

ABSTRAK

Permasalahan yang terjadi di pariwisata umumnya mengenai keputusan berkunjung wisatawan. Jumlah kunjungan wisatawan ke Pulau Belitung mengalami ketidakstabilan. Penelitian ini bertujuan untuk mengetahui pengaruh *film induced* tourism terhadap citra destinasi dan dampaknya pada keputusan berkunjung. Wisnus yang berkunjung ke Pulau Belitung dan pernah menonton Film Laskar Pelangi sebagai populasi. Teknik sampling yang digunakan adalah *systematic random sampling* dengan analisis jalur. Berdasarkan hasil pengujian menunjukkan bahwa terdapat pengaruh positif, langsung dan tidak langsung antara *film induced tourism*, citra destinasi dan keputusan berkunjung.

Kata Kunci : *Film Induced Tourism*, Citra Destinasi, Keputusan Berkunjung

ABSTRACT

The problems that occurred in tourism generally associated with tourist decision making. The number of tourists visiting Belitung Island have increased but it is unstable. This study aims to determine the effect of film induced tourism to destination image and its impact on tourist decision making. Domestic tourists who visited Belitung Island and have watched Laskar Pelangi film serve as population. The sampling technique that was used is systematic random sampling with path analysis. Based on the test results show that there are positive influence between film induced tourism, destination image, and tourist decision making, directly and indirectly.

Keywords: Film Induced Tourism, Destination Image, Tourist Decision Making