**ABSTRACT**

In this Final Report the authors take the title “**THE DEVELOPMENT STRATEGY OF NATURAL ATTRACTION WATERFALL CURUG CIGUMAWANG KADUBEREUM VILLAGE PADARINCANG SUB-DISTRICT SERANG REGENCY BANTEN PROVINCE”** with the background of observation is the interest of writers in the development of tourism to make Serang District became a tourist destination both from domestic and tourists.

Tourism development has an important role in increasing employment, encouraging equity of business opportunities, promoting national development and countributing to the country’s foreign exchange revenue generated by the number of foreign tourists visiting, as well as the role of reducing poverty.

Based on the description, weiter is interested to conduct research on “The Development Strategy Of Natural Attraction Waterfall Curug Cigumawang Kadubereum Village Padarincang Sub-District of Serang Regency with the aim to find out how the development of Nature Tourism Waterfall Curug Cigumawang by Tourism Department of Youth and Sports (Dinas Pariwisata Pemuda dan Olahraga).

The result of research shows that not yet maximally the development of Nature Tourism Object Waterfall Curug Cigumawang by Tourism Office of Youth and Sports and still limited existing facilities caused by lack of human resources (HR) and limited existing budget. Through the conclusion, the authors provide suggestions with the hope to be useful in the development strategy of Nature Tourism Waterfall Curug Cigumawang Tourism Objects conducted by Department of Youth and Sports Tourism (Dinas Pemuda dan Olahraga) such pay more attention to facilities and infrastructure that are lacking and which must be fulfilled so as to create efficient tourism.

Keywords: Strategy Development, Tourism