

IMPLEMENTATION AND TOURIST PERCEPTION OF SAPTA PESONA AT TAMAN KUPU-KUPU, SUKAJADI TOURISM VILLAGE, BOGOR

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Abstract

This study aims to determine, describe, and analyze (1) the implementation of Sapta Pesona at Taman Kupu-Kupu in the Sukajadi Tourism Village and (2) the tourists' perception of Sapta Pesona actualization at Taman Kupu-Kupu in the Sukajadi Tourism Village. The research method used in this research is descriptive research with a mixed approach. Data collection techniques used are observation, interviews, questionnaires, and documentation and literacy. The analysis method used is (1) Miles and Huberman qualitative data analysis in the form of data reduction, data presentation, and drawing conclusions. Then the second is quantitative data analysis with descriptive statistical analysis using SPSS. The sample in this study were tourists who visited the Taman Kupu-Kupu in Sukajadi Tourism Village in May 2021, which is limited due to pandemic Covid-19. The results of this study indicate that (1) the application of Sapta Pesona Taman Kupu-Kupu Sukajadi Tourism Village on the seven elements has generally been carried out well, however each indicator still can be improved to the most optimal level, in particular for elements safe, clean, cool, and beautiful. Furthermore, survey on tourist perceptions in regard with the implementation of Sapta Pesona at Taman Kupu-Kupu Sukajadi Tourism Village is rated excellent on these elements :orderliness, friendliness and memorable. Various efforts can still be worked on to reach maximum value for Sapta Pesona implementation. By improving its organizational strategy, providing skills training for its employee, preparing written and displayed Standard Operating Procedure in the park, building cooperation with related parties and improving marketing and promotion strategy are some recommendations can be conducted by management of Taman Kupu-Kupu Sukajadi Tourism. Based on the results of this study. Moreover it is strongly recommended that the Bogor Regency Tourism and Culture Office should pay more attention to by conducting regular supervision of developing tourism villages in Bogor so that the implementation of Sapta Pesona can be optimized.

Keyword: Sapta Pesona, Tourist Perception, Tourism Village, Sukajadi Village

INTRODUCTION

Indonesia for the first time participated in the World Tourism Market (WTM) in the 1980s, as a sign of Indonesia's participation in the era of international tourism promotion. The actions taken by the government afterwards were to issue seven main tourism strategic policies, one of which was to carry out a tourism campaign through Sapta Pesona or seven charms. Since then Sapta Pesona has begun to be commonly used and campaigned as a condition that must be implemented in every object and tourist attraction in Indonesia. The government began to improve in increasing the number of visits to tourist destinations and become a good host. This is done by involving all national potentials and community participation from all tourist destination through the awareness campaign. One of the strategies for campaigning tourism awareness that involves the participation of the community is by the existence of Tourism Villages. The existence of tourist villages in Indonesia is growing rapidly, this can be seen from 2009 which only recorded 144 tourist villages into 980 tourist villages in 2013 (Ministry of Tourism, 2014).

Tourism Village is an area or rural area that has a special attraction that can become a tourist destination. In tourist villages, residents still hold on to the original traditions and culture. Daily community activities such as farming, gardening and traditional food serving contribute to the existence of the tourist village itself. In addition to these factors, natural and conserved environment is important factor that must exist in a tourist village. According to the Regulation of the Ministry of Culture and Tourism, a tourist village is a form of unity between accommodation, attractions, facilities and infrastructure supporting tourism which are presented in a community life that is integrated with the prevailing tradition (Sugiartawan et al., 2019). A tourist village is a village lives

independently with its potential and is able to sell its various attractions as tourist attractions without involving investors. Therefore, the development of tourist villages is an implementation of the regional autonomy law (UU No.22/99), so that each district needs to program the development of tourism villages in order to increase its income, and explore village potential. This tourist village is also classified as a special type of tourism that offers activities, interesting tourism and places that emphasis more to give new and memorable experience to tourists by living and interacting directly with villagers for several days.

