

Analysis of Priority Strategies for Developing Religious Tourism of The Sunan Gunung Jati Cemetry Using The Carl Method

***Syaeful Bakhri¹, Maemunah², Devina Anggraeni³, Saptaji Maulana⁴, Imroatul Azizah⁵, Ika Nurfariqhah⁶, Isroqtul Jannah⁷**

^{1,2,3,4,5,6,7}IAIN Syekh Nurjati Cirebon

*Corresponding Author: sultan01aulia@yahoo.com

Abstract

The development of tourism cannot be denied, as does the majority of Muslims. Most Muslim communities make religious tourism increasingly popular, so research must be done to accommodate this. This research aims to analyze and provide new concepts related to priority development strategies that are needed and can contribute to the development of religious tourism at the Sunan Gunung Jati Tomb. The research method in this research is descriptive qualitative. The qualitative data obtained is then processed by giving weights and numbers to produce quantitative data using the CARL method to determine the priority scale in solving a problem. The big priority problem is limited human resources, which are not balanced with the number of tourists who come, so tourists cannot experience maximum service; the local community has not entirely played a role in business activities in the Sunan Gunung Jati cemetery tourist area, lack of supporting facilities and infrastructure such as lack of land. To open a business. There are minor problems, namely the public's understanding of sales procedures, the facilities for burial buildings located in residential areas are challenging to develop, and the geographical location close to the sea causes hot weather, reducing tourists visiting.

Keywords: Development, Facilities, Religious Tourism

INTRODUCTION

Indonesia has a diversity of religions and cultures and a historical heritage and traditions that are still very strong in its society's religious and spiritual aspects. Cultural and religious heritage with diverse tribes, ethnicities, languages, and customs has the potential for tourism development. According to Yakup, 2019, the tourism industry is one industry that can be a way for community economic development.

The development of the tourism industry also attracts the development of other sectors because the products are needed to support the development of tourism, such as culinary, fashion, crafts, and other supporting sectors. Tourism development aims to introduce the area to become a tourist destination and, of course, will improve the welfare of the surrounding community. Lestari & Hudaidah, 2023 stated that Indonesia has the potential for various tourism sectors, such as natural tourism, marine tourism, culinary tourism, and religion.

According to Hariyanto, 2016, religious tourism is a tourist attraction closely related to religious activities. Religious tourism has a special meaning as a tourist activity closely related to places of worship, graves of scholars, or ancient sites with advantages. Tourists usually visit religious tourist attractions to visit the graves of saints, ulama, and kyai, considered to have certain karomah.

Religious tourism is synonymous with the intention and goal of tourists to gain blessings

and wisdom in their lives. Visiting religious tourism can enrich their religious insight and deepen their spiritual sense (Chotib, 2015). Religious tourism in Indonesia is known by several groups, such as providers of tourist transportation services, managers and guardians of the grave areas of saints, community leaders, and the community at large. Religious tourism in Indonesia is created by several areas with potential in terms of religiosity, such as tourist areas inhabited by devout and robust followers of Islam so that Islamic themes can become specific icons as sharia-compliant tourist destinations (Djakfar, 2017).

One of the religious tours that attracts people's attention is the guardian sanga tomb, such as the tomb of Sunan Gunung Jati and other Sunan tombs. The Sunan Gunung Jati tomb provides an excellent opportunity to participate in the economic prosperity of the surrounding community. Tourists have a direct and indirect impact on the economic growth of local communities. There is an economic flow in the community around the Sunan Gunung Jati Tomb (Adhianty Gunawan et al., 2017). It is said that the Sunan Gunung Jati burial complex was filled with many traders. Socio-economic changes have also occurred because people have accepted new ways of life by using the Sunan Gunung Jati grave to find various business opportunities.

Based on data from the Cirebon Regency Central Statistics Agency, the number of tourists visiting Cirebon Regency in 2022 increased after the COVID-19 pandemic 2020.

