

## ABSTRAK

NADIFA NAFISATUN NISA, 2024. **Strategi Pengembangan Objek Wisata Telaga Kumpe di Desa Gununglurah Kecamatan Cilongok Kabupaten Banyumas**, Jurusan Pendidikan Geografi Fakultas Keguruan dan Ilmu Pendidikan Universitas Siliwangi.

Penelitian ini dilakukan untuk mengetahui strategi pengembangan objek wisata Telaga Kumpe di Desa Gununglurah Kecamatan Cilongok Kabupaten Banyumas. Metode yang digunakan dalam penelitian ini yakni metode deskriptif dengan pendekatan kuantitatif. Teknik pengumpulan data yang digunakan meliputi observasi, wawancara, dan kuesioner. Responden dalam penelitian ini terdiri dari 30 KK yang diambil dari populasi penduduk Dusun Pesawahan sebanyak 114 KK dan 30 orang diambil dari populasi pengunjung objek wisata tersebut sebanyak 150 per minggu. Teknik analisis data yang digunakan yakni teknik analisis kuantitatif sederhana dan analisis SWOT. Hasil penelitian menunjukkan potensi wisata Telaga Kumpe meliputi panorama alam, *camping ground*, kegiatan berlayar dengan perahu, dan wisata kuliner. Panorama alam di kawasan wisata tersebut meliputi telaga alami yang dikelilingi perbukitan, pepohonan, dan hutan. Adapun *camping ground* dikawasan wisata tersebut terdiri dari dua area yakni di lapangan hutan dan di sekeliling telaga. Selain *camping ground*, terdapat kegiatan berlayar dengan perahu yang merupakan kegiatan wisata jarang ditemui sehingga menjadi daya tarik objek wisata tersebut. Berkaitan dengan wisata kuliner, makanan khas paling diminati adalah mendoan. Adapun strategi pengembangan objek wisata tersebut meliputi peningkatan atraksi, pengadaan dan peningkatan fasilitas, pengadaan rambu-rambu jalan, peningkatan kerja sama dengan *stakeholder*, dan mengoptimalkan media sosial sebagai media promosi. Berkaitan dengan peningkatan atraksi, Pemerintah Desa Gununglurah sedang merancang strategi pengembangan wisata Igir Kumpe. Berkaitan dengan fasilitas, terdapat fasilitas yang perlu dibangun yakni mushola dan perlengkapannya serta terdapat fasilitas yang perlu ditingkatkan yakni toilet dan gazebo. Selain itu, peningkatan kerjasama dengan *stakeholder* dan upaya promosi melalui media sosial sangat diperlukan untuk pengembangan wisata tersebut.

**Kata Kunci: Potensi, Telaga Kumpe, Strategi Pengembangan**

## **ABSTRACT**

*NADIFA NAFISATUN NISA, 2024. **Strategy for Development of the Lake Kumpe Tourist Attraction in Gununglurah Village, Cilongok District, Banyumas Regency**, Department of Geography Education, Faculty of Teacher Training and Education, Siliwangi University.*

*This research was conducted to determine the strategy for developing the Kumpe Lake tourist attraction in Gununglurah Village, Cilongok District, Banyumas Regency. The method used is a descriptive method with a quantitative approach. Data collection techniques used include observation, interviews and questionnaires. Respondents in this study consisted of 30 families taken from the Pesawahan Hamlet population of 114 families and 30 people taken from the tourist attraction's population of 150 per week. The data analysis techniques used are simple quantitative analysis techniques and SWOT analysis. The research results show that the tourism potential of Lake Kumpe includes natural panoramas, camping grounds, boat sailing activities and culinary tourism. The natural panorama in this tourist area includes a natural lake surrounded by hills, trees and forests. The camping ground in the tourist area consists of two areas, namely in the forest field and around the lake. Apart from the camping ground, there is a boat sailing activity which is a rare tourist activity so it is the main attraction of this tourist attraction. Regarding culinary tourism, the most popular specialty food is mendoan. The strategy for developing tourist attractions includes increasing attractions, procuring and improving facilities, providing road signs, increasing cooperation with stakeholders, and optimizing social media as promotional media. In connection with increasing attractions, the Gununglurah Village Government is designing a strategy for developing Igir Kumpe tourism. Regarding facilities, there are facilities that need to be built, namely prayer rooms and equipment, as well as facilities that need to be improved, namely toilets and gazebos. Apart from that, increasing cooperation with stakeholders and promotional efforts through social media are very necessary for tourism development.*

**Keywords: Potential, Telaga Kumpe, Development Strategy**