The tourism village must be able to take advantage of and preserve their potentials that may become attractions for tourist. Sukajadi Village has a lot of potential and natural resources that can be developed as tourist attractions. Rural tourism deserves to be developed and to encourage non-agricultural activities will later support the diversification of the village. Rural tourism is certainly different from urban tourism, both in terms of object, location, function, scale and character, thus its planning and development must be specific.

Sapta Pesona is being commonly used and campaigned as a condition that must be actualized in every tourist destination, whether it natural, cultural, artificial or special interests. The implementation of Sapta Pesona (seven charms) concept is expected to create a comfortable tourist visit so that this will make a good impression for every tourist. One of the tourist destinations that is close-related to community is tourism village, which in the implementation of Sapta Pesona become very important because this will encourage awareness of local community to become a good host, beside its application will attract tourist interest to visit and re-visit that impacted to increasing the number of tourist arrival. This increment will automatically raise up the community in that village, as the greatest beneficiary of the development of tourism activities.

Sukajadi Tourism Village is one of the tourist villages that is quite interesting. Sukajadi Village is located near the foot of Mount Salak which has abundance natural resources, its temperature is cool and fresh-aired. The majority population of Sukajadi Village are indigenious. The scene in this village is very beautiful and surrounded by some interesting places such as waterfall and pine forest camping ground that can become tourist attractions. As a tourism village, the implementation of tourism awareness concept and Sapta Pesona becomes an important thing for village tourism development, its implementation should encourage community awareness to be a good host in their own village. Taman Kupu – Kupu is a unique butterfly park owned by private is one of tourist attraction in Sukajadi Village. Interestingly, this park is arranged as a beautiful flowers garden and other green plants. Butterflies are animal that many people like because of their beauty and rarity. This type of insect is one that is quite easy to interact with humans, and is easy to find in open land areas. Here, tourists will be guided to see and listen to explanation from the officer about the process of metamorphosis of butterflies, its breeding, caterpillars and cocoons. In addition, tourists can see preserved butterfly in the museum. The aims of this research are (1) to determine, describe, and analyze the application of Sapta Pesona and (2) analyze the tourists' perception about Sapta Pesona at Taman Kupu-Kupu in the Sukajadi Tourism Village.

1. Tourism, Tourism Villages and Tourism Park

Damanik and Weber (2006:1) define tourism as a phenomenon of complex relation between human, goods and services movement that related to organizations, institutional and individual relationships, service needs, provision of needs, and so on. In Indonesia, tourism are regulated in Law No. 10 of 2009. Tourism is defined as a tourism destination within a geographical area located in one or more administrative district in which located tourist attractions, accessible tourism facilities and competitive communities related to and complementing the actualization of tourism. Yoeti (in Suwen. 2010:85) stated that in order to attract tourists a destination at least has to meet these following conditions, that tourist has something to see, something to do, something to buy

Tourism Village is a form of integration between attractions, accommodations and supporting facilities that are presented in a daily community tradition that blends together. (Nuryanti (1993:2-3). To be called a tourism village, a village must meet several requirements concluded by Priasukmana and Muyadin (2001:38) as follow (1) It has good accessibility. (2) It has tourist attractions in the form of nature, cultural arts, legends, local food, and so on that can be developed as a tourist object and (3) The community and people in the village are supportive toward tourism Referring to above definition, tourism park is a conservation area that is designated for tourism and recreational facilities. This park is usually located in a conservation area, so its management must not conflict with the principles of conservation and protection of its nature or forest that has distinctive natural beauty which are used for recreational and cultural purposes

2. Tourism Awareness and Seven Charms (Sapta Pesona)

In Minister of Culture and Tourism Regulation No. PM.04/UM.001/MKP/2008 tourism awareness is defined as a condition that describes the participation and support of all components of society in encouraging the creation of a climate that is conducive to the growth and development of tourism in a destination or region. The objectives

of tourism awareness are to increase the understanding of all components of society to be good hosts in creating a conducive climate to the growth and development of tourism as well as improving community economically; and to mobilize as well as to foster motivation, abilities and opportunities to people as tourists to recognize and love their homeland.

