

ABSTRACT

Citarum River is the longest river in West Java, and greatly affects the lives of the surrounding communities. But now Citarum is polluted by human activity. In fact, because of these conditions, in 2010 a World Bank study made the Citarum River dubbed the dirtiest river in the world. But now the government is launching a new program called Citarum Harum to restore the longest river in West Java. Supported also by the program Sungai Mati or Oxbow lake. From the phenomenon described above, the author feels the need to conduct research on the potential for the development of the Matiendah Citarum River as a tourist attraction of Tirta in Bandung Regency. Tirta tourism that has the potential to be developed in the dead Baleendah river include fishing ponds and water recreation businesses. In this study using qualitative methods. Fishing pond in the Baleendah Oxbow lake has the potential to be developed, because it is supported by the fishing activities carried out by the surrounding community and also supported by the many variants of fish that are already alive. The Baleendah Oxbow lake has potential for water recreation business, in this case water bicycles and boats around the river. However, at this time it has not been ideal to be developed, because it has not met several aspects such as the beautiful environment and clear water.

Keywords: Water Tourism, Citarum, Baleendah.