

## ABSTRAK

SANI GEMA MAHARANI, 2024. **Pengembangan Potensi Eduwisata Kampung Bungur di Desa Jalatrang Kecamatan Cipaku Kabupaten Ciamis.** Jurusan Pendidikan Geografi Fakultas Keguruan dan Ilmu Pendidikan. Universitas Siliwangi. Tasikmalaya.

Penelitian ini dilatar belakangi oleh keberadaan Eduwisata Kampung Bungur yang menjadi potensi wisata di Desa Jalatrang Kecamatan Cipaku Kabupaten Ciamis memiliki wisata edukasi ketahanan pangan dan hewani yang menarik dan khas berupa agrowisata, area *camping ground*, area *spot photo* sehingga menjadi salah satu daya tarik wisata yang diminati kalangan anak-anak bahkan dewasa. Permasalahan dalam penelitian adalah potensi yang terdapat di Eduwisata Kampung Bungur sebagai objek wisata di Desa Jalatrang Kecamatan Cipaku Kabupaten Ciamis dan faktor apa saja yang mempengaruhi pengembangan Eduwisata Kampung Bungur di Desa Jalatrang Kecamatan Cipaku Kabupaten Ciamis. Metode penelitian yang digunakan adalah kuantitatif sederhana, analisis SWOT, Teknik analisis sapta pesona. Dan Teknik analisis Geografi 5W+1H. Teknik pengumpulan data yang digunakan terdiri dari observasi, wawancara, kuisisioner, studi pustaka, dan studi dokumentasi. Populasi dalam penelitian ini merupakan kepala desa, pengelola, pedagang, pengunjung dan Masyarakat desa Jalatrnag. Pengambilan sampel dalam penelitian ini menggunakan Teknik *Random Sampling* diambil sampel Masyarakat 24 KK dan 24 Pengunjung. Jumlah keseluruhan sampel adalah 56 orang responden. Berdasarkan dari penelitian pengembangan potensi Eduwisata Kampung Bungur memiliki beberapa potensi yaitu Agrowisata (pertanian, perikanan, peternakan), area *camping ground*, area *spot photo*. Sedangkan faktor yang mempengaruhi pengembangan eduwisata kampung bungur yaitu faktor fisik (lokasi, luas lahan, jenis tanah, sumber daya air, iklim), faktor sosial (modal, pengelola, promosi).

**Kata kunci:** Pengembangan, potensi, Eduwisata, Kampung Bungur.

## ABSTRACT

SANI GEMA MAHARANI, 2024. *Development of the Edutourism Potential of Bungur Village in Jalatrang Village, Cipaku District, Ciamis Regency. Department of Geography Education, Faculty of Teacher Training and Education, Siliwangi University. Tasikmalaya*

*This research is motivated by the existence of Kampung Bungur Edutourism which has tourism potential in Jalatrang Village, Cipaku District, Ciamis Regency which has interesting and distinctive food and animal security educational tourism in the form of agrotourism, camping ground areas, photo spot areas so that it has become one of the popular tourist attractions. among children and even adults. The problem in the research is the potential that exists in Kampung Bungur Edutourism as a tourist attraction in Jalatrang Village, Cipaku District, Ciamis Regency and what factors influence the development of Bungur Village Edutourism in Jalatrang Village, Cipaku District, Ciamis Regency. The research method used is simple quantitative, SWOT analysis, Sapta Pesona analysis technique. And 5W+1H Geography analysis techniques. The data collection techniques used consisted of observation, interviews, questionnaires, literature studies and documentation studies. The population in this study were village heads, managers, traders, visitors and the Jalatrnag village community. Sampling in this study used a random sampling technique, 24 families and 24 visitors were taken as samples. The total number of samples was 56 respondents. Based on research into the development of Edutourism potential, Kampung Bungur has several potentials, namely Agrotourism (agriculture, fisheries, animal husbandry), camping ground area, photo spot area. Meanwhile, the factors that influence the development of Bungur village education tourism are physical factors (location, land area, soil type, water resources, climate), social factors (capital, management, promotion)*

**Keywords:** *Development, potential, Edutourism, Bungur Village*