

ABSTRACT

University of Muhammadiyah Yogyakarta
Faculty of Social Science and Political Science
Department of Communication Science
Concentration of Broadcasting
Enni Rizqa Zulfiana (20070530065)
Foreign Tourist Perception of Indonesian Tourism
Year: 2017 + 103 pages + 3 tables + 41 images
Reference: 8 books + 19 sources online (internet)

Indonesia is currently intensively of raising the country's foreign exchange through tourism. The trend of world tourism moving to Asia becomes an opportunity for Indonesia to continue to develop tourism business. Many Indonesian political policies have begun to make it easier for foreigners to visit Indonesia. But the absence of a good tour does not guarantee that high tourist visits. There some needs to be a positive perception for tourists before finally deciding on a tourist destination to be selected. Therefore, this research would like to see how the perception of foreign tourists in Indonesia.

Tripadvisor is a website that has more than one million users in the hands of the traveler, both from Google Play for Android and iOs, this is very easy for travelers to read and search for references to destinations which will be visited in Indonesia.

The method that researchers are taking is qualitative descriptive by conducting interviews to several informants such foreign tourists who visit Indonesia. After conducting interviews with foreign tourists visiting Indonesia, it was found by researchers that there is a positive perception of Indonesia. Apart from the attraction offered by Indonesia itself is a beautiful nature with cultural diversity summed up in one country that Indonesia is a safe country to be visited by foreign tourists.

Keywords: Foreign Tourist Perception, Perception, Tourism, Tourism, Indonesia.