

## ABSTRAK

### **STRATEGI PENGEMBANGAN POTENSI WISATA RELIGI DALAM MENINGKATKAN PEREKONOMIAN MASYARAKAT (Wisata Religi Masjid Al- Jihad Rd. Aria Wangsa Goparana Segalaherang Subang)**

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Indonesia memiliki potensi wisata yang beraneka ragam. Pariwisata mempunyai peran penting diantaranya meningkatkan pertumbuhan ekonomi, meningkatkan kesejahteraan rakyat, menghapus kemiskinan, dan mengatasi pengangguran. Kabupaten Subang memiliki peluang besar dalam wisata religi, yaitu wisata religi pada Masjid Al-Jihad Rd Aria Wangsa Goparana, namun belum begitu berkembang. Wisata religi merupakan perjalanan dengan tujuan mendapatkan kenikmatan, kepuasan serta pengetahuan. Wisata religi bisa ke masjid, makam orang besar, bersejarah, pemimpin, atau tokoh. Tujuan penelitian ini adalah untuk menganalisis strategi pengembangan potensi wisata religi dan dampak wisata religi dalam meningkatkan perekonomian masyarakat. Metode penelitian yang digunakan adalah kualitatif dengan metode analisis SOAR yaitu analisis identifikasi faktor internal eksternal. Penulis menganalisis strategi pengembangan potensi wisata religi. Berdasarkan hasil penelitian, kesimpulan yang diperoleh pertama, alternatif strategi yang dihasilkan terdapat empat strategi yaitu strategi SA (*Strength* dan *Aspirations*), Strategi OA (*Opportunities* dan *Aspirations*), Strategi SR (*Strength* dan *Results*), dan strategi OR (*Opportunities* dan *Results*). Kedua, dengan adanya wisata religi terbukti terjadinya peningkatan jumlah UMKM dan berkurangnya pengangguran serta terbukanya lapangan pekerjaan baru di sekitar area tempat wisata.

Kata Kunci: Pariwisata Syariah, Wisata Religi, Strategi Pengembangan.

## ABSTRACT

### **STRATEGY TO DEVELOP THE POTENTIAL OF RELIGIOUS TOURISM IN IMPROVING COMMUNITY ECONOMY (Religious Tourism at Mosque Al-Jihad Rd. Aria Wangsa Goparana Segalaherang Subang)**

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Indonesia has various tourism potentials. Tourism has an important role, including increasing economic growth, improving people's welfare, eliminating poverty, and overcoming unemployment. Subang Regency has a great opportunity in religious tourism, namely religious tourism at the Al-Jihad Rd Aria Wangsa Goparana Mosque, but it has not been so developed. Religious tourism is a trip with the aim of getting pleasure, satisfaction and knowledge. Religious tourism can be to mosques, graves of big people, historic people, leaders, or figures. The purpose of this study was to analyze the development strategy of the potential for religious tourism and the impact of religious tourism in improving the community's economy. The research method used is qualitative with SOAR analysis method, namely the analysis of identification of internal and external factors. In this case, the writer analyzes the strategy for developing the potential of religious tourism. Based on the research results, the first conclusion is obtained, there are four alternative strategies, namely the SA strategy (Strength and Aspirations), OA Strategy (Opportunities and Aspirations), SR Strategy (Strength and Results), and OR strategy (Opportunities and Results). Second, with the existence of religious tourism, it is evident that there is an increase in the number of MSMEs and a reduction in unemployment and the opening of new jobs around tourist areas.

Keywords: Sharia Tourism, Religious Tourism, Development Strategy.