

ABSTRACT

RENNA DESTRIANA PUSPITASARI, 2020. *Development of Jeruk Agrotourism in Cintarakyat Village, Samarang District, Garut Regency. Department of Geography Education. Faculty of Teacher Training and Education. Siliwangi University.*

This research is motivated by areas that have the potential for agrotourism development. One of them is the orange garden tour found in Bongkor Village, Cintarakyat Village, Samarang District, Garut Regency. This agrotourism group is incorporated in the Cinta Tani farmer group who works at the Agro Tourism site with 19 members. The average ownership area of farmers' citrus orchards in the Cinta Tani group is 300 bricks or equivalent to 4,200 square meters. However, in the Cinta Tani group only those who run a citrus farming business with the concept of agro-tourism and even the only citrus agrotourism in the Samarang District. The problem in this research is how the development of agro-tourism in the Village of Cintarakyat, District of Samarang, Garut Regency. The method used in this research is descriptive method. Data collection techniques used in this study are observation, interviews, questionnaires, documentation studies, and literature studies. The sample of respondents consisted of 4 farmers managing farmers, 15 cultivating farmers, and 25 tourists. The results showed that agrotourism in Cintarakyat Village, Samarang District, Garut Regency had the potential to be developed through efforts to cultivate 3 varieties of citrus plants and picking orange activities. Whereas efforts to increase the development of the Jeruk Garden Agro Tourism in Cintarakyat Village, Samarang District, Garut Regency are facilities and infrastructure as well as expanding advertising on social media to optimize the promotion of attractions.

Keywords: Development, Agro Tourism, Citrus Garden, Cintarakyat Garut