

Abstract

Tourism is a trip carried out for recreation or vacation. *Pariwisata* or Tourism comes from two words, "*Pari*" and "*Wisata*". Tourism itself is an important economic sector in Indonesia. In Bandung, tourism development is currently experiencing an increase. One of the tourism in Bandung that is experiencing an increase is cultural tourism. One of the famous cultural tourism in Bandung is Saung Angklung Udjo. Saung Angklung Udjo is a traditional tourism destination that emphasizes the culture of West Java. Not only as an art studio that features performances, Saung Angklung Udjo also provides handicraft that is Angklung and puppet shows. In a development of the Tourism Industry, effort are needed to achieve a goal. A Tourism Industry requires effort as part of the main task that must be carried out. The effort carried out by Saung Angklung Udjo in attracting foreign tourists to visit are to achieve certain goal. In this research, the writer aimed to find out about "The Role of Saung Angklung Udjo as a Traditional Tourist Destination to Attract Foreign Tourists". This research aims to find out about any effort carried out by Saung Angklung Udjo in attracting foreign tourists visiting. The method used in this research is a qualitative method. The procedure used by the writer in obtaining data is to conduct observation, interview, and documentation. The writer conducted observation directly at Saung Angklung Udjo as object of research. The interview conducted by the writer focused on the employees of Saung Angklung Udjo in the Information and Marketing section, including foreign tourists who visited. In the data analysis conducted, the writer found several findings. The first finding about the effort carried out by Saung Angklung Udjo is to establish a networking with Travel Agent, Guide Association, and in cooperation with the Indonesian Embassy in various countries. The next finding is about the reason foreign tourists visit is because they are on their vacation and want to learn about the culture that exist in Indonesia. The latest finding is about the opinion of foreign tourists of Saung Angklung Udjo. According to them Saung Angklung Udjo is a good tourism destination because it emphasizes culture as an attractiveness.

Key Words: Effort, Foreign Tourist, Saung Angklung Udjo.