

## **ABSTRACT**

NAUFAL IHSAN FAUZAN. 2021. *“Geographical Factors Affecting the Condition of the Mercury Sayangkaak Hill Tourism Object in Tejamulya, Argapura District, Majalengka”* . Department of Geography Education the Faculty of Education of Siliwangi University Tasikmalaya.

This research is motivated by the existence of a potential tourist attraction owned by Mercury Hill, which is a hill with terraced views around it. On the hill located in Cibuluh Hamlet, Tejamulya Village, Argapura District, Majalengka Regency, we can see the beauty of the terraces grown by local farmers who grow onion vegetables. Mercury Sayangkaak Hill is a tourist attraction that is relatively new and not yet developed enough, but its beauty and potential cannot be doubted, so it has the potential to boost the economy and the existence of local residents. Mercury Hill still needs development and promotion so that tourists are interested and know about the existence of Mercury Hill around the terracing tourist attraction in Majalengka Regency. The formulation of the problem in this study are: (1) What potential is there in the Mercury Sayangkaak Hill tourist attraction in Cibuluh Hamlet, Tejamulya Village, Argapura District, Majalengka Regency. (2) What geographical factors influence the development of the Mercury Sayangkaak Hill tourist attraction in Cibuluh Hamlet, Tejamulya Village, Argapura District, Majalengka Regency. The research method used in this research is descriptive method with continuous descriptive. Data collection techniques used are observation, interviews, questionnaires, documentation studies and literature studies. The population in this study were all 2,055 people in Cibuluh Hamlet, 1 village head, 15 tourism object managers, 500 visitors per week, and 7 traders in the Mercury Hill area, with the sample consisting of the Cibuluh Hamlet community using Random Sampling Technique, Head of Tejamulya Village, manager of the Mercury Hill tourist attraction, traders using the Purposive Sampling Technique, and visitors using the Accidental Sampling Technique. The data analysis technique used is a simple quantitative analysis method, namely by percentage (%) and SWOT analysis. Mercury Hill has several potentials that can be developed, namely natural panoramas, camping grounds, terracing, and artificial environments such as gazebos, swing places with a cool and comfortable atmosphere. Apart from the potential, Mercury Hill has obstacles including poor road accessibility, lack of promotion, and lack of construction of public facilities provided by the government that can be used for the common good.

**Keywords:** Potential, Mercury Sayangkaak Hill, Tourism Object

