

ABSTRAK
**PENDAYAGUNAAN OBJEK WISATA DAMAR PAYUNG SEBAGAI
PRASARANA RIVER TUBING**

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Latar Belakang: Destinasi di Damar Payung Desa Kotayasa Kecamatan Sumbang, belum banyak diketahui pengunjung masyarakat umum karena promosi yang kurang maksimal. Sehingga perlu dilakukan kajian terkait judul “Pendayagunaan Objek Wisata Damar Payung sebagai Prasarana *River Tubing*”.

Metodologi: Menggunakan deskriptif kualitatif dengan pendekatan studi kasus. Pengumpulan data dengan triangulasi teknik (observasi, waancara, dan dokumentasi). Informan terdiri dari pengelola wisata, masyarakat umum, perangkat desa setempat. Pemilihan informan dengan menggunakan Teknik *purposive sampling* dan *snowball sampling*.

Hasil Penelitian: Wisata Damar Payung memiliki potensi untuk kegiatan *river tubing*. Terdapat faktor pendukung wisata tersebut yaitu: suasana masih alami, fasilitas wahana outbond, terdapat *camping ground* (tahap pembangunan) dan wisata kuliner, banyak spot foto bagus. Kemudian, paket *river tubing* yang disedian hanya untuk kategori dewasa serta daerah yang rawan hujan ketika siang menuju sore hari menjadi faktor penghambat.

Kesimpulan: Kondisi Objek Wisata Damar Payung yang digunakan sebagai prasarana olahraga masyarakat *river tubing* sudah cukup baik untuk dijadikan wisata *river tubing*. Salah satu faktor pendukung yang menjadikan Wisata Damar Payung layak dijadikan destinasi *river tubing* adalah suasana yang sejuk dan nyaman, lokasi strategis dengan wisata kuliner, memiliki arus sungai yang tidak terlalu deras serta dengan harga yang terjangkau sudah mendapat beragam fasilitas yang menarik.

Kata kunci: Objek Wisata, *River Tubing*, Aktivitas Luar Kelas

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ABSTRACT
UTILIZATION OF DAMAR PAYUNG TOURISM OBJECTS AS RIVER TUBING INFRASTRUCTURE

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Background: Destinations in Damar Payung Kotayasa Village, Sumbang District, are not widely known to the general public because of the lack of optimal promotion. So it is necessary to conduct a study related to the title "Utilization of Damar Umbrella Tourism Objects as River Tubing Infrastructure".

Methodology: Use descriptive qualitative with a case study approach. Data collection by triangulation techniques (observation, interviews, and documentation). Informants consist of tour managers, the general public, local village officials. Selection of informants using purposive sampling and snowball sampling techniques.

Research Results: Damar Payung Tourism has the potential for river tubing activities. There are factors supporting the tour, namely: the atmosphere is still natural, outbound ride facilities, there is a camping ground (development stage) and culinary tours, many good photo spots. Then, river tubing packages that are available only for the adult category and areas that are prone to rain during the day into the afternoon are the inhibiting factors.

Conclusion: The condition of Damar Payung Tourism Object which is used as sports infrastructure for the river tubing community is good enough to be used as a river tubing tour. One of the supporting factors that make Damar Payung Tourism worthy of being a river tubing destination is a cool and comfortable atmosphere, strategic location with culinary tours, having a river current that is not too fast and at affordable prices has received a variety of attractive facilities.

Keywords: Tourism Objects, River Tubing, Outdoor Activities Class.

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