

ABSTRAK

Rizki Nurul Awal, 2025. **Pengembangan Objek Wisata Bukit Sampalan Asri di Desa Sukamaju Kecamatan Cihaurbeuti Kabupaten Ciamis**. Jurusan Pendidikan Geografi Fakultas Keguruan dan Ilmu Pendidikan Universitas Siliwangi Tasikmalaya.

Penelitian ini dilatarbelakangi oleh perlu adanya pengembangan kawasan objek wisata Bukit Sampalan Asri di Desa Sukamaju Kecamatan Cihaurbeuti Kabupaten Ciamis. Tujuan dari penelitian ini untuk mengetahui potensi wisata yang terdapat pada objek wisata Bukit Sampalan Asri dan mengetahui bagaimana upaya pengembangan objek wisata Bukit Sampalan Asri di Desa Sukamaju Kecamatan Cihaurbeuti Kabupaten Ciamis. Metode yang digunakan dalam penelitian ini adalah metode deskriptif dengan pendekatan kuantitatif dengan teknik pengumpulan data observasi, wawancara dan kuisioner. Jumlah populasi masyarakat Desa Sukamaju sebanyak 1.360 KK atau 4.567 jiwa sampel masyarakat sebanyak 34 orang menggunakan teknik *random sampling*, sampel pengunjung 15 orang dari 150 populasi estimasi pengunjung perminggu menggunakan teknik *accidental sampling*, sampel Kepala Desa 1 orang dan sampel pengelola 1 orang menggunakan teknik *purposive sampling*. Jumlah seluruh sampel adalah 51 responden. Teknik analisis data yang digunakan pada penelitian ini menggunakan teknik analisis kuantitatif sederhana dan analisis SWOT. Hasil penelitian menunjukkan bahwa potensi wisata yang terdapat di objek wisata Bukit Sampalan Asri yaitu panorama alam, *camping area*, kafe, kolam renang, tempat karaoke. Sedangkan upaya pengembangan objek wisata Bukit Sampalan Asri di Desa Sukamaju Kecamatan Cihaurbeuti Kabupaten Ciamis yaitu dengan pengembangan atraksi wisata, peningkatan sarana dan prasarana wisata, peningkatan promosi.

Kata Kunci: Potensi Wisata, Pengembangan Wisata, Bukit Sampalan Asri

ABSTRACT

Rizki Nurul Awal, 2025. Development of the Sampalan Asri Hill Tourist Attraction in Sukamaju Village, Cihaurbeuti District, Ciamis Regency. Department of Geography Education, Faculty of Teacher Training and Education, Siliwangi University, Tasikmalaya.

This research is motivated by the need to develop the Sampalan Asri Hill tourist attraction in Sukamaju Village, Cihaurbeuti District, Ciamis Regency. The purpose of this study is to determine the tourism potential of the Sampalan Asri Hill tourist attraction and to determine how to develop the Sampalan Asri Hill tourist attraction in Sukamaju Village, Cihaurbeuti District, Ciamis Regency. The method used in this study is a descriptive method with a quantitative approach, using observation, interviews, and questionnaires as data collection techniques. The population of Sukamaju Village is 1,360 families, or 4,567 people. A random sampling technique was used to select 34 community members. A random sampling technique was used to select 15 visitors from an estimated population of 150 visitors per week. A purposive sampling technique was used to select one village head and one manager. The total sample size was 51 respondents. The data analysis techniques used in this study were simple quantitative analysis and a SWOT analysis. The results indicate that the tourism potential of the Bukit Sampalan Asri tourist attraction includes a natural panoramas, camping area, 2, a cafe, a swimming pool, and a karaoke venue. Efforts to develop the Bukit Sampalan Asri tourist attraction in Sukamaju Village, Cihaurbeuti District, Ciamis Regency include developing tourist attractions, improving tourist facilities and infrastructure, and increasing promotion.

Keywords: Tourism Potential, Tourism Development, Bukit Sampalan Asri