ABSTRACK

Indonesian tourism provides input into the Indonesian economy and its contribution to GDP. To support this contribution, it is expected that the number of visits by foreign tourists and domestic tourists can increase. However, in 2020 the Covid-19 pandemic entered Indonesia, and the government imposed a lockdown. At the end of the year a new trend emerged called staycation, the government advised citizens to do a staycation to reduce the covid-19 pandemic. In Bandung Regency, there are several tourist villages that can support this. One of the villages in Bandung Regency that wants to develop its tourism potential as a tourist village is Cikadut Village.

This study uses an Empathy map approach. The purpose of this study is to find out the main problems experienced by tourists when visiting tourist destinations in Cikadut village. The method used in this study is a qualitative method with data collection techniques carried out, namely interviews, observations, and documentation. The data analysis technique used is a data analysis model which includes data collection, data reduction, data display and conclusion drawing/verification.

The results of this study indicate that there are several problems that are felt by tourists when visiting tourist attractions, including environmental safety, staff friendliness, the importance of cleanliness, natural beauty, poor road access, child safety, clean bathrooms, supervision from staff, given flowers, and finally a pond.

The final result of the research is expected to be a suggestion and input for the Cikadut village and managers in carrying out future developments for the Cikadut tourism village.

Keyword: *Empathy map, Tourism, Staycation*