

## ABSTRAK

DEDE AAS SITI ASIAH. 2022. **PERAN SERTA MASYARAKAT DALAM PENGEMBANGAN KAWASAN OBJEK WISATA CURUG ARG A DI DESA SUNDAKERTA KECAMATAN SUKAHENING KABUPATEN TASIKMALAYA.** Jurusan Pendidikan Geografi. Fakultas Keguruan dan Ilmu Pendidikan. Universitas Siliwangi.

Penelitian ini dilatar belakangi karena melihat adanya potensi wisata menarik yang dapat dikembangkan di Kawasan Wisata Curug Arga, sehingga perlu adanya pengelolaan yang baik dengan prinsip yang terencana dan adanya dukungan masyarakat agar Kawasan Objek Wisata Curug Arga dapat dimanfaatkan secara optimal dan berkelanjutan. Tujuan penelitian ini diantaranya mengetahui potensi yang ada di Kawasan Objek Wisata Curug Arga dan Bentuk-Bentuk Peran Serta Masyarakat dalam Pengembangan Kawasan Objek Wisata. Metode yang digunakan dalam penelitian ini yaitu metode deskriptif dengan pendekatan kuantitatif. Teknik pengumpulan data pada penelitian ini yaitu teknik observasi, wawancara, dokumentasi, dan studi litelatur. Pengambilan sampel untuk penelitian ini menggunakan teknik *random sampling* berdasarkan sampel area sebanyak 39 responden (10%) dari 392 KK yang ada untuk sampel masyarakat, teknik *accidental sampling* untuk sampel pengunjung sebanyak 20 responden (20%) dari 100 pengunjung per minggu, teknik *purposive sampling* untuk Kepala Desa sebanyak 1 responden (100%) dan LMDH sebanyak 1 responden (100%). Teknik analisis data yang digunakan yaitu analisis data kuantitatif sederhana (%) yaitu hasil penelitian menunjukkan Kawasan Objek Wisata Curug Arga 67% responden menyatakan sangat berpotensi untuk dikembangkan dan 72% masyarakat memiliki peran serta dalam pengembangan Kawasan Objek Wisata Curug Arga. Analisis Sapta Pesona Pariwisata, dan analisis SWOT. Hasil penelitian menunjukkan bahwa potensi di Kawasan Objek Wisata Curug Arga diantaranya Curug Arga, Kebun Pinus, dan Bumi Perkemahan. Sedangkan bentuk-bentuk peran masyarakat dalam pengembangan Kawasan Objek Wisata di Desa Sundakerta Kecamatan Sukahening Kabupaten Tasikmalaya diantaranya pembuatan sarana dan prasarana, perbaikan jalan dan Lembaga Masyarakat Desa Hutan (LMDH).

**Kata Kunci:** *Peran Serta Masyarakat, Pengembangan, Objek Wisata*

## **ABSTRACT**

**DEDE AAS SITI ASIAH. 2022. COMMUNITY PARTICIPATION IN THE DEVELOPMENT OF THE CURUG ARGA TOURISM OBJECT IN SUNDAKERTA VILLAGE, SUKAHENING SUB-DISTRICT, TASIKMALAYA REGENCY.** *Geography Education Department. Faculty of Teacher Training and Education. Siliwangi University.*

*The background of this research is to see that there is an interesting tourism potential that can be developed in the Curug Arga Tourism Area, so that there is a need for good management with planned principles and community support so that the Curug Arga Tourism Object Area can be used optimally and sustainably. The aims of this study include knowing the potential that exists in the Curug Arga Tourism Object Area and Forms of Community Participation in the Development of Tourism Object Areas. The method used in this research is descriptive method with a quantitative approach. Data collection techniques in this study are observation techniques, interviews, documentation, and literature studies. Sampling for this study used a random sampling technique based on an area sample of 39 respondents (10%) from 392 existing households for the community sample, accidental sampling technique for a sample of visitors as many as 20 respondents (20%) from 100 visitors per week, purposive sampling technique for the Village Head as much as 1 respondent (100%) and LMDH as much as 1 respondent (100%). The data analysis technique used was simple quantitative data analysis (%), namely the results of the study showed that 67% of respondents stated that the Curug Arga Tourism Object Area had the potential to be developed and 72% of the community had a role in the development of the Curug Arga Tourism Object Area. Sapta Pesona Wisata analysis, and SWOT analysis. The results showed that the potential in the Curug Arga Tourism Object Area includes Curug Arga, Pine Gardens, and Camping Grounds. Meanwhile, the forms of the community's role in the development of the Tourism Object Area in Sundakerta Village, Sukahening District, Tasikmalaya Regency include making facilities and infrastructure, road repairs and Forest Village Community Institutions (LMDH).*

**Keywords:** *Community Participation, Development, Tourist Attractions*