

ANALISIS MINAT WISATAWAN TERHADAP OLAHRAGA UNDERWATER DI KABUPATEN BULELENG

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui minat wisatawan terhadap olahraga underwater di Desa Kalibukbuk dan Desa Baktiseraga Kabupaten Buleleng. Jenis penelitian ini adalah jenis penelitian deskriptif kuantitatif, dengan menggunakan metode survey dengan Teknik pengambilan data observasi, kuesioner dan dokumentasi. Populasi dalam penelitian ini adalah wisatawan yang berkunjung di Wisata Lovina dan Penimbangan dimana mereka yang telah melakukan olahraga underwater. Analisa data yang digunakan dalam penelitian ini yaitu deskriptif kualitatif dengan persentase. Hasil dari penelitian ini menunjukkan bahwa Minat wisatawan terhadap olahraga underwater di penimbangan dapat dikatakan sangat baik dengan persentase 89,9%, data tersebut diperoleh melalui angket yang terbagi dari beberapa aspek. (1) Sumber informasi dan tujuan berkunjung memiliki persentase 78,22 %. (2) Sarana dan prasarana wahana olahraga underwater dengan persentase 82,95 %. (3) Keunikan wahana olahraga underwater dengan persentase 97,66 %. (4) Jenis layanan wisata memiliki persentase 93,4 %. (5) Pengelolaan tempat wisata memiliki persentase 97,3 %.

Sedangkan Minat wisatawan terhadap olahraga underwater di Lovina dapat dikatakan sangat baik juga dengan persentase 96,5 %, persentase tersebut didapatkan dari (1) Sumber informasi dan tujuan berkunjung 90,14 %. (2) Sarana dan Prasarana wahana olahraga underwater 97,6 %. (3) Keunikan wahana olahraga underwater 99,3 %. (4) Jenis layanan wisata 97,25 %. (5) Pengelolaan tempat wisata memiliki 98,23 %. Berdasarkan hasil dari analisis data dalam penelitian ini, maka dapat disimpulkan bahwa Minat berkunjung wisatawan khususnya tentang wahana olahraga underwater di Desan Kalibukbuk dan Baktiseraga Kabupaten Buleleng secara keseluruhan dapat dikategorikan sangat baik. Penelitian ini diharapkan menjadi acuan pengelola Wisata Lovina dan Penimbangan agar meningkatkan kualitas pengelolaan, pelayanan, dan penambahan wahana baru agar menambah daya Tarik wisatawan untuk berkunjung.

Kata-Kata Kunci: minat, wisatawan, pariwisata, olahraga *underwater*

**THE ANALYSIS OF TOURIST INTEREST IN UNDERWATER SWIMMING
IN BULELENG DISTRICT**

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ABSTRACT

This research aims to determine tourist interest in underwater sports in Kalibukbuk Village and Baktiseraga Village, Buleleng Regency. This type of research is quantitative descriptive research, using survey methods with data collection techniques of observation, questionnaires and documentation. The population in this study were tourists visiting Lovina and Penimbangan Tourism where those who had done underwater sports. The data analysis used in this study is descriptive qualitative with percentages. The results of this study indicate that tourists' interest in underwater sports in weighing can be said to be very good with a percentage of 89.9%, the data is obtained through a questionnaire which is divided into several aspects. (1) The source of information and the purpose of visiting has a percentage of 78.22%. (2) Facilities and infrastructure of underwater sports rides with a percentage of 82.95%. (3) The uniqueness of underwater sports rides with a percentage of 97.66%. (4) The type of tourist service has a percentage of 93.4%. (5) Management of tourist attractions has a percentage of 97.3%.

Meanwhile, tourists' interest in underwater sports in Lovina can be said to be very good too with a percentage of 96.5%, the percentage is obtained from (1) Information sources and visiting destinations 90.14%. (2) Facilities and Infrastructure for underwater sports rides 97.6%. (3) The uniqueness of underwater sports rides 99.3%. (4) Types of tourist services 97.25%. (5) Management of tourist attractions has 98.23%. Based on the results of data analysis in this study, it can be concluded that the visiting interest of tourists, especially about underwater sports rides in Desa Kalibukbuk and Baktiseraga Buleleng Regency as a whole can be categorized as very good. This research is expected to be a reference for Lovina and Penimbangan Tourism managers to improve the quality of management, services, and the addition of new rides to increase the attractiveness of tourists to visit.

Keywords: *interest, tourists, tourism, underwater sports*