# ABSTRAK

Yogyakarta, kota yang sangat identik dengan kota pelajar maupun kota budaya, gelar yang disematkan kepada para wisatawan tentang Yogya tak ubahnya menjadi destinasi paling diminati untuk kunjungan para wisatawan mancanegara dari berbagai belahan dunia. Yogyakarta harus mampu memenuhi keinginan pasar wisatawan mancanegara, terutama pada promosi objek wisata budaya dan sejarah yang disajikan untuk wisatawan. Untuk mengukur apakah Yogyakarta sebagai promosi wisata dan budaya telah memenuhi keinginan wisatawan mancanegara. Rumusan masalah pada penelitian ini adalah bagaimana persepsi wisatawan mancanegara terhdapa promosi wisata budaya dan sejarah di Yogyakarta. Penelitian ini bertujuan untuk menganalisis persepsi wisatawan mancanegara terhadap promosi wisata budaya dan sejarah di Yogyakarta, Untuk meningkatkan kualitas objek terkait dengan factor-faktor yang mempengaruhi wisatawan mancanegara untuk berkunjung ke Yogyakarta meliputi event, atraksi, fasilitas, infrastruktur serta layanan. Untuk menganalisis dan memahami persepsi wisatawan mancanegara setelah melakukan kunjungan agar diketahui keinginan pasar wisatawan mancanegara. Metode penelitian yang di pakai dalam penelitian ini ialah metode penelitian kualitatif. Penelitian ini menggunaka teknik pengumpulan data melalui wawancara mendalam dan mengkaji dokumen dan arsip. Teori yang digunakan untuk menganalisis persepsi wisatawan mancanegara adalah Awareness – Trial – Reinforcement (A-T-R). Hasil penelitian ini menunjukkan bahwa yang penelitian ini belum benar teruji seperti apa yang diharapkan elemen pariwisata Yogyakarta. Hal yan terjadi adalah Persepsi negatif yang dikalangan wisatawan mancanegara karena para wisman yang hampir semua belum merasakan promosi terutama melalui sebuah *website Visitingjogja.com* meskipun sudah banyak konten dan inovasi. persepsi negatif wisatawan mancanegara dapat menajdi suatu hal untuk eleman pariwisata untuk meningkatkan promosi agar dapat diketahui dan sampai ke wisatawan mancanegara yang sedang berkunjung di Yogyakarta.



**Kata Kunci** : Persepsi, Wisatawan Mancanegara,Promosi, Wisata Budaya dan Sejarah, Yogyakarta, *VisitingJogja.com*

***ABSTRACT***

*Yogyakarta is a city which is known as the city of students as well as the city of cultures. Those titles which are embedded by tourists for Yogyakarta made this city became the most favourable destination to be visited by foreigners from various parts of the world. Yogyakarta had to fulfill the desire of the foreigners, especially on the promotion of cultural and historical tourist attractions which were presented to the tourists. In order to measure whether Yogyakarta as the promotion of tourism and culture had fulfilled the foreigners' desire or not, the formulation of the problems in this research was, "How do the perceptions of the foreigners towards the promotion of cultural and historical tourist attractions in Yogyakarta?" This research was aimed to analyze the perceptions of foreigners towards the promotion of cultural and historical tourist attractions in Yogyakarta, to improve the quality of the object related to the factors which influenced the foreigners to visit Yogyakarta which included events, attractions, facilities, infrastructures, and services, and to analyze and understand the perceptions of the foreigners after they visited Yogyakarta to know the desire of the foreigners. The method used in this research was qualitative method. The data collection techniques were in-deep interviews, documentation, and archives. The theory which was used to analyze the foreigners' perceptions was – Trial – Reinforcement (A-T-R). The results of this research showed that this research had not been tested correctly based on the expectation of Yogyakarta tourism element. There were negative perceptions from the foreigners because almost all of them had not gotten the promotion yet, especially from the website Visitingjogja.com although there were many contents and innovations. Those negative perceptions from the foreigners could be the reason for the tourism element to improve the promotion so that Yogyakarta can be known more and the foreigners can understand more when they visit Yogyakarta.*

***Keywords****: Perception, Foreign Tourist, Promotion, Cultural and Historical Tourism, Yogyakarta, VisitingJogja.com*