

## ABSTRACT

*Miko Yusup Maulana, 2025. Development of Tourism Village by Kertayasa Village Government, Cijulang District, Pangandaran Regency.*

*This research is motivated by the development of Tourism Village by Kertayasa Village Government, Cijulang District, Pangandaran Regency has not been fully optimal. The purpose of this study is to determine the Development of Tourism Village by Kertayasa Village Government, Cijulang District, Pangandaran Regency. The method used in this study is descriptive analysis. There are 7 informants. Data collection techniques are literature studies, field studies (observations and interviews) and documentation. The author uses qualitative data analysis techniques through processing data from interviews and observations to draw conclusions so that they can answer the problems in the study. Based on the results of the study, it is known that: The Kertayasa Village Government has implemented 3 (three) aspects that must be considered in the development of tourist attractions, although of the 9 indicators studied, they have not been carried out optimally because the Kertayasa Village Government has not been optimal in motivating the community in developing the potential of tourism villages. In addition, the Kertayasa Village Government has not been optimal in realizing every aspiration from various parties in developing tourism villages, and the Kertayasa Village Government has not been able to strengthen the human resources of tourism village managers. Therefore, the Kertayasa Village Government has made various efforts in developing tourism villages, including: The Kertayasa Village Government has appointed BUMDes Guha Bau as the leading sector for tourism village development to increase community motivation by considering the potential in each hamlet. In addition, the Kertayasa Village Government has attempted to realize every aspiration from the community in developing tourism villages, including collaborating with Bank Indonesia to obtain capital assistance to develop tourism villages, and the Kertayasa Village Government has collaborated with Stiepar Yapari Bandung to conduct training to facilitate the things needed at BUM Desa Guha Bau.*

*Keywords: Development, Tourism Village, Village Government.*