

***Analysis of Visitor Carrying Capacity to Improve Tourist Experiences at
Sonobudoyo Museum Yogyakarta***

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ABSTRACT

This study was motivated by the high number of visitors to the Sonobudoyo Museum and the lack of restrictions on the number of visitors per day. The focus of this study is: the current carrying capacity of the Sonobudoyo Museum using the Cifuentes method, which involves calculating the physical carrying capacity (PCC), real carrying capacity (RCC), and effective carrying capacity (ECC), as well as the impact of carrying capacity on enhancing visitors' tourist experiences at the Sonobudoyo Museum. This research uses a descriptive quantitative method with a simple linear regression approach. The data collection methods used are direct observation, distribution of questionnaires to visitors at the Sonobudoyo Museum, document analysis, and literature review. The results of this study indicate that the current carrying capacity at the Sonobudoyo Museum is insufficient to accommodate visitors and their various tourist activities effectively. This is supported by the results of the Cifuentes method calculation, where the physical carrying capacity (PCC) > real carrying capacity (RCC) > effective carrying capacity (ECC) with values of $1.705 > 1.637 > 180$. Furthermore, the carrying capacity significantly influences the enhancement of tourist experience with a significance level (sig) of $0.00 < 0.05$.

Keywords: Carrying Capacity, Tourist Experience, Sonobudoyo Museum