

PERSEPSI WISATAWAN TENTANG WAHANA OLAHRAGA UNDERWATER DI DESA BANGSRING KABUPATEN BANYUWANGI

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui persepsi wisatawan tentang wahana olahraga *underwater* di Desa Bangsring Kabupaten Banyuwangi. Jenis penelitian ini adalah jenis penelitian deskriptif kuantitatif, dengan menggunakan metode *survey* dengan teknik pengambilan data observasi, kuisioner dan dokumentasi. Populasi dalam penelitian ini adalah wisatawan yang berkunjung di Wisata Bangsring *underwater* dimana mereka yang telah menikmati wahana olahraga *underwater*. Analisis data yang digunakan dalam penelitian ini yaitu deskriptif kualitatif dengan persentase. Hasil dari penelitian ini menunjukkan bahwa Persepsi wisatawan tentang wahana olahraga *underwater snorkeling* dapat dikatakan sangat baik dengan persentase 87,7%, data tersebut diperoleh melalui angket yang terbagi dari beberapa aspek. (1) Sumber informasi dan tujuan berkunjung memiliki persentase 85,6 %. (2) Sarana dan prasarana wahana olahraga *underwater snorkeling* dengan persentase 89 %. (3) Keunikan wahana olahraga *snorkeling* dengan persentase 89 %. (4) Jenis layanan wisata memiliki persentase 86,8 %. (5) Pengelolaan tempat wisata memiliki persentase 88,25 %. Sedangkan persepsi wisatawan tentang wahana olahraga *underwater diving* dapat dikatakan sangat baik juga dengan persentase 86,8 %, persentase tersebut didapatkan dari (1) Sumber informasi dan tujuan berkunjung 83,4 %. (2) Sarana dan prasarana wahana olahraga *underwater diving* 87,8 %. (3) Keunikan wahana olahraga *diving* 91,6 %. (4) Jenis layanan wisata 84 %. (5) pengelolaan tempat wisata memiliki persentase 87,3 %. Berdasarkan hasil dari analisis data dalam penelitian ini, maka dapat disimpulkan bahwa persepsi wisatawan tentang wahana olahraga *underwater* khususnya *snorkeling* dan *diving* di Desa Bangsring Kabupaten Banyuwangi secara keseluruhan dapat dikategorikan sangat baik. Penelitian ini diharapkan menjadi acuan pengelola Wisata Bangsring *Underwater* agar meningkatkan kualitas pengelolaan, pelayanan dan penambahan wahana baru agar menambah daya tarik wisatawan untuk berkunjung.

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

ABSTRACT

The research was purposed to determine the perception of tourists about underwater sports rides in Bangsring Village, Banyuwangi Regency. The type of research is a descriptive quantitative research, using survey methods with observation data collection techniques, questionnaires and documentation. The population in this research is tourists who visit Bangsring underwater tourism and who have enjoyed underwater sports rides. Analysis of the data used in this research is descriptive qualitative with percentages. The results of this research show that the perception of tourists about underwater snorkeling said to be excellent with a percentage of 87.7%. The percentage was obtained through a questionnaire comprised of several aspects. (1) The sources of information and the purpose of visiting have a percentage of 85.6%. (2) Facilities and infrastructure for underwater snorkeling with a percentage of 89%. (3) The uniqueness of the snorkeling sports vehicle with a percentage of 89%. (4) Types of tourism services have a percentage of 86.8%. (5) The management of tourist attractions has a percentage of 88.25%. While the perception of tourists about underwater diving said to be excellent with a percentage of 86.8%, the percentage was obtained from (1) Information sources and 83.4% visiting destinations. (2) Underwater diving sports facilities and infrastructure 87.8%. (3) The uniqueness of diving sports rides is 91.6%. (4) Types of tourism services 84%. (5) the management of tourist attractions has a percentage of 87.3%. Based on the results of data analysis in this research, it can be concluded that the perception of tourists about underwater sports rides, especially snorkeling and diving in Bangsring Village, Banyuwangi Regency as a whole can be categorized as very well. This research is expected to be a reference for Bangsring Underwater Tourism managers in order to improve the quality of management, service and the addition of new rides in order to increase the attractiveness of tourists to visit.

Keywords: perception, tourists, tourism, underwater sports

