



## ABSTRAK

Kabupaten Cianjur yang merupakan bagian dari wilayah di Jawa Barat dengan peranan penting dalam Pariwisata di Jawa Barat. Kabupaten Cianjur yang terletak dibagian selatan wilayah Jawa barat memiliki luas wilayah  $\pm 361.435$  Ha yang merupakan daerah terluas di Jawa Barat. Kabupaten Cianjur merupakan daerah agraris dimana sebagai tumpuan pembangunannya berada pada sektor pertanian dan pariwisata. Kabupaten Cianjur memiliki berbagai poten wisata antara lain terdapat pantai , air terjun dan bukit yang memiliki keunikan serta daya tarik tersendiri. Metode yang digunakan pada tugas akhir ialah observasi langsung, wawancara dan kuesioner dengan pertanyaan *close ended*, penyebaran kuesioner menggunakan metode *purposive sampling* secara langsung dan tidak langsung melalui google form pada 100 responden pengunjung, 4 responden pengelola dan 30 responden masyarakat. Data yang diambil berupa karakteristik, aktivitas pengunjung, persepsi pengelola dan masyarakat, kesiapan pengelola dan masyarakat. untuk pembuatan program berdasarkan preferensi pengunjung dan program wisata terdapat 3 program yaitu program wisata harian bernama “ mapah ka alam sabari belajar , program wisata bermalam bernama “*Unforgettable experience in south cianjur*” dan program wisata tahunan bernama “ *south cianjur environment day* “

**Kata Kunci:** Kabupaten Cianjur , Program Ekowisata, Preferensi

*Cianjur Regency which is part of the region in West Java with an important role in Tourism in West Java. Cianjur Regency which is located in the southern part of the West Java region has an area of  $\pm 361,435$  Ha which is the largest area in West Java. Cianjur Regency is an agricultural area where as the foundation of its development is in the agricultural and tourism sectors. Cianjur Regency has various tourism potentials, including beaches, waterfalls and hills that have their own uniqueness and charm. The method used in the final project is direct observation, interviews and questionnaires with closed ended questions, distributing questionnaires using purposive sampling methods directly and indirectly through google form on 100 visitor respondents, 4 management respondents and 30 community respondents. The data taken are in the form of characteristics, visitor activities, perceptions of managers and the community, readiness of managers and the community. for making programs based on visitor preferences and tourism programs there are 3 programs, namely a daily tour program called "mapah ka alam patient learning, an overnight tour program called "Unforgettable experience in south cianjur" and an annual tour program called "south cianjur environment day".*

**Keywords:** Cianjur Regency, Ecotourism Program, Preference