, dan toko souvenir. Penelitian ini menggunakan metode penelitian deskriptif-kualitatif. Data penelitian dikumpulkan melalui studi pustaka, wawancara, dan observasi dengan menggunakan lima aspek konsep atraksi wisata menurut Soekadijo, yaitu (1) kegiatan dan objek, (2) penyajian dan presentasi, (3) mobilitas spasial, yaitu akomodasi, transportasi, dan promosi (4) keadaan dan durasi kunjungan, serta (5) kesan positif dan citra media sosial. Hasil penelitian ini menunjukkan bahwa Taman Wisata Lembah Harau telah memenuhi lima aspek konsep atraksi wisata menurut Soekadijo, yaitu memiliki kegiatan yang dapat dilakukan, seperti panjat tebing, *tracking*, dan berkuda; serta objek wisata berupa air terjun, taman bunga, dan bangunan khas yang disajikan dengan bersih dan terawat; serta dilengkapi dengan kemudahan akomodasi, transportasi, fasilitas umum, dan bentuk promosi dari pengelola wisata sehingga mampu memberikan durasi kunjungan yang cukup lama dan kesan positif selama berkunjung di Taman Wisata Lembah Harau.

Kata Kunci: Kabupaten Lima Puluh Kota, Konsep Atraksi Wisata, dan Taman Wisata Lembah Harau.

ABSTRACT

This research was conducted to determine the condition of the tourism attraction of Lembah Harau Tourism Park as the main destination in Lima Puluh Kota Regency. Harau Valley Tourism Park is a tourism forest with the status of a Nature Tourism Park with an area of 27.5 ha. Natural panorama becomes the hallmark of the Harau Valley tourist attraction which is equipped with artificial rides and tourist facilities, such as; lodging, parking lots, toilets, resting huts, prayer rooms, restaurants, and souvenir shops. This research used descriptive-qualitative research method. The research data were collected through literature study, interviews, and observations using five aspects of the concept of tourist attractions according to Soekadijo, namely (1) activities and objects, (2) production and presentation, (3) spatial mobility, which are accommodation, transportation, and promotions. 4) the circumstances and duration of the visit, and (5) positive impressions and social media images. The results of this study indicate that the Harau Valley Tourism Park has fulfilled the five aspects of the concept of tourist attractions according to Soekadijo, specifically having activities that can be done, such as rock climbing, tracking, and horse riding; as well as tourist attractions in the form of waterfalls, flower gardens, and distinctive buildings that are presented in a clean and well-maintained manner; along with good accommodation facilities, transportation, public facilities, and forms of advertisement from tourism management to provide a convenience and positive impression during the visit to Lembah Harau Tourism Park.

Keywords: Harau Valley Tourism Park, Kabupaten Lima Puluh Kota, and Tourist Attraction Concept.