

ABSTRACT

Semarang Zoo is one of the attractions in Semarang City that has the advantage of being a conservation, education and recreation-based tourist attraction. Semarang Zoo has 264 types of animals and 18 to 20 species of animals. The attractions are animal shows, mini trains, ATVs, dragon boats, etc. Semarang Zoo is also included in the tourist attraction in Semarang City which has the most tourist visits in 2022 and 2023. However, in 2023 Semarang Zoo experienced a decrease in the level of tourist visits by 21.44%. Therefore, this study aims to analyze the strategy that is a priority for the development of Semarang Zoo as an effort to increase tourist visits.

This study uses the Contingent Valuation Method (CVM) and Analytical Hierarchy Process (AHP) analysis methods with the Expert Choice 11 application. This analysis was conducted to determine the willingness to pay of visitors and decision-making to determine the priority development strategy for Semarang Zoo to increase tourist visits. The respondents in this study were visitors, potential visitors, and key persons. The key persons were from the management of Semarang Zoo and the Department of Culture and Tourism of Semarang City. The variables studied included three aspects: attractions, promotion, and amenities. These three aspects were obtained based on a pre-survey.

The research results indicate that the average willingness to pay is Rp56,000, which visitors are willing to pay for the development of Semarang Zoo and the priority development strategy is focused on the attraction aspect. The attraction aspect is the primary aspect offered by Semarang Zoo. The weighting result for the attraction aspect is 0.550 or 55%, with an inconsistency value of 0.05. The second priority is the amenities aspect, and the third priority is the promotion aspect. All three aspects have inconsistency values below 0.1, indicating that these strategies are consistent decisions and can be implemented by Semarang Zoo as strategies to increase tourist visits.

Keywords: Tourist Visitation, Semarang Zoo, CVM, AHP