

ABSTRAK

DENSA RAMADHAN, 2023. **Analisis Karakteristik dan Motivasi Wisatawan dalam Wisata Minat Khusus Pendakian Gunung Cikuray di Desa Sukahurip Kecamatan Cigedug Kabupaten Garut.** Jurusan Pendidikan Geografi Fakultas Keguruan dan Ilmu Pendidikan Universitas Siliwangi.

Penelitian ini dilakukan bertujuan untuk mengetahui karakteristik dan motivasi wisatawan dalam wisata minat khusus pendakian Gunung Cikuray. pengumpulan data yang digunakan pada penelitian ini adalah observasi, wawancara, kuesioner dan studi literatur. Penentuan sampel untuk wisatawan menggunakan metode *accidental sampling* yaitu siapa saja yang secara kebetulan dijumpai oleh peneliti di lokasi penelitian. Sedangkan teknik analisis yang digunakan adalah analisis deskriptif kuantitatif, dimana hasil pengelolaan tersebut akan diolah menggunakan analisis kuantitatif sederhana dan skala *likert*.

Berdasarkan hasil penelitian terhadap karakteristik wisatawan yang berkunjung ke wisata minat khusus pendakian Gunung Cikuray dapat diidentifikasi berdasarkan karakteristik wisatawannya (*tourist descriptor*) dan berdasarkan karakteristik perjalanannya (*trip descriptor*). Motivasi wisatawan yang berkunjung ke wisata minat khusus pendakian Gunung Cikuray yaitu motivasi fisik, motivasi budaya, motivasi status dan gengsi dan motivasi sosial atau personal.

Kata Kunci: *Karakteristik wisatawan, Motivasi wisatawan, Wisata Minat Khusus*

ABSTRACT

DENSA RAMADHAN, 2023. *Analysis of the Characteristics and Motivation of Tourists in Special Interest Tours Climbing Mount Cikuray in Sukahurip Village, Cigedug District, Garut Regency. Department of Geography, Faculty of Teacher Training and Education, Siliwangi University.*

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.

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