

ABSTRACT

Saung as a force in tourism provides a special attraction for tourism in West Java where the entire nature and cultural tourism in West Java presenting saung as a commodity in a tourist attraction. Saung has the impression of culture for tourism and tourists who visit because saung is one of the cultural traits that exist in West Java. Tourism in West Java is currently in the development stage where many attractions exist in West Java in good popularity as a priority of the government to grow the regional economy. In the course of many tourist objects are well developed, but in its journey, many also abandoned tourist attractions and lack of maintenance and maintenance issues related attractions. Like one of the existing attractions in Situ Patenggang which is a tourist attraction that is currently in the stage of renewal by one of the developers of private parties, leaving one of the main tourist attractions that is the coast of Situ Patenggang. Tourism object that is fairly old is lacking in its care. Saung who was in Situ Patenggang impressed dormant and looks slum cause the problems of user psychology that impact the emergence of negative perceptions on the user. On this occasion researchers use user psychology that is based on the perception of the user. Researchers want to give recommendations in the form of saung with the power of positive perception so that users are interested to come back to there patenggang and use saung as a tourism commodity in Situ Patenggang.

Keywords: *Tourism, West Java, Saung, User Psychology, Perception*