

ABSTRAK

PIPIT NURUL FATIMAH. 2023. **PENATAAN KAWASAN OBJEK WISATA SITU SANGHYANG DI DESA CIBALANARIK KECAMATAN TANJUNGPURA KABUPATEN TASIKMALAYA**. Jurusan Pendidikan Geografi. Fakultas Keguruan dan Ilmu Pendidikan. Universitas Siliwangi.

Penataan objek wisata merupakan salah satu upaya untuk mendukung tujuan pembangunan pariwisata yang diwujudkan dengan penataan kembali lingkungan dan sarana prasarana yang telah tersedia. Situ Sanghyang merupakan kawasan objek wisata yang memiliki potensi daya tarik wisata namun masih kurang optimal dalam upaya pengembangan dan pengelolaan sehingga mengurangi ketertarikan wisatawan untuk berkunjung. Tujuan dari penelitian ini untuk mengetahui objek wisata potensial yang terdapat di Situ Sanghyang dan mengetahui strategi penataan kawasan objek wisata Situ Sanghyang. Metode yang digunakan adalah deskriptif kuantitatif dengan pendekatan keruangan dan teknik pengumpulan data berupa observasi, wawancara, kuesioner, studi dokumentasi dan studi literatur. Populasi dalam penelitian ini yaitu masyarakat dusun Cibalanarik sebanyak 478 KK, masyarakat dusun Lembur Luhur sebanyak 459 KK, pengunjung sebanyak 150 orang perminggu, serta pengelola objek wisata Situ Sanghyang, Kepala Desa Cibalanarik dan Kepala Desa Cilolohan. Sample meliputi *simple random sampling* dengan persentase sebanyak 5% dari populasi masyarakat dusun Cibalanarik sebanyak 24 KK, *simple random sampling* dengan persentase sebanyak 5% dari populasi masyarakat dusun Lembur Luhur sebanyak 23 KK, *accidental sampling* dengan persentase 10% dari populasi pengunjung sebanyak 15 orang. Hasil penelitian ini menunjukkan objek wisata potensial yang terdapat di Situ Sanghyang meliputi objek wisata air, keindahan alam, wisata religi, dan area *camping*. Strategi penataan kawasan objek wisata Situ Sanghyang meliputi penataan objek wisata Situ, penataan sarana dan prasarana serta penataan pengelolaan dan pelayanan.

Kata Kunci: Penataan, Pariwisata, Situ Sanghyang

ABSTRACT

PIPIT NURUL FATIMAH. 2023. **SITU SANGHYANG TOURIST ATTRACTION AREA MANAGEMENT IN CIBALANARIK VILLAGE, TANJUNGPURA DISTRICT, TASIKMALAYA REGENCY**. Departement of Geography Education. Faculty of Teacher Training and Education. Siliwangi University.

Managing tourist attraction is one of the efforts to support the goals of tourism development which is realized by rearranging the environment and existing infrastructure. Situ Sanghyang is an area which has potential tourist attraction, but the insufficiency of development and management caused a reduction of tourist social call. The purpose of this research is to find out the potential tourist attraction in Situ Sanghyang and to find out the strategy for managing the tourist area of Situ Sanghyang. The method used in this study is a quantitative descriptive method which a spatial approach and data collection techniques in the form of observation, interviews, questionnaires, documentation studies and literature studies. The population in this study included the people of Cibalanarik hamlet 478 families and the Lembur Luhur hamlet 459 families, the visitors tourist attraction 150 people/week, as well as managers Situ Sanghyang and heads of Cibalanarik village and heads of Cilolohan village. The sample in this study was simple random sampling with a percentage of 5% of the Cibalanarik hamlet as much 24 families. Sample random sampling with percentage of 5% of the Lembur Luhur hamlet as much 23 families. Accidental sampling with a percentage of 10% of the visitors population as much 15 people. The results of this study indicate that potential tourist attraction in Situ Sanghyang include water attractions, natural panorama, religious tourism and camping areas. The strategy for structuring the tourist area of Situ Sanghyang includes structuring Situ tourism objects, structuring facilities and infrastructure as well as structuring services and management.

Keyword: Arrangement, Tourism, Situ Sanghyang.