

**PERENCANAAN PAKET WISATA BERDASARKAN
KARAKTERISTIK DAN MOTIVASI WISATAWAN
YANG DATANG KE KAMPUNG CIREUNDEU KOTA CIMAHI**

ABSTRAK

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Kampung Cireundeu merupakan salah satu destinasi wisata di Kota Cimahi, yang menawarkan konsep kampung dengan kebudayaan unik dan masih sangat terjaga kelestariannya. Kampung ini terkenal dengan kebudayaan masyarakat adat yang tidak memakan nasi melainkan memakan rasi singkong sebagai makanan substitusinya. Adapun pariwisata yang ada di Kampung Cireundeu cenderung berjalan di tempat. Paket wisata adalah solusi yang tepat untuk mengatasi permasalahan pariwisata yang ada di kampung tersebut. Paket wisata yang direncanakan akan berdasarkan kepada karakteristik dan motivasi wisatawan yang datang ke Kampung Cireundeu. Hal ini dimaksudkan agar paket wisata tersebut berorientasi kepada wisatawan sehingga paket akan sesuai dengan keinginan juga kebutuhan wisatawan dari berbagai golongan. Dalam memperoleh hasil penelitian yang peneliti inginkan, maka peneliti menggunakan metode penelitian deskriptif dengan pendekatan kualitatif. Terdapat beberapa tahapan dalam perencanaan paket wisata ini, yakni analisis karakteristik dengan menggunakan diagram pie, analisis motivasi dengan menggunakan skala likert sebagai skala pengukurannya, analisis elemen paket wisata berdasarkan data primer, penyesuaian antara karakteristik dan motivasi, dan terakhir perencanaan paket wisata berdasarkan karakteristik dan motivasi, termasuk di dalamnya tema, *itinerary*, hingga harga. Penelitian ini menghasilkan 4 jenis paket wisata dengan penamaan berdasarkan kepada jenis singkong beracun yang ada di Cireundeu, yaitu Paket Sampeu Karihkil Hiji (untuk pelajar TK dan SD), Paket Sampeu Karihkil Dua (untuk pelajar SMP dan SMA), Paket Sampeu Karihkil Tilu (untuk mahasiswa), dan Paket Sampeu Karihkil Opat (untuk masyarakat umum). Semua paket tersebut diharapkan dapat dikembangkan dan dapat pula memajukan pariwisata di Kampung Cireundeu.

Kata Kunci: Paket Wisata, Karakteristik dan Motivasi, Kampung Cireundeu

**TOUR PACKAGE PLANNING BASED ON
CHARACTERISTICS AND MOTIVATIONS OF THE TOURISTS
THAT CAME TO CIREUNDEU VILLAGE CIMAHI CITY**

ABSTRACT

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Cireundeu village was one of tourist attraction located in Cimahi City, this village offer a traditional village concept along with unique culture that has been maintained originality from the past. This village was famous for its' tradition where the villager maintain to consume "rasi singkong" as a food substitute (a rice that made from cassava) instead of a normal white rice as the staple food. The current condition of tourism visitor in Cireundeu village showing slow improvement. Tour package is one of the solution that is offered to solve this problem. The tour package is plan to be flexible with the characteristic and motivation of the tourist that come to the village. The package is designed to be tourist oriented, the package planned to be suitable with what the tourist want, and need. It caused most of tourists came from different group that have different interests and needs. In order to get the best research result that best fit with the writer want and need, the writer used research descriptive method with the qualitative approach. There were several procedures in order to design and plan this tour package, those procedures are; analyzing the characteristic by using a pie diagram, analyzing the motivation by using likert scale as the measurement, analyzing the element of tour package based on primary data, conforming between the characteristic and motivation and the last planning the tour package based on tourist characteristic and motivation include with the theme, itinerary, and price list. This research resulted 4 kinds of tour package that name based on poisonous cassava varieties in Cireundeu, which are "Sampeu Karihkil Hiji" (for kindergarten and primary students) , "Sampeu Karihkil Dua" (for junior and senior high school students), "Sampeu Karihkil Tilu" (for college students), "Sampeu Karihkil Opat" (for public). All of the package is excepted to be developed and also can enhanced tourism in Cireundeu village.

Key words : Tour package, Tourist Characteristic and Motivation, Cireundeu Village