

ABSTRAK

Penelitian ini mengkaji strategi SWOT untuk pengembangan ekowisata halal pada wisata religi di Martajasah Syaichona Cholil, Bangkalan, Madura. Indonesia sebagai negara dengan populasi Muslim terbesar dunia memiliki potensi besar pariwisata halal yang mengintegrasikan pelestarian lingkungan, layanan syariah, dan nilai spiritual, namun di Bangkalan masih terhambat infrastruktur terbatas, promosi minim, serta pengelolaan lingkungan belum optimal. Situs Martajasah dengan makam Syaichona Cholil sebagai pusat ziarah berpotensi mendorong ekonomi lokal melalui UMKM dan lapangan kerja, sejalan dengan peringkat Indonesia sebagai destinasi wisata halal terbaik GMTI 2023.

Tujuan utama merumuskan strategi efektif yang memaksimalkan potensi sambil mengatasi tantangan untuk keseimbangan ekonomi, sosial, lingkungan, dan religius. Metode penelitian deskriptif kualitatif menggunakan analisis SWOT dengan pengumpulan data melalui wawancara pengelola, masyarakat, wisatawan, observasi, dan dokumentasi di Desa Martajasah. Data dianalisis sistematis via ATLAS.ti untuk mengklasifikasikan faktor SWOT, menghasilkan strategi seperti peningkatan infrastruktur halal, pelatihan SDM, dan promosi digital.

Hasil penelitian menunjukkan kekuatan utama makam Syaichona Cholil serta sumber daya alam, sementara kelemahan difokuskan pada infrastruktur dan SDM. Peluang dimanfaatkan melalui pengembangan produk halal lokal, ancaman diatasi dengan pengelolaan berkelanjutan. Strategi pengembangan yang dirumuskan meliputi peningkatan infrastruktur halal (parkir, toilet, kebersihan), pelatihan SDM pemasaran digital, kolaborasi pemerintah-masyarakat, serta promosi acara religi berbasis ekowisata. Pendekatan ini memastikan Martajasah menjadi destinasi unggul yang lestari, meningkatkan kunjungan wisatawan Muslim, dan memperkuat ekonomi inklusif Bangkalan. Rekomendasi menekankan monitoring ketat serta sertifikasi halal untuk daya saing global.

Kata Kunci : Ekowisata Halal Religi, Strategi Pengembangan, SWOT, Pariwisata Berkelanjutan

ABSTRACT

This study examines the SWOT strategy for developing halal ecotourism in religious tourism at Martajasah Syaichona Cholil, Bangkalan, Madura. Indonesia, as a country with the largest Muslim population in the world, has great potential for halal tourism that integrates environmental preservation, Sharia-compliant services, and spiritual values. However, in Bangkalan, it is still hindered by limited infrastructure, minimal promotion, and suboptimal environmental management. The Martajasah site, with the tomb of Syaichona Cholil as a pilgrimage center, has the potential to boost the local economy through MSMEs and job creation, in line with Indonesia's ranking as the best halal tourism destination in the GMTI 2023.

The main goal is to formulate effective strategies that maximize potential while addressing challenges for economic, social, environmental, and religious balance. The study uses a qualitative descriptive method with SWOT analysis, collecting data through interviews with managers, the community, tourists, observation, and documentation in Martajasah Village. The data is systematically analyzed using ATLAS.ti to classify SWOT factors, resulting in strategies such as improving halal infrastructure, human resource training, and digital promotion.

The research results indicate that the main strengths lie in the grave of Syaichona Cholil and natural resources, while weaknesses are focused on infrastructure and human resources. Opportunities are utilized through the development of local halal products, and threats are managed through sustainable management. The formulated development strategies include improving infrastructure (parking, toilets, cleanliness), training human resources in digital marketing, government-community collaboration, and promoting religious events based on ecotourism. This approach ensures Martajasah becomes a leading and sustainable destination, increases visits from Muslim tourists, and strengthens Bangkalan's inclusive economy. Recommendations emphasize strict monitoring and halal certification for global competitiveness.

Keywords: *Halal Religious Ecotourism, Development Strategy, SWOT, Sustainable Tourism*