

## 12. Foto Eksperimen

### INTISARI

Penelitian ini bertujuan untuk mengetahui dan menganalisis dampak menonton *reality show My Trip My Adventure* terhadap *destination image*, *destination knowledge*, sikap wisatawan dan *travel intention*. Penelitian ini dilakukan dengan menggunakan obyek kota Makassar.

Pengolahan data dilakukan dengan menggunakan *software SPSS 18* untuk *Windows*. Teknik pengambilan sampel yang digunakan adalah *non probability sampling* dengan jenis *judgemental sampling*. Data diperoleh secara langsung dari responden yang ditentukan dengan menyebarkan kuesioner dan mengikuti eksperimen dengan dua metode, dimana eksperimen pertama memberikan kuesioner kepada 30 responden sebelum dan sesudah menonton *reality show My Trip My Adventure* sedangkan eksperimen kedua memberikan kuesioner *pre-measurement* kepada 30 responden *control group*, dan kuesioner *post-measurement* kepada 30 responden *experimental group* setelah menonton *reality show My Trip My Adventure*. Jumlah sampel yang digunakan dalam penelitian ini adalah 90 responden.

Hasil penelitian ini menunjukkan adanya dampak menonton *reality show My Trip My Adventure* terhadap *destination image*, *destination knowledge*, sikap wisatawan dan *travel intention* dengan sub skala sikap terhadap kota, sikap terhadap budaya dan sikap terhadap populasi pada kota Makassar.

Kata kunci: *Reality Show, Destination Image, Destination Knowledge, Sikap Wisatawan, Travel Intention.*

## **ABSTRACT**

*This study aimed to know and analyze impact of watching reality show My Trip My Adventure on destination image, destination knowledge, people's attitude and travel intention. This study used Makassar city for object.*

*Data processing was performed by using SPSS 18 for Windows. The sampling technique used was non-probability sampling with sampling type judgemental. Data obtained directly from respondents by distributing questionnaires and participated in two methods experiments, therefore first experiment gave questionnaires to 30 respondents before and after they watched reality show My Trip My Adventure while second experiment gave pre-measurement questionnaire to 30 respondents in control group and post-measurement questionnaire to 30 respondents in experimental group after they watched reality show My Trip My Adventure. The samples used in this study was 90 respondents.*

*The results of this study showed impact of watching reality show My Trip My Adventure on destination image, destination knowledge, people's attitude and travel intention with sub-scale attitude toward the country, attitude toward the culture, and attitude toward the population of Makassar city.*

*Key words: Reality Show, Destination Image, Destination Knowledge, People's Attitude, Travel Intention.*