Table 1.1

Number of Tourists in Cirebon Regency 2019-2022

Year	Number of Tourists
2018	1.443.069
2019	1.484.010
2020	506.841
2021	453.282
2022	691.975

Although no data directly describes the number of tourists who come to the Sunan Gung Djati Tomb, this data can be used to estimate tourists who visit Makan Sunan Gunung Djati. Based on table 1, the number of tourists visiting Cirebon Regency in 2022 will be 691.975 people. This number has increased compared to the previous year. This indicates that in 2022, the number of tourists will increase after the COVID-19 pandemic. However, it is still quite far compared to the number of tourists before the pandemic, where in 2018 and 2019, each reached 1,4 million tourists visited Cirebon Regency. However, there was an increase in the number of tourists by 185.134 people compared to 2020 when the Covid-19 pandemic began.

Government regulations, namely Law Number 11 of 2010 concerning Cultural Heritage, Law No. 10 of 2009 concerning Tourism, and Regional Regulations of Serang Regency Number 14 of 2014 concerning the Master Plan for Regional Tourism Development for 2015-2025. If managed well, regional tourism potential, one of the regional assets, will generate income for residents around Bojonegara Village and its surroundings. If a good development strategy is created, the Gunung Santri religious tourism site will be better known around Serang, its surroundings, and throughout Indonesia. Strategy is a broad, basic plan of an organization's actions to achieve a goal. The plan for achieving this goal is by the company's external and internal environment (Taufiqurokman, 2016).

RESEARCH METHODS

This research uses a qualitative descriptive research type. However, the qualitative data obtained is processed by giving weights and numbers to produce quantitative data. Quantitative data is data in the form of numbers or numeric (Dhewy, 2022). In this research, quantitative data includes the weighting results of 9 priority problems that emerged in several discussions with the community. The existing weights are then analyzed using the CARL method, which is used to determine the priority scale in solving a problem. This method emphasizes the capability or ability of program implementers to overcome obstacles and limitations in solving problems (Tyas, 2020). The stages are identifying the problem, creating a criteria table, filling in the score, and determining priorities.

The CARL method in this research was deemed the most suitable. When implementing a program, the organizer's readiness needs to be considered. Both capabilities, facilities and infrastructure, regulations, and other things that support the success of a program need to be considered. CARL is an abbreviation for Capability, Assessability, Readiness, and Leverage. Capability is the ability of resources, funds, tools, etc. Accessibility is the ease with which it can be resolved easily/not easily. Readiness is the readiness of human resources, motivation, competence, and target/community readiness. Leverage is the influence of one problem on another. The CARL method determines the priority scale in solving a problem. This method emphasizes the capability or ability of program implementers to overcome obstacles and limitations in solving problems (Tyas, 2020).

In this research, *capability* includes the availability of resources, both funds and facilities/equipment. *Accessibility* is the ease of overcoming problems based on the availability of methods/methods/technology and supporting implementation such as regulations or operational guidelines. *Readiness* includes the readiness to implement staff and targets, such as ability and motivation. *Leverage* explains how much influence one criterion has on another in the discussed solution.

The analysis stages using the CARL method are identifying problems, creating a criteria table, filling in the scores, and finally determining priorities. After the sources' answers have been accumulated, the priority with the highest weight value is the problem that must be prioritized immediately. The ranking order is the priority order of problems that must be addressed and solutions found.

RESULTS AND DISCUSSION

Strategy for Religious Tourism Development at Sunan Gunung Jati Tomb

1. Development of Sunan Gunung Jati Tomb Tourism

a. Development of Tourist Attraction Objects

A pilgrimage to the grave of Sunan Gunung Jati is to offer prayers to Allah SWT. By gifting Al-Fatihah reading to our lord, Prophet Muhammad SAW. Along with family, friends, tabi'in, aulia, martyrs, and sholikhin. Then, it is devoted to Sunan Gunung Jati and several relatives who supported him when he developed Islam in Java, especially in West Java. This activity has, of course, been going on for generations. Visitors or pilgrims can also see unique buildings in the Sunan Gunung Jati tomb complex, which contains ancient buildings with Chinese, Arabic, and Javanese architecture. The interior walls are in Chinese architectural style. Then, the calligraphy carvings are installed beautifully on the tomb's walls, which characterizes the Arabic architectural style, such as that in the Sultan Mahmud Riayat Syah Mosque. The Javanese architectural style can be seen from the choice of the building's pyramid-shaped roof.

