ABSTRAK

Pantai Karangjahe adalah salah satu objek wisata pantai yang ada di Desa Punjulharjo, Kecamatan Rembang, Kabupaten Rembang yang sering dikunjungi saat liburan untuk menikmati sebuah keindahan alam, dibalik keindahan alam Pantai Karangjahe terdapat sebuah permasalahan seperti abrasi, degradasi lingkungan dan sampah. Tujuan dari penelitian ini yaitu untuk mengetahui persepsi wisatawan terhadap daya tarik objek wisata Pantai Karangjahe. Metode analisis dalam penelitian ini menggunakan metode deduktif kuantitatif rasionalistik dengan alat analisis Distribusi Frekuensi. Hasil penelitian menunjukan pengunjung yang datang ke objek wisata Pantai Karangjahe di dominasi oleh pengunjung berumur dewasa dengan rentang usia 20 tahun sampai 40 tahun, dengan tujuan menikmati pemandangan dan berkunjung karena objek wisata Pantai Karangjahe memiliki imeg posistif sebagai wisata edukasi bagi keluarga. Persepsi pengunjung terhadap daya tarik wisata seperti atraksi, aksesibilitas, amenitas, pelayanan, kenyamanan dan permasalahan, mayoritas berpendapat setuju bahwa daya tarik sudah baik tetapi perlu pengembangan pada sarana penunjang atraksi wisata seperti mushola yang hanya satu serta belum ada home stay, serta penambahan banana boot dan kapal mini dan kenyamanan daya tarik pengunjung mengatakan setuju pada aspek air laut, pohon cemara, Akses kondisi jalan serta rumah makan yang membuat nyaman pengunjung betah berlama-lama di pantai, Serta diperlukan kerja sama dengan pihak lain agar pantai bersih dari sampah agar menarik kunjungan wisatawan dari dalam nasional maupun internasioal.

Kata Kunci: Persepsi, Daya Tarik, Pantai Karangjahe.

ABSTRACT

Karangjahe Beach is one of the beach attractions in Punjulharjo Village, Rembang District, Rembang Regency which is often visited on holidays to enjoy a natural beauty, behind the natural beauty of Karangjahe Beach there are problems such as abrasion, environmental degradation and garbage. The purpose of this study is to determine the perception of tourists on the attractiveness of the Karangjahe Beach tourist attraction. The method of analysis in this study uses rationalistic quantitative deductive methods with Frequency Distribution analysis tools. The results showed that visitors who came to the Karangjahe Beach tourist attraction were dominated by adult visitors with an age range of 20 years to 40 years, with the aim of enjoying the view and visiting because Karangjahe Beach tourist attraction has a positive image as educational tourism for families. The perception of visitors to tourist attractions such as attractions, accessibility, amenities, services, comfort and problems, the majority of the opinion agreed that the attraction was good but needed development on supporting facilities for tourist attractions such as one prayer room and no home stay, as well as the addition of banana boot and mini boats and the convenience of visitor attraction sea water say agree on the aspects of pine trees,access road conditions and restaurants that make visitors feel at home on the beach for a long time, and cooperation is needed with other parties so that the beach is clean from rubbish in order to attract tourists from within the country and internationally

Keywords: Perception, Attraction, Karangjahe Beach.