

ABSTRAK

RAFLI ZULKIFLI. 2021. **Budidaya Lebah Madu Sebagai Daya Tarik Wisata Kampung Madu di Desa Banjaranyar Kecamatan Banjaranyar Kabupaten Ciamis**. Jurusan Pendidikan Geografi. Fakultas Keguruan dan Ilmu Pendidikan. Universitas Siliwangi.

Penelitian ini dilatarbelakangi oleh adanya budidaya lebah madu di Kampung Madu Desa Banjaranyar Kecamatan Banjaranyar Kabupaten Ciamis. Terdapat dua permasalahan yang dibahas dalam penelitian ini yaitu : 1) Proses budidaya lebah madu di Kampung Madu Desa Banjaranyar Kecamatan Banjaranyar Kabupaten Ciamis, dan 2) Faktor-faktor yang menjadi daya tarik Kampung Madu di Desa Banjaranyar Kecamatan Banjaranyar Kabupaten Ciamis. Metode yang digunakan yaitu metode kualitatif dengan teknik pengumpulan data berupa observasi langsung ke lapangan, wawancara kepada para informan, studi literatur, dan dokumentasi. Objek penelitian meliputi kawasan Kampung Madu di Desa Banjaranyar Kecamatan Banjaranyar Kabupaten Ciamis, dengan subjek penelitian terdiri dari pengelola Kelompok Tani Hutan (KTH) Bina Lestari, masyarakat sekitar kawasan Kampung Madu dan wisatawan. Analisis data menggunakan metode deskriptif secara mendalam dari data faktual di lapangan dan analisis pariwisata yaitu Sapta Pesona dan analisis SWOT, dengan tahapan pengolahan data dimulai dari pengumpulan data, reduksi data, penyajian data, serta penarikan kesimpulan. Berdasarkan hasil penelitian dapat diketahui bahwa: 1) Proses budidaya lebah madu di Kampung Madu Desa Banjaranyar Kecamatan Banjaranyar Kabupaten Ciamis dilakukan dengan 4 tahap yaitu tahap persiapan, pemindahan lebah madu, pemeliharaan dan pengelolaan panen serta pasca panen; 2) Faktor-faktor yang menjadi daya tarik Kampung Madu di Desa Banjaranyar Kecamatan Banjaranyar Kabupaten Ciamis adalah edukasi wisata (eduwisata), atraksi, komoditi unggulan dan wisata belanja.

Kata Kunci: Budidaya, Lebah Madu, Wisata

ABSTRACT

RAFLI ZULKIFLI. 2021. *Honeybee Cultivation as a Tourism Attraction for Honey Village in Banjaranyar Village, Banjaranyar District, Ciamis Regency.* Department of Geography Education. Faculty of Teacher Training and Education. Siliwangi University.

This research was motivated by the existence of honey bee cultivation in the honey village of Banjaranyar Village, Banjaranyar District, Ciamis Regency. There are two problems discussed in this study, namely: 1) The process of cultivating honey bees in Madu Village, Banjaranyar Village, Banjaranyar District, Ciamis Regency, and 2) The factors that become the attractiveness of Kampung Madu in Banjaranyar Village, Banjaranyar District, Ciamis Regency. The method used is a qualitative method with data collection techniques in the form of direct observation to the field, interviews with informants, literature study, and documentation. The research object includes the honey village area in Banjaranyar Village, Banjaranyar District, Ciamis Regency, with the research subjects consisting of the managers of the Bina Lestari Forest Farmers Group (KTH), the community around the honey village area and tourists. Data analysis used descriptive methods in depth from factual data in the field and tourism analysis, namely Sapta Pesona and SWOT analysis, with data processing stages starting from data collection, data reduction, data presentation, and drawing conclusions. Based on the results of the research, it can be seen that: 1) The process of cultivating honey bees in Honey Village, Banjaranyar Village, Banjaranyar District, Ciamis Regency is carried out in 4 stages, namely the preparation, transfer of honey bees, maintenance and management of harvest and post-harvest; 2) The factors that become the attractiveness of Kampung Honey in Banjaranyar Village, Banjaranyar District, Ciamis Regency are tourism education, attractions, superior commodities and shopping tours.

Keywords: *Cultivation, Honey Bees, Tourism*