b. Facilities and infrastructure

The Sunan Gunung Jati grave tour's facilities and infrastructure are complete. In the Sunan Gunung Jati grave area, there are several facilities such as accommodation, food stalls, a mosque, a pavilion, Paseban Besar (pavilion where guests are received), Paseban Soko (place for deliberation), a large parking area, and a square. Various food and souvenir stalls around the Sunan Gunung Jati grave tourist location also exist. Apart from that, access to the Sunan Gunung Jati tomb tour is also easy, and there are various signs on the road to enter the tourist area.

c. Promotion and Marketing

Based on research results, Sunan Gunung Jati grave tourism more often uses pull strategy promotional media, namely a promotional strategy indicated through advertising promotional media, public relations, and word-of-mouth information. The Sunan Gunung Jati grave tourism manager does not carry out any promotions because visitors have carried out promotional activities via social media in the form of videos, brochures, pamphlets, and others.

2. Economic Development in Sunan Gunung Jati Tomb Tourism

One of the activities carried out by residents of the Sunan Gunung Jati tomb complex area is sales, and many residents work in sales or trading. With so many visitors coming to the Sunan Gunung Jati tomb, both from Java and outside Java, the economy of the residents has increased because some of the Sunan Gunung Jati tomb complex residents earn their living as sellers. This can increase economic income in business opportunities. Apart from selling, residents also provide services, such as helping carry visitors' goods, accommodation, parking attendants, and public toilets spread across the Sunan Gunung Jati Cirebon tomb area.

In this case, the population's economy has improved, with Sunan Gunung Jati Cirebon tomb complex residents running various businesses. Even though the religious site is free or free, it does not rule out the possibility that it will open up opportunities and benefits that will significantly impact the residents around the Sunan Gunung Jati grave. Tourism in an area can increase people's income and provide employment or business opportunities (Djati & Series, 2023).

3. Contribution of Sunan Gunung Jati Tomb Tourism to the Welfare of the Surrounding Community

Sunan Gunung Jati is a saint who spread Islam to Java, a unique attraction for pilgrims and tourists. Strategic location and the potential for relatively large and varied tourist attractions. This must be managed professionally to produce added value for the community's welfare in the Astana Village Complex, Gunung Jati District, Cirebon Regency—one of the efforts made in preparing development in the tourism sector. The strategic plan is in the form of a vision, mission, goals, strategies, and policies that control the implementation of activities that will be held each year.

The efforts provided are significant and fundamental so that regional autonomy policies can provide productive power and high-value benefits for regional development in the context of improving society in general. Tourism can encourage the birth of craft industries and travel agencies, increase transportation and communication flow, and establish hotels, restaurants, etc. This creates many opportunities for community welfare, with many sectors opening up many opportunities, including hiring many workers and developing the surrounding community's creativity (Kandri et al., 2020).

Tourists' arrival can positively influence the population's welfare around the religious tourism area. This makes residents carry out many activities, not only working but also

having other businesses that can improve the economy by increasing income. The growth of tourism can bring many changes and various benefits, such as social and economic benefits, with many tourism advances involving the community, such as improving facilities and accessibility.

4. Sunan Gunung Jati Tomb Tourism Program and Planning

The program and planning of the Sunan Gunung Jati tomb tourism is only controlled by the palace so that all programs and activities within the scope of the Sunan Gunung Jati tomb tourism cannot be arbitrarily determined by the management or caretakers who look after and care for the Sunan Gunung Jati tomb tourist attraction.

The Sunan Gunung Jati grave tour has a regular agenda, whether daily, weekly, monthly, or annually. All these routine agendas have the main objective: to be grateful for the blessings of health and good fortune that Allah SWT has given. Apart from that, they can also be a unique attraction for pilgrims while still maintaining local wisdom.

Policy Priorities in the Development of Religious Tourism at the Sunan Gunung Jati Tomb

1. Empowerment of Religious Tourism at the Sunan Gunung Jati Tomb

Empowerment aims to increase the power of weak or disadvantaged people. Meanwhile, as seen from the process, empowerment is a process by which people become strong enough to participate in various controls over and influence events and institutions that affect their lives.

Apart from being unable to empower the people around Gunung Jati, they also have a less-than-optimal role in managing the Sunan Gunung Jati Tomb. Even though the local community does not play a role in empowerment, this religious tourist attraction has a positive influence on the surrounding community because religious tourism can become a source of livelihood for the community around the Sunan Gunung Jati Tomb.

