

Analysis Of Factors Affecting Income In The Religious Tourism Sector In Paciran Sub-District

Indy Asna Azizah^{1*}, Lailatus Sa'adah²

^{1,2}Management, KH. A. Wahab Hasbullah University

*Email: vierra.vine@gmail.com

ABSTRACT

One sector that is currently developing into the largest industry for economic growth in Indonesia is the tourism sector. In Paciran District, Lamongan Regency, there are 2 religious tourist attractions that are very frequently visited. Namely the Sunan Drajat religious tourism area and the Sunan Maulana Ishaq religious tourism area. This type of research is a qualitative descriptive study which aims to determine the factors that influence income in the religious tourism sector in Paciran District. This research will be carried out starting October 31 2023. The data used is primary data and secondary data. The data collection methods used were observation, interviews and documentation. The data analysis techniques are data collection, data reduction, data presentation and drawing conclusions. The results of this research show factors that can increase income for managing religious tourist attractions, including, firstly, the number of tourists or visitors. From the results of studies at 2 religious tourist attractions, the number of visitors is quite large, with a graph that ebbs and flows when looking at a normal day. or on holidays. The second factor is the flow of vehicles, because more or less vehicles enter, this influences the amount of parking contribution obtained, and the amount of parking contribution influences the income generated for further management. The third factor is the contribution of traders, traders who sell In tourist areas you definitely have to pay taxes or place rent to the tourism manager. some use a rental system, some share profits and there are some traders who are free to sell. In the future, the results of these traders' contributions will become one of the factors that can increase the income of tourist attractions.

Keywords: *Income; Religious Tourism; Tour*

INTRODUCTION

Currently, industries that are improving and developing are supporting Indonesia's economic growth by bringing in more foreign exchange or income. One sector that is currently developing into one of the largest industries for economic growth in Indonesia is the tourism sector. (Amnar et al., 2017). It is believed that tourism is a multifaceted activity as a result of numerous development processes. The growth of the tourism industry involves political, economic, and sociocultural factors. (Djuwita et al., 2017). The tourism sector has a very important role in supporting development, namely as a source of foreign exchange and income for the regions, as well as increasing community growth because the tourism sector can create jobs, a source of foreign exchange for the country and distribute development.

As an archipelagic country, Indonesia's potential to develop the tourism industry is very large. The tourism industry in Indonesia in particular and the world in general has developed rapidly. By creating new jobs and opening up commercial opportunities, this industry's expansion has not only boosted the state's foreign exchange earnings but also assisted the community in overcoming regional unemployment (Rahma & Handayani, 2013).

Lamongan Regency has various kinds of tourist attractions ranging from natural tourism, artificial tourism to cultural tourism. Looking at these types of tourism, cultural tourism has become a separate tourism destination with many enthusiasts, one of which is religious tourism. Religious tourism is a type of tourism whose aim is to fulfill people's spiritual needs to strengthen their faith, by visiting places that are considered religious.(Anwar et al., 2017) In Paciran District, Lamongan Regency, there are 2 religious tourist attractions that are very frequently visited. Namely the Sunan Drajat religious tourism area and the

Sunan Maulana Ishaq religious tourism area, both of which are famous cultural tourist attractions in Lamongan Regency.

Religious Tourism Area of Sunan Drajat is located in the northern part of Lamongan Regency, precisely in the Drajat Village, Paciran Subdistrict. The religious tourism complex of Sunan Drajat is the tomb of one of the saints, Raden Qasim, who is one of the Wali Songo (nine saints) responsible for spreading Islam on the island of Java. (Hadi, 2021) The tomb of Syekh Maulana Ishaq is located in Kemantren Hamlet, Paciran Subdistrict, Lamongan. Situated near the sea, the tomb's location is perfect for enjoying the scenery after worship. The economic status of individuals in the Paciran Lamongan District is derived from information provided by BPS Lamongan Regency. According to the data, the majority of residents are engaged in or employed in activities related to fishing, commerce, industry, and tourism. And in the Sunan Drajat and Maulana Ishaq religious tourism areas, which are located in most communities, they are active in the trade and tourism sector by becoming traders in religious tourism areas and other business actors in the tourism sector (Alfany, 2022).

From this, the development of a tourist attraction can indeed have various impacts, especially on the surrounding community, with effects ranging from social to economic. This is particularly true for popular tourist destinations with many visitors. Religious Tourism of Sunan Drajat and the Tomb of Maulana Ishaq in Paciran District, Lamongan, have developed and become popular, leading to changes, especially in terms of the economy. The presence of tourist attractions in the area has increased the economic value of the region.

In reality, there are many factors that can influence the income of the tourism sector, depending on the type of tourism and the region. If we look at some studies conducted by (Nurainina & Asmara, 2022; Rahma & Handayani, 2013; Sabrina & Mudzhalifah, 2018; Tobing, 2021), they include the number of tourist visits, the number of tourist attractions, and the occupancy rate of rooms. However, it's different when the researched tourism sector involves religious tourism.

