

ABSTRAK

DANDI MAULANA SIDIK. 2023. **Strategi Pengembangan Destinasi Wisata Ikon Taraju di Desa Taraju Kecamatan Taraju Kabupaten Tasikmalaya**. Jurusan Pendidikan Geografi. Fakultas Keguruan dan Ilmu Pendidikan. Universitas Siliwangi.

Penelitian ini dilatarbelakangi oleh kondisi Destinasi Wisata Ikon Taraju yang perlu untuk terus dikembangkan dan ditingkatkan. Destinasi Wisata Ikon Taraju memiliki berbagai daya tarik wisata untuk dikunjungi. Dalam pengembangannya, Destinasi Wisata Ikon Taraju telah melakukan upaya pengembangan namun masih terdapat permasalahan yang dihadapi. Permasalahan utama terkait fasilitas penunjang wisata dan anggaran/dana dalam pengembangan wisata yang masih terbatas. Rumusan masalah dalam penelitian ini adalah daya tarik wisata Ikon Taraju dan strategi pengembangan Destinasi Wisata Ikon Taraju di Desa Taraju Kecamatan Taraju Kabupaten Tasikmalaya. Metode penelitian yang digunakan adalah metode deskriptif dengan pendekatan kuantitatif. Teknik pengumpulan data yang digunakan adalah observasi, wawancara, kuisioner, dokumentasi dan studi literatur. Populasi dalam penelitian ini meliputi 237 KK Masyarakat Dusun Legokhonje, Kepala Desa Taraju, Ketua Pengelola, serta pengunjung sebanyak 143 orang. Pengambilan sampel dalam penelitian ini menggunakan teknik *purposive sampling* sebesar 100% dari Kepala Desa dan Pengelola, teknik *simple random sampling* sebesar 10% dari masyarakat dengan jumlah sampel sebanyak 24 orang serta teknik *accidental sampling* sebesar 20% dari pengunjung dengan jumlah sampel sebanyak 29 orang. Teknik analisis data menggunakan analisis kuantitatif sederhana dan SWOT. Hasil penelitian menunjukkan bahwa daya tarik wisata Ikon Taraju meliputi daya tarik wisata alam yaitu pemandangan alam perkebunan teh; dan daya tarik wisata buatan yang terdiri dari *camping family*, kedai kopi, spot foto, dan aktivitas petani petik teh. Strategi pengembangan Destinasi Wisata Ikon Taraju di Desa Taraju Kecamatan Taraju Kabupaten Tasikmalaya adalah dengan pengembangan atraksi wisata, pengadaan dan peningkatan fasilitas penunjang wisata, serta peningkatan kerja sama antar *stakeholder* dalam mendukung kemajuan destinasi wisata.

Kata Kunci: Strategi Pengembangan, Daya tarik wisata, Destinasi Wisata Ikon Taraju.

ABSTRACT

DANDI MAULANA SIDIK. 2023. *Strategy for the Development of Iconic Taraju Tourism Destinations in Taraju Village, Taraju District, Tasikmalaya Regency.* Geography Education Department. Faculty of Teacher Training and Education. Siliwangi University Tasikmalaya

This research is motivated by the condition of the Iconic Taraju Tourism Destination which needs to be continuously developed and improved. Iconic Tourism Destinations Taraju has various tourist attractions to visit. In its development, the Iconic Taraju Tourism Destination has made development efforts but there are still problems being faced. The main problems are related to tourism support facilities and budget/funds in tourism development which are still limited. The formulation of the problem in this study is the tourist attraction of the Taraju Icon and the strategy for developing the Iconic Taraju Tourism Destination in Taraju Village, Taraju District, Tasikmalaya Regency. The research method used is descriptive method with a quantitative approach. Data collection techniques used are observation, interviews, questionnaires, documentation and literature studies. The population in this study included 237 families of the Dusun Legokhonje community, the Head of Taraju Village, the Head of Management, and 143 visitors. Sampling in this study used a purposive sampling technique of 100% from village heads and administrators, a simple random sampling technique of 10% of the community with a total sample of 24 people and an accidental sampling technique of 20% of visitors with a total sample of 29 people. Data analysis techniques using simple quantitative analysis and SWOT. The results showed that the tourist attraction of the Taraju Icon includes natural tourist attractions, namely the natural scenery of tea plantations; and artificial tourist attractions consisting of family camping, coffee shops, photo spots, and tea-picking farmer activities. The strategy for developing the Taraju Iconic Tourism Destination in Taraju Village, Taraju District, Tasikmalaya Regency is to develop tourist attractions, procure and improve tourism support facilities, and increase collaboration between stakeholders in supporting the progress of tourist destinations.

Keywords: *Development Strategy, Tourist Attraction, Iconic Taraju Tourism Destination.*