

INTISARI

Penelitian ini bertujuan untuk mengetahui gambaran *destination image* Kabupaten Banyuwangi berdasarkan persepsi wisatawan domestik Surabaya. *Destination image* dapat diukur melalui *regulatory framework, business environment and infrastructure*, dan *human, cultural, and natural resources*. Penelitian ini menggunakan jenis penelitian deskriptif, dan sumber data yang digunakan adalah data .primer melalui penyebaran kuesioner.

Metode pengolahan data yang digunakan adalah mean, standar deviasi, diagram batang, dan cluster yang dilakukan dengan bantuan *SPSS 19.0 for Windows*. Hasil penelitian ini menunjukkan bahwa terdapat 5 cluster yang dihasilkan melalui proses eksplorasi clustering dan didapatkan hasil bahwa cluster 2 memiliki persepsi paling positif dan dengan demikian mendukung konsep teori *destination image*.

Kata kunci : *destination image, clustering methods*, Kabupaten Banyuwangi.

ABSTRACT

This study aims to reveal the destination image of Banyuwangi Regency based on the perception of Surabaya domestic travelers. Destination image can be measured through the regulatory framework, business environment and infrastructure, and human, cultural, and natural resources. This study used a descriptive research, and source of data used is primary data through questionnaires.

Data processing method used is the mean, standard deviation, bar charts, and clusters performed with SPSS 19.0 for Windows. The results of this study indicate that there are 5 clusters generated through the process of clustering and exploration and showed that cluster 2 has the most positive perception and thus support the concept of destination image theory.

Keywords: destination image, clustering methods, Kabupaten Banyuwangi.

