

ABSTRACT

Bukit Lawang is a small village located in Langkat Regency, North Sumatra, Indonesia. With its stunning natural charm, Bukit Lawang has become a famous tourist destination in North Sumatra and is one of the best tourist destinations because it has natural beauty and unspoiled biodiversity. The strong push and pull factors influence a person's decision to travel, these two factors motivate tourists in making travel decisions. The purpose of this study is to determine the push and pull factors that influence tourists to visit Bukit Lawang in North Sumatra. The research method used is descriptive quantitative. Data collection techniques were carried out by distributing questionnaires and documentation. The results obtained from this study indicate that the driving factors for tourists to visit Bukit Lawang are in the agree category with the most dominant indicator being to visit for fun. Then on the factors that attract tourists to visit Bukit Lawang are also included in the agree category with the most dominant indicator being that the culture at the Bukit Lawang tourist attraction is very unique and interesting..

Keywords: Bukit Lawang, Push Factors, Pull Factors.