

## ABSTRAK

AZMY CHUSNUL BANI ASY SYAHIDAH, 2023. **PENGEMBANGAN POTENSI DESA WISATA SINDANG KASIH DI DESA SUKAMAJU KECAMATAN CILAWU KABUPATEN GARUT.** Jurusan Pendidikan Geografi Fakultas Keguruan dan Ilmu Pendidikan Universitas Siliwangi.

Penelitian ini dilatarbelakangi dengan Desa Wisata Sindang Kasih adalah Desa Wisata yang dibangun lewat swadaya masyarakat untuk membantu meningkatkan pendapatan masyarakat Sindang Kasih. Desa Wisata Sindang Kasih ini memiliki karakteristik khusus yang layak untuk menjadi daerah tujuan wisata. Di kawasan ini penduduknya masih memiliki tradisi dan budaya yang khas. Pengembangan Desa Wisata sangatlah penting untuk meningkatkan kesejahteraan dan kemajuan masyarakat, khususnya masyarakat desa. Dengan adanya penelitian ini, adalah untuk mengetahui potensi apa saja yang dimiliki Desa Wisata Sindang Kasih di Desa Sukamaju Kecamatan Cilawu Kabupaten Garut. Selain itu juga untuk mengetahui Upaya Pengembangan Desa Wisata Sindang Kasih dalam Peningkatan Sosial Ekonomi masyarakat Sindang Kasih di Desa Sukamaju Kecamatan Cilawu Kabupaten Garut Metode penelitian yang digunakan dalam penelitian ini adalah metode kuantitatif. Pengumpulan data dilakukan dengan cara observasi, wawancara, kuisioner, studi literatur dan studi dokumentasi. Teknik Sampling penelitian ini menggunakan *Simple Random Sampling* untuk masyarakat sindang kasih, *Purposive Sampling* untuk kepala desa dan pengelola desa wisata, dan *Accidental Sampling* untuk pengunjung. Jumlah sampel dalam penelitian ini adalah 68 orang yang terdiri dari masyarakat, pedagang, dan pengunjung. Teknik analisis data yang digunakan adalah Teknik Analisis Kuantitatif Sederhana, Teknik Analisis SWOT dan Teknik Analisis Sapta Pesona. Hasil Penelitian bahwa perkembangan Desa Wisata Sindang Kasih terhadap peningkatan sosial ekonomi masyarakat di Desa Sukamaju Kecamatan Cilawu Kabupaten Garut yaitu memiliki potensi yaitu seperti *River Tubing*, panorama alam yang dapat dijadikan potensi wisata selain itu juga pemanfaatan sumber daya alam yang dapat meningkatkan produk lokal dan meningkatkan pendapatan perekonomian masyarakat sindang kasih seperti Pemanfaatan Sumber Daya Alam dari serat pohon nira untuk kerajinan ijuk dan gula aren dan *Ngagogo*. Upaya Pengembangan yang dilakukan yaitu seperti penataan sarana dan prasarana, pembangunan infrastruktur, pembangunan sumber daya manusia dan pembangunan sosial ekonomi serta penyediaan paket wisata dan promosi di berbagai media sosial.

**Kata kunci :** Pengembangan, Desa Wisata, Sindang Kasih

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AZMY CHUSNUL BANI ASY SYAHIDAH, 2023. **DEVELOPMENT OF THE POTENTIAL OF SINDANG KASIH TOURISM VILLAGE IN SUKAMAJU VILLAGE, CILAWU DISTRICT, GARUT REGENCY.** Jurusan Pendidikan Geografi Fakultas Keguruan dan Ilmu Pendidikan Universitas Siliwangi.

*This research is that the Sindang Kasih Tourism Village is a Tourism Village that was built through self-help communities to help increase the income of the Sindang Kasih people. Sindang Kasih Tourism Village has special characteristics that are worthy of being a tourist destination. In this area the population still has a distinctive tradition and culture. The development of tourism villages is very important to improve the welfare and progress of society, especially rural communities. With this research, it is to find out what potential the Sindang Kasih Tourism Village has in Desa Sukamaju, Kecamatan Cilawu, Kabupaten Garut.. In addition, it is also to find out the efforts to develop the Sindang Kasih Tourism Village in Improving the Socio-Economy of the Sindang Kasih community in Sukamaju Village, Cilawu District, Garut Regency. The research method used in this study is a quantitative method. Data collection was carried out by means of observation, interviews, questionnaires, literature studies and documentation studies. The sampling technique for this study used Simple Random Sampling for the Sindang Kasih community, Purposive Sampling for village heads and tourism village managers, and Accidental Sampling for visitors. The number of samples in this study were 68 people consisting of the community, traders and visitors. The data analysis technique used is the Simple Quantitative Analysis Technique, the SWOT Analysis Technique and the Sapta Pesona Analysis Technique. The results of the study show that the development of the Sindang Kasih Tourism Village towards improving the socio-economic community in Sukamaju Village, Cilawu Sub-District, Garut Regency, has potential, such as River Tubing, natural panoramas that can be used as tourism potential, besides that it also utilizes natural resources which can increase local products and increase the economic income of the Sindang Kasih community, such as the Utilization of Natural Resources from sap tree fiber for palm fiber crafts and palm sugar and Ngagogo. The development efforts carried out include arranging facilities and infrastructure, infrastructure development, human resource development and socio-economic development as well as providing tour packages and promotions on various social media. panoramic views of nature that can be used as tourism potential as well as utilization of natural resources that can increase local products and increase the economic income of the Sindang Kasih community such as the utilization of natural resources from sap tree fiber for palm fiber and palm sugar crafts and Ngagogo. The development efforts carried out include arranging facilities and infrastructure, infrastructure development, human resource development and socio-economic development as well as providing tour packages and promotions on various social media. panoramic views of nature that can be used as tourism potential as well as utilization of natural resources that can increase local products and increase the economic income of the Sindang Kasih community such as the utilization of natural resources from sap tree fiber for palm fiber and palm sugar crafts and Ngagogo. The development efforts carried out include arranging facilities and infrastructure, infrastructure development, human resource development and socio-economic development as well as providing tour packages and promotions on various social media.*

**Keywords:** Development, Tourism Village, Sindang Kasih