

Analysis Of Tourist Motivations Who Regularly Visit Karangasem Regency, Bali Indonesia

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Abstract. This study aims to explore tourists' perceptions of Amed Tourist Village in Karangasem, enabling tourism stakeholders and local residents to collaborate in developing strategies to enhance the village's appeal. The research employs a qualitative approach, gathering data through preliminary observations before fieldwork at Amed, distributing questionnaires to tourists, and conducting interviews to deepen the understanding of the findings. The primary factors shaping tourists' views of Amed Tourism Village are its scenic beaches suitable for diving and snorkeling (88.2%), the warmth and friendliness of the local community (90.1%), and the environmental cleanliness (63.4%).

Keywords: Tourism Motivations, Traveler, Bali, Indonesia

I. INTRODUCTION

A tourist area refers to a location or region designated as a destination for visitors, offering sights that delight the eyes and provide a refreshing change of atmosphere for both international and local tourists. These areas typically feature unique or notable attractions that set them apart. To thrive, each village identified as a tourist destination must actively work to develop and promote their attractions. Efforts to boost tourist interest aim to increase visitor numbers, which in turn can enhance the income of surrounding villages and support local economic growth.

According to Iawayanti (2010) a tourist area is an activity that is to build and manage an area of a certain area which is built to meet tourism needs, then the things that must be considered in this case are as follows: 1) The ability to encourage increased development of economic life and socio-cultural; 2) Religious values, customs, views and values that live in society; 3) Cultural and environmental sustainability; 4) Sustainability of tourism businesses; 5) Spatial layout; 6) Regional Tourism Development Master Plan.

The area that is considered a tourist area needs to be developed so that the tourist area becomes attractive and much sought after by foreign tourists and local tourists, but when it becomes a tourist area and is visited by many foreign tourists, the people in this tourism area do not strengthen the culture, village customs but village people imitate the customs and culture of other countries. This causes the culture and customs in Bali to decrease and foreign tourists who come will be disappointed when visiting the tourist attraction because foreign tourists come to Bali or come to the tourist area because they want to get to know the original culture and customs of the area and the uniqueness of the area.

According to Inskeep (In Keliwer, 2011) When carrying out tourism development, it will be successful if the tourism components are implemented in an integrative manner, namely: 1) Carrying out an activity and tourist attraction; 2) Facilitate transportation procurement; 3) Prepare good and comfortable accommodation; 4) Management of institutional elements; 5)

Development of infrastructure; 6) Development of other tourist services and facilities. In the construction and development of a tourist area, of course, from a planner's point of view, sometimes it does not have a positive impact and does not have any meaning from the public's perception. According to Robbins (2003) perception is a process that each individual goes through to interpret an impression or give a meaning to the surrounding environment. The factors that influence perception are starting from the perpetrator of the perception, the object that is perceived and the situation that is seen while in an environment. surroundings.

Through the tourism sector, it is also able to improve the economy of the community, such as creating employment opportunities to increase income for the community around tourist areas, being able to increase economic income in tourist areas, and increasing the country's foreign exchange through efforts to develop various tourism potentials at the national and international levels. The reasons that need to be carried out in tourism development planning are increasing the economy of the community in tourist areas and being able to preserve the culture and environment of natural resources in tourist areas. Planning is a process of preparing an activity that will be used to achieve a goal that you want to achieve with existing resources more effectively and efficiently.

Amed Tourism Village, Karangasem, Bali, in recent years has become a popular tourist destination apart from Ubud Tourism Village which is already famous throughout the world, because this village offers various natural and cultural tourist attractions that are attractive to domestic and foreign tourists. In the Amed village area, Karangasem, there are various tourist areas where many people still don't know about the beauty of the beaches, such as Jemeluk Beach, Lipah Beach, apart from that, a famous tourist spot with natural beauty in the Amed Tourism Village, Karangasem is water tourism at the Japanese Ship Wreck. The point is a place where tourists can dive and snorkel to see extraordinary and very beautiful sea views.

The first place to create water tourist attractions such as diving and snorkeling was in Tulamben village, Karangasem, but currently more tourists come to Amed Tourism Village, Karangasem to do diving and snorkeling, this is because when you do diving and snorkeling in Tulamben village only You can see the Dana- Sunari painting gallery, and Pyrmid (Congkang Reef). If tourists don't dare to see the beauty of the sea by diving and snorkeling, tourists can enjoy water and nature tourism by visiting the Tirta Gangga tourist spot or usually called the water palace, because it is surrounded by beautiful water and is also a cool place. It is very important to know tourists' perceptions of the Amed Tourism Village, Karangasem in order to be able to develop sustainable tourism, especially in the Amed Tourism Village, Karangasem.

