

ABSTRACT

This study aims to examine the representation of Kampung Naga in the entrance area of Kampung Sanaga as an effort to optimize visitor experience. Kampung Naga, with its rich culture and traditional Sundanese architecture, has a strong appeal to tourists. However, land limitations have forced some residents to settle in Kampung Sanaga, which also serves as a commercial area and the main entrance for visitors. This research employs the design thinking method, involving observation, interviews, literature studies, and questionnaires to collect data from artisans, managers, and visitors in both areas. The representative architectural approach is used to analyze and represent the traditional architectural elements found in Kampung Naga with the facilities in the entrance area of Kampung Sanaga. The results of the study show that a good representation between these two areas can enhance the quality of the visitor experience. Several challenges identified include the lack of supporting facilities, insufficient information and education about cultural values, and low visitor engagement in local activities. The recommendations from this research include improving facilities in the entrance area of Kampung Sanaga, providing comprehensive educational information, and developing participatory programs that involve visitors in cultural and social activities. The implementation of these strategies is expected to support the sustainability of tourism in Kampung Naga, provide economic and social benefits to the local community, and create a deeper and more authentic experience for visitors.

Keywords: *Kampung Naga, Kampung Sanaga, Representation, Optimization of Visitor Experience.*