

ABSTRAK

Sinta Noris Syarifah, 2023. **Potensi dan Pengembangan Desa Wisata Guranteng Kecamatan Pagerageung Kabupaten Tasikmalaya**. Program Studi Pendidikan Geografi. Pascasarjana. Universitas Siliwangi. Tasikmalaya.

Penelitian ini dilakukan di Desa Guranteng, Kecamatan Pagerageung, Kabupaten Tasikmalaya, Provinsi Jawa Barat. bahwa di desa Guranteng adanya Pengembangan Desa Wisata, dengan melihat potensi objek-objek wisata yang ada di Desa Wisata Guranteng sehingga adanya pengembangan Desa Wisata yang dilakukan oleh pemerintah setempat dan masyarakat Desa Guranteng. Penelitian ini bertujuan untuk Mengetahui adanya Potensi Desa wisata Guranteng dan Pengembangan Desa Wisata Guranteng. Penelitian ini menggunakan metode deskriptif dengan pendekatan kuantitatif dengan jumlah sampel sebanyak 68 orang yang meliputi kepala desa Guranteng 1 orang dan pengelola objek wisata 3 orang dengan teknik pengambilan sampel menggunakan *purposive sampling*, masyarakat desa guranteng dengan jumlah 39 orang dengan teknik sampel *random sampling*, dan pengunjung objek wisata sebanyak 25 orang dengan teknik *accidental sampling*. Instrumen Penelitian yang digunakan adalah Pedoman Observasi yang digunakan di lapangan, wawancara untuk kepala desa dan pengelola objek wisata, dan kuesioner untuk masyarakat dan pengunjung. Analisis data dengan menggunakan analisis SWOT. Hasil Penelitian menunjukkan adanya potensi desa wisata Guranteng yaitu adanya potensi Desa wisata yang mendukung dalam pengembangan desa wisata ini diantaranya panorama alam, objek wisata alam, dan rekreasi keluarga, serta adanya upaya pengembangan yang dilakukan desa wisata Guranteng yaitu adanya sarana prasarana, partisipasi masyarakat, dan promosi.

Kata Kunci: Pengembangan Wisata, Desa Wisata, Desa Guranteng.

ABSTRACT

Sinta Noris Syarifah, 2023. Potential and Development of Guranteng Tourism Village, Pagerageung District, Tasikmalaya Regency. Geography Education Study Program. Postgraduate. Siliwangi University. Tasikmalaya.

This research was conducted in Guranteng Village, Pagerageung District, Tasikmalaya Regency, West Java Province. that in Guranteng Village there is a Tourism Village Development, by looking at the potential of tourist objects in the Guranteng Tourism Village so that there is a Tourism Village development carried out by the local government and the Guranteng Village community. This research aims to determine the potential of the Guranteng tourist village and the development of the Guranteng tourist village. This research used a descriptive method with a quantitative approach with a sample size of 68 people, including 1 person, the Guranteng village head and 3 tourist attraction managers with a sampling technique using purposive sampling, the Guranteng village community with a total of 39 people using a random sampling technique, and visitors. tourist attraction as many as 25 people using accidental sampling technique. The research instruments used were observation guidelines used in the field, interviews for village heads and tourist attraction managers, and questionnaires for the community and visitors. Data analysis using SWOT analysis. The research results show that there is potential for the Guranteng tourist village, namely the potential for a tourist village that supports the development of this tourist village, including natural panoramas, natural tourist attractions, and family recreation, as well as development efforts carried out by the Guranteng tourist village, namely the existence of infrastructure, community participation, and promotion.

Keywords: Tourism Development, Tourism Village, Guranteng Village.