

## ABSTRACT

Research about tourist perception toward nature interpretation of Kalisuci cave tubing special interest tourism activity has been done. This research aimed to find out component of interpretation program in the area of Kalisuci as a tourist destination and to analyze tourist perception toward the observed indicators. Nature interpretation is a communication process between tourist and the visited destination that is informed by the tour guide. Nature interpretation has an important role on special interest tourism activity which requires aspect of knowledge enriching.

The research used two methods, which are participative observation and questionnaire survey. A hundred tourists completed questionnaire about their perception toward nature interpretation of Kalisuci cave tubing. The data was measured by Likert Scale, which is statement with alternative answers of strongly disagree, disagree, undecided, agree and strongly agree. The components of nature interpretation that were evaluated on survey consisted of trail, object, theme, form and service, also sign.

The result of the participative observation shows that component of nature interpretation in Kalisuci has met the criteria. In general, the analysis of tourist perception shows the agree result. Although, there are still a component that has to be more optimized, interpretation sign in particular.

**Keywords: interpretation, tourist perception, cave tubing, special interest tourism**

## INTISARI

Penelitian mengenai persepsi wisatawan terhadap interpretasi alam pada kegiatan wisata minat khusus Kalisuci *cave tubing* telah dilaksanakan. Penelitian ini bertujuan mengetahui komponen program interpretasi alam yang terdapat di kawasan objek wisata Kalisuci dan menganalisis persepsi wisatawan terhadap indikator yang telah diobservasi. Interpretasi alam merupakan proses komunikasi antara wisatawan dan objek yang dikunjungi yang disampaikan oleh pemandu wisata. Interpretasi alam memegang peran penting dalam kegiatan wisata minat khusus yang mengharuskan adanya unsur pengkayaan pengetahuan.

Metode yang digunakan dalam penelitian ini ialah observasi partisipatif dan kuesioner. Sebanyak seratus wisatawan mengisi kuesioner mengenai persepsi terhadap interpretasi alam pada Kalisuci *cave tubing*. Data yang diberikan wisatawan diukur melalui Skala Likert, yaitu pernyataan dengan alternatif jawaban sangat tidak setuju, tidak setuju, ragu-ragu, setuju, dan sangat setuju. Komponen program interpretasi alam yang dinilai oleh wisatawan terdiri dari jalur, objek, tema, bentuk dan layanan, dan tanda.

Hasil observasi partisipatif menunjukkan bahwa komponen program interpretasi alam di Kalisuci telah memenuhi kriteria. Pada analisis persepsi wisatawan secara umum dihasilkan persepsi setuju. Meskipun demikian, masih terdapat komponen yang harus lebih dioptimalkan fungsinya, khususnya pada komponen tanda interpretasi.

**Kata kunci:** interpretasi, persepsi wisatawan, *cave tubing*, wisata minat khusus