

ABSTRAK

SALSABILA RABBANI. 2025. **Strategi Pengembangan Desa Wisata Menggunakan Konsep *Community Based Tourism* di Desa Puspamukti Kecamatan Cigalontang Kabupaten Tasikmalaya.** Program Studi Pendidikan Geografi Fakultas Pascasarjana Universitas Siliwangi Tasikmalaya.

Penelitian ini dilatarbelakangi oleh potensi pariwisata yang dikembangkan menjadi Desa Wisata Puspamukti. Pengembangannya melibatkan masyarakat di dalamnya dengan konsep menggunakan model *Community Based Tourism* (CBT). Tujuan penelitian ini yaitu untuk menganalisis potensi wisata dan sarana prasarana serta strategi pengembangan Desa Wisata Puspamukti dengan menggunakan model *Community Based Tourism* (CBT). Fokus penelitian yang akan dikaji dalam permasalahan ini 1) potensi wisata yang ada di Desa Wisata Puspamukti 2) sarana prasarana yang ada di Desa Wisata Puspamukti 3) strategi pengembangan Desa Wisata Puspamukti dengan menggunakan konsep *community based tourism* (CBT). Metode analisis data yang digunakan dalam penelitian ini yaitu metode deskriptif dengan pendekatan kualitatif dengan teknik pengumpulan data menggunakan wawancara. Hasil penelitian menunjukkan bahwa potensi wisata di Desa Wisata Puspamukti yaitu wisata alam, wisata budaya dan wisata edukasi. Sarana prasarana yang terdapat di Desa Wisata Puspamukti terbagi menjadi dua yaitu sarana prasarana utama dan sarana prasarana pendukung, namun dengan sarana dan prasarana yang ada masih harus adanya pengembangan. Potensi dan sarana prasarana yang ada di Desa Wisata Puspamukti dikelola oleh pengelola dengan menggunakan strategi pengembangan dengan konsep *community based tourism* (CBT).

Kata Kunci : Potensi Wisata, Sarana Prasarana, Strategi Pengembangan, Konsep *community based tourism* (CBT)

ABSTRACT

SALSABILA RABBANI. 2025. *Tourism Village Development Strategy Using the Concept of Community Based Tourism in Puspamukti Village, Cigalontang District, Tasikmalaya Regency.* Geography Education Study Program, Postgraduate Faculty of Siliwangi University Tasikmalaya.

This research is motivated by the tourism potential developed into Puspamukti Tourism Village. The developer involves the community in it with a strategy that uses the Community Based Tourism (CBT) model. The purpose of this research is to analyze the tourism potential and infrastructure as well as the development strategy of Puspamukti Tourism Village using the Community Based Tourism (CBT) model. The focus of research that will be studied in this problem is 1) tourism potential in Puspamukti Tourism Village 2) infrastructure facilities in Puspamukti Tourism Village 3) development strategy of Puspamukti Tourism Village using the concept of community based tourism (CBT). The data analysis method used in this research is a descriptive method with a qualitative approach with data collection techniques using interviews. The results showed that the tourism potential in Puspamukti Tourism Village is natural tourism, cultural tourism and educational tourism. The infrastructure in Puspamukti Tourism Village is divided into two, namely the main infrastructure and supporting infrastructure, but with existing facilities and infrastructure there is still a need for development. The potential and infrastructure in Puspamukti Tourism Village are managed by the manager using a development strategy with the concept of community-based tourism (CBT).

Keywords: *Tourism Potential, Infrastructure, Development Strategy, Concept of community based tourism (CBT)*