

ABSTRACT

The development of tourist places in Indonesia as a driving force of the economy also has an impact on the availability of employment, can bring many benefits to the surrounding community, can increase the love of the homeland towards the values of Indonesian culture, and can help preserve the environment. Every place of tourism located in Indonesia has its own uniqueness and distinctive characteristics to attract tourists, one of the areas in Indonesia which has a considerable tourist attraction in West Java Province is Bandung regency. Bandung has many tourist destinations, one of which is Situ Patenggang tourism. Situ Patenggang has a beautiful natural scenery because it is surrounded by tea plantations, but Situ Patenggang has a problem about the management of tourism facilities located in Situ Patenggang so that there is a decrease in the number of visitors. Saung located in Situ Patenggang is the most prominent facility or frequently used by the visitors, but the damage found in saung is finally less desirable by the visitors to use it. In product design, the researcher uses the material assessment method through SWOT and SCAMPER analysis method to give a recommendation from the aesthetic side of Sunda. Researchers want to develop the aesthetic aspect of Sunda on the development of saung products found in Situ Patenggang to be able to fix and solve problems, and to support the needs of design also become one of the important points to build a good and effective product, where the product can be direct interaction with both, and the product also ultimately becomes a product with aesthetic value and the value of the right usability.

Keywords: *Tourism places, Situ Patenggang, Saung, SWOT Analysis, SCAMPER Analysis, an Aesthetic aspect of Sunda*