



Religious Tourism Development Strategy in Improving Community Economy at Mount Santri, Bojonegara District, Serang Regency, Banten

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ABSTRACT: Religious tourism is an activity that is often carried out by most Muslims around the world, including in Indonesia. Pandeglang is part of the province of Banten, where in this area we find many religious tourist attractions, one of which is the religious tourist site of Mount Santri which is located in the Bojonegara District, Serang Regency, Banten, where this place is visited by many pilgrims, both from pilgrims from Serang, as well as from outside Serang. Serang is one of the districts part of Banten province, where in the Serang Banten area there are many religious tourist attractions including the Sultanate of Banten, Syeh Nawawi Tanahara, Sultan Agung Tirtayasa, Gunung Santri and so on. One of the interesting religious tourism places is Mount Santri which is located in the District of Bojonegara, Serang Regency, this research uses qualitative research.

Keywords: Strategy, Development, Religious Tourism Visits

Submitted: 5 September; Revised: 15 September; Accepted: 26 September

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INTRODUCTION

In Banten, there are many religious tourist attractions, including the Sultanate of Banten, Sheikh Nawawi Tanah Ara, Sultan Agung Tirtayasa, Mount Santri and so on. One of the interesting religious tourist attractions is Mount Santri which is located in the District of Bojonegara, Serang Regency, because it has a history of a guardian's journey in spreading Islam in the province of Banten and its surroundings, also with the nickname Mount Santri has its own strength and selling point, which makes pilgrims are curious to visit it.

Based on the results of the SWOT analysis "Mount Santri in the District of Bojonegara Serang Banten is in quadrant II, so the marketing strategy for historical tourism in the two historical places is: 1. Carry out a concentric diversification strategy. In implementing the concentric diversification strategy, the manager takes advantage of a strategic place and still pays attention to what is currently needed by visitors around these tourist attractions. Providing an information room for visitors about Mount Santri, for example creating a site-based information system in carrying out promotions about services and products offered by the Mount Santri pilgrimage site. 2. Carry out a horizontal diversification strategy. By adding other business products that have nothing to do with the main business of Gunung Santri religious tourism. For example, by building a new business that is still related to the religious tourism business of Gunung Santri, not only visiting those religious tourist attractions but also buying souvenirs, namely making a more attractive "souvenir corner" in the corner of the parking lot, for example selling clothes that illustrated and written about the history of Mount Santri but still without leaving the characteristics of the city of Serang. Or by giving an image of the screen printing on clothes with pictures of tourism in the city of Serang. 3. Carry out a profit-sharing business strategy. By doing a profit-sharing effort by looking at the strengths and considering the weaknesses. In implementing this type of strategy, the manager must really be able to choose partners who can be partners for the development and management of this religious tourism. For example, collaborate with travel agents. Starting from planning accommodation, the transportation they need, especially for tourists who come from outside the province of Banten. By collaborating with the transportation, up to lodging according to the tastes of visitors. Thus the religious tourism of Mount Santri can be known not only in the province of Banten, but outside the province of Banten can be known.

THEORETICAL STUDY

Religious Tourism

Understanding Islamic Religious Tourism has left various important historical relics, both in the form of tombs, mosques, former kingdoms, jewelry, customs and so on which can be used as tourism potential as one of the activities. The tourism is in the form of religious tourism (pilgrimage) of Muslims. Tourism comes from the Sanskrit word VIS which means a place to stay, enter and sit. Then the word developed into Vicata in the ancient Javanese Kawi language called Wisata which means traveling. The word tourism then acquires the development of meaning as a trip or part of a trip that is carried out voluntarily and temporarily to enjoy tourist objects and attractions (Kodhyat & Ramaini, 1992) Tourism is a travel activity or part of the activity that is carried out voluntarily and temporarily to enjoy tourist objects and attractions. Religious tourism is a journey to gain experience and lessons (Ibrah) (Ruslan, 2007). Religious tourism is also a trip or visit made by individuals or groups to places and institutions that are important in the spread of Islamic da'wah and education (Shihab, 2007). There are also those who define religious tourism as temporary and long-term movement of people. short time to destinations outside the places where they usually live and work and their activities during their stay at those destinations in order to visit religious places.

Development Strategy

Religious tourism is also a trip or visit made by individuals or groups to places and institutions that are important in the spread of Islamic da'wah and education (Shihab, 2007). There are also those who define religious tourism as temporary and long-term movement of people. short time to destinations outside the places where they usually live and work and their activities during their stay at those destinations in order to visit religious places.

The term strategy comes from the Greek verb. As a noun, Strategos is a combination of the words "stratos" (military) with "ago" (to lead). As a verb, Stratego means to plan (to plan). 1. Strategy is the art of combining or interacting between key success factors so that synergy occurs in achieving goals. The strategy is to optimize superior resources in maximizing the achievement of performance targets. Strategy according to the Big Indonesian Dictionary is a careful plan of activities to achieve specific goals. 2. Strategy is a choice about what the organization wants to achieve in the future and how to achieve the desired state. This view sees strategy, not as a fit and match

concept, but a stretch concept. This view considers strategy to be an "aspirational game." The creation of gaps between what is and what is expected, or what is an aspiration must be continuously carried out.