II. RESEARCH METHOD

According to Kuswana (2-11: 24) Research is an activity aimed at finding out the ins and outs of something. This activity is carried out because there is a problem that requires an answer or knowing the various backgrounds to something happening. The type of research used is qualitative research, namely a research method used to examine the condition of natural objects, namely the researcher is the key instrument.

Theoretically, the qualitative research format is different from the quantitative research format. This difference lies in the difficulty in creating a qualitative research design, because in general qualitative research is not patterned. According to Moleong (2007:6) qualitative research is research that intends to understand phenomena about what is experienced by research subjects, for example behavior, perceptions, motivations, actions, etc., holistically, and by means of descriptions in the form of words and language, in a special natural context and by utilizing various natural methods.

According to Bogdan and Taylor 1975 (Moleong, 2007:4), qualitative methodology is a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior. Furthermore, David Williams 1995 (Moleong, 2007:5) explained that qualitative research is collecting data in a natural setting, using natural methods, and carried out by people or researchers who are naturally interested.

Qualitative research aims to obtain a complete picture of a matter according to the views of the people being studied and then put it in detailed paragraph form. Qualitative research relates to the ideas, perceptions, opinions or beliefs of the people being studied and all of them cannot be measured with numbers. In qualitative research, the problems brought by researchers are still temporary,

so the theory used in preparing qualitative research proposals is also still temporary and will develop after the researcher enters the field or social context, Sugiyono (2010:213).

This type of qualitative research can be interpreted as a type of research that is called a new method because it has not been popular for a long time and can also be called a postpositivist method because it is based on the philosophy of postpositivism. This method is also called an artistic method because the research process is more artistic (less patterned) and is called an interpretive method because research data is more concerned with the interpretation of data found in the field, Sugiyono (2010: 7-8).

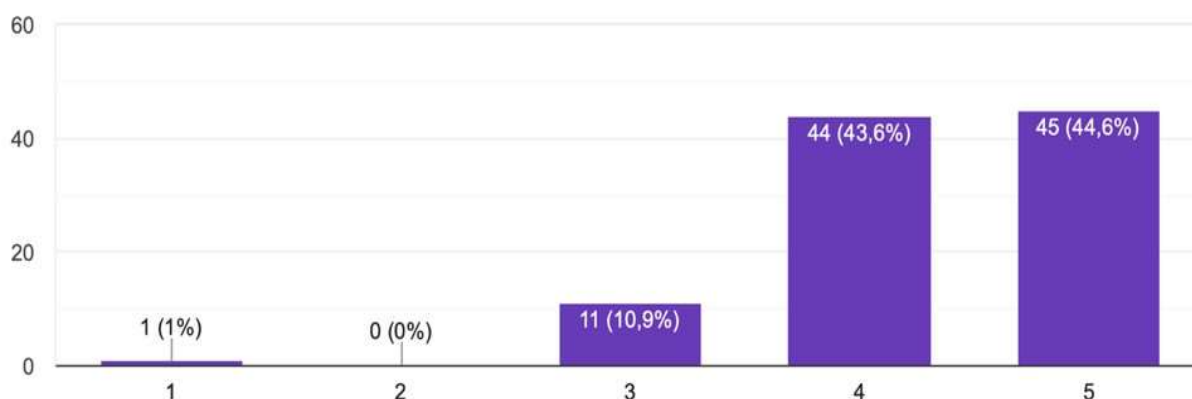
III. RESULTS AND DISCUSSION

Research Result

Natural and Cultural Tourism Attractions: The majority of tourists stated that the natural tourist attractions in Amed Village were very interesting because most tourists liked the beauty of the beaches for diving and snorkeling as much as (88.2%). The attraction of cultural tourism is also an attraction for tourists visiting Amed Village as much as (77.2%). Environmental cleanliness in the tourist village is (63.4%) and there are also several interesting activities in the tourist village such as diving and snorkeling. Apart from that, there is also a tour of how to make salt from the beginning until it becomes salt as much as (69.3%). The results of this data can be seen from several tables presented below as follows

