

**PERENCANAAN LANSKAP AGROWISATA DI KAWASAN PUNCAK
MERALAYA, KABUPATEN CIAMIS, JAWA BARAT
(Planning of Landscape Agrotourism In Meralaya Peak, Ciamis Regency,
West Java)**

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ABSTRACT

This study aims to identify peak conditions and further more to build a development strategy agrotourism in Meralaya Peak, Ciamis Regency, West Java. The method used is descriptive qualitative primary data collection using observation , spreading questionnaires to local community (101 questionnaires) and government (10 questionnaires) as many as 111 respondents. The secondary data obtained from the Department of Agriculture, Department of Tourism, the Internet, books literature and previous research. The analytical method used is SWOT Analysis.

The conclusion is Meralaya hill has great potential to be develop into a agrotourism. The peak has strategic location, good view, and also the government and local community support. Meralaya Peak is divided into three parts, the Agriculture Area, View area, and Creative Tourism Area.

Keyword: development strategy, Meralaya Peak, Agrotourism, SWOT Analysis.