

## Analyzing the Sensation of Jogja Kembali Monument (Monjali): Case Study of Yogyakarta as the Implementation of Attraction Tour

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**Abstract :** Yogyakarta Kembali Monument (Monjali) is one of the most popular tourist attraction in Yogyakarta. Yogyakarta is known as 'Student City', and Monjali is a right place to learn and explore more about Yogyakarta, especially for students in elementary and junior high school to do the study tour. Monjali is located in North Ringroad, Jongkang, Sariharjo village, Ngaglik Subdistrict, Sleman Regency, Yogyakarta. Monjali offers many historical replicas, and also the story behind them. That is about the war between Indonesia's fighter, called TNI (Indonesian national army) and the colonizer of Netherlands in Yogyakarta, on March, 1st 1949. That event could open the eyes of the whole of Indonesia, because at that time the TNI was placed by the invaders. This research is an effort to evaluate the visitor's interest in Monjali as a special tourist attraction. The substance that we use in this research is the Monjali's visitors whom up to 17 years old by taking a respondent in every 15 persons who visit Monjali, and we need 200 respondents to know the condition and facilities of Monjali. This research has been collected since January 2017 until October 2017. We do the interview and spread the questionnaire which has been tested all of its validity and reliability. This data analysis is descriptive statistic analysis by using the qualitative data, which is converted into the quantitative data, use the Linkert Scale. The result of this research shows that the interest of Monjali's visitors is higher 75,6%. Based on the result, we know that Monjali is being an attractiveness for people which always experience its improvements and the development. Monjali is the success to be a place which combines the entertainment with its education as a vision of Yogyakarta as a Student City.

**Keywords :** descriptive statistical analysis, Jogja Kembali monument, Linkert scale, sensation

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