2. Infrastructure in the Sunan Gunung Jati Tomb Religious Tourism Area

Internal facilities and infrastructure in the Sunan Gunung Jati Tomb religious tourism area include a mosque, ablution place, shoe/sandal rack, toilet, prayer equipment, drinking water source, pavilion/resting hall, and guide while in the Sunan Gunung Jati Tomb area.

External facilities and infrastructure, namely: large parking area for private vehicles and tourist buses, bathrooms/toilets, hall/rest area, and center for typical Cirebon souvenirs.

3. The Role of the Community in the Sunan Gunung Jati Tomb Religious Tourism Area

The community's role is vital in developing religious tourism as the primary business field in the Cirebon area. Several business opportunities for the community in the Sunan Gunung Jati Tomb religious tourism area are opening a small specialty food business (peek or rice crust and melinjo chips), opening a food stall business, opening a public toilet service, selling clothes and souvenirs, utilizing parking lots.

The impact of Sunan Gunung Jati religious tourism on socio-economic changes in society includes:

- a. Social interaction, the presence of tourist attractions, makes changes in the form of positive things. Local communities often interact with other local communities.
- b. Education: The development of religious tourism at the Sunan Gunung Jati Tomb has resulted in the introduction of technology and an increase in socio-economic status, namely, the community around the Sunan Gunung Jati Tomb religious tourism has further increased their education to the university level.
- c. Community income. This tourism provides opportunities for local communities to open businesses. The community gets the highest income, especially when tourism is busy, such as Friday nights, school holidays, year-end holidays, and the months of Maulid, Shawwal, and Rajab.
- d. Job opportunities: The development of religious tourism at the Sunan Gunung Jati Tomb provides many advances, including opening up job opportunities. Local communities adapt their types of livelihood to benefit from the religious tourism sector, like becoming a trader because of the construction of trader stalls, *tour guides*, parking attendants, workers, janitors, guards, security, and others.
- e. Infrastructure development. Infrastructure development around the Sunan Gunung Jati Tomb religious tourism is currently adequate.

Table 1.2
CARL analysis

No.	Statement	C	A	R	L	Total
1.	The community has not entirely played a role in business activities in religious tourism areas	5	2	5	5	250
2.	Lack of supporting facilities and infrastructure	5	3	4	4	240
3.	Lack of public understanding of sales procedures	1	3	1	2	6
4.	The large number of people begging (beggars) in the surrounding area makes tourists feel uncomfortable	3	3	3	3	81
5.	The tomb building is located in a residential area, so it is challenging to develop facilities inside	2	2	2	2	16
6.	The source of funds managed only comes from charity boxes given by pilgrims, thus hampering the development process in the Sunan Gunung Jati Tomb area.	2	3	3	2	36
7.	Limited human resources are not balanced with the number of tourists who come, so tourists cannot experience the maximum service provided by the caretaker of the Sunan Gunung Jati Cemetery.	5	4	5	4	400
8.	Management is still managed personally by the cemetery management, so the construction process is slightly hampered	3	3	3	3	81
9.	The geographical location close to the sea causes scorching weather, which can reduce tourists' interest in visiting	2	2	2	2	16

Judging from the CARL analysis calculations, the priorities that need to be solved are as follows:

1. Limited human resources are not balanced with the number of tourists who come, so tourists cannot experience the maximum service provided by the caretakers of the Sunan Gunung Jati Cemetery, which is the first place that must be completed.

The Sunan Gunung Jati Tomb religious tourism management is very different from other institutions. In general, the management of other institutions includes advisors, a chairperson, a secretary, and even members of the divisions. In this way, the Sunan Gunung Jati Tomb management is managed purely by the cemetery manager, based on the lineage of Adipati Keling, who was Sunan Gunung Jati's confidant at that time. This follows previous research (Salimuddin, 2020), which stated that in terms of human resources, the management of religious tourism at the Sunan Gunung Jati cemetery has not been optimal. In serving visitors, it is only based on experience. However, this way, the service process does not decrease by becoming a pilgrim facilitator for every pilgrim who needs it.

