

Persepsi Wisatawan dan Upaya Pengembangan Produk Wisata Bahari di Kawasan Pantai Jatimalang Kabupaten Purworejo

Amad Saeroji

Universitas Gadjah Mada, Sekolah Pascasarjana, Magister Kajian Pariwisata

Jl. Teknik Utara, Pogung, Sleman, Yogyakarta, 55281

Phone: 085 729710 200, Email: ojie_ahmd@yahoo.com

Intisari

Penelitian ini merupakan jenis penelitian dengan dua metode yakni metode kuantitatif dan kualitatif. Lokasi penelitian berada di Obyek Wisata Pantai Jatimalang, Desa Jatimalang, Kecamatan Purwodadi, Kabupaten Purworejo. Penelitian ini bertujuan untuk menganalisis persepsi wisatawan terhadap produk wisata serta mengetahui upaya *stakeholders* dalam pengembangan produk wisata di Pantai Jatimalang. Pendekatan yang digunakan untuk menganalisis persepsi dan upaya pengembangan produk wisata terbagi atas empat variabel produk yakni atraksi, amenitas, aksesibilitas dan manajemen.

Pengambilan sampel sebanyak 100 responden dengan *margin error* sebesar 10 persen yang dilakukan menggunakan teknik *accidental sampling*. Pengambilan data penelitian dilakukan selama bulan Maret-April 2015 pada hari biasa dan hari libur. Pengumpulan data responden ditempuh dengan kuesioner, observasi, studi pustaka dan dokumentasi kemudian diolah dengan analisis kuantitatif dengan perangkat statistik. Pengumpulan data informan ditempuh dengan wawancara *stakeholders* untuk kemudian diolah dengan analisis deskriptif kualitatif.

Hasil penelitian diperoleh bahwa persepsi wisatawan terhadap produk wisata di Pantai Jatimalang cukup bervariasi, diantaranya yaitu persepsi terhadap atraksi termasuk dalam kategori ‘baik’ dengan angka rata-rata sebesar 3,62; persepsi terhadap amenitas termasuk dalam kategori ‘sedang’ dengan angka rata-rata sebesar 3,18; persepsi terhadap aksesibilitas termasuk dalam kategori ‘baik’ dengan angka rata-rata sebesar 3,48; sedangkan persepsi terhadap manajemen dan pengelolaan termasuk dalam kategori ‘sedang’ dengan angka rata-rata sebesar 2,78.

Upaya pengembangan yang telah dilakukan pemerintah bekerjasama dengan pengelola dan masyarakat lokal diantaranya: pengembangan atraksi berupa penyelenggaraan *event* skala nasional seperti festival layang-layang, hiburan, kesenian dan budaya; pengembangan amenitas berupa pembangunan pusat kuliner, menara pandang dan pos SAR; pengembangan aksesibilitas berupa pembangunan jembatan dan peningkatan jalan; sedangkan pengembangan manajemen berupa penataan pedagang kuliner dan penempatan petugas pengelola obyek.

Kata kunci: persepsi wisatawan, produk wisata, wisata bahari, upaya pengembangan

Tourists' Perception and Development Efforts of Marine Tourism Products in Coastal Areas Jatimalang Beach Purworejo Regency

Amad Saeroji

Universitas Gadjah Mada, Postgraduate School, Master in Tourism Studies

Jl. Teknika Utara, Pogung, Sleman, Yogyakarta, 55281

Phone: 085 729 710 200, Email: ojie_ahmd@yahoo.com

Abstract

This research is a study using two methods namely quantitative and qualitative methods. The research location is in Jatimalang Beach Tourism Object, Jatimalang Village, Purwodadi District, Purworejo Regency. This study aimed to analyze tourists' perception of tourism product and to know the efforts of stakeholders in developing the tourism products in Jatimalang Beach. The approach used to analyze perceptions and development efforts are divided into four tourism product variables such as attraction, amenity, accessibility and management.

The sampling of 100 respondents with the margin of error of 10 percent was done using accidental sampling techniques. Data collection of respondents was conducted during March-April 2015 on weekdays and holidays and taken by questionnaire, observation, literature study and documentation then processed with quantitative analysis with statistical software. Data collection of informants was taken by interviews to the stakeholders and then processed by qualitative descriptive analysis.

The result showed that the tourists' perception to the tourism product in Jatimalang Beach has variation. Tourists' perception on attractions included in the category of 'good' with the average rate of 3.62; tourists' perception on amenities included in the category of 'medium' with the average rate of 3.18; tourists' perception on accessibility included in the category of 'good' with the average rate of 3.48; while tourists' perception on management included in the category of 'medium' with the average rate of 2.78.

Development efforts that have been made by the government in collaboration with managers and local communities include: the development of attractions such as implementation of national scale events such as kite festival, entertainment, art and culture; the development of amenities such as construction of culinary center, viewing tower and post SAR; development of accessibility such as construction of bridge and upgrading of roads; whereas the development of management such as arrangement of culinary merchants and placement personnel for managing object.

Keywords: tourists' perception, tourism products, marine tourism, development effort