ABSTRAK

Jujun Abdul Rahman 2025, **POTENSI WISATA SAUNG PASIRANGIN DI DESA BANYURASA, KECAMATAN SUKAHENING, KABUPATEN TASIKMALAYA.** Jurusan Pendidikan Geografi Fakultas Keguruan dan Ilmu Pendidikan Universitas Siliwangi.

Penelitian ini bertujuan untuk mengidentifikasi dan menganalisis potensi daya tarik wisata Saung Pasirangin yang berlokasi di Desa Banyurasa, Kecamatan Sukahening, Kabupaten Tasikmalaya, serta merumuskan strategi pengembangannya. Saung Pasirangin memiliki keunggulan berupa bentang alam yang asri, udara pegunungan yang sejuk, dan pemandangan khas perbukitan Tasikmalaya, namun belum terkelola secara optimal secara infrastruktur maupun promosi digital.

Metode penelitian yang digunakan adalah deskriptif kualitatif dengan teknik pengumpulan data melalui observasi lapangan, wawancara mendalam dengan pengelola dan tokoh masyarakat, serta studi dokumentasi. Analisis data dilakukan dengan menggunakan matriks *SWOT* (*Strengths, Weaknesses, Opportunities, Threats*) untuk memetakan posisi daya saing objek wisata.

Hasil penelitian menunjukkan bahwa Saung Pasirangin memiliki potensi besar pada aspek atraksi alam dan budaya lokal (agrowisata). Namun, terdapat beberapa kendala utama seperti aksesibilitas jalan yang masih terbatas dan kurangnya fasilitas penunjang (*amenitas*) bagi wisatawan. Strategi pengembangan yang direkomendasikan meliputi: (1) Peningkatan kerja sama antara pemerintah desa dengan Kelompok Sadar Wisata (Pokdarwis), (2) Pemanfatan media sosial sebagai sarana pemasaran digital, dan (3) Pengembangan paket wisata edukasi berbasis kearifan lokal. Pengembangan ini diharapkan tidak hanya meningkatkan kunjungan wisatawan, tetapi juga memberikan dampak positif bagi peningkatan pendapatan masyarakat di Desa Banyurasa.

Kata Kunci: Potensi Wisata, Saung Pasirangin, Strategi Pengembangan, Ekonomi Lokal, SWOT.

ABSTRACT

Jujun Abul Rahman, 2025. THE TOURISM POTENTIAL OF SAUNG PASIRANGIN IN BANYURASA VILLAGE, SUKAHENING DISTRICT, TASIKMALAYA REGENCY. Department of Geography Education, Faculty of Teacher Training and Education, Siliwangi University.

his study aims to identify and analyze the potential tourism attractions of Saung Pasirangin, located in Banyurasa Village, Sukahening District, Tasikmalaya Regency, and to formulate a development strategy. Saung Pasirangin offers significant advantages, including pristine natural landscapes, cool mountain air, and the characteristic hilly views of Tasikmalaya; however, it has not been optimally managed in terms of infrastructure and digital promotion.

The research employed a descriptive qualitative method, with data collection techniques involving field observations, in-depth interviews with managers and community leaders, and documentation studies. Data analysis was conducted using a SWOT matrix (Strengths, Weaknesses, Opportunities, Threats) to map the competitive position of the tourist attraction.

The results indicate that Saung Pasirangin possesses great potential in terms of natural attractions and local cultural aspects (agrotourism). Nevertheless, several major obstacles remain, such as limited road accessibility and a lack of supporting facilities (amenities) for tourists. The recommended development strategies include: (1) Enhancing cooperation between the village government and the Tourism Awareness Group (Pokdarwis), (2) Utilizing social media as a digital marketing tool, and (3) Developing educational tourism packages based on local wisdom. This development is expected to not only increase tourist arrivals but also provide a positive impact on the income of the community in Banyurasa Village.

Keywords: Tourism Potential, Saung Pasirangin, Development Strategy, Local Economy, SWOT