

**EVALUASI BERBASIS *CSE-UCLA* TERHADAP IMPLEMENTASI
RENCANA TATA RUANG WILAYAH KAWASAN KALIBUKBUK
LOVINA SEBAGAI DAYA TARIK RESORT TOURISM
DI PROVINSI BALI**

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ABSTRAK

Penelitian ini bertujuan untuk mengevaluasi implementasi pelaksanaan rencana tata ruang wilayah kawasan Kalibukbuk Lovina sebagai daya tarik resort tourism di Provinsi Bali menggunakan *CSE-UCLA evaluation*. Penelitian ini dilaksanakan di Kawasan Kalibukbuk Lovina, kegiatan evaluasi akan difokuskan pada komponen *Needs Assessment, program planning, formative evaluation, Summative Evaluation*. Sampel dalam penelitian ini berjumlah 30 orang yang meliputi wisatawan nusantara, perhimpunan hotel, perhimpunan restoran, PHRI, dinas pariwisata, tokoh masyarakat. Data *Needs Assessment, program planning, formative evaluation, Summative Evaluation* dikumpulkan dengan kuesioner. Data dianalisis dengan menggunakan menggunakan teknik analisis deskriptif kuantitatif. Untuk menguji kualitas program digunakan rumus t Bruning. Hasil Penelitian menunjukkan bahwa: *Pertama*, Kualitas pelaksanaan rencana tata ruang wilayah di Kawasan Kalibukbuk Lovina sebagai daya tarik resort tourism ditinjau dari *Needs Assessment* diperoleh nilai t hitung = 129,911, dan nilai efektivitas size (ES) = 22,50 berada pada rentangan (0,8 < 22,50) dengan kategori efektivitas tinggi. *Kedua*, Kualitas pelaksanaan rencana tata ruang wilayah di Kawasan Kalibukbuk Lovina sebagai daya tarik resort tourism ditinjau dari *Needs Assessment* diperoleh nilai t hitung = 124,213, dan nilai efektivitas size (ES) = 21,49 berada pada rentangan (0,8 < 21,49) dengan kategori efektivitas tinggi. *Ketiga*, Kualitas pelaksanaan rencana tata ruang wilayah di Kawasan Kalibukbuk Lovina sebagai daya tarik resort tourism ditinjau dari *Formative Evaluation* diperoleh nilai t hitung 51,917 dan nilai efektivitas size (ES) = 8,98 berada pada rentangan (0,8 < 8,98) dengan kategori efektivitas tinggi. *Keempat*, Kualitas pelaksanaan rencana tata ruang wilayah di Kawasan Kalibukbuk Lovina sebagai daya tarik resort tourism ditinjau dari *Summative Evaluation* diperoleh nilai t hitung = 164,166, dan nilai efektivitas size (ES) = 28,40 berada pada rentangan (0,8 < 28,40) dengan kategori efektivitas tinggi.

Kata kunci: *CSE-UCLA*, rencana tata ruang, *resort tourism*

CSE-UCLA BASED EVALUATION OF THE IMPLEMENTATION OF PLAN FOR THE KALIBUKBUK AREA, LOVINA AS A RESORT TOURISM ATTRACTION IN BALI PROVINCE

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ABSTRACT

This study aims to evaluate implementation of the spatial plan in the Kalibukbuk Lovina area as a tourist attraction for resort tourism in Bali Province using CSE-UCLA based evaluation. This research was conducted in the Kalibukbuk Lovina area, the evaluation activities will be focused on the Needs Assessment component, program planning, formative evaluation, and Summative Evaluation. The sample in this study amounted to 30 people which included domestic tourists, hotel associations, restaurant associations, PHRI, tourism offices, community leaders. Data on Needs Assessment, program planning, formative evaluation, and Summative Evaluation were collected using a questionnaire. Data were analyzed using quantitative descriptive analysis techniques. To test the quality of the program, the t Bruning formula is used. The results showed that: First, the quality of the implementation of the regional spatial plan in the Kalibukbuk Lovina area as a resort tourist attraction was reviewed from the Needs Assessment. $8 < 22.50$) with a high effectiveness category. Second, the quality of the implementation of the regional spatial plan in the Kalibukbuk Lovina area as a resort tourist attraction is reviewed from the Needs Assessment, the value of t count = 124.213, and the value of effectiveness size (ES) = 21.49 is in the range $(0.8 < 21.49)$ with a high effectiveness category. Third, the quality of the implementation of the regional spatial plan in the Kalibukbuk Lovina area as a resort tourist attraction in terms of Formative Evaluation obtained a t value of 51.917 and the value of effectiveness size (ES) = 8.98 is in the range $(0.8 < 8.98)$ with high effectiveness category. Fourth, the quality of the implementation of the regional spatial plan in the Kalibukbuk Lovina area as a resort tourist attraction in terms of the Summative Evaluation obtained the value of t count = 164.166, and the value of effectiveness size (ES) = 28.40 is in the range $(0.8 < 28.40)$ with high effectiveness category.

Keywords: CSE-UCLA, spatial planning, resort tourism