Guidelines for the Implementation of Sapta Pesona are regulated in the Decree of the Minister of Tourism, Post and Telecommunications Number 5/UM.209/MPPT-89. Sapta Pesona is a condition that must be actualized in order to attract tourists to visit an area or region in our country. We have to create a beautiful and enchanting atmosphere anywhere and anytime., particularly in places that are interesting and attracting the tourists and when serving tourists. With attractive and comfortable conditions and atmosphere, tourists will feel at home, stay longer, feel satisfied with their visit and also leave memorable moments.



Figure 1 Sapta Pesona logo

The Sapta Pesona logo (Figure 1) consist of a smiling sun that represents the spirit of life and joy. The seven angles of the rays arranged neatly around the sun represent The Sapta Pesona aspects. The seven aspects of Sapta Pesona are safe, orderly, clean, cool, beautiful, friendly, and memorable. Each aspect is defined and explained as follow :

a. Safe

Safe or secure is an environmental condition in a tourism destination that provides a sense of calm, free from fear and loss for tourists when traveling or visiting one destination. Forms of actualization among others are not disturbing tourists comfort, helping and protecting tourists, showing a friendly attitude towards tourists, maintaining environmental safety, providing information to tourists, protecting environment free from the dangers of infectious diseases and minimizing accidents of using public facilities. OK

b. Orderly

Orderly is defined as of environmental conditions and services in tourist destinations that reflect high discipline and consistent, regular and efficient quality and services so that it provide a sense of comfort and certainty for tourists when traveling or visiting one destination. This aspect can be performed by following actions: creating a culture of queuing, protecting the environment by complying with applicable regulations, discipline toward timing, all are clear, organized, neat and smooth.

c. Clean,

Clean has meaning an environmental condition, products and services quality in tourist destinations reflects a healthy and hygienic condition so it provide a sense of comfort and pleasure for tourists in travel destination. This aspect can be performed by following actions: not littering, maintaining the cleanliness of the environment, maintaining a air pollution- free environment, preparing a hygienic food and drink with clean serving equipment, and making sure the clerk's clothes and appearance are clean and tidy.

d. Cool

Cool is a condition in a tourist destination that reflects a cool situation that will provide a comfortable feeling for tourists in visiting tourist destination. This aspect can be performed by following actions: carry out and maintaining reforestation by planting trees surround the destination and maintaining cool conditions in overall area.

e. Beautiful

Beautiful is a condition in a tourist destination that reflects a beautiful, ttractive state and gives a deep impression to tourists and has potential for return visits and encouraging tourist to promote this destination to a wider tourist market. Some actions can be taken are maintaining tourist objects in an aesthetic, natural

and harmonious setting, arranging the environment tidiness, maintaining the beauty of vegetation, ornamental plants and shade plants.

f. Friendly or courteous

Friendly or courteous is an environmental condition that comes from the attitude of the community in a tourist destination that reflects a familiar and open atmosphere. This aspect can be actualized through being a good host and always help tourists, giving information about local customs in a polite manner, showing respect and tolerance towards tourists and giving a genuine smile.

g. Memorable

Memorable is defined as a form of memorable experience that provide a sense of pleasure and beautiful memories for tourists. This can be performed by raising and promoting the uniqueness of local culture, serving fresh and healthy local specialties and drinks, providing attractive, unique, distinctive and handy souvenirs.

3. Tourist Perception

Perception is the process, by which an individual select, organizes and interpret information inputs to create meaningful picture of the world. When we interpret a situation or events we are then in position to respond. (Kotler, 1997). Walgito (2004:70) puts forward the factors that play a role in perception, including perceived objects, sense organs, and attention.

Wang (2007) explained perception as a set of internal sensational cognitive processes of the brain at the subconscious cognitive function layer that detects, relates, interprets, and searches internal cognitive information in the mind. Tourist perception can be defined as tourist’s opinion either positive or negative towards certain things (Fauziah & Fathiah, 2011). It is also about tourists with their previous experience (Rajaratnam et al., 2015). Ahadi et al, distinct tourist perception as tourist’s evaluation on certain things. Based from past researchers, we conclude that tourist perception can be defined as opinion on what tourists actually faced during their vacation.

