INTISARI

Telah dilakukan penelitian yang bertujuan untuk menggambarkan *destination image* Yogyakarta menurut persepsi *first-time and repeat visitors* 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 *Enviromental beauty and Convinience, Country's Citizens, Place and Architectural Structure, Shopping and Tourist Accomodation, Local Culture and Cuisine.* Penelitian ini menggunakan sampel 100 responden dengan minimal pendidikan SMA, bertempat tinggal di Surabaya dan pernah melakukan kunjungan ke Yogyakarta minimal selama dalam 2 tahun terakhir. Data yang didapat dari penelitian ini diolah dengan menggunakan program *SPSS 15.0 for windows* dan dilakukan uji validitas, uji reabilitas, rata-rata hitung, deviasi standar, tabulasi silang, diagram batang & diagram pie.

Kesimpulan yang diperoleh dari penelitian ini didapatkan wisatawan *first-time and repeat* memiliki *image* yang positif terhadap *destination image* Yogyakarta. Sedangkan yang melakukan kunjungan berulang memiliki persepsi yang lebih positif dibandingkan dengan wisatawan yang melakukan kunjungan pertama.

Keyword: Destination Image, Image, first-time and repeat visitors

ABSTRACT

Have been done by the research with aim to to depict destination image Yogyakarta according to perception first-time and repeat visitors 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 Enviromental beauty and Convinience, Country's Citizens, Place and Architectural Structure, Shopping and Tourist Accomodation, Local Culture and Cuisine. This research use sampel 100 responder by minimizing the education SMA, reside in Surabaya and have done the visit to Yogyakarta minimize during 2 the last year. The data got from this research diolah by using program SPSS 15.0 for windows and test the validity, test reabilitas, mean, deviasi standard, tabulation traverse, bar diagram & diagram pie.

The conclusion obtained from this research is got by theX the tourist first-time and repeat have image which are positive to destination image Yogyakarta. Is while the do the recuring visit have the perception more positive compared to the tourist do the first visit.

Keyword: Destination Image, Image, first-time and repeat visitors