

ABSTRACT

SINTA PRATIWI, 2023. Tourist Attraction of the Batujaya Site as a National Cultural Heritage Area in Segaran Village, Batujaya District, Karawang Regency. Department of Geography Education, Faculty of Teacher Training and Education, Siliwangi University.

This research was conducted to determine tourist attractions and conservation efforts in the tourist area of the Batujaya site in Segaran Village, Batujaya District, Karawang Regency. The method used in this study is a quantitative method with data collection techniques of observation, interviews and questionnaires. This study took a community sample of 31 people in 1% of the population, 3087 households using a simple random sampling technique, a sample of 33 visitors in 1% of the population, 3,301 people/month using the accidental sampling technique, a sample of 1 manager with a population of 24 people using the technique Purposive sampling, sample village head 1 person using purposive sampling technique. The total number of samples is 66 respondents. The data analysis technique used in this study uses simple quantitative analysis techniques, Sapta Pesona analysis and SWOT analysis. The results showed that the tourist attractions in the tourist area of the Batujaya site in Segaran Village, Batujaya District, Karawang Regency, namely the Jiwa temple site, the Blandongan temple site, and the Batujaya site museum. Efforts to preserve the Batujaya tourism site as a national cultural heritage area in Segaran Village, Batujaya District, Karawang Regency, namely Protection (maintenance and security), development (research), and utilization/utilization (social, education, and tourism).

Keywords: *Batujaya Site, Tourist Attraction, Cultural Heritage*