

Research Article

The Attraction of Curug Layung in Bandung Regency Towards Tourist Arrival

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Abstract: Curug Layung is a natural tourist destination in Bandung Regency that offers the beauty of a waterfall in a calm and natural setting. This study aims to analyze the attraction of Curug Layung and its influence on tourist visits. A descriptive quantitative method was used through observation and questionnaires distributed to visitors and site managers. The results show that natural beauty, easy access, and supporting facilities such as camping areas and trekking paths are the main factors attracting tourists. However, there are challenges such as limited facilities and lack of optimal promotion. This study suggests that improved management and promotional strategies are needed to strengthen Curug Layung's appeal as a leading nature-based tourist destination.

Keywords: Curug Layung, Attraction, Bandung Regency, Tourist Arrival

1. Introduction

Nature tourism is one of the main drivers in the development of the tourism sector in Indonesia. Bandung Regency, with its diverse natural resources, has various interesting tourist attractions. One of them is Curug Layung, a waterfall known for its stunning natural beauty and calming atmosphere.

Curug Layung in West Bandung Regency is a natural tourist destination that offers the beauty of a waterfall with a natural pine forest atmosphere and cool air. Located at the foot of Mount Tangkuban Parahu at an altitude of 1,400 meters above sea level, this waterfall is a suitable place for tourists who want to escape the hustle and bustle of city life.

For outdoor enthusiasts, Curug Layung also has camping and other outdoor activities, making it an attractive choice for nature and adventure lovers. Existing facilities such as public toilets, food stalls, and gazebos have been provided for the convenience of visitors. Although road access to the location still needs more attention, the beauty and tranquility offered by Curug Layung make it a worthy destination for tourists looking for a refreshing nature tourism experience.

This study aims to analyze the attractiveness of Curug Layung and its impact on tourist visits. Through this study, it is expected to find an effective strategy to increase the number of visitors. In addition, this study will consider external factors that can influence tourist choices, including accessibility, supporting facilities, and tourism promotion strategies. Given the contribution of tourism to the local economy, it is expected that the results of this study can provide a clearer picture of the potential of Curug Layung and the importance of effective management to attract tourists.

By emphasizing new aspects in tourism analysis, this study is expected to provide not only academic but also practical contributions to the development of tourism policies in Bandung Regency. The results of this study will be an important reference for stakeholders in formulating sustainable tourism development strategies that are oriented towards increasing tourist visits to Curug Layung.

Tourist attractions are one of the key elements in determining the success of a tourist destination. According to Yoeti (1996), tourist attractions can be classified into three main categories, namely natural, cultural, and artificial attractions. Natural attractions refer to the natural beauty that can attract tourists, such as mountains, beaches, and waterfalls. Curug

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Layung, which is a natural tourist destination in Bandung Regency, is included in this category with the main attraction being a beautiful waterfall and a pristine natural environment. The existence of lush pine forests and cool air further strengthens the appeal of Curug Layung for visitors who are interested in nature tourism and ecotourism.

Various studies have shown that tourist attractions have a significant influence on tourist decisions. Pradhana (2016) in his study on Curug Cilengkrang in Bandung Regency concluded that the uniqueness and beauty of nature, as well as accessibility and cleanliness of the destination, are the main factors influencing tourist decisions. In addition, Permitasari (2015) in a study on Kampung Batu Malakasari emphasized the importance of supporting facilities such as play areas and ease of access, which also play a role in attracting tourists, especially families.

Based on these findings, it can be concluded that the natural attractions of Curug Layung, coupled with adequate facilities and increasingly easy access, have great potential to attract tourists. Natural beauty, comfort, and security are the main factors that influence tourists' decisions to choose Curug Layung as a tourist destination.

In addition to natural attractions, promotion through social media plays a very important role in increasing tourist visits to tourist destinations. According to an article in *Pikiran Rakyat* (2023), natural tourist destinations in Bandung Regency, including Curug Layung, are increasingly popular thanks to promotions carried out through social media such as Instagram, TikTok, and YouTube. Tourists who see photo and video uploads from other visitors tend to be interested in visiting destinations that are going viral. With attractive visual content, social media is an effective tool in introducing tourist destinations to a wider audience, especially among the younger generation.

