

ABSTRAK

SITI NUR ROHMAWATI. 2025. “Potensi Wisata Kebun Naga Poernama Kaitannya Dengan Peningkatan Ekonomi Masyarakat Desa Bayongbong Kecamatan Bayongbong Kabupaten Garut”. Jurusan Pendidikan Geografi Fakultas Keguruan dan Ilmu Pendidikan Universitas Siliwangi Tasikmalaya.

Penelitian ini dilatarbelakangi oleh potensi wisata Kebun Naga Poernama di Desa Bayongbong, seperti wisata petik buah naga, wisata edukasi budidaya buah naga, area *camping ground*, villa kayu poernama, serta berbagai produk berbahan dasar buah naga. Akan tetapi, potensi tersebut belum sepenuhnya tercapai secara optimal. Oleh karena itu, penelitian ini bertujuan untuk mengidentifikasi potensi wisata Kebun Naga Poernama serta mengetahui kontribusi Kebun Naga Poernama dalam meningkatkan perekonomian masyarakat di Desa Bayongbong. Metode penelitian ini menggunakan deskriptif kuantitatif dengan teknik pengumpulan data menggunakan observasi lapangan, wawancara, dan kuesioner. Dalam penelitian ini populasi dan sampel masyarakat Desa Bayongbong diambil menggunakan teknik *total sampling*, pengunjung menggunakan teknik *accidental sampling*, serta pengelola menggunakan teknik *purposive sampling*. Teknik analisis data menggunakan Teknis Analisis Kuantitatif Sederhana, Teknis Analisis SWOT, Teknis Analisis Sapta Pesona, dan Teknis Analisis Geografi 5W+1H. Hasil penelitian menunjukkan bahwa Kebun Naga Poernama memiliki potensi wisata berupa wisata petik buah naga, wisata edukasi budidaya buah naga, area *camping ground*, villa kayu poernama, serta berbagai produk olahan buah naga. Kontribusi Kebun Naga Poernama untuk meningkatkan perekonomian masyarakat Desa Bayongbong yaitu lapangan pekerjaan (karyawan resto, petugas kebun, petani buah naga, penjaga kebun, petugas villa, supir) dan peningkatan pendapatan.

Kata kunci: Potensi wisata, Kebun Naga Poernama, Ekonomi Masyarakat, Desa Bayongbong

ABSTRACT

SITI NUR ROHMAWATI. 2025. "Poernama Dragon Garden Tourism Potential and Its Relationship to the Economic Improvement of the Bayongbong Village Community, Bayongbong District, Garut Regency." Department of Geography Education, Faculty of Teacher Training and Education, Siliwangi University, Tasikmalaya.

This research is motivated by the tourism potential of Poernama Dragon Garden in Bayongbong Village, such as dragon fruit picking tours, educational tours of dragon fruit cultivation, a camping ground, Poernama wooden villas, and various dragon fruit-based products. However, this potential has not been fully realized. Therefore, this study aims to identify the tourism potential of Poernama Dragon Garden and determine its contribution to improving the economy of the Bayongbong Village community. This research method uses descriptive quantitative data collection techniques using field observations, interviews, and questionnaires. In this study, the population and sample of Bayongbong Village residents were selected using total sampling, visitors using accidental sampling, and managers using purposive sampling. The data analysis techniques used Simple Quantitative Analysis, SWOT Analysis, Sapta Pesona Analysis, and 5W+1H Geographic Analysis. The results indicate that the Poernama Dragon Garden has tourism potential, including dragon fruit picking tours, educational dragon fruit cultivation tours, a camping ground, Poernama wooden villas, and various processed dragon fruit products. The Poernama Dragon Garden's contribution to improving the economy of the Bayongbong Village community includes job creation (restaurant employees, garden staff, dragon fruit farmers, garden caretakers, villa staff, drivers) and increased income.

Keywords: Tourism potential, Poernama Dragon Garden, Community Economy, Bayongbong Village