

ABSTRAK

Perkembangan wisata religi di kawasan makam KH. Abdul Wahab Chasbullah di Tambakberas, Jombang, menunjukkan potensi besar dalam menggerakkan ekonomi masyarakat lokal. Pada tahun 2024, jumlah kunjungan mencapai 193.135 orang, namun potensi tersebut belum diimbangi oleh kesiapan pelaku UMKM, terutama dalam hal sertifikasi halal dan strategi pengembangan usaha yang terintegrasi. Penelitian ini bertujuan menganalisis strategi pengembangan wisata religi dalam meningkatkan pendapatan pelaku UMKM serta mengkaji perannya dalam meningkatkan kesadaran akan pentingnya produk halal bagi para pelaku usaha.

Penelitian menggunakan pendekatan kualitatif deskriptif dengan studi lapangan di Desa Tambakrejo, Kecamatan Jombang, Kabupaten Jombang, Jawa Timur. Data dikumpulkan melalui wawancara mendalam, observasi, dan dokumentasi terhadap tiga kelompok informan yaitu pengelola wisata, pelaku UMKM, dan pengunjung. Analisis data dilakukan melalui reduksi data, penyajian data, dan penarikan kesimpulan dengan triangulasi sumber sebagai teknik keabsahan data.

Hasil penelitian menunjukkan bahwa strategi pengembangan dirumuskan melalui analisis SWOT dengan mengadopsi model Wheelen dan Hunger. Kekuatan utama meliputi nilai historis-religi yang kuat dan tingginya intensitas kunjungan yang terbukti meningkatkan pendapatan UMKM hingga 100 persen pada periode haul. Kelemahan dominan mencakup rendahnya sertifikasi halal yang baru mencapai 20 persen, keterbatasan infrastruktur, dan minimnya promosi digital. Strategi S-O dan W-O dinilai paling relevan melalui program SEHATI dan kolaborasi digital. Terkait kesadaran halal, pelaku UMKM menunjukkan sikap positif namun pengetahuan dan perilaku halal masih rendah, berbanding terbalik dengan konsumen yang mayoritas telah memiliki kesadaran halal pada dimensi sikap, pengetahuan, dan perilaku.

Kata Kunci: Kesadaran Halal, UMKM, Wisata Religi Makam KH. Abdul Wahab Chasbullah

ABSTRACT

The growth of religious tourism at the tomb of KH. Abdul Wahab Chasbullah in Tambakberas, Jombang, shows great potential for boosting the local economy. In 2024, the number of visitors reached 193,135, but this potential has not yet been matched by the readiness of MSME operators, particularly in terms of halal certification and integrated business development strategies. This study aims to analyze strategies for developing religious tourism to increase the income of MSME operators and to examine its role in raising awareness of the importance of halal products among business operators.

This study employed a descriptive qualitative approach, conducting fieldwork in Tambakrejo Village, Jombang Subdistrict, Jombang Regency, East Java. Data were collected through in-depth interviews, observations, and documentation from three groups of informants: tourism managers, MSME operators, and visitors. Data analysis was conducted through data reduction, data presentation, and drawing conclusions, using source triangulation as a technique to ensure data validity.

The research findings show that development strategies were formulated through a SWOT analysis using the Wheelen and Hunger model. Key strengths include strong historical and religious values and high visitor traffic, which has been shown to increase MSME revenue by up to 100 percent during the haul period. Major weaknesses include low halal certification rates—currently at only 20 percent—infrastructure limitations, and a lack of digital promotion. The S-O and W-O strategies were deemed most relevant through the SEHATI program and digital collaboration. Regarding halal awareness, MSME operators demonstrated a positive attitude, but their knowledge and halal-compliant behavior remain low in contrast to consumers, the majority of whom already possess halal awareness in terms of attitude, knowledge, and behavior.

Keywords: *Halal Awareness, MSMEs, Religious Tourism at the Tomb of KH. Abdul Wahab Chasbullah*