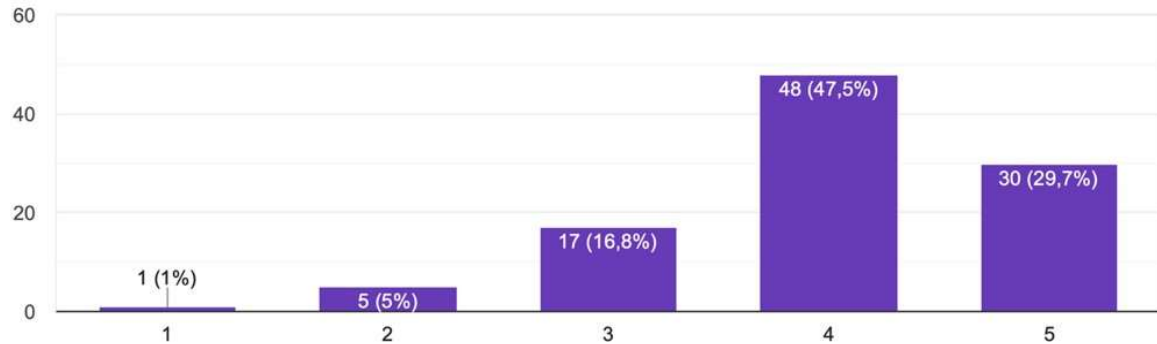
Keindahan alam di Amed sangat menarik (The natural beauty of Amed is very attractive.)

101 jawaban



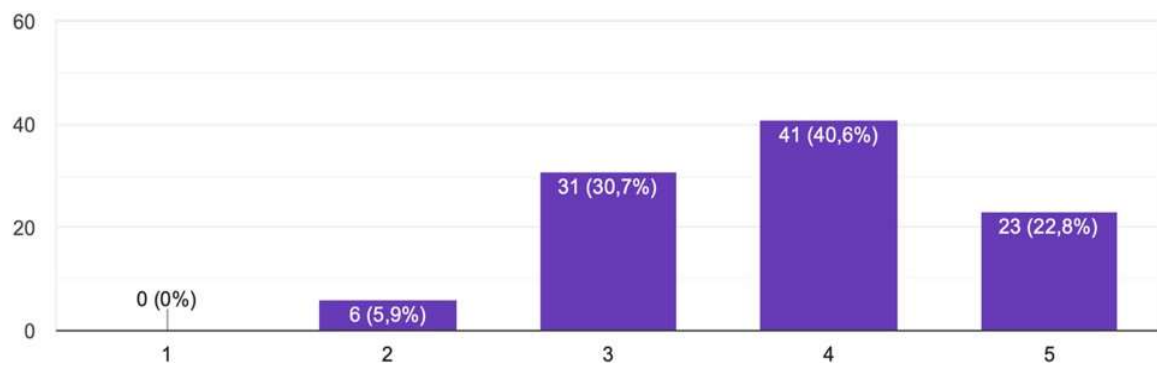
Budaya dan tradisi masyarakat Amed masih terjaga kelestariannya (The culture and traditions of the Amed people are still preserved.)

101 jawaban



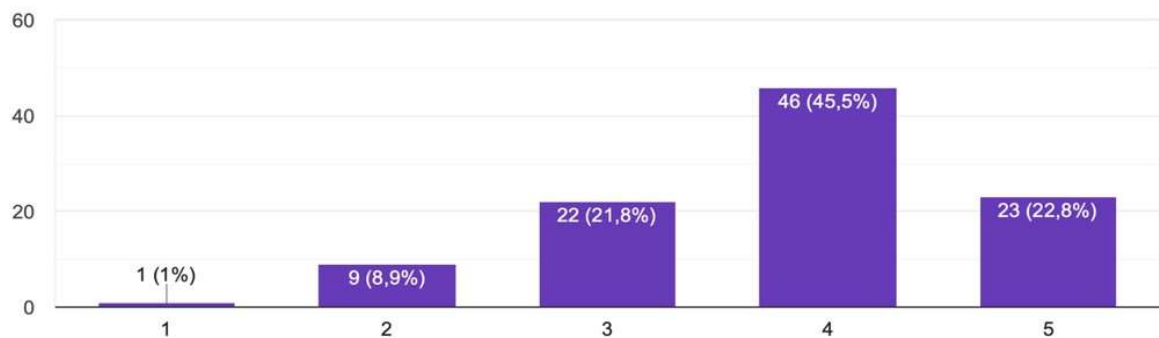
Kebersihan lingkungan di Desa Amed terjaga dengan baik (The cleanliness of the environment in Amed Village is well maintained)

