INTISARI

Telah dilakukan penelitian yang bertujuan untuk menggambarkan *destination image* Jakarta menurut persepsi wisatawan domestik yang tinggal di Surabaya. Jenis penelitian yang digunakan dalam penelitian ini adalah penelitian deskriptif dengan variabel *destination image,* dimana atribut-atribut yang termasuk didalamnya adalah *tourist sites, national parks, historic sites, beaches, fairs , exhibits and attractions, , nightlife / entertainment, shopping facilities, facilities for information and tours, sport facilities / activities, local infrastructure, cities, accomodation / restaurant, architecture / buildings, cost / price levels, climate, crowdedness, cleanliness, economic development / affluence, extent of commercialization, political stability, accessibility, personal safety, customs / culture, different cuisine / food and drink, hospitality, restful, athmosphere, opportunity to increase knowledge, familiy or adult oriented, quality of service, fame / reputation.*

Penelitian ini menggunakan sampel 100 responden dengan minimal pendidikan SMA, bertempat tinggal di Surabaya dan pernah melakukan kunjungan ke Jakarta minimal satu tahun terakhir. Data yang didapat dari penelitian ini diolah dengan menggunakan program *SPSS 17.0 for windows* dan dilakukan uji validitas, uji reabilitas, rata-rata hitung, deviasi standar, tabulasi silang, diagram pie.

Kesimpulan yang diperoleh dari penelitian ini didapatkan wisatawan memiliki *image* yang positif terhadap *destination image* Jakarta.

Keyword: Destination Image, Image,

ABSTRACT

Have been done by the research with aim to to depict destination image Jakarta according to perception domestic tourist who live in Surabaya. The Research type used in this research is descriptive research with variable destination image, where the attributes including in it is adalah *tourist sites, national parks, historic sites, beaches, fairs , exhibits and attractions, , nightlife / entertainment, shopping facilities, facilities for information and tours, sport facilities / activities, local infrastructure, cities, accomodation / restaurant, architecture / buildings, cost / price levels, climate, crowdedness, cleanliness, economic development / affluence, extent of commercialization, political stability, accessibility, personal safety, customs / culture, different cuisine / food and drink, hospitality, restful, athmosphere, opportunity to increase knowledge, familiy or adult oriented, quality of service, fame / reputation.*

This research use sampel 100 responder by minimize the education SMA, reside in Surabaya and have done the visit to Jakarta minimize during 1 the last year. The data got from this research by using program SPSS 17.0 for windows and test the validity, test reabilitas, mean, deviasi standard, tabulation traverse, pie diagram.

The conclusion obtained from this research is got by the tourist have image which are positive to destination image Jakarta.

Keyword: Destination Image, Image,