Based on previous research (Syekh Nurjati, 2016) stated that the Empowerment of the Sunan Gunung Jati Tomb handled only people of royal descent or descendants of patrolling soldiers. Meanwhile, for the government and the community around Astana Village, there is no connection in empowering the Sunan Gunung Jati Tomb. So, not just anyone can be appointed to empower the Sunan Gunung Jati Cemetery.

2. The local community has not entirely played a role in business activities in the Sunan Gunung Jati Cemetery area because more people play a role in business activities from outside communities than native communities. This is due to limited facilities and infrastructure, lack of preparedness from the community, and inadequate availability of resources such as costs.

Research by (Afif Muamar, 2018) stated that until now, there has not been much evaluation of the Sunan Gunung Jati Cirebon religious tourism activities, and the surrounding community has not entirely played a role in business activities in the religious tourism area.

3. Lack of supporting facilities and infrastructure in the Sunan Gunung Jati Tomb religious tourism area. Such as a lack of land for local people who want to open a business and a lack of parking space for tourists because on certain days, it is usually hectic, so the parking lot is entire and causes traffic jams. A lack of rack facilities for visitors' sandals, shoes, and road access is still damaged, making visitors uncomfortable.

Previous research Qomariyah, 2018 showed that the facilities at the Sunan Gunung Jati Tomb, a religious tourist attraction, are adequate. However, the management and village government must add or improve several facilities. Facilities that must be added include storage facilities for visitors' sandals and shoes. At the same time, what must be repaired is the road access to the religious tourist attraction of the Sunan Gunung Jati Tomb, which is in a damaged and dusty condition.

According to research Rahmawati et al., 2022, it is stated that the feasibility of religious tourism at the Sunan Gunung Jati Tomb is still not feasible due to the lack of maintenance of the facilities in this religious tourism area, and the accommodation for visitors in the surrounding area is inadequate.

Meanwhile, the problems that are the smallest or do not have a significant influence on the management of religious tourism at the Sunan Gunung Jati Tomb are as follows:

1. Lack of public understanding of sales procedures. Based on the results of research and observations, local communities who participate in the development of religious tourism already understand how to sell properly and correctly. So that this problem does not negatively influence the development of religious tourism at the Sunan Gunung Jati Tomb.

By research (Qomariyatun, 2021), it is stated that the economy of the surrounding community has developed well. The local community already understands sales procedures, which must prioritize Sharia economic principles properly. These principles are justice (balance), the principle of free will, and the principle of responsibility.

2. The tomb building is located in a residential area, so it is challenging to develop facilities within it. Based on the results of our research, even though the location of the Sunan Gunung Jati Tomb is in a residential area, this does not interfere with the development of facilities there. So, it can be concluded that the problem of tomb buildings located in residential areas does not hurt the development of facilities therein.
3. The location close to the sea causes scorching weather, reducing tourists' interest in visiting. Based on our research, hot conditions do not affect the interest of visitors who come. Visitors will still come in relatively high weather because these visitors have the aim of worship or pilgrimage. So it can be concluded that the hot weather has nothing to do with visitor interest and does not reduce tourists from visiting.

CONCLUSION

The strategy for developing religious tourism at the Sunan Gunung Jati cemetery involves tourism and economic development. The development of religious tourism and management has been going on since Sunan Gunung Jati was still alive until now. The contribution of tourism to the Sunan Gunung Jati cemetery has a very positive influence on expanding business opportunities and employment.

In the CARL analysis calculations, priorities are obtained which must solve the most significant and most minor problems. The big problem is, first, limited human resources, which are not balanced with the number of tourists who come, so that tourists cannot experience maximum service. Second, the local community has not entirely played a role in business activities in the Sunan Gunung Jati cemetery tourist area. Third, there is a lack of supporting facilities and infrastructure, such as land, to open a business.

There are minor problems, namely the public's understanding of sales procedures, the facilities for burial buildings located in residential areas are challenging to develop, and the geographical location close to the sea causes hot weather, reducing tourists visiting.

SUGGESTION

The advice that researchers can give regarding the Sunan Gunung Jati Tomb religious tourism area is that managers need to make wise efforts and consider priorities and issues in the *master plan*. Apart from that, to maintain the continuity of development so that it continues to run well, the quantity and quality of human resources also need to be maintained to meet the need to maintain tourist attractions with integrity and cleanliness. Because if this is not the case, the development of religious tourism at the Sunan Gunung Jati Tomb could be hampered.

