

### **ABSTRACT**

*Mutia Permatasari. 2023. The Potential of Villa Bukit Hambalang as an Agrotourism Object in Hambalang Village, Citeureup District, Bogor Regency. Geography Education Study Program. Faculty of Teacher Training and Education, Siliwangi University.*

*Agrotourism Villa Bukit Hambalang in Hambalang Village, Citeureup District, Bogor Regency was established in 2017 with its initial conditions being plantations. To become an agro-tourism object requires several functions to achieve agro-tourism that are beneficial to visitors and the surrounding community such as physical functions, social and cultural activity functions, educational functions, economic functions and aesthetic functions. In addition, the development of Villa Bukit Hambalang Agrotourism in Hambalang Village, Citeureup District, Bogor Regency is inseparable from the facilities, services and participation of the local community. This study uses a descriptive quantitative method with data collection techniques, namely observation techniques, interviews, questionnaires, literature studies and documentation studies. Respondents who were sampled were 36 people (33 visitor respondents and 3 Agrotourism Villa Bukit Hambalang managers). Agrotourism Villa Bukit Hambalang seen from the results of research that has been done, it can be said that it is quite suitable even though some of the functions of agro-tourism are still not felt by visitors, such as educational and economic functions. Apart from that, the Agrotourism Development of Villa Bukit Hambalang in terms of facilities and services can be said to be quite good, but there are still several facilities that must be improved by the manager. As well as the participation of the people involved has also been enough to help managers to develop Villa Bukit Hambalang Agrotourism in Hambalang Village, Citeureup District, Bogor Regency.*

**Keyword: Potential, Development, Agrotourism, Plantation.**