

ABSTRACT

SYIFA SILVANA PUSPITA RAHAYU. 2024. **COMMUNITY EMPOWERMENT THROUGH DEVELOPMENT OF TOURISM VILLAGES IN SUKAMAJU VILLAGE, CIHAURBEUTI SUBDISTRICT, CIAMIS REGENCY.** Department of Community Education, Faculty of Teacher Training and Education, Siliwangi University, Tasikmalaya.

In the midst of the abundant natural and cultural riches of Sukamaju Village, lies a big challenge, namely how to explore the existing tourism potential to improve the welfare of its people. The community empowerment process in Sukamaju Village is the main basis for facing this challenge, with a focus on developing tourist villages as a solution to improve the welfare of the community and advance local potential. The aim of this research is to determine the process of community empowerment through developing a tourist village in Sukamaju Village, Cihaurbeuti District, Ciamis Regency. The method used in this research is descriptive qualitative with data collection techniques through interviews, observation and documentation. Based on the research results, it is clear that there are several processes that tourism village managers and the community have gone through in developing the Sukamaju tourist village. The awareness process means building public awareness of the potential of local tourism and the need for environmental conservation and local wisdom. The capacity building process through training, mentoring and comparative studies provides the community with the knowledge and skills needed to manage natural and cultural potential in a sustainable manner. Meanwhile, in the empowerment process, the Sukamaju tourist village management has adopted an adaptive marketing system, including social media, increasing the visibility and attractiveness of tourist destinations amidst tight market competition, the process of inaugurating the Sukamaju tourist village, capital loan assistance, and infrastructure development are concrete evidence from government support, providing formal recognition to tourist villages and creating better economic opportunities for local communities. It can be concluded that community empowerment through the development of the Sukamaju tourist village involves active community participation and government support, with a focus on awareness, training and infrastructure development that can improve community welfare.

Keywords: *Community Empowerment, Tourism Village, Welfare.*