ABSTRAK

ARDELIA ARIFAH LUTHFIYATI, 2024. **Potensi Wisata Edukasi Bumi Pakarangan di Desa Pamalayan Kecamatan Cijeungjing Kabupaten Ciamis.** Jurusan Pendidikan Geografi Fakultas Keguruan dan Ilmu Pendidikan Universitas Siliwangi.

Penelitian ini dilakukan untuk mengetahui potensi dan faktor yang berpengaruh terhadap pengembangan Wisata Edukasi Bumi Pakarangan di Desa Pamalayan Kecamatan Cijeungjing Kabupaten Ciamis. Metode yang digunakan dalam penelitian ini adalah metode deskriptif kuantitatif dengan teknik pengumpulan data observasi, wawancara, dan kuisioner. Penelitian ini mengambil sampel pengelola sebanyak 1 sampel dengan tenik *purposive sampling,* sampel pedagang sebanyak 3 sampel dengan teknik *total sampling*, dan sampel pengunjung sebanyak 30 pengunjung dengan teknik *accidental sampling 10%.* Jumlah seluruh sampel adalah 34 responden. Teknik analisis data yang digunakan pada penelitian ini menggunakan tenik analisis kuantitatif sederhana, analisis SWOT, dan analisis sapta pesona. Hasil penelitian menunjukan bahwa potensi wisata yang terdapat di Wisata Edukasi Bumi Pakarangan di Desa Pamalayan Kecamatan Cijeungjing Kabupaten Ciamis yaitu, potensi edukasi (mengenal berbagai macam hewan dan memberikan pakan) dan potensi buatan (*camping ground* dan kolam renang). Faktor yang berpengaruh terhadap pengembangan Wisata Edukasi Bumi Pakarangan di Desa Pamalayan Kecamatan Cijeungjing Kabupaten Ciamis, yaitu partisipasi masyarakat, aksesibilitas, sarana dan prasarana, dan promosi wisata.

Kata Kunci: Potensi, Wisata Edukasi Bumi Pakarangan, Faktor Pengembangan.

ABSTRACT

ARDELIA ARIFAH LUTHFIYATI, 2024. *Educational Tourism Potential of Bumi Pakarangan in Pamalayan Village, Cijeungjing District, Ciamis Regency. Geography Education Department, Faculty of Teacher Training and Education, Siliwangi University.*

This research was conducted to find out the potential and factors that influence the development of Bumi Pakarangan Educational Tourism in Pamalayan Village, Cijeungjing District, Ciamis Regency. The method used this research is quantitative descriptive method with data collection techniques of obervation, interview, and questionnaire. This study took a sample of managers as many as 1 sample with purposive sampling techniques, a sample of traders as many as 3 samples with purposive sampling techniques, and a sample of 30 visitors with 10% accidental sampling techniques. The total number of samples was 34 respondents. Data analysis techniques used in this study using simple quantitaive analysis techniques, SWOT analysis, and sapta pesona analysis. The results showed that the tourism potential contained in Bumi Pakarangan Educational Tourism in Pamalayan Village, Cijeungjing District, Ciamis Regency, namely, educational potential (recognizing various kinds of animals and providing feed) and artifical potential (camping ground and swimming pool). Factos that influenve the development of Bumi Pakarangan Educational Tourism in Pamalayan Village, Cijeungjing District, Ciamis Regency, namely community participation, accessibility, facilities and infrastructure, and tourism promotion.

Keywords: Potential, Educational Tourism Potential of Bumi Pakarangan Development Factors.