

ABSTRAK

Penelitian ini dilatarbelakangi oleh fenomena menurunnya tingkat kunjungan pada wisata edukasi Provitland meskipun telah memiliki fasilitas yang lengkap dan beragam. Pada awal pembukaan, jumlah kunjungan tergolong tinggi, namun mengalami penurunan seiring waktu akibat faktor internal seperti kurang optimalnya strategi promosi serta faktor eksternal seperti persaingan destinasi wisata edukasi, kondisi global, dan perubahan perilaku pengunjung dalam proses pengambilan keputusan. Penelitian ini bertujuan untuk menganalisis proses pengambilan keputusan berkunjung ke wisata edukasi Provitland dalam perspektif *Elaboration Likelihood Model* (ELM) yang membagi proses persuasi ke dalam dua jalur, yaitu central route dan peripheral route. Metode penelitian yang digunakan adalah pendekatan kualitatif dengan teknik pengumpulan data melalui wawancara dan observasi terhadap pengunjung Provitland. Data dianalisis secara deskriptif untuk mengidentifikasi pola pengambilan keputusan berdasarkan kedua jalur ELM tersebut. Hasil penelitian menunjukkan bahwa proses pengambilan keputusan pengunjung Provitland lebih dominan dipengaruhi oleh peripheral route, di mana sebagian besar informan mengambil keputusan berdasarkan daya tarik visual, rekomendasi, promosi, dan informasi sekilas tanpa analisis mendalam. Sementara itu, sebagian kecil informan menggunakan central route dengan mempertimbangkan aspek rasional seperti fasilitas, manfaat, dan nilai edukatif. Temuan ini menegaskan bahwa ELM relevan dalam menjelaskan perilaku pengunjung serta menunjukkan pentingnya strategi komunikasi wisata yang mampu menyeimbangkan pendekatan emosional dan rasional untuk meningkatkan minat berkunjung.

Kata kunci: *elaboration likelihood model*, keputusan berkunjung, wisata edukasi, Provitland, komunikasi pariwisata.

ABSTRACT

This study is motivated by the phenomenon of a declining number of visits to the educational tourism site Provitland, despite its complete and diverse facilities. At the initial opening stage, the number of visitors was relatively high; however, it gradually decreased over time due to internal factors such as suboptimal promotional strategies, as well as external factors including competition among educational tourism destinations, global conditions, and changes in visitor behaviour in the decision-making process. This research aims to analyse the decision-making process of visiting Provitland educational tourism from the perspective of the Elaboration Likelihood Model (ELM), which divides the persuasion process into two routes, namely the central route and the peripheral route. The research method used is a qualitative approach with data collection techniques through interviews and observations of Provitland visitors. The data were analysed descriptively to identify decision-making patterns based on the two ELM routes. The results show that the visitors' decision-making process at Provitland is predominantly influenced by the peripheral route, where most informants make decisions based on visual appeal, recommendations, promotions, and brief information without in-depth analysis. Meanwhile, a smaller number of informants use the central route by considering rational aspects such as facilities, benefits, and educational value. These findings confirm that the ELM is relevant in explaining visitor behaviour and highlight the importance of tourism communication strategies that balance emotional and rational approaches to increase visit interest.

Keywords: *elaboration likelihood model, visiting decision, educational tourism, Provitland, tourism communication.*