

ABSTRAK

Keberadaan Pedagang di Taman Wisata Alam Cimanggu Berdasarkan Tanggapan Pengelola dan Wisatawan

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Taman Wisata Alam Cimanggu adalah salah satu kawasan pelestarian alam yang dijadikan sebagai daya tarik wisata alam. Jumlah pedagang di Taman Wisata Alam Cimanggu terus bertambah dan keberadaannya menjadi permasalahan karena kawasan menjadi kumuh, tidak tertib, dan merusak keindahan. Pengelola pun berupaya untuk mengatasi hal tersebut agar kondisi kawasan menjadi nyaman dan aman. Tujuan penelitian ini dilakukan untuk menganalisis tanggapan pengelola dan wisatawan mengenai keberadaan pedagang di Taman Wisata Alam Cimanggu berdasarkan pelayanan prima.

Metode penelitian menggunakan metode deskriptif kuantitatif melalui teknik wawancara, observasi, dokumentasi dan kuesioner. Objek penelitian yang digunakan sebagai sampel adalah pengelola sebanyak 2 orang dan wisatawan sebanyak 100 orang. Operasional variabel penelitian ini adalah pelayanan prima. Analisis data dilakukan secara deskriptif melalui alat ukur yaitu nominal dan ordinal. Selanjutnya analisis data dipaparkan dalam bentuk angka dan grafik sehingga mudah dibaca dan dapat ditarik pengertian atau makna tertentu.

Dari hasil penelitian, pengelola memberikan tanggapan positif yaitu pedagang cukup baik dalam memberikan pelayanan prima berdasarkan 6 indikator pelayanan prima yaitu kemampuan, sikap, penampilan, perhatian, tindakan, dan tanggung jawab. Sementara rata-rata tanggapan wisatawan terhadap pelayanan pedagang menunjukkan tanggapan positif, dengan kata lain pedagang sudah mampu melayani dengan baik. Upaya pemberdayaan pedagang yang dapat dilakukan di Taman Wisata Alam Cimanggu seperti melakukan pembinaan kepada pedagang melalui penataan pedagang, penyediaan alat peraga berupa bangunan semi permanen untuk pedagang berjualan, membentuk forum paguyuban warung untuk menjembatani kebutuhan antara pedagang dan pengelola.

Kata Kunci: Pelayanan, pemberdayaan, wisata alam.

ABSTRACT

Presence of Trader's at Natural Tourist Park Cimanggu Based Response The Managers and Tourists

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Natural Tourist Park Cimanggu is one of natural conservation areas made as a natural tourist attraction. The number of traders in Cimanggu Nature Park has been increasing and it becomes the problem since the uncontrolled number of traders make the area of Cimanggu Nature Park become dirty, disorder, and spol the beauty of the place. The managers tried to overcome the situation in order to make Cimanggu Nature Park become safe and comfortable for visitors. The purpose of this study is to analyze the managers' and visitors' responses to the existence of traders based on the quality of the service in Cimanggu Nature Park.

The research method uses a descriptive quantitative method. As technique to gather the data, interviews, observations and documentation and questionnaire were used. The objects of the research used as sample are two managers and 100 visitors. The operational variable in this research was the excellence of the service. The data analysis was descriptively used by a measuring tools called nominal and ordinal. The data were then presented in the form of numbers and graphics so it will make the interpretation of the data easier.

From the result of the research, the managers gave positive responses that traders are quite good in order to provide excellent service based on six indicators of service excellence, they are the ability, attitude, appearance, attention, action, and responsibility. While the visitors also gave positive responses that traders have given good service for them. The effort toward the traders' empowermet which can be done in Cimanggu Nature Park were providing education for the traders in the case of trading arrangement, providing semi permanent building, and establishing a traders' community as a way of communication between traders and managers.

Keywords: Service, empowerment, natural tourism