

Perbedaan jumlah wisatawan berdasarkan perbedaan tingkat daya tarik objek wisata sebelum dan masa new normal di Objek Wisata Kawasan Puncak Kabupaten Bogor = Differences in number of tourists based on differences in the level of attractiveness of tourist objects before and the new normal period in Tourist Objects in The Puncak Area of Bogor Regency.

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Abstrak

Kawasan Puncak merupakan salah satu kawasan wisata unggulan di Provinsi Jawa Barat yang memiliki objek wisata alam, wisata budaya, dan wisata minat khusus. Masing-masing objek wisata memiliki tingkat daya tarik yang berbeda-beda. Terdapat perbedaan tingkat daya tarik objek wisata di masa new normal akibat adanya atraksi wisata dan akomodasi yang tidak beroperasi. Penelitian ini bertujuan untuk mengetahui perbedaan jumlah wisatawan sebelum dan masa new normal di objek wisata Kawasan Puncak, Kabupaten Bogor, serta untuk mengetahui hubungan perbedaan tingkat daya tarik objek wisata sebelum dan masa new normal terhadap perbedaan jumlah wisatawan. Metode analisis yang digunakan adalah metode deskriptif dengan pendekatan spasial temporal serta menggunakan Uji Korelasi Pearson Product Moment untuk mencari keeratan hubungan. Hasil penelitian menunjukkan bahwa terdapat perbedaan jumlah wisatawan sebelum dan masa new normal di semua objek wisata Kawasan Puncak, Kabupaten Bogor. Penurunan jumlah wisatawan tinggi terjadi pada objek wisata yang memiliki banyak atraksi wisata yang tidak beroperasi di masa new normal. Sedangkan objek wisata yang memiliki atraksi wisata tidak di berhentikan beroperasi di masa new normal mengalami penurunan jumlah wisatawan rendah. Objek wisata yang mengalami penurunan tingkat daya tarik yang tinggi di masa new normal juga diikuti dengan penurunan jumlah wisatawan di masa new normal. Hasil uji korelasi menunjukkan bahwa terdapat hubungan yang kuat dan arah korelasi bernilai positif antara perbedaan tingkat daya tarik objek wisata sebelum dan masa new normal dengan perbedaan jumlah wisatawan. Semakin tinggi perbedaan tingkat daya tarik objek wisata, maka semakin tinggi perbedaan jumlah wisatawan sebelum dan masa new normal.

.....The Puncak area is one of the leading tourist areas in West Java Province that has natural tourism, cultural tourism, and special interest tourism. Each tourist objects has a different level of attractiveness. There are differences in the level of attractiveness of tourist objects in the new normal period due to tourist attractions and accommodations that do not operate. The purpose of the research is to identify the difference in number of tourists before and the new normal period in tourist objects in the Puncak Area, Bogor Regency, and to identify correlation of differences in the level of attractiveness before and the new normal period on the difference in number of tourists. The analytical method used is descriptive method of temporal-spatial and using the Pearson Product Moment Correlation Test to find the closeness of the correlations. The results showed that there are differences in the number of tourists before and the new normal period in all tourist objects in the Puncak Area, Bogor Regency. The decrease in the number of tourists is high in tourist objects that have many tourist attractions do not operate in the new normal period. Meanwhile, tourist objects that have tourist attractions do not stop operating in the new normal period have a low decrease in the number of tourists. Tourist objects that have a high different level of attractiveness in

the new normal period were also followed by a decrease in the number of tourists in the new normal period. The result of the correlation test showed that there is a strong correlation and the direction of the correlation is positive between differences in the level of attractiveness of tourist objects before and the new normal period with the difference in the number of tourists. The difference in the level of attractiveness being higher, then the difference in the number of tourists before and the new normal period also being higher.