

PENGEMBANGAN OBJEK WISATA COFFEE AND COCOA PARK SEBAGAI DAYA TARIK WISATA DI JEMBER JAWA TIMUR

ABSTRACT

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Coffee and Cocoa Park, is one of the tourist attraction in Jember, East Java. This research made to find out about how the effort to develop Coffee and Cocoa Park attractions to attract visits, how the role of government in developing these objects, and how the role of the community in developing Coffee and Cocoa Park tourist attraction.

The method used in this research was descriptive qualitative method. Data and information are taken directly from the Coffee and Cocoa Park Tourist Attraction. With data collection techniques conducted are observations, interviews, questionnaires, and documentation.

The result of this research is the development effort of the manager of Coffee and Cocoa Park Tourist Objects to attract to dikunjungi is to add facilities, the role of government to this attraction is to help promote in the form of print media and include in the list of tours on the government website, as well as community efforts made in the development of Coffee and Cocoa Park tourist attraction is to help promote through mouth of mouth.

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Coffee and Cocoa Park, upaya pengembangan objek Coffee and Cocoa Park, wisata Coffee and Cocoa Park agar menarik dikunjungi, peran pemerintah dalam mengembangkan objek tersebut, dan peran masyarakat dalam mengembangkan objek wisata Coffee and Cocoa Park.

Metode yang digunakan dalam penelitian ini adalah metode deskriptif kualitatif. Data dan informasi diambil langsung dari Objek Wisata Coffee and Cocoa Park. Dengan teknik pengumpulan data yang dilakukan adalah observasi, wawancara, kuesioner, dan dokumentasi.

Hasil dari penelitian ini adalah upaya pengembangan pihak pengelola Objek Wisata Coffee and Cocoa Park agar menarik untuk dikunjungi adalah menambah fasilitas, peran pemerintah terhadap objek wisata ini adalah membantu mempromosikan dalam bentuk media cetak dan memasukkan dalam daftar wisata di website pemerintahan, serta upaya masyarakat yang dilakukan dalam pengembangan objek wisata Coffee and Cocoa Park adalah dengan turut serta membantu mempromosikan melalui *mouth to mouth*.

Kata kunci: pengembangan, objek wisata