Strategic management is the art and science of formulating the implementation and evaluation of cross-functional decisions, which are used as action guides for HR, marketing, finance, production, and other functions so that the organization can achieve its goals. Strategic planning is a managerial process of developing and maintaining a proper fit between the company's goals and resources and changing market opportunities. The purpose of strategic planning is to continuously refine the company's business and products so that they combine to produce satisfactory profits and growth. Strategy emphasizes utilizing existing resources to achieve goals.

Marketing strategy

According to (Rangkuti, 2006) strategy is something that often contributes general action and an emphasis on the application of resources to obtain important goals, strategy as a result of the process of setting organizational goals, determination of changes in those goals, setting policies that will control the acquisition, the use and management of the enterprise, and the adoption of a series of actions and the allocation of essential resources to carry out these objectives. One of the strategies that companies need to pay attention to (in addition to other strategies) is a marketing strategy (Kotler, 2007). Marketing strategies are plans or methods for obtaining major goals and objectives. So that marketing strategy planning has a search for opportunities that rise and build a profitable marketing strategy.

Tourism Marketing Strategy

Knowledge of the existence of tourists has their own characteristics and a destination that can be chosen and targets the group that is considered the most profitable (Suwanto, 2004). Marketing strategies can be made including the development of tourist sites and activities, supporting facilities, and effective and efficient tourism marketing communications (Ridwan, 2012). According to (Hasan, 2015) a number of options that can be used in serving the heterogeneity of the target market are: a. Nicher Tourism Marketing. If the target group of tourists has a high preference for adventure activities, then the possibility of success is that tourism products are the right strategy for this segment. In this strategy the market is defined more specifically, marketing activities are focused on serving a very small tourist market. In its application Nicher Tourism can be helped by cross-linking high quality product attributes with geographic diversity and building a reputation for excellence in the targeted market niche (Gde, 2005). This strategy will be effective if; 1) Marketers

understand customer needs very well 2) Customers are willing to pay a higher price because no other offer can come close to offering a tourist product benefit package 3) Customers in that niche market have a set of needs that really exist 4) This market niche unlikely to attract other competitors 5) Availability of the company to focus on customers and offer superior performance, responsiveness of service, familiarity with customers and timely delivery or delivery 6) Marketers or top management maintain direct contact and willingness with key customers.

SWOT

According to (Fahmi, 2013) SWOT is short for strengths (strengths), weaknesses (weaknesses), opportunities (opportunities), and threats (threats), which means identifying internal strengths and weaknesses of something as well as opportunities and threats that come from the environment. about the business or business being run (external factors). More in terms of SWOT each part can be seen as follows (Wahyudi, 2006). 1. Strengths (strength), is an advantage of resources, skills or other capabilities relative to competitors and market needs served or to be served by the company. . 2. Weaknesses (weaknesses), are limitations or deficiencies in resources, skills and abilities that seriously hinder the effective performance of a company. 3. Opportunities (opportunities), for the company is a favorable situation in the corporate environment. In other words, what business opportunities can be created because of the circumstances that allow for it. 4. Threats, for companies, are unfavorable situations that may arise due to environmental factors and government policies. The benefits of SWOT, in general the benefits that can be obtained by companies in using SWOT techniques are to find elements of the company's strengths, weaknesses, opportunities, and threats. By knowing these elements, the company is more careful in formulating strategies.

RESEARCH METHODS

Berikan versi yang jelas dan singkat tentang metode Anda dalam melakukan penelitian, populasi dan sampel, dan alat analisis data.

Research design.

The type of research that the author does is descriptive qualitative research. This research is a research with qualitative data. The data is presented in verbal form, which emphasizes contextual issues and is not tied to the calculation of numbers, an empirical measure. Data are generally in the form of narratives, pictures. Data can be obtained through observation, interviews, recordings, and so on.

Research sites

It is centered on the Mount Santri religious tourist spot which is located in the village of Bojonegara, Bojonegara District, Serang Regency, Banten. Where in the place is often visited by pilgrims from several cities around Banten and its surroundings. Especially when entering religious days such as: Maulud of the Prophet Muhammad, Isra-Miraz, or other Islamic holidays, more visitors come.

