

ABSTRAK

PENGEMBANGAN DAYA TARIK WISATA CAPOLAGA DI KABUPATEN SUBANG

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Penelitian ini dilaksanakan di objek wisata capolaga, dengan tujuan untuk mengetahui pengembangan daya tarik wisata objek wisata capolaga. Pengembangan daya tarik wisata merupakan konsep yang penting dalam dunia pariwisata, dengan melibatkan para wisatawan dan pengelola objek wisata. Penelitian ini termasuk penelitian kuantitatif yang bersifat deskriptif. Dalam pengambilan sampel digunakan rumus *accidental sampling* sedangkan untuk teknik analisis yang digunakan adalah analisis SWOT, persentase, pembobotan dan analisis model *fishbein& rosenberg*. Dalam penelitian ini, terdapat tiga rumusan masalah yang coba diungkap dalam penelitian ini, yaitu : 1. Bagaimanakah pengembangan daya tarik wisata capolaga di kabupaten subang 2. Bagaimanakah kemenarikan daya tarik wisata capolaga di kabupaten subang. 3. Bagaimanakah motivasi wisatawan yang berkunjung ke objek wisata capolaga.

Hasil penelitian menunjukkan bahwa pengembangan daya di objek wisata capolaga belum terealisasi secara optimal, hal tersebut diakibatkan oleh dana pihak pengelola yang kurang memadai, maka perlu adanya kerjasama dengan para investor dan DISBUDPAR.

Kata kunci : Pengembangan Daya Tarik Wisata.

ABSTRACT

Earning district as one of the areas of tourism development in western Java which has the potential of tourism Resource diverse and rich potential of the regional advantage, whether it is in the form of cooperative and competitive advantage for its development efforts, as influenced by the characteristics and nature. Namely Capolaga adventure camp that has the beauty of the unique ecosystem of the river Cimunja a waterfall Karembong, waterfall and waterfall cave sawer rhino managed natural principle. In this study, the problems try formulation disclosed in this study, namely: 1. How are the development of tourist attraction Capolaga in earning? 2. Does the attractiveness of the district Capolaga earning? 3. What is the motivation of tourists visiting tourist district Capolaga earning? In order to determine the attractiveness of the development of tourist attractions Capolaga. Development of tourist attraction is an important concept in the world of tourism, involving tourists and attractions managers. This research is quantitative descriptive. In the sample used accidental sampling formula, while for the analytical techniques used are the SWOT analysis, percentage, weighting, and analysis model Fishbein and Rosenberg. Addressing the research results that the development of the attractions Capolaga unrealized optimally, it is caused by the manager of the fund are insufficient, hence the need for cooperation with investors and DISBUDPAR.

Keyword : The Fascination of Development Tourist.