

ABSTRACT

INDRIYUNI, 2023. DEVELOPMENT OF PANOONGAN CURUG AS A NATURAL TOURISM OBJECT IN CIBANTENG VILLAGE, PARUNGPOINTENG DISTRICT, TAsIKMALAYA DISTRICT. Department of Geography Education, Faculty of Teacher Training and Education, Siliwangi University.

This research is motivated by one of the natural tourism potentials of waterfalls in Tasikmalaya Regency, namely Curug Panoongan. This waterfall is a waterfall that physically has unique characteristics so that it becomes an attraction for tourists and deserves to be used as a natural tourist object. Therefore, management is carried out by the community to develop existing tourism potential in the hope of helping people's income, especially the people around tourist objects. With this research, it is to find out what potential Panoongan Waterfall has as a natural tourist object in Cibanteng Village, Parungponteng District, Tasikmalaya Regency. In addition, it is also to find out the efforts made to develop Panoongan Waterfall as a natural tourist object in Cibanteng Village, Parungponteng District, Tasikmalaya Regency. The research method used in this study is a quantitative method. Data collection was carried out by means of observation, interviews, questionnaires, literature studies and documentation studies. The sampling technique of this study used Simple Random Sampling for the people of Dusun Cibanteng, Accidental Sampling for visitors and Purposive Sampling for village heads and heads of tourism object managers. The number of samples in this study were 49 people consisting of the community, visitors, village heads and heads of tourism object managers. The data analysis technique used is Simple Quantitative Analysis Technique, SWOT Analysis Technique, Sapta Pesona Analysis Technique and 5W+1H geographic analysis technique. The results of the study show that Curug Panoongan as a natural tourist object has potential, namely waterfalls, swimming areas and *Teuweul* honey cultivation. Then efforts were made to develop Curug Panoongan as a natural tourist object, namely the provision of facilities and infrastructure, the participation of the community, providing souvenirs and promoting in various media.

Keywords: Development, Tourist Attraction, Panoongan Waterfall