101 jawaban



Amed menawarkan berbagai kegiatan wisata yang menarik. (Amed offers a variety of interesting tourist activities)

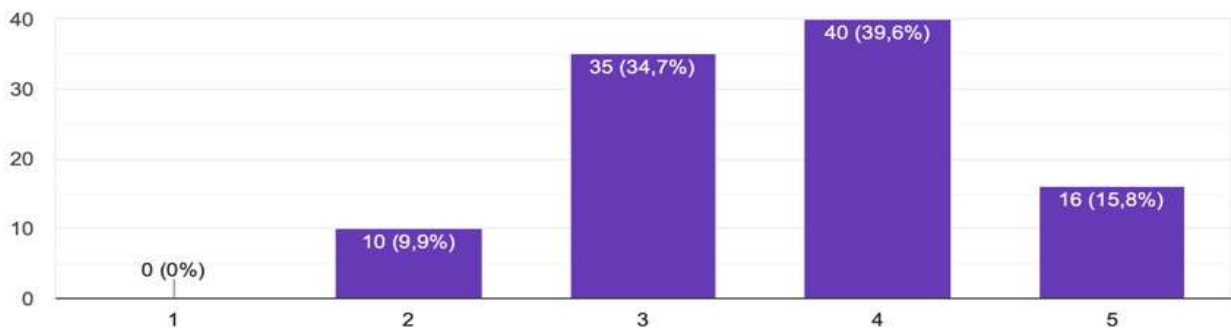
101 jawaban



- **Satisfaction Level:** The level of tourist satisfaction with the friendly Amed village community is (90.1%), data collection on facilities and infrastructure in Amed village so that tourists feel comfortable while in Amed village is (55.4%), Accessibility to tourist attractions in Amed village is easy and comfortable because there is (76.2) transportation, and (84.1) tourists feel comfortable while in Amed. The following will be explained clearly in table form below.

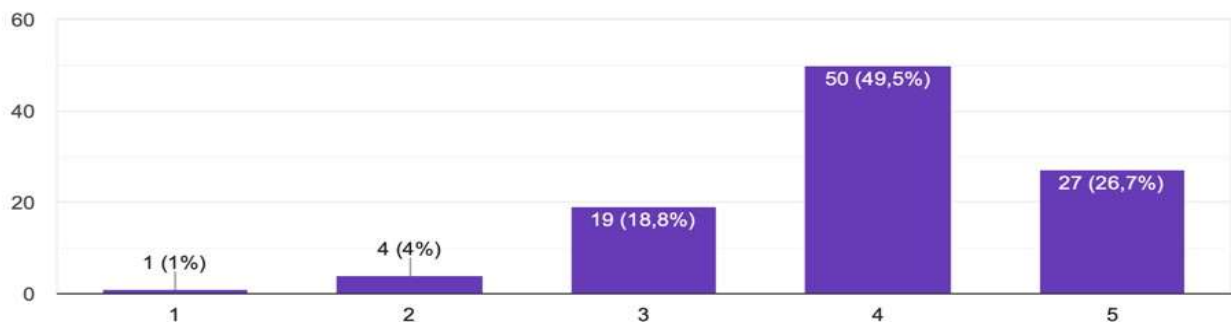
Fasilitas dan infrastruktur di Desa Amed memadai. (The facilities and infrastructure in Amed Village are adequate)

101 jawaban



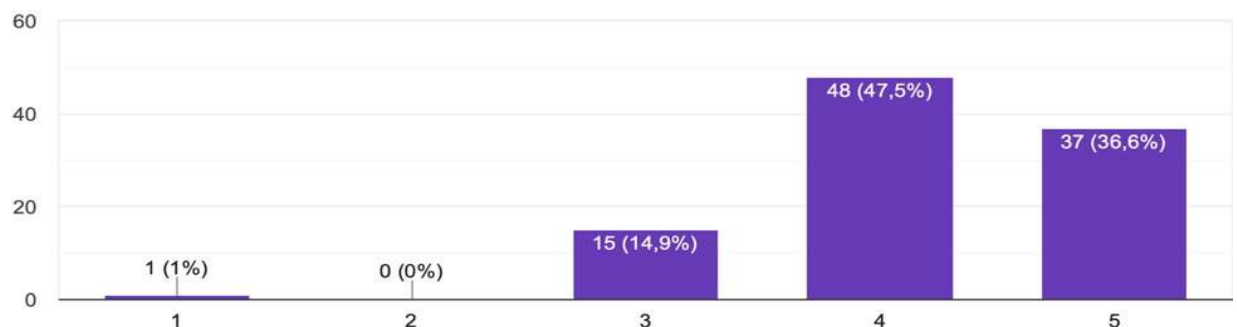
Aksesibilitas menuju Desa Amed mudah dan nyaman (Accessibility to Amed Village is easy and convenient.)

