

ABSTRAK

ANEU YULISTIANEU. Tesis. 2023. Partisipasi Masyarakat Lokal Dalam Pengembangan Potensi Desa Wisata Di Desa Medanglayang Kecamatan Panumbangan Kabupaten Ciamis. Program Studi Pendidikan Geografi. Program Pascasarjana. Universitas Siliwangi. Dibawah Bimbingan **Dr. Siti Fadjarajani, MT** dan **Dr. Dodih Heryadi, M.Pd.**

Penelitian ini memiliki tujuan untuk mengetahui partisipasi masyarakat lokal dalam pengembangan potensi desa wisata di Desa Medanglayang Kecamatan Panumbangan Kabupaten Ciamis. Desa Medanglayang memiliki potensi-potensi wisata yang dikembangkan sehingga menjadi desa wisata diimbangi dengan partisipasi masyarakatnya yang aktif dalam mengembangkan potensi-potensi daerah di Desa Medanglayang. Penelitian yang dilakukan difokuskan pada potensi, bentuk partisipasi masyarakat dan peran pemerintah desa yang dilakukan dalam mewujudkan tujuan tersebut. Metode penelitian menggunakan metode deskriptif dengan pendekatan kualitatif serta studi fenomenologis, untuk analisis menggunakan deskriptif dan triangulasi data. Teknik pengumpulan data yang digunakan yaitu observasi, wawancara, studi literatur, dan studi dokumentasi. Hasil penelitian menunjukkan bahwa: (1) potensi yang dimiliki Desa Medanglayang untuk menjadi desa wisata di Kecamatan Panumbangan Kabupaten Ciamis yaitu terdiri dari: potensi wisata alam, pertanian, kesenian dan home industri. (2) bentuk partisipasi masyarakat dalam mewujudkan desa wisata di Desa Medanglayang Kecamatan Panumbangan Kabupaten Ciamis yaitu: buah pikiran, tenaga fisik, kemahiran dan keterampilan, serta promosi wisata. (3) peran pemerintah desa dalam mewujudkan desa wisata di Desa Medanglayang Kecamatan Panumbangan Kabupaten Ciamis yaitu: peningkatan infrastruktur, pelibatan masyarakat lokal, konservasi alam dan budaya, serta promosi dan pemasaran.

Kata Kunci : Potensi, Pengembangan, Desa Wisata, Partisipasi Masyarakat.

ABSTRACT

ANEU YULISTIANEU. 2023. *Participation of Local Community in Developing the Potential of Tourism Village in Medanglayang Panumbangan District Ciamis Regency. Geography Education Study Program. Graduate Program. Siliwangi University. Under the Guidance of Dr. Siti Fadjarajani, MT and Dr. Dodih Heryadi, M.Pd.*

This study aims to determine the participation of local community in developing the potential of Tourism Village in Medanglayang Panumbangan District Ciamis Regency. Medanglayang village has developed tourism potentials so that it becomes a tourism village balanced with active community participation in developing regional potentials in Medanglayang Village. The research conducted focused on the potential, forms of community participation and the role of the village government in realizing this goal. The research method uses descriptive methods with a qualitative approach and phenomenological studies, for analysis using descriptive and data triangulation. Data collection techniques used are observation, interviews, literature studies, and documentation studies. The results of the study show that: (1) the potential of Medanglayang Village to become a tourism village in Panumbangan District Ciamis Redency which consists of: natural tourism potential, agriculture, arts and home industry. (2) forms of community participation in creating a tourism village in Medanglayang Village Panumbangan District Ciamis Regency, That is: ideals, physical labor, skill and skills, and tourism promotion. The role of the village government in realizing a tourism village in Medanglayang Village Panumbangan District Ciamis Regency, That is: infrastructure, involving local communities, nature and culture conservation, as well as promotion and marketing.

Keywords: *Potential, Development, Tourism Village, Community participation.*