

## ABSTRAK

TIA RAHMAWATI. 2022. **Pera Serta Masyarakat dalam Penelitian ini** didasari pada perkembangan sektor **Pengembangan Kawasan Ekowisata Cigunung Tugu di Desa Pasawahan Kecamatan Takokak Kabupaten Cianjur**. Jurusan Pendidikan Geografi Fakultas Keguruan dan Ilmu Pendidikan Universitas Siliwangi Tasikmalaya.

Pariwisata saat ini Kesalahan dalam pengelolaan wisata berbasis lingkungan atau memanfaatkan alam merupakan sebuah ancaman yang besar bagi lingkungan dan keberlangsungan hidup masyarakat sekitar. Wisata berkelanjutan salah satunya adalah penerapan konsep ekowisata yang bertujuan pada suatu sistem yaitu memiliki keseimbangan antara perumusan dan pemanfaatan berbasis alamiah, tiga konsep ekowisata terdiri dari pelestarian lingkungan, edukasi dan pengembangan masyarakat. Tujuan penelitian ini adalah mengetahui peran serta masyarakat dalam pengembangan kawasan ekowisata Cigunung Tugu di Desa Pasawahan Kecamatan Takokak Kabupaten Cianjur dan mengetahui bentuk-bentuk pengembangan kawasan ekowisata Cigunung Tugu di Desa Pasawahan Kecamatan Takokak Kabupaten Cianjur. Metode yang digunakan dalam penelitian adalah metode deskriptif dengan pendekatan kuantitatif. Teknik pengolahan dan analisis data dilakuakn dengan analisis SWOT dan teknik analisis kuantitatif sederhana. Berdasarkan hasil penelitian didapatkan bahwa a) Peran masyarakat di kawasan Ekowisata Cigunung Tugu terbagi kedalam tiga tanggung jawab yaitu fasilitator, mediator dan motivator; b) Pengembangan kawasan Ekowisata Cigunung Tugu terbagi kedalam dua prioritas berdasarkan potensinya, yaitu: potensi wisata alam dan potensi wisata sejarah dan budaya. Pengembangan kawasan Cigunung Tugu harus berlandaskan pada konsep ekowisata yaitu konservasi lingkungan, pendidikan, dan kesejahteraan masyarakat sehingga terciptanya wisata berkelanjutan. Proses pengembangannya sudah meralisasikan ketiga konsep tersebut sehingga dalam perencanaan dan pembangunan harus memiliki keseimbangan antara kelestarian lingkungan dan eksistensi pariwisata di kawasan Cigunung Tugu tersebut.

***Kata Kunci:*** Ekowisata, Peran Serta Masyarakat, Potensi Wisata

## ABSTRACT

TIA RAHMAWATI. 2022. **Community Participation in this research is based on the development of the Cigunung Tugu Ecotourism Area Development sector in Pasawahan Village, Takokak District, Cianjur Regency.** Department of Geography Education, Faculty of Teacher Training and Education, Siliwangi University, Tasikmalaya.

*This research is based on the current development of the tourism sector. Mistakes in managing environment-based tourism or utilizing nature are a big threat to the environment and the survival of the surrounding community. Sustainable tourism, one of which is the application of the concept of ecotourism which aims at a system that is to have a balance between formulation and utilization based on nature, the three ecotourism concepts consist of environmental conservation, education and community development. The purpose of this study was to determine the role of the community in the development of the Cigunung Tugu ecotourism area in Pasawahan Village, Takokak District, Cianjur Regency and to find out the forms of development of the Cigunung Tugu ecotourism area in Pasawahan Village, Takokak District, Cianjur Regency. The method used in this research is a descriptive method with a quantitative approach. Data processing and analysis techniques were carried out by SWOT analysis and simple quantitative analysis techniques. Based on the results of the study, it was found that a) The role of the community in the Cigunung Tugu Ecotourism area is divided into three responsibilities, namely facilitator, mediator and motivator; b) The development of the Cigunung Tugu Ecotourism area is divided into two priorities based on its potential, namely: the potential for natural tourism and the potential for historical and cultural tourism. The development of the Cigunung Tugu area must be based on the concept of ecotourism, namely environmental conservation, education, and community welfare so as to create sustainable tourism. The development process has realized the three concepts so that in planning and development there must be a balance between environmental sustainability and the existence of tourism in the Cigunung Tugu area*

**Key words:** *Ecotourism, Community Participation, Tourism Potential*