

ABSTRACT

Village tourism is one of the most influential tourism trends in Indonesian tourism today. Blekok Rancabayawak Village is one of the pioneering tourist villages in the city of Bandung. The important role of POKDARWIS (Tourism Awareness Group) in educating the public through participatory activities can increase knowledge and awareness of the environment and surrounding potential. The focus of this research is Kampung Blekok Rancabayawak with the aim of; 1. Identify the potential of Kampung Blekok Rancabayawak, 2. Formulate a strategy to improve the tourist attraction of Kampung Blekok Rancabayawak and, 3. Improve the tourist attraction through mural design with the community as one of the strategies to improve the tourist attraction of Kampung Blekok Rancabayawak. Blekok Rancabayawak. The research method used is a qualitative approach design thinking dan Participatory Action Research (PAR) in which the researcher acts as a facilitator in realizing the goals that have been set. It is hoped that this research can increase understanding and knowledge regarding mural design and make a positive contribution to the development and preservation of potential in Blekok Rancabayawak Village.

keywords: *Mural, Tourism Village, Design Thinking, Participatory Action Research (PAR)*