



ABSTRAK

Pengembangan ekowisata desa di Kabupaten Garut Provinsi Jawa Barat dilakukan dengan melihat potensi sumberdaya alam dan budaya yang ada. Tujuan Tugas Akhir yaitu mengidentifikasi sumberdaya, mengidentifikasi karakteristik, kepuasan, motivasi, dan preferensi pengunjung. Tujuan lainnya yaitu mengidentifikasi karakteristik, persepsi, dan kesiapan masyarakat dan pengelola. Metode yang digunakan dalam Tugas Akhir yaitu observasi, studi literatur, dan survei dengan melakukan penyebaran kuesioner. Data pengunjung sebanyak 60 responden diambil dengan teknik *accidental sampling (close ended)*. Data masyarakat sebanyak 60 responden dan data pengelola sebanyak 6 responden diambil dengan teknik *purposive sampling (close ended)*. Seluruh data yang diambil secara kualitatif dan kuantitatif. Hasil penilaian sumberdaya unggulan pada Desa Wisata Sindangkasih yaitu Sungai Cilawu dan Desa Wisata Saung Ciburial yaitu Seni Ketangkasan Domba Garut. Program ekowisata yang dihasilkan yaitu harian dan bermalam. Program ekowisata harian pada Desa Wisata Sindangkasih yaitu Sindangkasih *Fun Ride*, dan program ekowisata bermalam yaitu *Souns (Sound on Sindangkasih)*. Program ekowisata harian pada Desa Wisata Saung Ciburial yaitu *Tour de Ciburial*, dan program ekowisata bermalam yaitu *Nature Meet Culture*. Media promosi yang dirancang yaitu *banner* dan video promosi wisata yang memuat sumberdaya pada Desa Wisata Sindangkasih dan Desa Wisata Saung Ciburial.

Kata Kunci: Pengembangan, Ekowisata Desa, Desa Wisata, Kabupaten Garut

ABSTRACT

The development of village ecotourism in Garut Regency, West Java Province is carried out by looking at the potential of existing natural and cultural resources. The purpose of the Final Project is to identify resources, identify characteristics, satisfaction, motivation, and preferences of visitors. Another objective is to identify the characteristics, perceptions, and readiness of the community and managers. The method used in this final project is observation, literature study, and survey by distributing questionnaires. Visitor data as many as 60 respondents were taken by accidental sampling technique (close ended). Community data as many as 60 respondents and management data as many as 6 respondents were taken by purposive sampling technique (close ended). All data are taken qualitatively and quantitatively. The results of the assessment of superior resources in the Sindangkasih Tourism Village, namely the Cilawu River and the Saung Ciburial Tourism Village, namely the Garut Sheep Dexterity Art. The resulting ecotourism program is daily and overnight. The daily ecotourism program at the Sindangkasih Tourism Village is Sindangkasih Fun Ride, and the overnight ecotourism program is Souns (Sound on Sindangkasih). The daily ecotourism program at the Saung Ciburial Tourism Village is Tour de Ciburial, and the overnight ecotourism program is Nature Meet Culture. The promotional media designed are banners and tourism promotion videos that contain resources at Sindangkasih Tourism Village and Saung Ciburial Tourism Village.

Keywords: Development, Village Ecotourism, Tourism Village, Garut Regency