

ABSTRACT

Majalaya, originally functioning as a weaving producer to meet industrial needs, was once the main center of the woven sarong industry in the archipelago. This area was even recognized as "Dollar City" and achieved a reputation as a major pioneer of the textile industry in West Java. However, the shift from the use of non-machine looms (ATBM) to machine looms (ATM) resulted in a drastic decline in demand for typical Majalaya woven sarongs, due to the makloon system which prioritized the production of woven cloth from other regions. Within the framework of this research, a data collection method using a design thinking approach was applied. This approach allows for the unification of diverse perspectives to create solutions focusing on user needs and experiences related to area optimization in Namicalung Village. The significant role of Namicalung Village in the history of Majalaya sarong weaving can be identified through one of its distinctive artifacts, known as "Poleng". This connection became an inspiration for the residents of Namicalung Village to make Namicalung a sarong tourist village destination in Majalaya. Therefore, a comprehensive strategy is needed so that Namicalung Village can be optimized to become a tourist village destination that not only complies with regulations but also increases its attractiveness, especially regarding the beauty of woven sarongs.

Keywords: *Namicalung Village, Tourism Village, Woven Sarung*