

ABSTRACT

NENG SINDI ARYANTI. 2022. COMMUNITY PARTICIPATION IN SUPPORTING TOURISM VILLAGE IN SANTANAMEKAR VILLAGE, CISAYONG DISTRICT, TASIKMALAYA REGENCY. *Department of Geography Education. Faculty of Teacher Training and Education. Siliwangi University. This research has a background regarding Santanamekar Village which has tourism potentials that can support the existence of a Tourism Village. The Santanamekar Tourism Village area was inaugurated by the Regent of Tasikmalaya on September 14, 2021 which is managed by the village government, managers, youth organizations and the community. Some tourism potentials have their respective advantages but have not been developed optimally. The role of the community is very important in supporting the Santanamekar Tourism Village because the community knows the characteristics and potential of the area. The purposes of this study include knowing the tourism potentials that are owned to support the Tourism Village in Santanamekar Village, Cisayong District, Tasikmalaya Regency and knowing the forms of community participation in supporting the Tourism Village in Santanamekar Village, Cisayong District, Tasikmalaya Regency. The research method used is a descriptive method with a quantitative approach. Data collection techniques in this study were observation, interviews, questionnaires, documentation studies, and literature studies. The population in this study included all families spread over two hamlets, namely Cigaleuh hamlet and Leuwibodas hamlet as many as 1,182 families and \pm 35 visitors/day. Sampling in this study used a random sampling technique with a total sample of 35 people and incidental sampling technique with a sample of 7 visitors. Individual samples using purposive sampling technique were 6 people consisting of 1 Santanamekar Village Head and 5 Santanamekar Tourism Village managers. The data analysis technique used is simple quantitative analysis, namely percentage (%), analysis of tourism charm, SWOT analysis, and 5WIH geographic analysis. The results show that the tourism potentials that are owned to support the Tourism Village in Santanamekar Village, Cisayong District, Tasikmalaya Regency include nature tourism, culture, and educational tourism. Nature tourism includes gado bangkong waterfall, rhinoceros waterfall and batu blek waterfall. Cultural tourism includes the arts of calung and pencak silat. Educational tourism, history Ma Eroh. Meanwhile, the forms of community participation in supporting the Santanamekar Tourism Village, Cisayong District, Tasikmalaya Regency include idea participation, workforce participation, and material participation. The participation of the workforce includes the cleaning of tourist areas, road repairs and road construction. Participation of ideas is deliberation. Material participation is donating money to repair roads to tourist areas.*

Keywords: Community Participation, Support, Tourism Village