

ABSTRACT

The development of Indonesian tourism has now begun to reach the government's target point in developing various destinations for local and foreign tourists. In developing Indonesian Tourism at this time one of the things needed is a Destination Image that is made based on Public Perception. This study aims to find out how significant the Public Perception is in lifting the Jakarta Destination Image. The city of Jakarta has now become one of the options for developing Tourism by the Government on the grounds of the State Capital of Indonesia which must be better known by many publics. The object of this study was taken from tourists who participated in the Jakarta Good Guide, where in this Community was still under development and was the first time in the City of Jakarta with the aim of this research to find out how significant the Public Perception of the destination image was. Schiffman and Kanuk explained that Public Perception is divided into three things, namely Selection, Organizing and Interpretation, while Destination Image according to Coban has sub-variables in the form of Cognitive Image and Affective Image. In this study using Quantitative research methods and Positivism paradigms. This type of research is explanatory where each study requires samples and hypotheses. The number of samples used was 100 samples. The results obtained through this study have been calculated using the Linear Regression Analysis Hypothesis Test where H_a is accepted and H_o is rejected. In this case, the T count is included in a significant area, resulting in "There is a Significant Effect Between Public Perception and Destination Image". The influence of Public Perception on Destination Image is 56.3% while 43.7% is another variable that is not measured or examined by researchers.

Keywords: Public Perception, Citra Destinations, Jakarta Walking Tour.