

ABSTRAK

KINTANI ZAKIYAH, 2025. **Persepsi Wisatawan Terhadap Fasilitas dan Promosi Objek Wisata *Curug* Badak Batu Hanoman di Desa Sukasetia Kecamatan Cisayong Kabupaten Tasikmalaya.** Jurusan Pendidikan Geografi Fakultas Keguruan dan Ilmu Pendidikan Universitas Siliwangi.

Penelitian ini dilatar belakangi oleh pentingnya kualitas fasilitas dan efektivitas promosi dalam meningkatkan daya tarik Objek Wisata *Curug* Badak Batu Hanoman di Desa Sukasetia Kecamatan Cisayong Kabupaten Tasikmalaya, yang meskipun memiliki potensi alam besar, pengelolaannya dinilai belum optimal sehingga perlu dikaji melalui persepsi wisatawan. Penelitian ini bertujuan untuk mengetahui persepsi wisatawan terhadap terhadap fasilitas dan promosi di Objek Wisata *Curug* Badak Batu Hanoman. Metode yang digunakan adalah deskriptif kuantitatif dengan jumlah sampel sebanyak 100 wisatawan, dan data dikumpulkan melalui kuisioner menggunakan skala likert dan pilihan lainnya disesuaikan dengan pertanyaan yang diajukan kepada wisatawan, didukung observasi lapangan, wawancara, serta dokumentasi. Analisis data dilakukan menggunakan analisis deskriptif persentase untuk melihat kecenderungan penilaian wisatawan. Hasil penelitian menunjukkan bahwa persepsi wisatawan terhadap fasilitas berada pada kategori baik, yang terlihat dari berfungsinya fasilitas utama seperti jalur trekking, *camping ground*, pusat informasi, kolam pemandian, dan pintu masuk; fasilitas pendukung seperti tempat parkir, toilet, mushola, gazebo, petunjuk arah, dan warung makan; serta fasilitas penunjang seperti spot foto dan tempat penyewaan alat. Sementara itu, persepsi wisatawan terhadap promosi berada pada kategori cukup baik, di mana promosi melalui media sosial dinilai sudah ada namun belum konsisten, konten visualnya baik tetapi informasi tertulis kurang lengkap, serta jangkauan promosi belum merata ke seluruh segmen wisatawan. Secara keseluruhan, fasilitas wisata telah memberikan pengalaman yang baik bagi pengunjung, sedangkan promosi masih perlu ditingkatkan dari sisi intensitas dan jangkauan.

Kata kunci: Persepsi Wisatawan, Fasilitas Wisata, Promosi Wisata, *Curug* Badak Batu Hanoman, Desa Sukasetia.

ABSTRACT

KINTANI ZAKIYAH, 2025. *Tourist Perceptions of Facilities and Promotion of the Curug Badak Batu Hanoman Tourist Attraction in Sukasetia Village, Cisayong District, Tasikmalaya Regency. Department of Geography Education, Faculty of Teacher Training and Education, Siliwangi University.*

This research is motivated by the importance of the quality of facilities and the effectiveness of promotion in increasing the attractiveness of the Curug Badak Batu Hanoman tourist attraction in Sukasetia Village, Cisayong District, Tasikmalaya Regency, which despite having great natural potential, its management is considered not optimal so it needs to be studied through tourist perceptions. This study aims to determine tourist perceptions of the facilities and promotions at the Curug Badak Batu Hanoman tourist attraction. The method used is descriptive quantitative with a sample of 100 tourists, and data was collected through a questionnaire using a Likert scale and other options adjusted to the questions asked to tourists, supported by field observations, interviews, and documentation. Data analysis was carried out using descriptive percentage analysis to see the tendency of tourist assessments. The results show that tourist perceptions of facilities are in the good category, which is seen from the functioning of main facilities such as trekking paths, camping grounds, information centers, bathing pools, and entrances; supporting facilities such as parking lots, toilets, prayer rooms, gazebos, directions, and food stalls; and supporting facilities such as photo spots and equipment rental places. Meanwhile, tourist perceptions of promotions were considered fairly good. Promotion through social media was considered to be present but inconsistent, visual content was good but written information was incomplete, and promotional reach was not evenly distributed across all tourist segments. Overall, the tourist facilities provided a good experience for visitors, but promotion still needs to be improved in terms of intensity and reach.

Keywords: *Tourist Perception, Tourist Facilities, Tourism Promotion, Badak Batu Hanoman Waterfall, Sukasetia Village.*