RESEARCH METHODS

This research was conducted in May 2021 in Sukajadi Village, which is located at Jl. Babakan SD Inpres Gadog II No.7, Sukajadi, District of Tamansari, Bogor, West Java. This is a descriptive quantitative data based research with survey method for data collection. The population of this study was a number of students, lecturers and staff of the Bogor Tourism College who visited the Sukajadi Bogor for students goes to village as one of community service agenda execution. The sampling technique is the saturation sampling method with number of samples in this study amounted to 16 people. This limited number of visitors was imposed due to the implementation of the PSBB during the COVID-19 pandemic. The types of data collected in this study are primary data and secondary data. The primary was obtained in two ways i.e. interviewing involved parties and through distributing questionnaires to visitors to find out tourists' perceptions of the application of Sapta Pesona at Taman Kupu - Kupu. Secondary data is obtained from the study of literature and documents related to this research topic.

RESULTS AND DISCUSSION

Implementation of Sapta Pesona at Taman Kupu Kupu in Sukajadi Tourism Village, Bogor

The results of the research on the implementation of Sapta Pesona at the Taman Kupu Kupu in Sukajadi Tourism Village, Bogor, obtained from the visitor questionnaires analysis, can be reviewed form Table 1.

Table 1 Questionnaire Results the Implementation of Sapta Pesona

Aspect	Indicators	Excellent	Good	Average	Poor	Very Poor
		(in percent)				
Safe	Environmental security at Taman Kupu-Kupu Sukajadi Village is already good	18.8	56.2	25	0	0
	The use of public facilities has minimized the risk of accidents in butterfly museum collections	6.2	56.2	31.2	6.2	0

Orderly	I already feel comfortable during my visit to Taman Kupu-Kupu Sukajadi Village	50	37.5	12.5	0	0
	The services provided by Taman Kupu-Kupu Sukajadi Village are friendly to visitors	56.2	37.5	6.2	0	0
	The manager has been in timely manner to control the operational hours of the Taman Kupu-Kupu Sukajadi Village	31.2	37.5	31.2	0	0
	Staff has been able to coordinate visitors conducively	37.5	56.2	6.2	0	0
Clean	Cleanliness in Taman Kupu-Kupu Sukajadi such as toilets is well maintained	50	25	25	0	0
	The clothes and appearance of the staff are neat and fragrant	31.2	25	43.8	0	0
Cool	The reforestation in Taman Kupu-Kupu Sukajadi has been maintained that increase visitors attractiveness	50	25	12.5	12.5	0
	Taman Kupu-Kupu Sukajadi has maintained cool conditions in the room	18.8	50	25	6.2	0
	Taman Kupu-Kupu Sukajadi has done the reforestation	43.8	37.5	6.2	12.5	0
Beautiful	The layout or arrangement of preserved butterflies in the Taman Kupu-Kupu Sukajadi is appropriate and tidy	50	25	12.5	12.5	0
	The plants in the Taman Kupu-Kupu Sukajadi are well maintained.	31.2	31.2	37.5	0	0
Courteus / friendly	Officers have provided information completely about the Taman Kupu-Kupu Sukajadi and in a polite manner to visitors	43.8	31.2	18.8	6.2	0
	The museum staff always smile and show genuine hospitality to visitors	56.2	37.5	6.2	0	0
Memories	I am willing to share information about Taman Kupu-Kupu Sukajadi to friends and families	37.5	62.5	0	0	0

Source: Researchers' Processed Results

From the results of the questionnaire above, it can be seen that there are many students who think that the management of Taman Kupu – Kupu Sukajadi is quite good and Sapta Pesona implementation still need improvement on some indicators to become more optimal. Detail result of each indicator of Sapta Pesona will be described below:

1. Safe

Based on the table above, it can be seen that visitors assess environmental safety and in regard with the use of public facilities to minimize damage to butterflies at Taman Kupu-Kupu in Sukajadi Tourism Village is good with score 56.2%, this is seen from the results of a questionnaire conducted on 16 people.