Religious tourism differs from other tourist spots in terms of management and costs. In typical tourist spots, there is a fixed entrance fee for each person, and the price difference usually only exists between holidays or weekdays and between adults or children. In religious tourism, every individual is exempt from entrance fees or registration fees, meaning that everyone is allowed to visit the tomb freely without being charged. However, despite not charging an entrance fee to visitors, tourism managers must still be able to develop the tourist attraction. From this, the author conducted a research with the title "ANALYSIS OF FACTORS AFFECTING INCOME IN THE RELIGIOUS TOURISM SECTOR IN PACIRAN SUB-DISTRICT."

METHOD

This type of research is qualitative descriptive research which aims to determine the factors that influence income in the religious tourism sector in Paciran District. Descriptive research according to (Sugiyono, 2013) is a systematic description of theory (not just a book's opinion) and research results that are relevant to the variables studied" Definition of qualitative according to (Sa'adah, 2023) It is a form of research where results are not acquired through statistical methods or other computational approaches. Instead, it aims to comprehend and interpret the significance of a human behavioral interaction or event within a specific situation based on the researcher's perspectives.

This research was carried out on October 31 2023, located at the Sunan Drajat Tomb religious tourism in Drajat Village and the Sunan Maulana Ishaq Tomb religious tourism in Kemantren Village, Paciran District. According to Lofland and Lofland (Moleong, 2018) the main data source in qualitative research is words, and the remaining actions are additional data such as documents and so on. The data used in this research is primary data, namely data obtained from interviews with the cemetery manager and Secondary data is obtained from government publications, books, theses, journals and the internet. The employed techniques for gathering data included observation, interviews, and documentation. The analysis of the data involved procedures such as data collection, data reduction, data presentation, and drawing conclusions. Subsequently, the data will undergo a validation process, which encompasses testing for credibility, transferability, dependability, and confirmability (Mekarisce, 2020).

RESULT AND DISCUSSION

This research is to find out the factors that can influence income in the religious tourism area sector in Paciran District, Lamongan Regency. To get broader results, this research was carried out at 2 religious tourist attractions, namely Maulana Ishaq's Tomb, Kemantren Paciran Village and the Tomb.

Sunan Drajat, Drajat Village, Paciran.

- **Number of Tourist Factors**

According to (Suswanto, 2004) Tourists refer to an individual or a collective group embarking on a journey, and their classification as such requires a minimum stay of 24 hours in the visited area or country. On the other hand, those residing in the area or country for less than 24 hours are categorized as excursionists. Meanwhile, according to the instructions of the President of the Republic of Indonesia No. 9/1969 written in chapter 1 article 1, tourists are anyone who travels from their place of residence to visit another place and enjoy the journey of that visit. (Spillane, 2001) So in this sense, tourists are all people who travel on tour, called tourists. The number of tourist visits is one indicator to measure the success of the tourism industry and the most influential factor in increasing income.

According to the results of a study at the Sunan Drajat Tomb by conducting interviews with the grave caretaker, Mr. Mukhlisin obtained results regarding the average number of tourists visiting the Sunan Drajat Tomb. One of the things that influences the number of tourists is the difference between normal days and holidays, on normal days the number of visitors each day is approximately 1,500 people, then on Saturdays and Fridays it can reach approximately 3,000 people and on Sundays or Sundays - Special days such as holidays, Rajab, Ramadhan can reach approximately 7,000 people who visit Sunan Drajat's grave. According to (Rahman & Fauzi, 2016) On average, around 40,000 tourists visit the religious tourism site at Sunan Drajat's grave per month, according to data released by the Lamongan Culture and Tourism Service. In fact, the number of visitors will increase in August or to coincide with Eid al-Fitr. Moments such as Islamic holidays are usually used to make pilgrimages to the graves of Islamic scholars.

The rate set by Sunan Drajat pays Rp. 3000 for religious tourism destinations including pilgrimages to Eat Sunan Drajat, visiting museums and souvenir or shopping centers. There are also several charity boxes provided as a place for pilgrims to give alms. The proceeds from the amount obtained from these charity boxes will be managed by the Dzurriyah Sunan Drajat for the purposes of managing the tomb. Meanwhile, the Maulana Ishaq grave area is also the same, the number of visitors who come to the grave also differs between weekdays and holidays. On normal days, at least around 600 visitors come to the tomb. It's different when it's a Sunday or in special months, the number of visitors can reach thousands. There are also many charity boxes provided in the cemetery, mosque or bathroom area. All the proceeds from visitors from these charity boxes are counted together and allocated for development. According to the results of interviews, at least one month can generate around Rp. 150,000,000 and in certain months when it is busy it can reach Rp. 250,000,000-300,000,000.

- **Vehicle Flow Factor**

One factor influencing the amount of income in religious tourism is the flow of vehicles, specifically, the contribution from parking. According to (Siahaan, 2005), parking contribution refers to the provision of parking services determined by the local government, designating public roads as parking areas in accordance with applicable regulations. The more vehicles entering the religious tourism area, the higher the parking contributions received. This, in turn, adds to the income in the religious tourism area.