2. Proposed Method

This study uses a descriptive observation method with a qualitative approach through observation and distribution of questionnaires to tourists and managers. to understand various aspects of the appeal of Curug Layung, both in terms of natural beauty, supporting facilities, accessibility, to the perception and interest of tourists in choosing the destination. Sugiyono (2013:9), qualitative research method is a method used to research the natural conditions of objects, where researchers act as key instruments. Data collection techniques are carried out by triangulation (combination), data analysis is inductive/qualitative, therefore this approach is considered appropriate to explore the appeal of Curug Layung in depth, especially in understanding tourists about the beauty of nature, Decisions to visit, atmosphere, and travel experiences that cannot always be explained through quantitative data alone.

Non-participatory observation was conducted by directly observing tourist activities at the Curug Layung location without being involved in their activities. Researchers recorded behavior, tourist visits, and tourist interactions with the surrounding natural environment, such as interest in the scenery, facilities used, and activities carried out at the location.

The questionnaire technique was carried out by distributing questionnaires to tourists at Curug Layung to collect data containing closed and open questions to obtain information about tourist visits, satisfaction levels, and various factors that influence their decisions in visiting Curug Layung as a tourist destination. According to Arikunto (2006:151), a questionnaire is a number of written questions used to obtain information from respondents about themselves or things they know.

4. Results and Discussion

Observations were conducted to analyze tourist activities at Curug Layung, including their interactions with the surrounding nature and existing attraction elements. From the results of the observations, it is known that tourists are more interested in the natural beauty of Curug Layung, especially the panorama of the waterfall surrounded by dense green trees. In addition, supporting facilities such as trekking trails and photo spots also contribute to the high level of visits.

In addition, tourists' interactions with the environment show that they tend to enjoy the calm and cool natural atmosphere. This reflects the importance of natural elements in influencing the decision to visit. The natural and exotic atmosphere is the main attraction that encourages tourists to return.



From the questionnaire distributed to 20 respondents, it was found that the main motivation for tourists to visit Curug Layung was to enjoy the natural scenery (70%) and seek new experiences (80%). Most respondents (75%) expressed a high level of satisfaction with the existing facilities, especially the trekking trails and comfortable resting places. However, there were some suggestions for improvement, such as improving cleanliness and maintenance of facilities.

Factors that influence tourists' decisions to visit include distance (70%), friend recommendations (35%), and social media promotions (60%). This shows that effective information and promotions can attract more tourists, especially young people who are active on social media.



Based on the results of observations and questionnaires, it can be concluded that the attraction of Curug Layung lies in its natural beauty, which provides a unique experience. The tour that calming and refreshing. The existence of supporting facilities such as trekking trails, rest areas, and photo spots also affect the level of tourist satisfaction. This finding is in line with previous studies showing that natural beauty is the main factor influencing tourists' decisions in choosing a destination (Sutrisno, 2012). In addition, the results of the questionnaire showed the importance of word-of-mouth promotion and recommendations in attracting tourists. This is also supported by the theory of motivation which states that social and information factors greatly influence tourist behavior (Kotler & Keller, 2016).

However, some tourists gave input regarding the cleanliness and maintenance of facilities that need to be improved. Therefore, Curug Layung tourism managers need to consider improving facilities and more intensive promotions to attract more visitors, especially from the millennial market segment who are active on social media.



5. Conclusions

Research through non-participatory observation and questionnaires, it can be concluded that Curug Layung is an attractive natural tourist destination, with the main attraction being natural beauty, cool air, and a calm atmosphere. Supporting facilities such as trekking trails and natural photo spots add to the attraction for visitors. Tourists come to enjoy the tranquility and beauty of nature, with a high level of satisfaction. However, there are several inputs related to cleanliness and environmental management that need to be considered.

Factors influencing the decision to visit include accessibility, recommendations from friends, and promotion through social media, which shows that good management and promotion can increase the number of visits. This finding is in line with Fandeli's opinion (2002:45) who emphasized the importance of access and promotion in attracting tourists.

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