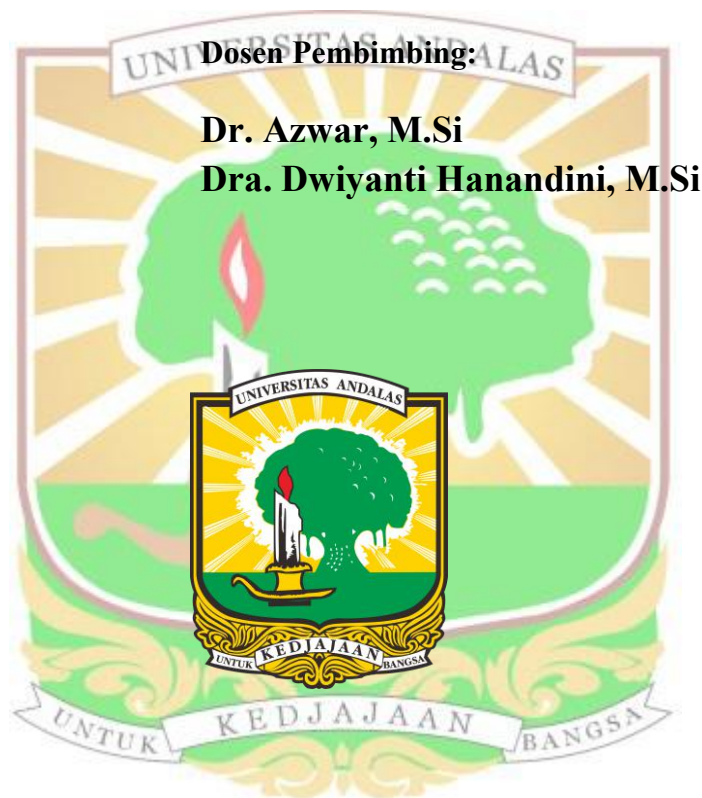


**MOTIVASI WISATAWAN MANCANEGERA
BERKUNJUNG KE PULAU EBAY DESA TAILELEU
KECAMATAN SIBERUT BARAT DAYA**

SKRIPSI

**Oleh
MURNI HATI
BP. 1610811010**



**JURUSAN SOSIOLOGI
FAKULTAS ILMU SOSIAL DAN ILMU POLITIK
UNIVERSITAS ANDALAS
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ABSTRAK

MURNI HATI, 1610811010. Jurusan Sosiologi, Fakultas Ilmu Sosial dan Ilmu Politik Universitas Andalas. Judul Skripsi: Motivasi Wisatawan Mancanegara Berkunjung Ke Pulau Ebay Desa Tailelu Kecamatan Siberut Barat Daya. Pembimbing I, Dr. Azwar, M.Si dan Pembimbing II Dra. Dwiyanti Hanandini, M.Si

Penelitian ini bertujuan untuk mendeskripsikan Motif Wisatawan Mancanegara berkunjung ke Pulau Ebay Desa Tailelu Kecamatan Siberut Barat Daya. Penelitian ini berawal dari ketertarikan peneliti terhadap para wisatawan mancanegara yang berkunjung ke Pulau Ebay yang terus meningkat di setiap tahun, dengan fasilitas yang ada di Pulau Ebay masih sangat terbatas. Mulai dari lokasi yang terpencil, tidak adanya akses Internet dan transportasinya yang masih tergolong sulit.

Penelitian ini menggunakan metode kualitatif dengan pendekatan analisis deskriptif. Penelitian ini menggunakan teori fenomenologi Alfred Schutz, dimana terdapat motif sebab (*because motive*) dan motif akibat (*in order to motive*) dalam tindakan wisatawan mancanegara yang berkunjung ke Pulau Ebay. Teknik pengumpulan data dilakukan dengan observasi dan wawancara mendalam.

Hasil penelitian antara lain adalah bahwa wisatawan mancanegara berkunjung ke Pulau Ebay Desa Tailelu Kecamatan Siberut Barat Daya meliputi *Because motive* dan *in order to motive*. Dalam *because motive* meliputi (1) Pengalaman Pribadi wisatawan mancanegara, (2) Berdasarkan Informasi yang wisatawan mancanegara peroleh, (3) Berdasarkan Ajakan Dari Teman Sendiri. Sedangkan *In Order To Motive* yaitu (1) Agar bisa menyalurkan hobi yang dianggap sebagai hiburan dan kesenangan wisatawan mancanegara, (2) Agar bisa menambah pengalaman baru. Tujuan yang kedua yaitu strategi yang dilakukan oleh pengelola objek wisata Pulau Ebay dalam menarik minat wisatawan (1) Promosi melalui media sosial, (2) Promosi langsung (3) Promosi melalui pemasaran dan pameran.

Kata kunci: Fenomenologi, Wisatawan Mancanegara, Motif Sebab, Motif Akibat, Strategi, Promosi.

ABSTRACT

MURNI HATI, 1610811010. Department of Sociology, Faculty of Social and Political Sciences, Andalas University. Thesis Title: Motivation of Foreign Tourists to Visit Ebay Island Taileleu Village Southwest Siberut District. Advisor I, Dr. Azwar, M.Si and Advisor II, Dra. Dwiyanti Hanandini, M.Si.

This study aims to describe the Motive of Foreign Tourists Visiting Ebay Island Taileleu Village Southwest Siberut District. This research originated from the researcher's interest in foreign tourists visiting Ebay Island which continues to increase every year, with the existing facilities on Ebay Island still very limited. Starting from a remote location, without internet access and with transportation that is still classified as difficult.

This research uses qualitative methods with a descriptive analysis approach. This study uses the Phenomenological theory of Alfred Schutz, where there are Because Motive and In Order To Motive in the actions of foreign tourists visiting Ebay Island. Data collection techniques were carried out by observation and in-depth interviews.

The results of the study among others, are that tourists visiting Ebay Island, Taileleu Village, Southwest Siberut District include because motive and in order to motive. In because motive includes (1) Personal Experience of foreign tourists, (2) Based on information that foreign tourists get, (3) Based on invitations from their own friends. Meanwhile, In Order To Motive, namely (1) In order to be able to channel hobbies that are considered as entertainment and pleasure for foreign tourists, (2) In order to add new experiences. The second objective is the strategy carried out by the Ebay Island tourism object manager in attracting tourists (1) Promotion through social media, (2) Direct promotion (3) Promotion through marketing and exhibitions.

Keywords: Phenomenology, International Tourists, Cause Motive, Effect Motive, Strategy, Promotion.