

ABSTRAK

Pasal 20 huruf b Undang-Undang Kepariwisata mengamanatkan bahwa setiap wisatawan berhak memperoleh pelayanan kepariwisataan sesuai dengan standar. Sehingga pengelola wisata berkewajiban menyediakan pelayanan yang aman, nyaman, dan sesuai dengan Standar Operasional Prosedur (SOP). Namun, dalam praktiknya masih ditemukan pengelolaan destinasi wisata yang belum memenuhi ketentuan tersebut, salah satunya di Wisata Krahiga yang berlokasi di Desa Kramat, Kecamatan Bangkalan, Kabupaten Bangkalan. Kondisi ini menimbulkan kerugian bagi wisatawan dan ketidakpastian hukum, penelitian ini dilakukan untuk menganalisis implementasi Pasal 20 huruf b Undang-Undang Kepariwisata mengenai SOP di Wisata Krahiga serta mengkaji akibat hukum terhadap ketidakpatuhan pengelola wisata dalam pemenuhan SOP.

Metode penelitian yang digunakan adalah yuridis empiris, pendekatan penelitian yang digunakan adalah pendekatan kualitatif. Data diperoleh melalui wawancara dan studi kepustakaan yang berkaitan dengan pengelolaan pariwisata dan pemenuhan hak-hak wisatawan.

Hasil penelitian menunjukkan bahwa implementasi Pasal 20 huruf b Undang-Undang Kepariwisata di Wisata Krahiga belum terlaksana secara optimal. Ketiadaan SOP menyebabkan pelayanan kepariwisataan belum memenuhi standar keselamatan dan keamanan yang seharusnya dijamin oleh pengelola wisata yaitu Pokdarwis. Ketidakpatuhan terhadap Pasal 20 huruf b Undang-Undang Kepariwisata menimbulkan akibat hukum berupa sanksi administratif. Oleh karena itu, diperlukan peran pemerintah daerah dalam melakukan pembinaan dan pengawasan serta penyusunan SOP bagi Wisata Krahiga untuk menjamin hak wisatawan atas pelayanan kepariwisataan yang sesuai standar.

Kata kunci: Kepariwisata, Standar Operasional Prosedur, Hak Wisatawan

ABSTRACT

Article 20 letter b of the Tourism Law mandates that every tourist has the right to receive tourism services in accordance with established standards. Therefore, tourism managers are obliged to provide services that are safe, comfortable, and in line with Standard Operating Procedures (SOP). However, in practice, there are still tourism destinations that do not comply with these provisions, one of which is Krahiga Tourism located in Kramat Village, Bangkalan District, Bangkalan Regency. This condition results in losses for tourists and creates legal uncertainty. This study aims to analyze the implementation of Article 20 letter b of the Tourism Law regarding SOP at Krahiga Tourism and to examine the legal consequences of non-compliance by tourism managers in fulfilling SOP requirements.

The research method used is empirical juridical, with a qualitative approach. Data were obtained through interviews and literature studies related to tourism management and the fulfillment of tourists' rights.

The results of the study indicate that the implementation of Article 20 letter b of the Tourism Law at Krahiga Tourism has not been carried out optimally. The absence of SOP has led to tourism services that do not meet the required safety and security standards that should be ensured by the tourism manager, namely Pokdarwis. Non-compliance with Article 20 letter b of the Tourism Law results in legal consequences in the form of administrative sanctions. Therefore, the role of the local government is needed in providing guidance and supervision, as well as in formulating SOP for Krahiga Tourism to ensure the fulfillment of tourists' rights to standardized tourism services.

Keywords: Tourism, Standard Operating Procedures, Tourists' Rights.