

## ABSTRAK

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Program Studi : PERENCANAAN WILAYAH DAN KOTA  
Judul : Penilaian Potensi Wisata Alam Bumi Perkemahan Ipukan  
Kabupaten Kuningan  
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Bumi Perkemahan Ipukan merupakan salah satu destinasi wisata kawasan hutan dan air terjun yang terletak di kaki gunung Ciremai dan termasuk dalam kawasan Taman Nasional Gunung Ciremai (TNGC). Bumi Perkemahan Ipukan belum sepenuhnya mempunyai rencana pengembangan ekowisata sehingga perlu dilakukan penilaian terhadap potensi obyek wisata alamnya untuk mengetahui sejauh mana potensi yang dimiliki dapat dikembangkan. Penelitian ini bertujuan untuk melakukan penilaian potensi wisata alam sebagai acuan pengembangan di Bumi Perkemahan Ipukan. Kegiatan penelitian dilakukan melalui observasi dan kuesioner, data yang terkumpul dianalisis menggunakan penilaian kriteria Obyek daya tarik wisata alam (ADO-ODTWA). Hasil penelitian menunjukkan nilai indeks kelayakan sebesar 89,40% yang dapat disimpulkan bahwa Bumi Perkemahan Ipukan memiliki potensi yang layak untuk dikembangkan. Rekomendasi kegiatan yang dapat dikembangkan antara lain: *event* berwawasan lingkungan, bersepeda, festival daerah, komunitas budaya, dan taman edukasi anak.

Kata Kunci: Bumi Perkemahan Ipukan, evaluasi, ADO-ODTWA, kegiatan.

## ABSTRACT

Name : ROBBI TRI NUGRAHA  
Study Program : URBAN AND REGIONAL PLANNING  
Title : Assessment of the Potential Nature Tourism in Ipukan  
Camping Ground  
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*Ipukan Camping Ground is one of the tourist destinations for forest areas and waterfalls located at the bottom of Mount Ciremai and included in the Mount Ciremai National Park (TNGC). Ipukan Camping Ground has not yet realized its ecotourism development plan, so it is necessary to measure its natural tourism potential to determine the extent to which its potential can be developed. This study aims to measure tourism potential as a reference for development in the Ipukan Camping Ground. Research activities were carried out through observations and questionnaires, the collected data were analyzed using the criteria for assessing natural tourist attraction objects (ADO-ODTWA). The results showed that the value of the feasibility index was 89.40%. It can be denied that Bumi Perkemahan Ipukan has a potential worthy of development. Recommendations for activities that can be developed include: environmentally friendly events, cycling, regional festivals, cultural communities, and children's educational parks.*

*Keywords: Ipukan camping ground, evaluation, ODTWA, activities.*