

UNIVERSITAS IMELDA MEDAN
PROGRAM STUDI S1 PARIWISATA

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Judul : Analisis *Standard* Keamanan Wisata Alam Di Pelaruga

ABSTRAK

Keselamatan wisatawan merupakan aspek penting dalam kegiatan pariwisata dan harus mendapatkan perhatian dari pengelola destinasi pariwisata. Itu juga salah satu kepuasan wisatawan atas pelayanan yang selanjutnya akan memaksakan citra tujuan di seluruh dunia. Air Terjun Pelaruga adalah salah satu tujuan wisata yang terletak di Rumah Galuh, Sumatera Utara. Penelitian ini merupakan penelitian kualitatif yang bertujuan untuk mengetahui bagaimana standar keamanan di pelaruga berdasarkan hasil ternyata keamanannya masih kurang memadai, apalagi menuju air terjun jalannya sangat curam.

Teknik pengumpulan data menggunakan observasi, wawancara, dan dokumentasi. Hasil penelitian ini menunjukkan bahwa Air Terjun Pelaruga memiliki potensi keindahan alam dan sumber air yang jernih. Namun terdapat permasalahan seperti minimnya fasilitas dan infrastruktur. Standar Keamanan Wisata Alam Di Pelaruga diharapkan dapat memberikan keamanan wisata, agar meningkatkan pengembangan dan pendapatan daerah serta menjaga kelestarian alam.

Kata Kunci : Analisis Standard Kemanan, Pariwisata, Pariwisata Alam,, Pelaruga

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ABSTRACT

Tourist safety is an important aspect in tourism activities and must have serious attention from the manager of a tourism destination. It is also one of tourist satisfaction over the service which further will imposes image of the destination around the world. Pelaruga waterfall is one of the tourist destination that located on Rumah Galuh, North Sumatera. The Reseacrh was qualitative research that aims to find out how the standard of safety in pelaruga are. Based on the result it was found the safety was still inadequate, especially the road to get the waterfall. The road was very steep.

Data collection techniques using observation, interviews, and documentation. The results of this study indicate that pelaruga waterfall has the potential for natural beauty and clear water sources. However, there are problems such as minimal facilities and infrastructure, The Natural Tourism safety standard in Pelaruga are expected to provide tourism security, in order to increase regional development and income and maintain environmental sustainability.

Keywords : *Standard Security Analyst, Tourism, Nature Tourism,, Pelaruga*