For future researchers, it is hoped that they can do better in conducting research, and it is also hoped that this research can be used as a reference source for further research so that it can provide more knowledge and benefits for readers. For readers, it is hoped that this research can provide information, inspiration, and much knowledge so that readers can expand this research and use it as a forum for developing their potential.

REFERENCES

- Afif Muamar, M. Maburri Faozi. 2018. "Keluarga Dan Ekonomi Kreatif Di Kawasan Wisata Religi Sunan Gunung Djati Cirebon."
- Cahyaning tyas, Ratih. 2020. "Penentuan Prioritas Masalah Kesehatan Dan Jenis Intervensi Di Rw 13 Dan Rw 14 Kelurahan Ampel Kecamatan Semampir Surabaya Tahun 2018." *Jurnal Penelitian Kesehatan* 18(1): 10–13. <http://jpk.poltekkesdepkes-sby.ac.id/index.php/JPK/article/view/28>.
- Chotib, M. (2015). 53 IAIN JEMBER PRESS *Potensi Pengembangan Wisata Religi Di Kabupaten Jember*. ed. MM Drs. H. Sofyan Tsauri. Jember: IAIN Jember Press.
- Dhewy, R.A. 2022. "Pelatihan Analisis Data Kuantitatif Untuk Penulisan Karya Ilmiah Mahasiswa." *J-ABDI: Jurnal Pengabdian kepada Masyarakat* 2(3): 4575–78.
- Gunawan, Noeranisa Adhianty, Yadi Ruyadi, and Mirna Nur Alia A. 2018. "Analisis Perubahan Kondisi Sosial-Ekonomi Masyarakat Blok Pekauman Desa Astana Dengan Keberadaan Tradisi Ziarah Makam Sunan Gunung Jati Di Cirebon." *Sosietas* 7(1): 316–22.
- Hariyanto, Oda Ignatius Besar. 2016. "Destinasi Wisata Budaya Dan Religi Di Cirebon." *Jurnal Ecodemica: Jurnal Ekonomi, Manajemen, dan Bisnis* 4(2): 214–22. <https://ejournal.bsi.ac.id/ejurnal/index.php/ecodemica/article/view/830>.
- Lestari, O., & Hudaidah, H. (2023). Potensi Wisata Religi Makam Ki Marogan sebagai Upaya Pelestarian Kearifan Lokal di Kota Palembang. *Satwika: Kajian Ilmu Budaya dan Perubahan Sosial*, 7(1), 167-176.
- Muhammad., Djakfar. 2017. 45–135 UIN-Maliki Press *Pariwisata Halal Perspektif Multidimensi: Peta Jalan Menuju Pengembangan Akademik & Industri Halal Di Indonesia*. ed. Halim Fathoni. UIN-Maliki Press.
- Qomariyah, Alfi. 2018. "Penerapan Nilai-Nilai Etika Bisnis Islam Dalam Pengelolaan Wisata Religi Di Cirebon (Studi Kasus: Objek Wisata Makam Sunan Gunung Djati)."
- Qomariyatun. 2021. "Potensi Kawasan Wisata Religi Makan Sunan Gunung Jati Terhadap Peningkatan Perekonomian Masyarakat Kabupaten Cirebon Berbasis Hukum Ekonomi Syariah." Institut Agama Islam Negeri Syekh Nurjati Cirebon.
- Rahmawati, S. (2022). Repository.Uinjkt. Ac.Id "Studi Kelayakan Wilayah Makam Wisata Religi (Makam Syekh Syarif Hidayatullah Sunan Gunung Jati Cirebon Jawa Barat)."
- Salimuddin, Rajabagus. 2020. Skripsi "Manajemen Pelayanan Wisata Religi Makam Sunan Gunung Jati Di Desa Astana Kecamatan Gunung Jati Kabupaten Cirebon."
- Yakup, A.P. (2019). Pengaruh Sektor Pariwisata terhadap Pertumbuhan Ekonomi di Indonesia (Doctoral dissertation, Universitas Airlangga).