INTISARI

Penelitian ini bertujuan untuk mengidentifikasi motivasi perjalanan wisatawan Indonesia ke Seoul, Korea Selatan menggunakan teori *push* dan *pull* motivasi sebagai kerangka konseptual serta mengetahui perbedaan motivasi berwisatawa ke Seoul, Korea Selatan berdasarkan jenis kelamin, usia, pendidikan, dan pendapatan.

Pengolahan ini dilakukan dengan menggunakan SPSS 22 for Windows. Teknik pengambilan sampel yang digunakan adalah non probability sampling Jumlah sampel yang digunakan dalam penelitian ini adalah 200 responden. data diolah mengunakan *mean, standard deviation, uji independent sample t-tes* dan *one way anova*.

Pernyataan ini menyatakan 3 dimensi push yaitu (1) *novelty and knowledge seeking*, (2) *ego-enhancement*, (3) *rest and relaxation*, dan 3 dimensi *pull* (1) environment and safety, (2) *cultural and historical attracton*, (3) *tourism facilities*. yang terbagi menjadi 36 pernyataan yang telah dilakukan penyesuaian dari penelitian sebelumnya. Dari keenam dimensi push dan pull Seoul, Korea Selatan dimensi *rest and relaxation* digambarkan paling baik dengan total rata-rata sebesar 4,36 dan standart deviasi 0,730

Kata kunci : wisatawan, motivasi pendorong, motivasi penarik, Seoul.

ABSTRACT

This study airms to identify motivation Indonesian tourist to Seoul, South Korea use the theory push and pull motivation as a framework conceptual anf know the difference motivation go to Seoul, South Korea on the basis of gender, age, education, and income.

This processing was done in use spss 22 for windows. Technique the sample use is non probability sampling the sample of the used in this research was 200 respondents. Data processed use mean, standart deviation, the independent sample t-tes and one way anova.

This statement said 3 push dimensions which are (1) novelty and knowledge seeking (2) ego-enhancement (3) rest and relaxation, and 3 pull dimension (1) environment and safety (2) cultural and historical attraction (3) tourism facilities. That is devided into 36 statement that has beeb done the adjustment of a previous studies of the six demensions push and pull seoul, South Korea dimensions rest and relaxation described the best of the total an average of 4,36 and standart deviation 0,730.

keyword : tourist, push motivation, pull motivation, Seoul.