

ABSTRAK

Kecamatan Puncak Sorik Marapi memiliki potensi wisata yang beragam, meliputi wisata air panas, wisata budaya, kampung tradisional, dan agrowisata. Keberadaan objek wisata tersebut berada pada kawasan yang dipengaruhi oleh Gunung Sorik Marapi yang berstatus Level II (Waspada), namun aktivitas wisata tetap berlangsung. Kondisi tersebut menunjukkan bahwa keputusan pengunjung dalam mengunjungi suatu tempat tidak hanya dipengaruhi oleh kondisi fisik dan risiko kawasan, tetapi juga oleh karakteristik objek wisata serta pengalaman yang terbentuk selama berada di dalamnya. Penelitian ini bertujuan untuk mengidentifikasi *sense of place* serta faktor-faktor pembentuknya pada empat objek wisata di Kecamatan Puncak Sorik Marapi. Penelitian menggunakan metode *Mixed Methods* dengan strategi *Sequential Exploratory*, melalui observasi untuk mengidentifikasi karakteristik objek wisata dan kuesioner untuk mengetahui persepsi pengunjung terhadap unsur-unsur pembentuk *sense of place*. Analisis dilakukan dengan mengkaji keterkaitan antara karakter visual, aktivitas, dan *image* pada masing-masing objek wisata. Hasil penelitian menunjukkan bahwa setiap objek memiliki karakteristik pembentuk *sense of place* yang berbeda meskipun berada dalam kawasan geografis yang sama. Aek Milas Losung lebih berkaitan dengan karakter sumber air panas dan pengalaman berendam, Aek Milas Sibanggor dengan fenomena geotermal dan pengalaman wisata, Kampung Tradisional Sibanggor Julu dengan karakter permukiman tradisional dan identitas budaya, sedangkan Agrowisata Hutanamale dengan panorama, suasana kawasan, dan aktivitas pertanian. Perbedaan karakter tersebut membentuk pengalaman dan persepsi pengunjung yang khas pada setiap objek. Temuan penelitian menunjukkan bahwa *sense of place* terbentuk melalui keterkaitan antara karakter visual, aktivitas, dan *image* yang berkembang pada masing-masing objek wisata.

Kata kunci: *Sense of place*, objek wisata, karakter visual, aktivitas, *image*, Puncak Sorik Marapi.

ABSTRACT

Puncak Sorik Marapi District has diverse tourism potential, including hot spring tourism, cultural tourism, traditional villages, and agro-tourism. These tourism attractions are located in an area influenced by Mount Sorik Marapi, which is currently classified at Level II (Alert). Despite this condition, tourism activities continue to take place. This situation indicates that visitors' decisions to visit a particular place are influenced not only by physical conditions and potential risks, but also by the characteristics of the tourism attractions and the experiences formed during their visits. This study aims to identify the sense of place and the factors that shape it across four tourism attractions in Puncak Sorik Marapi District. The research employed a Mixed Methods approach using a Sequential Exploratory strategy, through observations to identify the characteristics of the tourism attractions and questionnaires to examine visitors' perceptions of the elements that contribute to the sense of place. The analysis examined the relationship between visual character, activities, and image at each tourism attraction. The results show that each tourism attraction has different characteristics that shape its sense of place, despite being located within the same geographical area. Aek Milas Losung is more strongly associated with its hot spring characteristics and bathing experience, Aek Milas Sibanggor with geothermal phenomena and tourism experiences, Sibanggor Julu Traditional Village with traditional settlement characteristics and cultural identity, while Hutanamale Agro-tourism is associated with panoramic views, the atmosphere of the area, and agricultural activities. These differences create distinctive visitor experiences and perceptions at each attraction. The findings indicate that sense of place is formed through the relationship between visual character, activities, and image developed at each tourism attraction.

Keywords: *Sense of place, tourism sites, visual character, activities, image, Puncak Sorik Marapi.*