

Analisis Persepsi Pelaku Usaha Wisata Terhadap Kebijakan Tiket Melalui Implementasi Awal Sistem *E-Ticketing* Di Taman Nasional Bunaken. (*Analysis Of Tourism Business Operators' Perceptions Of The Ticket Policy Through The Initial Implementation Of The E-Ticketing System In Bunaken National Park*).

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ABSTRACT

This study aims to analyze the implementation of the ticket policy, examine the initial implementation of the e-ticketing system, and identify tourism business operators' perceptions of the policy in Bunaken National Park. A descriptive qualitative approach was employed using observation, interviews, documentation, and triangulation. Informants consisted of Bunaken National Park Authority officials and tourism business operators on Bunaken Island. The findings show that the ticket policy has been implemented in accordance with government regulations and supports conservation, visitor management, and Non-Tax State Revenue (PNBP) collection. However, the initial implementation of the e-ticketing system has not yet operated optimally due to challenges such as unstable internet connectivity, website limitations, and communication constraints. Tourism business operators generally support the policy objectives but express diverse perceptions regarding ticket tariffs and the effectiveness of the e-ticketing system. They also recommend improvements in infrastructure, system performance, and policy communication to enhance implementation.

Keywords: *ticket policy, e-ticketing, tourism business operators, perception, Bunaken National Park.*