

ABSTRACT

FINA FIRYAL FARIDAH. 2023. *Potential Development of Bukit Panyangrayan as a Tourism Object in Desa Sukapura, Kecamatan Sukaraja, Kabupaten Tasikmalaya*. Geography Education Department, Faculty of Educational Sciences and Teachers Training. Siliwangi University Tasikmalaya.

This research was carried out with the aim of finding out what potential makes Bukit Panyangrayan as a tourist attraction and knowing the factors that influence the development of the potential of the Bukit Panyangrayan tourist attraction in Desa Sukapura, Kecamatan Sukaraja, Kabupaten Tasikmalaya. The method used in this research is descriptive quantitative and the data collection techniques used are observation, interviews, questionnaires, literature study and documentation. The population in this study includes local people, 292 heads of families, 1 head of Desa Sukapura, visitors with an average of 82 people per day, 1 head of tourism management. Sampling in this study used a random sampling technique of 10% from the number of heads of families with a total sample of 29 people from the local people, an accidental sampling technique of 50% with a total sample of 41 visitors, as well as a purposive sampling technique for the Village Head and Head of Management. In processing the data, researchers used simple quantitative analysis techniques in the form of percentages (%), SWOT analysis and 5W+1H geographic analysis. Based on the research results, it shows the potential of Bukit Panyangrayan as a tourist attraction in Desa Sukapura, Kecamatan Sukaraja, Kabupaten Tasikmalaya, is a place that consist of natural panoramas, photo spots, swimming pools, Sangray coffee shops, and camping sites. Factors influencing the development of the Bukit Panyangrayan tourist attraction are accessibility, promotion, infrastructure, and community participation.

Keywords: *Bukit Panyangrayan, Tourist Attraction, Desa Sukapura*