Safety is an important condition in the tourism industry, UNWTO (2011) means that safety and security are very important in supporting the quality of tourism in one tourist destination. As one of tourist destination in Sukajadi Village, Taman Kupu-Kupu has taken actions in implementing safety aspect of Sapta Pesona for visitors including not disturbing tourists, conducting briefings to their staff prior to guest arrival, the local guide also helps and protect tourist's convenience when visitors oversee to all area in the park. This condition supports the research

from Khalik (2014) who stated that the attitude of not disturbing but helping the tourists shown by the local community act as host can become a major factor affecting the tourist comfort and feel safe during the visit.

According to research done by Andereck dan Nyaupane (in Hanafiah and Abdullah, Mohamad 2014: 804) it is reasonable for local communities or known as "service providers" to provide services in terms of accommodation, information, transformation, small facilities and services at tourist destinations to tourists, this is because the success of the tourism industry relies heavily on the support of local communities to ensure the benefits derived from development of tourism industry.

2. Orderly

On orderly aspect, the result shows that 50% of tourists feel very comfortable when visiting Taman Kupu - Kupu Sukajadi Tourism Village, the services provided by the staff there are very friendly to visitors. The management has provided optimal service to the visitors. The arrangement of operating hours is already in timely manner. Co-ordination of visitors has been carried out in a conducive manner, this can be seen from the data that 56% of visitors think this way. Based on researcher observation, orderliness factor at Taman Kupu - Kupu Sukajadi Tourism Village is applied by carrying out several forms of action, among others, by creating a queue culture at each location of the park. Stanford (2016:41) reveals that an orderly attitude leads to both sides, tourist and management, ethical and responsible behavior. The responsibility referred to complying with applicable regulations, not to intentionally offend local religious beliefs or cultural in the community and not harm the environment intentionally.

3. Clean

50 % of visitors rated the cleanliness at Taman Kupu - Kupu Sukajadi Tourism Village as excellent, nevertheless management has to give special attention on the clothes and appearance of the employee which is only considered sufficient by visitors. Researcher observed implementation of this aspect at this park is by maintaining the cleanliness of the environment, however it is necessary to add trash bins in some locations in the park. Because the lack trash bins can potentially cause tourists to throw garbage anywhere. The environmental cleanliness becomes a very serious issue in a tourist destination. According to Cooper (Jovanovic et al, 2015) health, hygiene and cleanliness are very important elements for the competitiveness in the travel and tourism sector. It is stated in Khalik (2014: 29) tourist areas must be well maintained as well as cleanliness in public facilities because from an environmental health point of view, littering can lead to spreading of disease, damaging the ecosystem surrounds and at the end affect the comfort of tourists when traveling. OK

4. Cool

The results of the questionnaire showed that 50% stated that the reforestation at Taman Kupu-Kupu Sukajadi was excellent and 25% answered good. This proves that the greenery around the park is an attraction for tourists to come this park. Likewise, the conditions in the preserved butterflies museum was rated cool by visitors. Overall, 44% of visitors rated the reforestation carried out by the management of Taman Kupu-Kupu Sukajadi rated it has been done excellently. Taman Kupu-Kupu is located in the south of Mount Salak, west of Sukajaya Village and the location of the Sukajadi Village Headquarter is about 2 KM from Mount Halimun Salak National Park. This makes this park naturally has a cool climate typical of the mountains so that the form of action to maintain coolness is not applied too much, so what the management need to do is taking care existing trees by not cutting them down. OK

5. Beautiful

The plants at Taman Kupu-Kupu Sukajadi in Tourism Village have been well organized, this is based on the results from the questionnaire about 50% answered that the plants in the gardening are very well maintained and 25% answered well maintained. The heavenly beauty of Sukajadi Tourism Village where in Taman Kupu - Kupu is located, is a gift from God supported by human intervention and caring to keep its beauty. One of the attraction offered by Sukajadi Village is that tourist may enjoy the eye-pleasing view down the way to Taman Kupu - Kupu. The management also carry out keeping the beauty at this park, by maintaining the arrangement and beauty of the vegetation, plants and shades esthetically. Haming (2014: 229) reveals that humans by nature always need the harmony of biodiversity for peace of the soul, happiness and inner tranquility.