Data source

Based on the description above, the researchers determined the informants using the Snowball Sampling technique, namely taking data sources intentionally and with certain considerations. In this study, the researchers used informants consisting of:

1. Tourism Office of Serang Banten Regency
2. Communities around the tourist attractions of Mount Santri
3. Religious leaders in the District of Bojonegara Serang Banten
4. Religious tourists (pilgrims)
5. Manager of Mount Santri tourist attractions, Bojonegara District, Serang Banten

Method of collecting data

A scientific work requires a means to determine and find out more deeply about certain symptoms that occur in the community as a follow-up in obtaining data as expected, so the authors carry out data collection techniques in the form of:

1. Observation Data to answer research problems can also be done by means of observation. Observation (observation) is observing the phenomenon under study. In this case the five human senses (sight and hearing) are needed to capture the observed symptoms. What was captured earlier, recorded and then the records are analyzed.
2. Interviews Interviews are a form of communication between two people, involving someone who wants to get information from someone else by asking questions, based on a specific purpose (Mulyana, 2007). The interview is broadly divided into two, namely (Moleong, 2004): (1) A structured interview is an interview in which the interviewer sets his own problems and questions to be asked. (2) Unstructured interviews are different from structured interviews. Its characteristics are less interrupted and arbiter. This technique is used to obtain information from data sources, including: caretakers of the Management of the Qur'an Stone, the surrounding community, pilgrims, regarding the Strategy for Development

of Religious Tourist Attractions in Batu Qur'an, as well as to find out obstacles and supporters in the strategy, and objectives of the development of religious tourism.

3. Documentation The word document comes from the Latin *docere*, which means teaching. Meanwhile, according to the term documents, namely written sources for historical information as opposed to oral testimonies, artifacts, painted relics, and archaeological remains. Document studies are complementary to the use of observation and interview methods (Gunawan, 2013). Observations of in-depth interviews can also be complemented by document analysis such as autobiographies, diaries, personal letters, court records, newspaper reports, magazine articles, brochures, bulletins, and photographs (Mulyana, 2007). It is intended that the documentation is carried out to obtain data related to research on strategies for developing religious tourism objects in Mount Santri, Bojonegara District, Serang Banten.

Data Analysis Method

Analysis of the data used in this study using qualitative methods, namely describing and analyzing the data obtained (Sugiyono, 2010), then described in the form of an actual explanation, thereby indirectly affecting the visits of religious tourists to the religious tourist attractions of Mount Santri in the Bojonegara District, Serang Regency, Banten

DISCUSSION

Based on the results of the SWOT diagram analysis in Figure 3, the Cartesian Diagram SWOT analysis "Mount Santri in the Bojonegara District, Serang Banten is in quadrant II, so the marketing strategy for historical tourism in the two historical places is: 1. Conduct a concentric diversification strategy, in implementing the strategy Concentric diversification, the manager takes advantage of a strategic place and still pays attention to what is currently needed by visitors around these tourist attractions. Providing an information room for visitors about Mount Santri, for example creating a website-based information system in carrying out promotions about services and products offered by the Mount Santri pilgrimage site. 2. Carry out a horizontal diversification strategy, by adding other business products that have nothing to do with the main business of Gunung Santri religious tourism. For example, by building a new business that is still related to the religious tourism business of Gunung Santri, not only visiting those religious tourist attractions but also buying souvenirs, namely making a more attractive "souvenir corner" in the corner of the parking lot, for example selling clothes that illustrated and written about the history of Mount Santri but still without leaving the characteristics of

the city of Serang. Or by giving an image of the screen printing on clothes with pictures of tourism in the city of Serang. 3. Do a profit-sharing business strategy By doing a profit-sharing business by looking at the strengths and considering the weaknesses. In implementing this type of strategy, the manager must really be able to choose partners who can be partners for the development and management of this religious tourism. For example, collaborate with travel agents. Starting from planning accommodation, the transportation they need, especially for tourists who come from outside the province of Banten. By collaborating with the transportation, up to lodging according to the tastes of visitors.

Meanwhile, in the SWOT matrix analysis, followed by quantitative model analysis in order to obtain an effective strategy formulation, finally the WT strategy is a strategy to minimize weaknesses (weaknesses) to avoid existing threats (threats). So the implementation is, Improving the quality of human resources both for employees and for managers. The quality of human resources should be the quality of human resources who really know about the history of Mount Santri in the city of Serang, Banten. So that when visitors come to these religious tourism sites, the employees on duty at the place not only sit and serve filling out the guest book, but accompany visitors while telling and explaining the history of Mount Santri. The ability of employees who serve, are friendly, welcoming and care about visitors really needs to be improved. Implementation of city tour activities carried out by government and private agencies. Carrying out this city tour activity should be carried out by various agencies, both government and private, the world of education and from various organizations. By carrying out this activity, the community, especially those in the province of Banten, will be more familiar with the history of the Mount Santri religious tourism.

CONCLUSION

Based on the data obtained, it is known that the meeting point between strengths, weaknesses, opportunities and threats is in quadrant II. In quadrant II, this means that despite facing various threats, Gunung Santri religious tourism still has internal strength so that the strategy that must be applied is to use strength to take advantage of long-term opportunities by means of a diversification strategy (product/market). Bojonegara District, Serang Banten Regency is in quadrant II, namely by means of a diversification strategy (product/market), so that the marketing strategy for historical tourism in the two historical places is: a. Carry out a concentric diversification strategy, b. Carry out a horizontal diversification strategy, c. Carry out a profit-sharing business strategy.

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