

ABSTRACT

This study aims at analyzing the characteristics and motivations of tourists in the special interest tourism of Mount Merapi climbing. The characteristics of tourists include age, gender, education, region of origin, occupation, religion, and monthly income. The study is to find out the strongest among four motivations of tourists, including physical motivation, cultural motivation, social or interpersonal motivation, and status and prestige motivation, in climbing Mount Merapi.

The study was conducted by a quantitative method. The data were collected by observation, interview and survey through distributing questionnaires to 208 climbers. The data collected from questionnaires were processed using SPSS for Windows version 22 and analyzed using a descriptive quantitative technique.

The results of the study showed that the dominant type of activity carried out by tourists was a natural recreation of climbing Mount Merapi. Most climbers were male and originated from Central Java and Special Region of Yogyakarta. The strongest motivation among tourists in climbing Mount Merapi was physical motivation, followed by social or interpersonal motivation. Meanwhile, the status and prestige motivation was slightly higher than cultural motivation.

Keywords: Tourism activity, motivation, characteristics, special interest tourism

INTISARI

Penelitian ini bertujuan menganalisis karakteristik dan motivasi wisatawan dalam wisata minat khusus pendakian Gunung Merapi. Karakteristik wisatawan ini meliputi usia, jenis kelamin, pendidikan, asal daerah, pekerjaan, agama, dan pendapatan bulanan. Penelitian ini bermaksud menemukan motivasi paling kuat diantara empat motivasi, meliputi motivasi fisik, motivasi budaya, motivasi sosial/interpersonal, dan motivasi status dan prestise, dalam pendakian Gunung Merapi.

Penelitian ini dilakukan menggunakan metode kuantitatif. Data penelitian ini dikumpulkan dengan observasi, wawancara serta survei melalui penyebaran kuesioner kepada 208 pendaki. Data yang terkumpul dari kuesioner diolah dengan SPSS for Windows versi 22 dan dianalisis dengan teknik kuantitatif deskriptif.

Hasil penelitian ini menunjukkan bahwa jenis kegiatan yang paling dominan dilakukan wisatawan adalah rekreasi alam pendakian Gunung Merapi. Sebagian besar pendaki adalah laki-laki dan berasal dari Jawa Tengah dan Daerah Istimewa Yogyakarta. Motivasi paling kuat dari wisatawan dalam mendaki Gunung Merapi adalah motivasi fisik, diikuti oleh motivasi sosial atau interpersonal. Sementara itu motivasi status dan prestise sedikit lebih tinggi dibandingkan motivasi budaya.

Kata kunci: Kegiatan wisatawan, motivasi, karakteristik, wisata minat khusus