

ABSTRAK

ANALISIS SEBARAN *TOURISM BUSINESS DISTRICT* (TBD) DI KOTA BOGOR

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Kota Bogor sebagai *Central Business District* (CBD) memiliki banyak potensi wisata yang cukup menarik. Untuk meningkatkan potensi wisata tersebut perlu adanya identifikasi sebaran *Tourism Business District* (TBD) di Kota Bogor beserta kemenarikannya. Tujuan dari penelitian ini yaitu, mengidentifikasi sebaran, menganalisis tingkat kemenarikan, dan menganalisis sikap masyarakat terhadap dampak yang ditimbulkan dari keberadaan TBD. Metode penelitian menggunakan deskriptif analisis. Dengan sampel sebanyak 100 wisatawan dan 100 orang penduduk setempat. Hasil penelitian yang didapat, dengan menggunakan penilaian skala Likert dan analisis tetangga terdekat (T), diperoleh empat karakteristik TBD Kota Bogor yaitu, TBD bernuansa belanja dan kuliner, TBD bernuansa pemerintahan, TBD bernuansa Sejarah, dan TBD bernuansa peninggalan budaya. Pola yang dibentuk oleh TBD Kota Bogor termasuk kedalam kategori *clustered* atau mengelompok. Tingkat kemenarikan tertinggi TBD Kota Bogor yaitu pada aspek aktivitas, sedangkan kemenarikan terendah adalah pada aspek atraksi. Dampak keberadaan TBD di Kota Bogor berakibat pada dampak lingkungan fisik yang mengakibatkan tersedianya perbaikan dan kemajuan infrastruktur, sehingga tersedia berbagai fasilitas wisata, kemudian untuk dampak lingkungan sosial, keberadaan TBD mengakibatkan meningkatnya peluang dan usaha mendapatkan pekerjaan bagi masyarakat karena semakin banyak pembangunan fasilitas wisata.

Kata Kunci : *Tourism Business District* (TBD), Fasilitas Wisata, Tingkat Kemenarikan, Dampak TBD

ABSTRACT

DISTRIBUTION OF ANALYSIS TOURISM BUSINESS DISTRICT (TBD) IN BOGOR CITY

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Bogor City as a Central Business District (CBD) has many tourism potentials that are interesting enough for tourist visitation. To increase those tourism potentials, it needs an identification of distribution and the attractiveness of Tourism Business District (TBD) in Bogor City. The purpose of this research is to identify the distribution, to analyze the attractiveness, and then to analyze the demeanor of society towards the impact of TBD area. The methods that used in this research is descriptive methods. The sample that used in this research as many 100 of tourists and 100 of residents. The result of this research was analyzed with Likert scale and nearest neighbour analysis (T), and from those analysis there is four characteristic of TBD in Bogor City, there are TBD of shopping and culinary nuanced, TBD of government nuanced, TBD of historic nuanced, and TBD of cultural heritage nuanced. The pattern which made by TBD in Bogor City used an analyzed by nearest neighbour analysis, and it categorized as clustered. The highest attractiveness of TBD in Bogor City is in activity aspect, and the lowest attractiveness of TBD is in attraction aspect. The impact that caused from TBD area, it impact to the physical environment as fixed up and progressed in infrastructure, and it made many tourism facility availability, and the impact for social environment that caused by TBD area, it caused many chance to get a job for residents, cause of many tourism facility was built.

Keywords: Tourism Business District (TBD), Tourism Facility, Attractiveness, Impact of TBD Area