6. Friendly / courteous

Information given about Taman Kupu – Kupu has been given completely and in politely and courteous manner by the staff. As evidenced by the results of the questionnaire, 44% rated this indicator as excellent, even 56% rated excellent for indicator providing information by genuine smile and hospitality to visitors. The courteously attitude of the people in Sukajadi Village is a genuine character of the local community, this attitude radiates also from Taman Kupu-Kupu management and staff. The hospitality of the local community as the host of a tourist village is the main capital for village development and this will help tourists experience an optimal trips, since there are no written adequate information yet for tourists about Sukajadi Village, so verbally information conveyed by local people and will help tourists understand more about the tourist object . This behavior has been well implemented at Taman Kupu-Kupu in Sukajadi Tourism Village by both the management and the community, this supports Thyne's statement (in skipper, 2009:5-6) where the host's attitude towards tourists can affect the attitude of willingness to return from tourists.

7. Memorable

Memorable acts as the 7th aspect from Sapta Pesona that tourist destination must possess. As one of tourist destination in Sukajadi, Taman Kupu-Kupu has provided very good experiences and memories to visitors, so that more than 60% of visitors are willing to spread information about the Taman Kupu-Kupu Sukajadi Village. Hence, the management can increase the action of this aspect by selling souvenirs that tourist can buy and take them home, as expressed by Yoeti (in Suwen, 2010:85) one tourist destination at least must have three conditions that can be experienced by visitors: something to see, something to do and something to buy.

Based on the results from statistical analysis on the average of Sapta Pesona aspects' indicators, overall tourist perception towards Sapta Pesona at Taman Kupu-Kupu in Sukajadi Tourism Village obtained as shown in following table:

Table 2 Categories and Weighting Criteria

Perception Value	Scale Range		Category	Rating Indicator
1	1.00	1.80	Strongly Disagree	Very Poor
2	1.81	2.60	Disagree	Poor
3	2.61	3.40	Neutral	Average
4	3.41	4.20	Agree	Good
5	4.21	5.00	Strongly Agree	Excellent

Source: Sugiyono (2009:133)

Tourist perception is a source of information and evaluation for management for Sapta Pesona concept to be applied at any tourist destination. The role, opinion and perception of tourists is very important. It can affect how to manage the sustainable of tourism villages. Table 3. shows overview on respondents' average value toward Sapta Pesona at Taman Kupu-Kupu. The results of its assessment based on tourist perceptions are divided into two categories, the first is very good category on three aspects, they are memorable, friendliness and orderliness. While the good category is on other aspects, they are cleanliness, beauty, coolness. and safety.

Table 3 Respondents Average Value of Sapta Pesona at Taman Kupu-Kupu

Elements of Seven Charms	Average value of indicators	Category
Safe	3,78	Good
Orderly	4,30	Excellent
Clean	4,06	Good
Cool	4,02	Good
Beautiful	4,03	Good
Friendly	4,31	Excellent
Memorable	4,38	Excellent

Source: The Results of the Questionnaire Data Processing 2021

As shown in Figure 2. the memorable aspect has the highest value, which is 4.38 and is in very good category. This is reasonable since the unspoiled nature, surrounded by trees and a beautiful panorama has left unforgettable memories and makes visitors happy to recommend this park to their friends, family and relative. The visitor's perception on the hospitality or friendliness aspect also obtained a high score of 4.31 which was also included in the very good category. Based on the observations of researchers and survey results, it was obvious from employees at Taman Kupu-Kupu in Sukajadi Tourism Village, starting from welcoming guests, then accompanying around the park area, providing information until visitors leave the location, all are handled by courteously manner. The orderliness aspect has a value of 4.31 and is indicated as very good category. This can be seen from the good organization and coordination for the visitor during the visit, also the park has good arrangement in terms of plants, garden and butterfly museum. All of this creates a very good perception from visitors, orderly management in tourist destination can lead to tourist satisfaction.

