



ABSTRAK

Sarana prasarana interpretasi merupakan fasilitas informasi yang memungkinkan agar aktivitas wisata dapat berjalan dan berkembang serta dapat memberikan pelayanan pada wisatawan untuk memenuhi kebutuhan informasi yang beraneka ragam. Tujuan dari kegiatan Tugas Akhir yang dilaksanakan, yaitu; (1) Mengidentifikasi sarana dan prasarana interpretasi di Pantai Kejawanon Cirebon, (2) Mengidentifikasi karakteristik wisatawan di Pantai Kejawanon Cirebon, (3) Membuat output desain sarana dan prasarana interpretasi di Pantai Kejawanon Cirebon. Kegiatan dilaksanakan pada bulan April – Mei 2022 yang berlokasi di Pantai Kejawanon Cirebon. Analisis data yang digunakan yaitu analisis data kualitatif dan data kuantitatif. Data kualitatif mencakup deskripsi mengenai sarana prasarana interpretasi, sedangkan data kuantitatif berupa perhitungan dari hasil penyebaran kuesioner kepada responden. Sarana prasarana interpretasi yang sudah terdapat di Pantai Kejawanon, yaitu jalan setapak, papan himbauan atau papan larangan, dan papan nama. Rancangan output yang dibuat berupa desain pengembangan mengenai papan interpretasi mangrove, papan himbauan atau papan larangan untuk berenang di area pantai, dan pusat informasi di dekat pantai. Tujuan dibuatnya desain sarana prasarana interpretasi yaitu mengembangkan Pantai Kejawanon sebagai daya tarik wisata utama yang akan diminati oleh wisatawan dan sebagai media edukasi wisatawan mengenai objek yang berada di Pantai Kejawanon.



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Kata Kunci: Pengembangan, Desain, Sarana Prasarana Interpretasi.

ABSTRACT

Interpretation infrastructure is an information facility that allows tourism activities to run and develop and can provide services to tourists to meet diverse information needs. The objectives of the Final Project activities carried out are; (1) Identifying interpretation facilities and infrastructure at Kejawanon Beach Cirebon, (2) Identifying the characteristics of tourists on Kejawanon Beach Cirebon, (3) Making outputs for the design of interpretation facilities and infrastructure at Kejawanon Beach Cirebon. The activity will be held in April – May 2022, which is located on Kejawanon Beach, Cirebon. The data analysis used is the analysis of qualitative data and quantitative data. Qualitative data includes a description of the means of interpretation, while quantitative data is in the form of calculations from the results of distributing questionnaires to respondents. Interpretation facilities that already exist on Kejawanon Beach, namely walkways, appeal boards or prohibition boards, and signboards. The output design is in the form of a development design regarding mangrove interpretation boards, warning boards or prohibition boards for swimming in coastal areas, and information centers near the beach. The purpose of making the design of interpretation facilities is to develop Kejawanon Beach as the main tourist attraction that will be of interest to tourists and as a medium for educating tourists about objects located on Kejawanon Beach.

Keywords: Development, Design, Interpretation Facilities.