

INTISARI

Pariwisata di Yogyakarta berkembang pesat dengan berdirinya tour and travel sebagai penghubung dengan wisatawan. Seta Tour and Travel merupakan salah satu tour and travel yang terletak di Yogyakarta. Seta Tour and Travel melayani berbagai macam tour termasuk tour untuk wisatawan yang ingin berkunjung ke Yogyakarta, salah satunya adalah PT Firman Indonesia. Kegiatan tour yang dilaksanakan meliputi operasional tour PT Firman Indonesia beserta dengan kendala dan solusi selama melaksanakan kegiatan tour.

Metode penelitian yang digunakan adalah metode deskriptif kualitatif dimana peneliti tidak ikut langsung dalam kegiatan tetapi mengumpulkan data melalui wawancara dan data-data yang ada di Seta Tour and Travel.

Hasil dari penelitian ini adalah mengetahui operasional pelaksanaan tour PT Firman Indonesia oleh Seta Tour and Travel Yogyakarta. Operasional tour terdiri dari pra-tour, pelaksanaan tour, dan sesudah pelaksanaan tour. Termasuk di dalamnya bagaimana cara mengatasi masalah-masalah yang terjadi saat terjadinya tour. Sehingga diharapkan wisatawan yang menggunakan jasa Seta Tour Yogyakarta dapat merasakan kenyamanan dan keamanan selama berkunjung ke Yogyakarta.

Kata kunci : PT Firman Indonesia, Seta Tour and Travel, operasional tour

ABSTRACT

Tourism in Yogyakarta is growing rapidly with the establishment of the our and travel as a link with the tourists. Seta Tour and Travel is one of tour and travel which located in Yogyakarta. Seta Tour and Travel serves kind of tours including tour for tourists who want to visit Yogyakarta, one of which was PT Firman Indonesia. Activities undertaken by PT Firman Indonesia include the operational tour and also handling some obstacles and solutions for implementing the activities of the tour.

The method used in this research is descriptive qualitative, where the writer did not participate directly in the activities but collect data through interviews and take the data which have been exist in the Seta Tour and Travel.

The results of this research is to know the tour operational implementation of PT Firman Indonesia by Seta Tour and Travel. The operational tour consists of pre-tour, execution of the tour, and after tour. It includes how to troubleshoot the problems that occurred during the tour. Hopefully, tourists who employ Seta Tour Yogyakarta could feel comfort and safety during their visit to Yogyakarta.

Keywords: PT Firman Indonesia, Seta Tour and Travel, tour operations