

**ANALISIS KARAKTERISTIK DEMOGRAFIS, PSIKOGRAFIS, DAN  
MOTIVASI WISATAWAN NUSANTARA YANG BERKUNJUNG KE  
MANDALA SUCI WENARA WANA (MONKEY FOREST) DAN MUSEUM  
ARMA DI BALI**

Dewa Ayu Dian Supraba Putri Aryasa  
Universitas Sanata Dharma  
Yogyakarta, 2020

Penelitian ini bertujuan untuk mengetahui: karakteristik demografis, psikografis (*venturesomeness*), motivasi wisatawan nusantara, dan keterkaitan antara karakteristik demografis dan psikografis dengan motivasi wisatawan nusantara yang berkunjung ke *Monkey Forest* dan Museum ARMA. Populasi dalam penelitian ini adalah wisatawan nusantara yang pernah berkunjung ke *Monkey Forest* dan Museum ARMA. Teknik pengambilan sampel menggunakan *convenience sampling*, data diperoleh dengan membagikan kuesioner melalui *Google Form* kepada 186 responden. Teknik analisis data menggunakan analisis deskriptif, analisis faktor, dan analisis tabulasi silang (*cross tabulation*). Hasil penelitian menunjukkan bahwa: karakteristik demografis wisatawan nusantara yang berkunjung ke *Monkey Forest* dan Museum ARMA didominasi oleh wisatawan berjenis kelamin wanita, berusia 17 – 23 tahun, pendidikan terakhir pada tingkat SMA, pekerjaan sebagai pelajar/mahasiswa, pengeluaran perorangan perbulan Rp 1.000.001 – Rp 2.500.000, wisatawan nusantara yang berkunjung ke *Monkey Forest* didominasi oleh kelompok *psychocentric* dan wisatawan nusantara yang berkunjung ke Museum ARMA didominasi oleh kelompok *midcentric* (netral), terdapat 6 kelompok motivasi yang memengaruhi motivasi wisatawan yang berkunjung ke *Monkey Forest* yaitu Motivasi Sejarah/ Budaya (Klaster 1), Motivasi Interpersonal (klaster 2), Motivasi Fisiologis/ Fisik (klaster 3), Motivasi *Pleasure* (klaster 4), Motivasi Pekerjaan (klaster 5), Motivasi *Prestige/ Status* (klaster 6) dan terdapat 6 kelompok motivasi yang memengaruhi wisatawan yang berkunjung ke Museum ARMA yaitu Motivasi Sejarah/ Budaya (klaster 1), Motivasi Interpersonal (klaster 2), Motivasi *Pleasure* (klaster 3), Motivasi Internal (klaster 4), Motivasi Rasa Ingin Tahu/ *Curiosity* (klaster 5), Motivasi Pekerjaan (klaster 6), dan hasil tabulasi silang menunjukkan bahwa motivasi tidak berkaitan dengan karakteristik demografis dan psikografis pada wisatawan yang berkunjung ke *Monkey Forest* dan motivasi hanya berkaitan pada pekerjaan wisatawan yang berkunjung ke Museum ARMA.

Kata kunci: segmentasi, demografis, psikografis, *venturesomeness*, dan motivasi.

**THE CHARACTERISTICS ANALYSIS OF DEMOGRAPHICS,  
PSYCHOGRAPHICS, AND MOTIVATION OF DOMESTIC TOURISTS  
WHO WERE VISITED MANDALA SUCI WENARA WANA (MONKEY  
FOREST) AND ARMA MUSEUM IN BALI**

Dewa Ayu Dian Supraba Putri Aryasa  
Sanata Dharma University  
Yogyakarta, 2020

This research aims to understand demographic characteristics, psychographic (venturesomeness), motivation of domestic tourists, and interrelatedness among demographic and psychographic characteristics with the motivation of domestic tourists who visited The Monkey Forest and ARMA Museum. The population of this research are domestic tourists who have visited The Monkey Forest and ARMA Museum. Sampling technique employed was convenience sampling. Data were collected by distributing Google form questionnaire to targeted sample members. Data were analyzed using descriptive, factor, and cross-tabulation analyses. The result of this research indicated that: demographic characteristics of domestic tourists who visited The Monkey Forest and ARMA Museum were dominated by female tourists aged of 17 to 23 years old, with the last education were in Senior High School, student with monthly expenses of Rp 1.000.001 – Rp 2.500.000 per individual, domestic tourists who visited The Monkey Forest were dominated by psychocentrics group and domestic tourists who visited The ARMA Museum were dominated by midcentric group (neutral). There were 6 motivation groups that affected tourists motivation who visited The Monkey Forest, such as History/ Cultural Motivation (cluster 1), Interpersonal Motivation (cluster 2), Physiological/ Physical (cluster 3), Pleasure Motivation (cluster 4), Job Motivation (cluster 5), Prestige/ Status Motivation (cluster 6), and there were 6 motivation groups that affected tourists to visiting ARMA Museum, such as History/ Cultural Motivation (cluster 1), Interpersonal Motivation (cluster 2), Pleasure Motivation (cluster 3), Internal Motivation (cluster 4), Curiosity Motivation (cluster 5), Job Motivation (cluster 6). Results of cross tabulation indicated that the motivation were not related to the demographic and psychographic characteristics of the tourists who visited The Monkey Forest and motivation was only related to the job of the tourists who visited The ARMA Museum.

Key words: segmentation, demographic, psychographic, venturesomeness, and motivation.