

## INTISARI

Tugas akhir dengan judul “Ketertarikan Orang Korea Terhadap Obyek Pariwisata Unggulan di Daerah Istimewa Yogyakarta” ini adalah hasil penelitian terhadap ketertarikan orang Korea terhadap potensi pariwisata Yogyakarta yang dilakukan selama dua bulan melalui survei kepada orang Korea baik yang pernah mengunjungi Yogyakarta maupun yang belum pernah mengunjungi Yogyakarta. Tugas akhir ini memaparkan tentang seberapa tinggi tingkat ketertarikan orang Korea terhadap potensi pariwisata Yogyakarta, melalui film pendek tentang tiga obyek wisata populer di Yogyakarta (Candi Prambanan, Jalan Malioboro, dan Keraton). Tugas akhir ini disusun dengan tujuan untuk mengetahui lebih lanjut tingkat potensi pariwisata Yogyakarta yang dilihat dari sudut pandang orang Korea sebagai orang asing, sehingga diharapkan orang Korea dapat tertarik untuk berkunjung dan berwisata ke Yogyakarta. Pengumpulan data dilakukan dengan metode angket yang disebarakan kepada responden.

Berdasarkan hasil pengolahan data yang diperoleh dari survei yang telah dilakukan, dapat diketahui bahwa tingkat ketertarikan orang Korea terhadap potensi pariwisata di Yogyakarta (Candi Prambanan, Jalan Malioboro, dan Keraton) cukup tinggi yaitu 6,3 poin pada skala 1 sampai 10 tingkat ketertarikan. Sedangkan ketertarikan orang Korea untuk berkunjung dan berwisata ke Yogyakarta yaitu 90% responden menyatakan ingin berkunjung, sedangkan 4 dari 5 orang Korea yang belum pernah berkunjung ke Yogyakarta juga menyatakan tertarik berkunjung ke Yogyakarta. Hal ini dapat menunjukkan bahwa potensi pariwisata di Yogyakarta dapat dikatakan cukup bagus dari sudut pandang orang Korea.

Kata kunci: ketertarikan orang Korea, pariwisata Jogja

## ABSTRACT

Graduating paper entitled “Korean People’s Interest Toward Featured Tourism Object in Yogyakarta Special Region” is a research result to Korean people’s interest toward tourism potential of Yogyakarta which was conducted for two months by a survey to Korean people who have ever or have never visited Yogyakarta. This graduating paper explains the interest of Korean people to tourism potential of Yogyakarta which is explained by a short movie contains three popular tourism objects in Yogyakarta (Prambanan Temple, Malioboro Street, and Yogyakarta Palace). This graduating paper is compiled with a purpose to identify potential level of Yogyakarta tourism which is seen from Korean people’s point of view, so Korean people can be more interested to visit and enjoy Yogyakarta tourism object. The method of collecting the data is conducted using questionnaire which was distributed to Korean respondents.

Based on the results of processing the data obtained from the survey conducted, it can be seen that the level of interest of Korean people to the potential of tourism in Yogyakarta (Prambanan Temple, Malioboro Street, and Yogyakarta Palace) is high at 6.3 points on a scale of 1 to 10 levels of interest. While the interest of Korean people to visit and travel to Yogyakarta is 90% of respondents said that they want to visit, while 4 out of 5 Koreans who have never been to Yogyakarta also expressed an interest in visiting Yogyakarta. This may indicate that the potential of tourism in Yogyakarta is quite good from the point of view of Korean people.

Keywords: Korean people interest, Yogyakarta tourism

## 초록

제목 “한국 사람들의 족자카르타 특별한 지역의 여행에 대한 흥미”라는 졸업논문은 족자카르타를 경험하거나 경험하지 못한 한국사람들에 의한 설문조사를 2 달동안 실시한 검사 결과이다. 이 졸업논문은 얼마나 한국 사람들이 족자카르타에 대한 잠재적인 여행에 대해 관심을 가지고 있는지 설명해준다. 족자카르타는 3 개의 유명한 여행지역이 있는데 (프람바난 사원, 말리어버러 길과크라텐) 이다. 이 졸업논문은 잠재적인 족자카르타여행의 레벨을 식별하기 위한 목적으로 쓰여졌다. 앞으로 한국사람들의 관점으로더욱더 많은 한국사람들은 족자카르타 여행에 대한 흥미를 느끼고 방문할 것이다.

데이터를 모은 방법은 응답자들에게 배부한 질문서를 토대로 실시하였다. 그 설문지로부터 얻은 데이터 처리 결과에 의하면 1 부터 10 의 관심레벨에서 6.3 포인트라는 높은 결과를 족자카르타의 이 세개의 지역 여행에서 (프람바난 사원, 말리어버러 길과크라텐) 얻었다. 족자카르타를 방문하거나 여행하는 것에 관심을 가지는 90% 이상의 응답자들은 족자카르타를 방문하기를 원했고 방문하지 않은 5 명중에 4 명은 방문하기를 원했다. 이것은 한국사람들의 기준에 의해 족자카르타 여행이 꽤 좋다는 것을 나타낸다.

키워드 : 한국인들의 관심, 족자카르타의 관광