

ABSTRACT

Rio Fernando, 2023. *COMMUNITY PARTICIPATION IN THE DEVELOPMENT OF THE NATURAL TOURIST ATTRACTION "TELA BIRU CICEREM" TO ENHANCE COMMUNITY INCOME (A Study in Kaduela Village, Pasawahan Subdistrict, Kuningan Regency)*. Department of Community Education, Faculty of Education, Siliwangi University.

The tourism industry holds significant potential in supporting the development of a country as it can play a positive role in driving the local economy. Regions with tourism potential can enhance the economic well-being of the surrounding communities through the development of small and medium enterprises such as motels, hotels, guesthouses, restaurants, and others. However, limited public awareness about the potential of tourism discourages people from transitioning from the agricultural sector to tourism, leading to reduced community participation and its associated impacts being less felt by the community. This research aims to delve into the contribution of community participation in the development of tourist attractions as a means of increasing their income. The study applies a Qualitative Descriptive method with data collection through observation, interviews, and documentation. The research instruments involve observation guidelines and interviews. The data analysis process includes data reduction, data presentation, and, ultimately, drawing conclusions. The results of this study reveal various forms of community participation in the development of tourist attractions in the Kaduela Village. Community participation includes contributing ideas/concepts, labor in communal efforts, tangible assets such as leasing land or personal vehicles, skills such as offering photography or videography services, and social involvement in forming new groups. This participatory approach primarily focuses on improving the facilities of tourist attractions and other related enhancements. The development activities have opened up job opportunities for the local community, thus increasing their income. Through this development, it is expected to further attract tourists' interest. In conclusion, this research underscores the crucial role of community participation in the development of tourist attractions, which can boost the income of the local community. This highlights the importance of involving the local community in tourism sector development efforts as a strategy to promote sustainable economic growth and improve the well-being of the region.

Keywords : *Community Participation, Tourist Attraction Development, Local Income*