

ABSTRAK

LUTFIA QURROTA A'YUNI, 2023. “**Identifikasi Potensi Curug Bandung di Desa Limbangan Kecamatan Wanareja Kabupaten Cilacap**”. Jurusan Pendidikan Geografi Fakultas Keguruan dan Ilmu Pendidikan Universitas Siliwangi.

Penelitian ini dilatarbelakangi oleh keberadaan Curug Bandung yang menjadi potensi wisata di Desa Limbangan Kecamatan Wanareja Kabupaten Cilacap, yang akhir-akhir ini menjadi tujuan wisata bagi para wisatawan lokal. Permasalahan pada penelitian ini yaitu potensi apa sajakah yang dimiliki Curug Bandung di Desa Limbangan Kecamatan Wanareja Kabupaten Cilacap dan faktor geografis yang perlu dikembangkan pada objek wisata Curug Bandung di Desa Limbangan Kecamatan Wanareja Kabupaten Cilacap. Metode yang digunakan dalam penelitian ini yaitu deskriptif kuantitatif dengan teknik pengumpulan data yang digunakan yaitu observasi, wawancara, kuisioner, studi literatur, dan dokumentasi. Dalam penelitian ini populasi dan sampel masyarakat Dusun Ciheuleut diambil menggunakan teknik *random sampling*, pengunjung menggunakan *accidental sampling*, serta Pengelola dan Kepala Desa menggunakan teknik *purposive sampling*. Teknik analisis data menggunakan metode analisis sederhana persentase (%), analisis *SWOT* dan analisis sapta pesona. Hasil penelitian menunjukkan bahwa objek wisata Curug Bandung mempunyai potensi berupa area bermain air, area *river tubing*, *rock climbing and rappelling area*, dan embung curug bandung. Sedangkan faktor geografis yang perlu dikembangkan pada objek wisata Curug Bandung yaitu pengelolaan, sarana dan prasarana, aksesibilitas dan promosi. Berdasarkan hasil penelitian, penulis mengemukakan pendapat bahwa perlu adanya peningkatan aksesibilitas, sarana dan prasarana, promosi, serta pengelolaan oleh pengelola dan pemerintah daerah.

Kata Kunci: Potensi Wisata, Curug Bandung, Faktor-Faktor Geografis

ABSTRACT

LUTFIA QURROTA A'YUNI, 2023. "Identification of Potential Curug Bandung in Limbangan Village, Wanareja District, Cilacap Regency". Department of Geography Education, Faculty of Teacher Training and Education, Siliwangi University.

This research is motivated by the existence of Curug Bandung which is a tourism potential in Limbangan Village, Wanareja District, Cilacap Regency, which has recently become a tourist destination for local tourists. The problem in this research is what potential does Curug Bandung have in Limbangan Village, Wanareja District, Cilacap Regency and geographical factors that need to be developed for the Bandung Waterfall tourist attraction in Limbangan Village, Wanareja District, Cilacap Regency. The method used in this study is descriptive quantitative with data collection techniques used are observation, interviews, questionnaires, literature studies, and documentation. In this study, the population and sample of the people of Ciheuleut Hamlet were taken using random sampling technique, visitors used accidental sampling, and village administrators and heads used purposive sampling technique. The data analysis technique uses a simple percentage (%) analysis method, SWOT analysis and sapta charm analysis. The results showed that Curug Bandung tourism object has potential in the form of a water play area, river tubing area, rock climbing and rappelling area, and Bandung waterfall pond. Meanwhile, the geographical factors that need to be developed for the Curug Bandung tourist attraction are inadequate accessibility, lack of promotion, inadequate facilities and infrastructure, and less than optimal management. Based on the results of the research, the authors express the opinion that it is necessary to increase accessibility, facilities and infrastructure, promotion, and management by managers and local governments.

Keywords: Tourism Potential, Bandung Waterfall, Geographical Factors