

ARSITEKTUR

LAPORAN PENELITIAN

KATEGORI A



PERSEPSI, PREFERENSI, DAN PARTISIPASI PUBLIK DALAM PERSPEKTIF
METODE CO-DESIGN PADA PENGEMBANGAN FASILITAS WISATA PANTAI
KABUPATEN MALANG SAAT DAN PASCA COVID-19

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5. Masa pelaksanaan penelitian :
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 - b. Berakhir : **Oktober 2020**
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7. Lokasi penelitian : **Kabupaten Malang**
8. Hasil yang ditargetkan : **Rekomendasi pengembangan fasilitas wisata pantai kabupaten Malang saat pandemic Covid-19**
9. Institusi lain yang terlibat : **-**

10. Keterangan lain yang dianggap perlu :

RINGKASAN

Kabupaten Malang terkenal akan potensi daya tarik wisatanya yang berupa pantai selatan. Di antara banyak pantai yang ada di Malang selatan, yang ada yang memiliki fasilitas memadai sebagai pendukung kegiatan pariwisata, namun ada yang tidak. Beberapa pantai yang merupakan kawasan konservasi alam tidak memperbolehkan adanya fasilitas yang dapat mengganggu kealamian kawasan. Koridor jalan utama pantai selatan sebagai penghubung antara pantai juga belum memiliki ketersediaan fasilitas pendukung wisata yang baik. Hal ini dapat mempengaruhi tingkat kunjungan maupun lamanya berkunjung di kawasan pantai Malang selatan. Isu lain yang dijumpai pada obyek penelitian adalah bahwa sejak Pandemi Covid-19, terjadi penurunan jumlah kunjungan wisatawan yang berakibat berkurangnya pendapatan daerah kabupaten Malang. Oleh karena itu, untuk meningkatkan kunjungan wisatawan terutama untuk mengembalikan kondisi kunjungan wisatawan pasca pandemic, diperlukan satu area transit yang terletak pada lokasi strategis di antara pantai-pantai tersebut yang menyediakan berbagai fasilitas pendukung pariwisata seperti fasilitas makan dan minum (kuliner) berupa restoran maupun café, serta fasilitas toilet umum, tempat beribadah, dan pom bensin. Penelitian ini mencoba mencari persepsi, preferensi dan partisipasi masyarakat dalam pengembangan fasilitas pendukung pariwisata kabupaten Malang pasca Covid-19. Metode pengumpulan data dilakukan melalui kuesioner daring. Analisis data menggunakan analisis mean score dan analisis factor. Diharapkan penelitian ini bermanfaat dalam memberikan guidelines dalam pengembangan kawasan wisata kabupaten Malang pasca Covid-19

Kata kunci: Persepsi, Preferensi, Partisipasi, Pariwisata, Fasilitas kawasan Wisata, Covid-19

SUMMARY

Malang Regency is famous for its potential tourist attraction in the form of the south coast. There are existing south beaches that have adequate facilities to support tourism activities, but some are not. This causes various difficulties for tourists and managers. Some beaches that are natural beaches or are conserved as nature conservation areas do not allow facilities that can disturb the naturalness of the area. Therefore we need a transit area which is located in a strategic location between the beaches that provides a variety of tourism support facilities such as restaurants, cafes, public toilets, places of worship, and petrol pop. Another issue that needs to be examined is that since the Covid-19 Pandemic, there has been a decrease in the number of visits by foreign tourists which resulted in a decrease in the Malang district budget. This study tries to find perceptions, preferences and community participation in the development of tourism support facilities in Malang after Covid-19. Data collection methods are carried out through online questionnaires. Data analysis using mean score analysis and factor analysis. It is hoped that this research will be useful in providing guidelines in the development of Malang regency tourism area after Covid-19

Keyword: Perception, Preference, Participation, Tourism Facility, Covid-19

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