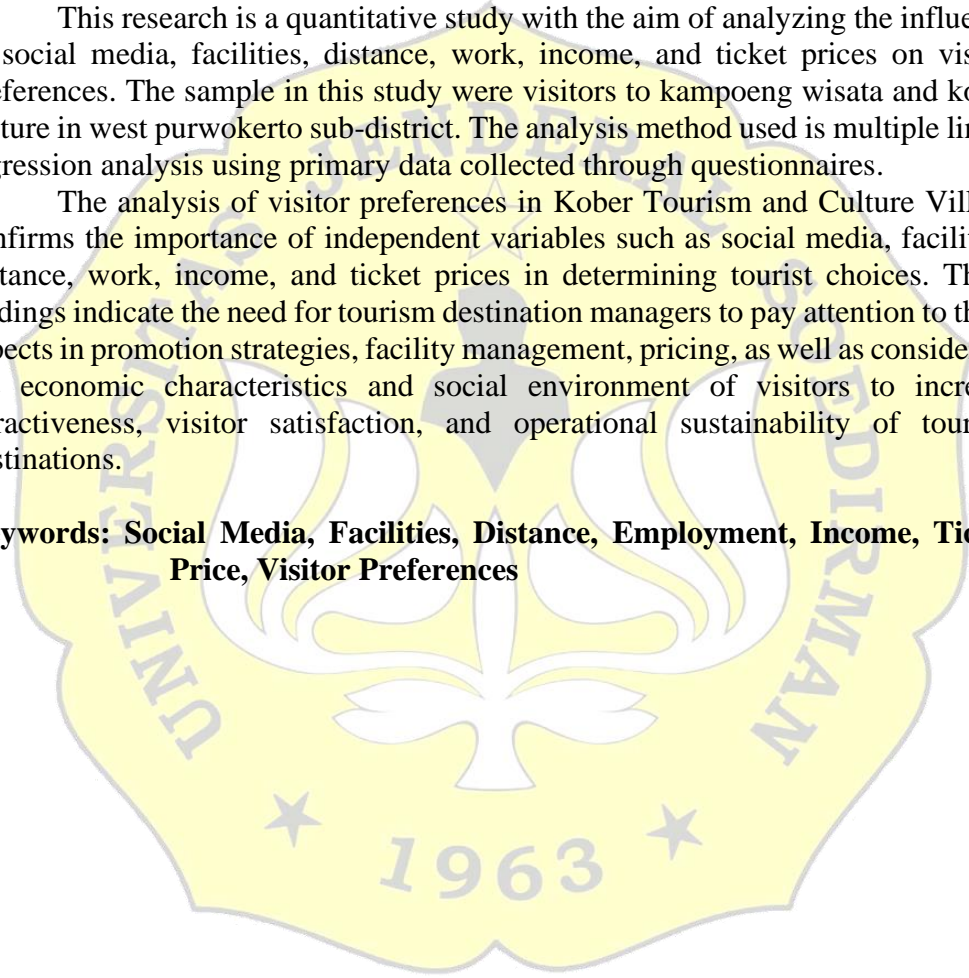# SUMMARY

Kampoeng Wisata dan Budaya Kober is located in the Kober village area, West Purwokerto sub-district, Banyumas district, Central Java Province. This village tourism is managed by the Tourism Awareness Group (POKDARWIS). Kampoeng Wisata dan Budaya Kober has a strategic area, because there is Purwokerto Station in it. There are tourism sites or attractions in this village, namely Taman Rasam, Kober Archery, Sanggar Budhaya Pinggir Lepen. These tours and MSMEs are superior potential that can attract people to visit and get to know Kober more deeply.

This research is a quantitative study with the aim of analyzing the influence of social media, facilities, distance, work, income, and ticket prices on visitor preferences. The sample in this study were visitors to kampoeng wisata and kober culture in west purwokerto sub-district. The analysis method used is multiple linear regression analysis using primary data collected through questionnaires.

The analysis of visitor preferences in Kober Tourism and Culture Village confirms the importance of independent variables such as social media, facilities, distance, work, income, and ticket prices in determining tourist choices. These findings indicate the need for tourism destination managers to pay attention to these aspects in promotion strategies, facility management, pricing, as well as considering the economic characteristics and social environment of visitors to increase attractiveness, visitor satisfaction, and operational sustainability of tourism destinations.

Keywords: Social Media, Facilities, Distance, Employment, Income, Ticket Price, Visitor Preferences

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