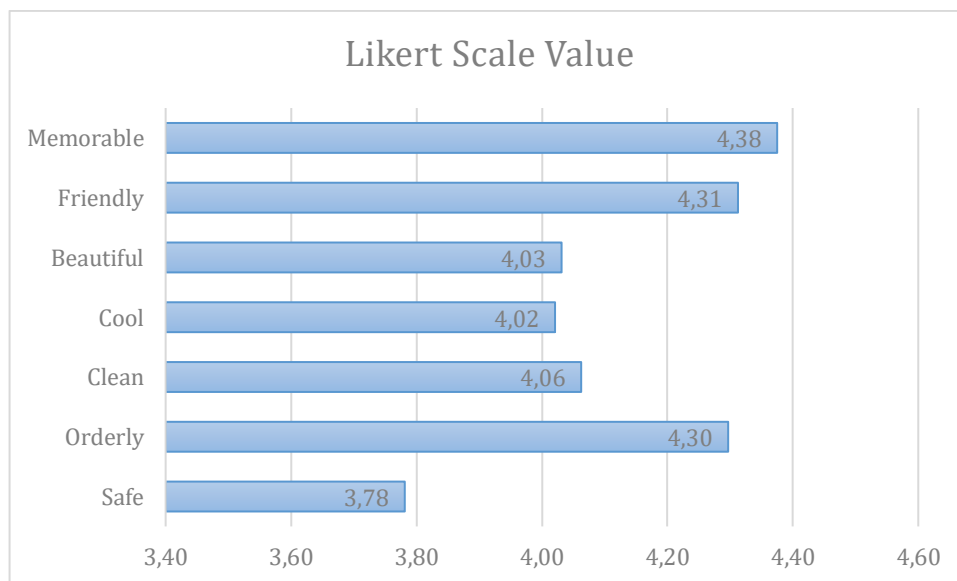


Figure 2 Tourist perception of the elements of Sapta Pesona

The aspect of cleanliness is one of the factors that can increase tourist visits. Cleanliness at Taman Kupu-Kupu in Sukajadi Tourism Village is indicated as good, in the view of visitors with value 4,06. Clean condition must always be actualized in a tourist destination environment, because this reflects good hygiene management. Beauty aspect at Taman Kupu-Kupu in Sukajadi Tourism Village is included in the good category with a value of 4.03. This is because this park has a landscape view of Mount Salak that can be enjoyed by tourists, the beauty in a tourist destination is one of the tourist attraction to eliminate boredom. A tourist destination requires an element of beauty in order to give a deep impression to tourists. Taman Kupu-Kupu is still natural and surrounded by trees which creates cool condition of this location. The coolness from trees can connect one's feelings directly with nature, thus creating a sense of comfort and feeling at home. This situation makes the perception of visitors have given a good value to this aspect, with a value of 4.02. The security or safety element is considered good by visitors with a value

of 3.78 and is the lowest value compared to the other six aspects of Sapta Pesona, however it is still perceived as good by visitors of Taman Kupu-Kupu in Sukajadi Tourism Village.

CONCLUSION

Based on the assessment, analysis data results, literature study and discussion of this research, it can be concluded that implementation of Sapta Pesona dimension for safe, clean, cool, and beautiful aspects at Taman Kupu-Kupu Sukajadi Tourism Village averagely rated as good by visitors. Meanwhile data has shown that visitor rated as excellent on orderly, friendly and memorable aspect. Overall the assessment and tourist perception of how the implementation of Sapta Pesona Taman Kupu-Kupu Sukajadi Tourism Village was in good category. This is very reasonable because of the nature has endowed beauty and lovely scenery to Sukajadi Village, also because the nice arrangement and layout of the park, the greenery itself is already attractive that evokes comfort feeling to tourist. Thus the visitors are interested and intentionally willing to come or visit Taman Kupu – Kupu again and will disseminate about Taman Kupu Kupu to their family and colleagues. However, there are many rooms for improvements can be taken by the management to implement the each of Sapta Pesona aspect more optimal such as adding some facilities, make up the appearance of the employee.

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