

**STRATEGI PENGEMBANGAN KAMPUNG WISATA  
CIKAWUNG SEBAGAI KAMPUNG WISATA BERBASIS  
BUDAYA DI KECAMATAN CIRACAP SUKABUMI JAWA  
BARAT DI ERA ADAPTASI KEBIASAAN BARU**

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***ABSTRACT***

*Cikawung Cultural Village is a cultural village located in Ciracap District, Sukabumi, West Java. The aim of this research is to identify the cultural potentials that can be developed in the new Habit Adaptation Era. This type of research is conducted in this study using a qualitative approach, while the analysis technique used is using a SWOT analysis. As an object that is managed by a private community, there are many shortcomings that are found when the community is doing tourism activity in the Cikawung cultural village. Therefore, a strategy is needed to minimize the deficiencies found in this Cultural Village. The results of this study indicate that it is necessary to improve the management of the COVID-19 pandemic reading so that tourists feel safe to carry out tourism activities in this cultural village.*

*Keywords: Cikawung Cultural Village, Cultural Tourism, Covid-19 Pandemic, Cultural Village Development*