

ABSTRACT

Kampung Blekok Rancabayawak, Bandung is a pioneering tourism village known for its blekok bird habitat and has other local potentials that can attract tourists. The existence of tourism potential is an opportunity for residents to provide homestays. Several houses in Kampung Blekok have been converted into homestay accommodations to create an authentic experience for tourists and support the local economy. However, over time, the number of visitors in Kampung Blekok has decreased, impacting the transformation of homestays. This research aims to observe the spatial transformation of homestays in Kampung Blekok, identify the underlying factors, and determine the identity of Kampung Blekok as a tourist village. This research uses a qualitative descriptive approach with the design thinking method. The results showed a gradual transformation of the building and interior of the homestay, which can be seen from the documentation of the building, changes in function, addition of space and buildings, and modification of access. This transformation is driven by visitor needs, owner desires, economic opportunities, and recommendations from visitors. In addition, the identity of Kampung Blekok as a tourist village is formed from the spatial transformation relationship as a result of the interaction between residents and visitors in terms of social, economic, and cultural.

Keywords: *Kampung Blekok Rancabayawak, Tourism Village, Homestay, Spatial Transformation, Place Identity.*