

ABSTRACT

THE BUYING INTEREST OF TOURISTS TOWARDS COCOA PROCESSED PRODUCTS IN GRIYA COKELAT NGLANGGERAN, GUNUNGKIDUL. 2019. Fitri Astutik (skripsi was guided by Widodo dan Susanawati). Nglanggeran village is the largest area of cocoa fruit producing and processing of cocoa into food and beverages that used as souvenirs in Gunungkidul. In line with this situation, research on tourists buying interest cocoa processed products needs to be done in that area, with the aim of Knowing the characteristics of tourists in Nglanggeran Griya Cokelat and Knowing the buying interest of tourists to buy processed cocoa products in Griya Cokelat. The method of location selection was done intentionally and the sample was taken by respondents using the accidental sampling method. The data taken in the field using questionnaires that took place in June 2019. The result of this study are Respondents were female aged 15-23 years old, they have last education of Senior High School, have income 800.000-6.440.000, and come from DIY. Buying interest of tourists for cocoa processed products declared good.

Keywords : Buying Interest , Cocoa , Griya Cokelat.

INTISARI

MINAT BELI WISATAWAN TERHADAP PRODUK OLAHAN KAKAO DI GRIYA COKELAT NGLANGGERAN, GUNUNGKIDUL. 2019. Fitri Astutik (Skripsi dibimbing oleh WIDODO & SUSANAWATI). Desa Nglanggeran merupakan daerah penghasil buah kakao terbesar dan pengolahan kakao menjadi makanan dan minuman yang dijadikan sebagai oleh-oleh di Gunungkidul. Dengan keadaan itu, maka penelitian minat beli wisatawan terhadap produk olahan kakao perlu dilakukan di daerah tersebut, dengan tujuan menggambarkan karakteristik wisatawan di Griya Cokelat Nglanggeran dan menganalisis minat beli wisatawan terhadap produk olahan kakao di Griya Cokelat. Pemilihan lokasi dilakukan secara sengaja di Griya Cokelat dan pengambilan sampel responden dengan metode accidental sampling sebanyak 100 orang. Data yang diambil di lapangan dengan menggunakan kuisioner yang berlangsung pada bulan Juni 2019. Hasil menunjukkan penelitian bahwa wisatawan berjenis kelamin perempuan yang berusia 15-23 tahun, berpendidikan SMA, memiliki pendapatan 800.000-6.440.000 dan berasal dari DIY. Minat beli wisatawan terhadap produk olahan kakao tergolong baik.

Kata Kunci : Griya Cokelat, Kakao, Minat Beli.