

ABSTRAK

ANA DWI LESTARI. 2021. **Pengembangan Kampung Kolecer sebagai Objek Wisata di Desa Cisayong Kecamatan Cisayong Kabupaten Tasikmalaya.** Jurusan Pendidikan Geografi Fakultas Keguruan dan Ilmu Pendidikan Universitas Siliwangi Tasikmalaya.

Kampung Kolecer merupakan salah satu destinasi wisata yang ada di Kabupaten Tasikmalaya sebagai kampung wisata tematik yang dipenuhi ratusan kolecer dari hasil kreativitas masyarakat desa pada saat festival perlombaan kolecer pada bulan juli 2020. Kepala Desa Cisayong sebagai tokoh yang menggerakkan masyarakat desa nya agar bergerak aktif dan kreatif yaitu mengintruksikan kepada setiap 39 RT untuk membuat 10 kolecer agar dilombakan pada festival yang digelar di Kampung Wangun. Ratusan kolecer yang terhampar di lahan pertanian Kampung Wangun menjadi daya tarik masyarakat luar untuk berkunjung hingga dibentuknya objek wisata Kampung Kolecer. Penulis mempunyai tujuan untuk mengkaji pengembangan Kampung Kolecer sebagai Objek Wisata di Desa Cisayong Kecamatan Cisayong Kabupaten Tasikmalaya dan faktor-faktor geografis yang mempengaruhi pengembangan Kampung Kolecer sebagai Objek Wisata di Desa Cisayong Kecamatan Cisayong Kabupaten Tasikmalaya. Metode yang digunakan adalah metode deskriptif-kualitatif. Objek dalam penelitian ini adalah Objek Wisata Kampung Kolecer dan subjek penelitiannya adalah Kepala Desa Cisayong, Pengelola, Masyarakat Kampung Wangun, Pedagang, dan Pengunjung. Teknik pengumpulan data yang digunakan penulis adalah observasi, wawancara, studi dokumentasi, dan studi literatur. Teknik analisis data yang dillakukan penulis diawali dari sebelum ke lapangan yaitu mempelajari studi literatur untuk acuan penelitian, selama di lapangan penulis melakukan reduksi data, penyajian data dan penarikan kesimpulan. Hasil dari penelitian ini adalah bahwa pengembangan Kampung Kolecer sebagai Objek Wisata berupa pembuatan kolecer, memperbanyak kolecer, kekhasan kolecer, kualitas kolecer, menjual souvenir, lahan agrowisata, kuliner khas, sarana prasarana penunjang wisata dan promosi. Faktor-faktor geografis yang mempengaruhi pengembangan Kampung Kolecer sebagai Objek Wisata adalah keadaan angin, aksesibilitas, dukungan dan partisipasi masyarakat, ide kreatif, dukungan pemerintah, modal

Kata kunci: Pengembangan, Objek Wisata, Kampung Kolecer, Masyarakat.

ABSTRACT

ANA DWI LESTARI. 2021. *Development of Kolecer Village as a tourist attraction in Cisayong Village, Cisayong District, Tasikmalaya Regency. Department of Geography, Faculty of Teacher Training and Education, Siliwangi University, Tasikmalaya.*

Kolecer village is one of the tourist destinations in Tasikmalaya District as a thematic tourist village filled with hundreds of kolecer from the creativity of the village community during the kolecer competition festival in July 2020. The Head of Cisayong Village as a figure who moves his village community to be active and creative, namely instructing every 39 RT to make 10 kolecer to be contested at the festival held in Wangun Village. Hundreds of Kolecer that lay on the agricultural land of Wangun Village became an attraction for outsiders to visit until the formation of the Kolecer Village tourist attraction. The author has a goal to examine the development of Kolecer Village as a tourist attraction in Cisayong Village, Cisayong District, Tasikmalaya Regency and the geographical factors that influence the development of Kolecer Village as a Tourism Object in Cisayong Village, Cisayong District, Tasikmalaya Regency. The method used is descriptive-qualitative method. The object in this study is the Kolecer Village Tourism Object and the research subjects are the Head of Cisayong Village, Managers, Wangun Village Community, Traders, and Visitors. The data collection techniques used by the author are observation, interviews, documentation studies, and literature studies. The data analysis technique carried out by the author started from before going to the field, namely studying literature studies for research references, while in the field the authors carried out data reduction, data presentation and conclusion. The results of this study are that the development of Kolecer Village as tourist attraction is in the form of making kolecer, multiplying kolecer, speciality of kolecer, quality of kolecer, selling souvenirs, agro-tourism land, typical culinary, supporting tourism infrastructure and promotion. Geographical factors that influence the development of Kolecer Village as a tourist attraction are wind conditions, accessibility, community support and participation, creative ideas, government support, capital

Keywords: *Development, Tourist Attraction, Kolecer Village, Community.*