

**PERSEPSI WISATAWAN MENGENAI
PENGELOLAAN KAWASAN WISATA GOA GONG
DI KABUPATEN PACITAN - JAWA TIMUR**

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Intisari

Terjadinya degradasi sumber daya alam terus berlangsung. Upaya pencegahan perlu dilakukan, terutama oleh kawasan-kawasan wisata dimana dalam rencana pengelolaan mereka masalah konservasi memainkan peranan penting sebagai petunjuk dasar dalam penerapan aspek bisnis dan pemanfaatan. Persepsi yang benar terhadap pengelolaan kawasan wisata yang berbasis pada aspek-aspek konservasi memiliki peranan penting dalam pencapaian tujuan dari pengelolaan kawasan wisata tersebut. Persepsi ini juga diharapkan dimiliki oleh para wisatawan yang berkunjung ke Kawasan Wisata Goa Gong. Oleh karenanya perlu dilakukan suatu penelitian yang bertujuan: mengetahui struktur wisatawan; mengetahui persepsi wisatawan terhadap pengelolaan Kawasan Wisata Goa Gong; mengetahui hubungan antara struktur wisatawan dengan persepsi wisatawan.

Dalam pengambilan sample digunakan teknik *random sampling* dengan intensitas sampling 95%, dan dengan rumus Slovan diperoleh sampel responden sebanyak 395 orang, dari jumlah populasi yaitu jumlah wisatawan rata-rata dalam 2 bulan periode tahun 2001/2002. Data penelitian terdiri dari data primer dan data sekunder. Data primer meliputi struktur wisatawan dan persepsi wisatawan yang diperoleh dari hasil penyebaran kuesioner. Data sekunder berupa deskripsi wilayah penelitian dan data wisatawan yang berkunjung. Analisis *chi square* digunakan untuk mengetahui hubungan antara struktur wisatawan dengan persepsi wisatawan. Aspek kepariwisataan dan data sekunder dianalisis secara uraian. Struktur responden meliputi umur (didominasi oleh usia dewasa 59,75 %), tingkat pendidikan (didominasi SLTA 45,06 %) dan jenis pekerjaan (didominasi oleh pelajar 52,66 %). Persepsi responden dikelompokkan menjadi 3 kategori yaitu : kategori rendah (3,54 %), kategori sedang (82,78 %) dan kategori tinggi (13,68 %).

Sebagian besar responden memiliki persepsi sedang, berusia dewasa dengan tingkat pendidikan SLTA. Beberapa upaya berikut bisa menjadi bahan pertimbangan untuk menciptakan persepsi yang benar mengenai pengelolaan wisata di kalangan wisatawan: penerapan program interpretasi konservasi untuk meningkatkan pemahaman mengenai pengelolaan kawasan wisata berbasis aspek-aspek konservasi, pengadaan paket wisata yang edukatif dan atraktif serta pengadaan pameran dan seminar/sarasehan. Keunikan dan keaslian Goa Gong sebagai daya tarik utama wisata, penghijauan lingkungan dan peningkatan sarana fisik diharapkan responden menjadi perhatian utama bagi pihak pengelola dalam rencana pengembangan kawasan lebih lanjut.

Kata kunci : persepsi, wisatawan, pengelolaan, Goa Gong

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**TOURISTS PERCEPTION
ON THE MANAGEMENT OF THE TOURISM AREA OF GONG CAVE
IN PACITAN REGENCY – EAST JAVA**

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The degradation of biological resources is taking place through the years. This situation needs a conservation effort, especially for the tourism areas which are in their plan management the conservation issue has an important role to be the guidelines in applying bussiness and consumption aspect in the tourism area. The tourists' right perception on the management based on conservation plays important role to achieve the goals of the tourism area's management. The tourists' perception on the management of The Tourism Area of Gong Cave isn't known yet. This needs to be studied. The study will find out the tourists' structure, the tourists' perception on the management based on conservation, and the correlation between them.

The study itself used accidental sampling with level of confidence at 95% in sampling technique. By applying Slovan formula we get 395 sample respondents from total population, that is the average amount of the tourists in two months in 2001/2002. The chi square test was used to analyze the correlation between the tourist structure and their perception. The data collected were primary and secondary data. The primary data were tourists' structure, the tourists' perception as well as the tourists' image and opinion about The Tourism Area of Gong Cave. This data was obtained from a questionnaire distribution. The secondary data concern research area description, the amount of visitors in last few years. This data was obtained from The Tourism Area of Gong Cave management. The secondary data and the tourism aspect were examined by the description method.

The respondents' structure examined the respondents' age (dominated by mature respondents 59,75%), the education level (dominated by SLTA 45,06%) and the occupation (dominated by student 52,66%). The respondents' perception was divided into three categories: low (3,54%), medium (82,78%) and high (13,68%).

Facing the fact above, that half of the respondents are in mature age which SLTA are their last education level and most are in medium category of perception, it is necessary to establish some interpretation programs on conservation to increase their knowledge and the importance of conservation, create some educative, attractive and challenging tourist's packets based on conservation principles. The respondents hoped the manager of The Tourism Area of Gong Cave give more attention on keeping the uniqueness and nativity of Gong Cave as the main object of interest, creating more fresh air and green environment and increasing the quality and quantity of some physical facilities in making a development and management plan of the area in the next future.

Key words: perception, tourist, management, Gong Cave

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