

INTISARI

Tugas akhir ini berjudul Peran Penguin Jackass (*Sphenicus demercus*) Sebagai Daya Tarik Wisata Di Gembira Loka Zoo, dan memiliki tujuan untuk mengetahui seberapa besar ketertarikan wisatawan terhadap penguin jackass serta peran penguin jackass sebagai daya tarik wisata di Gembira Loka Zoo.

Dalam menyusun tugas akhir ini penulis menggunakan berbagai macam metode penelitian diantaranya observasi, kuesioner, wawancara, dokumentasi, serta studi pustaka.

Hasil penelitian memaparkan seberapa besar peran penguin jackass sebagai daya tarik wisata di Gembira Loka Zoo, serta ketertarikan wisatawan terhadap penguin jackass dan keluhan yang dirasakan wisatawan terhadap penguin jackass.

Kata kunci: Peran Penguin Jackass (*Sphenicus demercus*) sebagai Daya Tarik Wisata di Gembira Loka Zoo

ABSTRACT

*This graduating paper proposal entitled The Role of Jackass Penguin (*Sphenicus demercus*) as Tourist Attractions in Gembira Loka Zoo. And the aim which are to determine how much tourist attraction to jackass penguin as well as the role of jackass penguin as a tourist attraction in Gembira Loka Zoo.*

In preparing this graduating paper, the writer uses a wide variety of research methods including observation, questionnaires, interviews, documentation, as well as literature.

The results of the study explained how much tourist attraction to jackass penguin as well as the role of jackass penguin as a tourist attraction in Gembira Loka Zoo and also the feedback from the tourist.

*Keywords: The Role of Jackass Penguin (*Sphenicus demercus*) as Tourist*