

ABSTRACT

DIRECTING OF FILM TOURISM DESA WISATA LEBAK MUNCANG KABUPATEN BANDUNG

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Lebak Muncang Tourism Village is located in Ciwidey, Bandung Regency, West Java. Agrotourism and the results as a tourist attraction, as well as their educational application that can be referred to "Agro Education". Ciwidey is one of excellent tourism area in Bandung Regency, so it is a good opportunities for increasing number of tourist. However, people prefer other tourist places such as White crater, Thermal Baths Cimanggu and Situ Patengan. Unfortunately, it is exacerbated by the unattractive promotion packaging. Qualitative Methods approach Attraction characteristics is used in analyzing the dynamics of the existing problems in this final task. In order to get the right results and be a basis of designing a promotion. Film touris is made to support the provision of information about the Tourism Village Lebak Muncang more attractive and interactive. With the film tourism to provide about the attractions in the area Ciwidey particularly Lebak Muncang Tourism Village. That this attraction of choice leading tourist alternative for visitors in general, and can be a place of recreation that is instructive for the students in Bandung.

Keywords: *Lebak Muncang Tourism Village, Agro Education, film tourism.*