

ABSTRAK

Fenomena *staycation* di Indonesia semakin berkembang, dari banyaknya keluarga yang membagikan cerita liburannya di hotel yang terletak dekat dengan tempat tinggalnya, serta banyaknya artikel berita tentang *staycation* dan dukungan pihak hotel dengan menyediakan promosi serta fasilitas dan aktivitas *staycation* yang cenderung menasar keluarga sebagai *target market*. Karena *staycation* merupakan bagian dari pariwisata, yang saat ini sangat berpusat pada pengembangan dan penyajian *experience* yang mendasari peneliti untuk menganalisis *staycation* dari sisi *experience* yang dirasakan keluarga.

Penelitian ini menganalisis *experience* masing-masing anggota terhadap teori Pine & Gilmore (1998) "*The Four Realms of an Experience*" untuk memahami jenis-jenis *experience* yang dirasakan ketika *staycation*. Penelitian dibatasi oleh definisi *staycation* menurut Yesawich (2010) yaitu liburan satu malam dalam jarak 50 mil atau 80.4 kilometer dari rumahnya dan batasan pendekatan *experience* yang bersifat *ex situ*. Penelitian ini menggunakan pendekatan kualitatif yaitu metode etnografi dengan pengumpulan data menggunakan *family group interview* dan pertanyaan etnografi milik James Spradley (1980), kemudian menganalisisnya dengan domain analisis.

Dengan 5 keluarga sebagai informan, penelitian ini menganalisis 6 proposisi dimana ditemukan yaitu terdapat adanya perbedaan *experience* masing-masing keluarga, terdapat perbedaan *experience* masing-masing anggota keluarga, terdapat *experience* yang dominan, terdapat *experience* di sekitar hotel yang mempengaruhi *experience* ketika *staycation*, terdapat perbedaan *journey* masing-masing keluarga, dan terdapat *experience* baru yang dicari keluarga dalam setiap *staycation*. Implikasi manajerial dan saran untuk penelitian selanjutnya akan dibahas lebih lanjut.

ABSTRACT

The staycation phenomenon has been increasingly widespread in Indonesia, proven by numerous families who share their experiences staying in a nearby hotel, to mass news articles about staycation and support from the hotel industry in promoting and providing staycation facilities and activities that commonly target families as the market. Staycation is a part of tourism, which now is currently very focused on the development and delivery of experience, therefore these are the reasons underlying our research to analyze family staycation experience.

This research will analyze each member of the family through Pine and Gilmore's (1998) "The Four Realms of an Experience" to understand the types of experience felt during staycation. There are some limitations in this research, by using the definition of staycation according to Yesawich (2010) as a one-night stay, within the distance of 50 miles or 80.4 kilometers from home and also limited as an *ex situ* experience research. This research will use a qualitative approach through ethnography methods with family group interviews and ethnographical questions by James Spradley (1980) as the data collection method, and the data will be analyzed through domain analysis.

With 5 families serving as informants, this research analyzes 6 propositions in which the findings include different experiences are found in each family, different experiences are also found in each family member, there is one dominant experience type found in families, also found that the whole staycation experience is influenced by experience near the hotel, each family has a different journey within the staycation, and with each staycation, families have a tendency to look for new experiences. The managerial implications and recommendations for future research are discussed further.