101 jawaban



Saya merasa aman dan nyaman selama berada di Amed (I feel safe and comfortable during my stay in Amed)

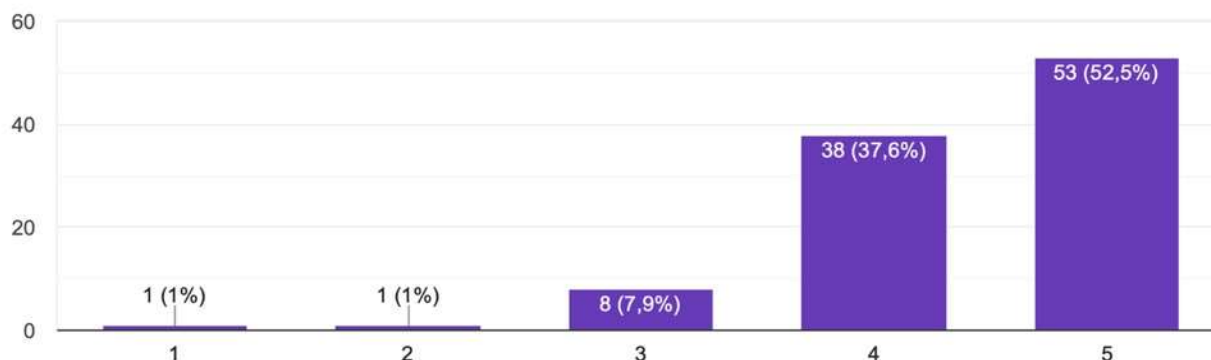
101 jawaban



- **Factors that Influence Perception:** The factors that most influence tourists' perceptions of Amed Tourism Village are the beauty of its beaches for diving and snorkeling (88.2%), the friendliness of the local community (90.1%), and the cleanliness of the environment (63.4%).

Masyarakat Amed ramah dan bersahabat (The people of Amed are friendly and welcoming.)

101 jawaban



Discussion

Natural and Cultural Tourism Attractions: The majority of tourists stated that the natural tourist attractions in Amed Village were very interesting because most tourists liked the beauty of the beaches for diving and snorkeling as much as (88.2%).

Satisfaction Level: The level of tourist satisfaction with the friendly Amed village community is

(90.1%), Factors that Influence Perception the friendliness of the local community (90.1%).

Recommendations: Recommendations for tourism development in Amed Tourism Village include:

- Increase promotion and marketing of tourist villages.
- Improve the quality and variety of facilities and services.
- Preserving local culture and traditions.
- Maintain a clean environment.

Encourage local businesses to adopt environmentally friendly practices, such as using biodegradable packaging, reducing plastic waste, and implementing energy-efficient solutions. Establish community-driven waste management initiatives, such as organized beach clean-ups, waste segregation programs, and partnerships with eco-conscious organizations.

Improve road conditions, signage, and public transportation to facilitate travel to Amed, ensuring that tourists can reach the destination comfortably. Encourage the construction of eco-lodges and homestays that use renewable energy, water-saving technologies, and traditional Balinese architecture to maintain cultural authenticity.

Use social media platforms, travel blogs, and tourism websites to highlight Amed's unique attractions, such as its pristine beaches, rich marine life, and salt-making traditions. Partner with eco-conscious influencers and travel vloggers to showcase Amed as a sustainable tourism destination. Offer customized travel packages that include activities like snorkeling, diving, local culinary experiences, and cultural heritage tours. Organize cultural performances, workshops, and festivals that highlight Balinese heritage and traditions, ensuring that tourism contributes to cultural preservation rather than erosion.

IV. CONCLUSION

Amed Village has great potential to be developed as a sustainable tourist destination. Tourists have a positive perception of natural and cultural tourist attractions, as well as a high level of satisfaction with the facilities and services in this village. Proper development of Amed Village could become an example of a successful tourist attraction in Bali.

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