

## **The Study of Tourists' Characteristic and Development Effort for Thematic Tourism Product in Goa Cemara Beach, Kuwaru Beach, and Pandansimo Baru Beach Bantul Regency**

**Fian Damasdino**

Universitas Gadjah Mada, Postgraduate School, Master of Tourism Studies  
Jl. Teknik Utara, Pogung, Sleman, Yogyakarta, 55281  
Phone: 085 643 262 264, Email: [fian.damasdino@ugm.ac.id](mailto:fian.damasdino@ugm.ac.id)

**Sudarmadji**

Geography Faculty, Universitas Gadjah Mada

**Muhammad**

Postgraduate School, Universitas Gadjah Mada

### **Abstract**

*This research is a quantitative research using survey method. The locations of the research are in the three tourist objects including Goa Cemara Beach, Kuwaru Beach, and Pandansimo Baru Beach. This study aims to analyze the tourist characteristics in the three research location and to learn how to formulate a plan for the most appropriate for tourism products at three locations sights. The approach used to analyze the tourist characteristics is the four elements of market segmentation: geographic, socio-demographic, psychographic, and behavioral.*

*The samples of the research are 156 respondents with the margin of error 8% done using purposive sampling technique during March to April 2015 in the three research locations. The data collection was taken by questionnaires, observation, and documentation. Once the data is collected and processed with quantitative analysis using statistical tools, frequency distribution, and cross table (crosstabs).*

*The result shows that the geographic characteristics of tourists in the three locations are balanced between tourists from outside and inside Bantul Regency. Then, the socio-demographic characteristics of tourists in Goa Cemara Beach and Pandansimo Baru Beach are dominated by private employees/BUMN (state-owned corporation), aged 22-60 years old, married and repeater tourist, while tourists in Kuwaru Beach are dominated by students, under 22 years old, single status and first comer tourists.*

*Furthermore, in terms of psychographics, tourists in the three locations who have psychocentric characteristics prefer to get something plural, popular, and like to do common activities with the frequency of short stay visit. Lastly, the behavior of tourists in the three research locations is dominated by doing recreation or having leisure time to enjoy the main attractions of coastal landscape. The results of tourist characteristics of these three locations are used as the basis for planning of thematic tourism products in accordance with the character of the three research objects.*

*Keywords: tourist characteristics, tourist segmentation, geographic, socio-demographic, psychographic, behavioral*

## INTISARI

Penelitian ini merupakan jenis penelitian kuantitatif dengan metode penelitian survei. Lokasi penelitian berada di tiga obyek wisata, yakni Pantai Goa Cemara, Pantai Kuwaru, dan Pantai Pandansimo Baru. Penelitian ini bertujuan untuk menganalisis karakteristik wisatawan di ketiga lokasi penelitian serta mengetahui bagaimana perencanaan produk pariwisata yang paling sesuai di ketiga lokasi obyek wisata. Pendekatan yang digunakan untuk menganalisis karakteristik wisatawan adalah empat unsur segmentasi pasar: geografis, sosio-demografis, psikografis, dan tingkah laku.

Pengambilan sampel sebanyak 156 responden dengan margin error 8 % yang dilakukan menggunakan teknik *purposive sampling* selama bulan Maret-April 2015 di ketiga lokasi penelitian. Pengumpulan data ditempuh dengan kuesioner, observasi lapangan, dan dokumentasi pustaka. Setelah data terkumpul kemudian diolah dengan analisis kuantitatif menggunakan perangkat statistik, distribusi frekuensi, dan tabel silang (*crosstabs*).

Hasil penelitian diperoleh bahwa karakteristik geografis wisatawan di ketiga lokasi penelitian berimbang antara wisatawan dari luar dan dalam Kab. Bantul. Kemudian dari sisi sosio-demografis wisatawan di Pantai Goa Cemara dan Pantai Pandansimo Baru didominasi oleh karyawan swasta/BUMN, berumur 22-60 tahun, berstatus menikah dan *repeater tourist*, sedangkan wisatawan di Pantai Kuwaru didominasi oleh pelajar/mahasiswa, berumur di bawah 22 tahun, berstatus lajang dan *first comer tourist*.

Selanjutnya dari sisi psikografis, wisatawan di ketiga lokasi penelitian berkarakter *Psikosentris* yang mempunyai kecenderungan menyukai sesuatu yang sudah jamak, populer, dan suka aktivitas yang bersifat umum dengan frekuensi kunjungan yang singkat. Terakhir, secara tingkah laku wisatawan di ketiga lokasi penelitian mayoritas berkunjung untuk rekreasi atau liburan dengan menikmati atraksi utama bentang alam/pantai. Hasil karakteristik wisatawan di ketiga lokasi tersebut digunakan sebagai dasar perencanaan produk pariwisata tematik yang sesuai dengan karakter ketiga lokasi penelitian.

Kata kunci: karakteristik wisatawan, segmentasi wisatawan, geografis, sosio-demografis, psikografis, tingkah laku