In the religious tourism site of Maulana Ishaq's tomb, the flow of vehicles fluctuates. It is estimated that on regular days, around 10 buses enter the site, and this number can increase on weekends, holidays, and special Islamic months such as Sya'ban, Muharram, and Rajab. There is a spacious parking area available, with a designated parking space for two-wheelers located north of the mosque, charging a fee of Rp. 2,000 per motorcycle. Meanwhile, four-wheelers such as cars and buses park in the extensive courtyard north of the mosque, with parking fees of Rp. 10,000 for cars and Rp. 100,000 for buses.

The parking attendants at the site are residents of Kemantren Village assigned by the tomb's management. The income at Maulana Ishaq's Tomb fluctuates daily, depending on the number of visitors. However, it is estimated that during the quietest times, they earn around Rp. 900,000 – Rp. 1,000,000 from the vehicle flow factor.

On the flip side, at the Religious Tourism Area of Sunan Drajat's Tomb, the Lamongan Regency Local Government is responsible for managing traffic flow and determining parking charges. The parking attendants are comprised of government officials who receive assistance from residents of Drajat Village. If entering from the eastern gate of Sunan Drajat's Tomb, the parking area is located right in the front yard. Additionally, there is a separate parking area for two-wheelers managed by the villagers themselves, located in front of the southern entrance straight in line with Sunan Drajat's Tomb.

The parking fee at Sunan Drajat's Tomb for buses is Rp. 120,000, and for two-wheelers, it is Rp. 2,000. The flow of vehicles entering the tomb area is diverse. On regular days, around 20-25 buses enter

the tomb, on Saturdays or Fridays, it can reach 70-75 buses, and on Sundays or holidays, it can exceed 100 buses.

- **Trading Contribution Factors**

It is natural that tourist attractions will be busy with tourists, both local and from outside the area. The large number of tourists is a huge opportunity to increase income from tourist attractions and grow the local economy. Therefore, you often find lots of sellers around tourist attractions, whether they are official restaurants, trading outlets or cart vendors. Therefore, the contribution of traders is one of the factors that greatly influences the income of tourist attractions.

No exception to religious tourist attractions, in the area of Sheikh Maulana Ishaq Kemantren's grave there are also many merchant stalls. The location is to the north of the cemetery, precisely around the bus parking lot. A total of approximately 80 merchant stalls operate in the area, with the majority being run by residents of Kemantren. External individuals are prohibited from selling there. This rule is evidently implemented to enhance the economic well-being of Kemantren village residents.

The presence of these traders is able to increase income for managing the cemetery from renting the place and sharing the profits of the traders. In the past, when the tomb was first built, it was still quiet. If you look at research conducted by (Winarni & Said, 2020) in Surabaya, the factors that influence consumers' level of visiting tourist attractions are psychological, individual factors and marketing strategies. The foremost element in drawing visitors to tourist destinations is the marketing strategy. Consequently, the establishment of numerous stalls surrounding tourist attractions serves as a marketing tactic to entice visitors. Notably, these pioneering stalls currently operate without incurring rental fees or profit-sharing arrangements.

Then the tomb of Shaykh Maulana Ishaq began to become a religious tourist spot and there were more and more traders. There are several stalls that use a rental system, namely Rp. 100,000 per month, and there is also a profit sharing system with the management of the cemetery. Meanwhile, cart traders are allowed to freely sell there to help the economy of the Kemantren village residents themselves.

At the Sunan Drajat Tomb there are also many merchant stalls located to the north of the main parking lot, more than 70 merchants sell there. The proceeds from these many traders will also be deposited to the local government of Lamongan Regency. There, the system used is to rent a place of around Rp. 80,000 per month for each kiosk.

Traders within the vicinity of Sunan Drajat's tomb are unified under a traders' association led by Mr. Sugeng, which includes members from Drajat village. Meanwhile, there are also many cart traders selling various foods and drinks that are free to sell to the residents of Drajat village themselves.

Traders who sell in the tourist area of the Sunan Drajat and Malana Ishaq graves are quite neat and well organized because according to (Hadi et al., 2018) managing traders in the tourist area is also a difficulty in itself. However, With the presence of these traders, apart from having an impact on increasing tourism income, the existence of the tourism sector itself also helps in improving the economy of traders. According to (Hiariey & Sahusilawane, 2013) the majority of people who live in tourist areas depend on tourist attractions and large households that use tourist areas as business locations have a level of welfare that can be said to be good.

CONCLUSION

Religious tourism can be interpreted as tourist destinations related to history, figures and places of worship. Factors that can increase income for management of religious tourist attractions include:

The first is the factor of the number of tourists or visitors. From the results of studies at 2 religious tourist attractions, the number of visitors is quite large, with a graph that ebbs and flows depending on weekdays or holidays. The second factor is vehicle flow, because more or less vehicles enter, this influences the amount of parking contribution obtained, and the amount of parking contribution influences the income generated for further management. The third factor is the contribution of traders, traders who sell in tourist areas must definitely pay taxes or place rent to the tourism manager. From the results of the study, there are those who use a rental system, there are those who share profits and there are several traders who are free to sell. In the future, the results of these traders' contributions will become one of the factors that can increase the income of tourist attractions.

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