

ABSTRACT

PIPIT PITRIA. 2022. CHARACTERISTICS OF THE COMMUNITY OF KAMPUNG NAGA IN FACING TOURIST VISITS IN CONDITIONS ADAPTASI KEBIASAAN BARU (AKB) IN NEGLASARI VILLAGE SALAWU DISTRICT TASIKMALAYA. Department of Geography Education, Faculty of Teacher Training and Education, Siliwangi University, Tasikmalaya.

This research is motivated by the main problem, namely about the characteristics of the people of Kampung Naga and the conditions of tourist visits to Kampung Naga at this time Adaptasi Kebiasaan Baru (AKB) in Neglasari Village Salawu District Tasikmalaya. During the Covid-19 pandemic, the community and tourism conditions in Kampung Naga underwent a change. The Covid-19 pandemic has resulted in changes and obstacles in the social, cultural, educational, health and economic life of the people of Kampung Naga. In addition, the Covid-19 pandemic has also had an impact on the tourism activities of Kampung Naga, resulting in a decrease in the number of tourists and the implementation of the pattern Adaptasi Kebiasaan Baru (AKB) with the implementation of health protocols. The research method used is a descriptive method with a quantitative approach. Data collection techniques in this study were field observations, interviews, questionnaires, documentation studies and literature studies. The subjects and objects of this research include the people of Kampung Naga and tourists. The population in this study was the entire community of Kampung Naga, which amounted to 101 families and tourists whose average number was 600 people month. The sample used is random sampling, purposive sampling, and accidental sampling with a total sample of 36 respondents. The results showed that the characteristics of the people of Kampung Naga have high and traditional social and cultural values. The educational and economic characteristics of the Kampung Naga community have a relatively low quality. The health quality of the people of Kampung Naga is quite good. The condition of Kampung Naga tourism during the Covid-19 pandemic in general experienced changes and decreased the number of tourists visiting. With these conditions, it affects people's activities in social and cultural life that are limited to the outside world. Then viewed from the educational aspect, the students of Kampung Naga experienced obstacles in learning and limited learning facilities. Furthermore, from the health aspect that requires people to follow vaccinations. Lastly, the economic aspect of the people of Kampung Naga, who experienced a decrease in income due to limited buying and selling activities. In the pattern condition Adaptasi Kebiasaan Baru (AKB) this requires tourists to apply health protocols, namely wearing masks, washing hands, maintaining distance, staying away from crowds and reducing mobility.

Keywords: Community Characteristics, Kampung Naga, Adaptasi Kebiasaan Baru (AKB)