

**Kajian Seni Rupa Jelekong, Bale Endah Bandung Meningkatkan Potensi
Kepariwisata Jawa Barat**

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Abstract

Jelekong village is located in West Java whose people make their living by painting. One subject of the paintings is natural sceneries. The unquity of Jelekong village is not yet known by the public. Therefore it is interesting to be researched in relation with their tourism potentials.

The purpose of this research is to examine thoroughly all aspects in paintings in aesthetics point of view and correlate them with West Java tourism potentials. The samples of the research are paintings from Jelekong Village. The research methode which is used is qualitative method.

The result of this research shows that Jelekong paintings have developed in the themes which caused by some external factors; while in the aesthetics point of view their compositions, colors, objects and forms shown a characteristic that is suitable and usable by local government. The area also shown great potentials as a tourism destination which can be another income generator for the local government and in the future

Keywords : Jelekong, Painting