Implementation AHP (Analytical Hierarchy Process) Method As A Decision Support Model For Determining Tourist Location In Lampung Province

Syamsuri Ali[1]*, M. Indra Saputra[2], Laila Maharani[3], Yuli Supriani[4], Istihana[5]

([1,2,3,5]UIN Raden intan Lampung, Indonesia)
([4]Institut Agama Islam Agus Salim Metro Lampung, Indonesia)

*Corresponding Author. E-mail: syamsuriali@radenintan.ac.id

Abstrak

Penelitian ini dilatarbelakangi perkembangan wisata khususnya di Indonesia mengalami fluktuasi yang cukup luar biasa, begitu juga terkait wisata berbasis religi. Hal ini dikarenakan nilai yang dimiliki dari lokasi wisata religi tersebut. Objek wisata memiliki nilai sejarah khususnya sejarah perkembangan dan perjuangan tokoh-tokoh muslin dalam mengusir penjajahan di Indonesia. Khususnya di Propinsi Lampung. Tujuan penelitian ini adalah untuk mengetahui impelementasi metode AHP (analitical hierarcy process) sebagai model pendukung keputusan penentuan lokasi wisata di Provinsi Lampung. Adapun metode penelitian yang digunakan yaitu metode pendekatan kuantitatif. Hasil penelitian ini menunjukkan bahwa kualitas transaksi site sangat erat kaitannya dengan kualitas sumber daya manusia (SDM) dimana pada produk jasa, manusia menjadi mind product. SDM bidang Pariwisata adalah semua aspek manusia yang menunjang kegiatan kepariwisataan, baik berwujud maupun tidak berwujud, yang bertujuan untuk memenuhi kebutuhan dan menciptakan kepuasan wisatawan serta memberikan dampak positif bagi perekonomian, kesejahteraan, serta kelestarian lingkungan dan budaya di suatu kawasan wisata. Peningkatan kualitas sumber daya manusia sangat penting dalam meningkatkan kualitas destinasi wisata khususnya wisata religi.

Kata Kunci: Metode AHP (Analytical Hierarchy Process), Model Pendukung Keputusan, Lokasi Wisata.

Abstract

This research is motivated by the development of tourism, especially in Indonesia, which has experienced quite extraordinary fluctuations, as well as religious-based tourism. This is because of the value that these religious tourism locations have. Tourist attractions have historical value, especially the history of the development and struggle of Muslim figures in repelling colonialism in Indonesia. Especially in Lampung Province. The aim of this research is to determine the implementation of the AHP (analytical hierarchy process) method as a decision support model for determining tourist locations in Lampung Province. The research method used is a quantitative approach method. The results of this research show that the quality of site transactions is closely related to the quality of human resources (HR), where in service products, humans become the mind product. Human resources in the tourism sector are all human aspects that support tourism activities, both tangible and intangible, which aim to meet needs and create tourist satisfaction and provide a positive impact on the economy, welfare, and environmental and cultural sustainability in a tourist area. Improving the quality of human resources is very important in improving the quality of tourist destinations, especially religious tourism.

Keywords: AHP (Analytical Hierarchy Process) method, Decision Support Model, Tourist Location.

Introduction

In some community groups, religious tourism is often used as a routine activity, it is done as a filler on the agenda of the obligatory religious activities or routines that they follow. The development of tourism, especially in Indonesia, has experienced quite extraordinary fluctuations, as does religious-based tourism. The tendency of tourists to prefer religious tourism compared to other tourist attractions. This is because of the value that these religious tourism locations have. Tourist attractions have historical value, especially the history of the development and struggle of Muslim figures in repelling colonialism in Indonesia. Especially in Lampung Province.

Tourism comes from the Sanskrit language VIS which means a place to stay and sit. Then the word developed into Vicata in the ancient Javanese Kawi language, called tourism, which means traveling. Ramaini was quoted as saying (Arifudin, 2020) explaining that the word tourism then developed a meaning as a trip or part of a trip carried out voluntarily and temporarily to enjoy tourist objects and attractions.

The religious tourism referred to here is more directed towards pilgrimage tourism. Etymologically, pilgrimage comes from Arabic, namely zaaru, yazuuru, Ziyarotan (Widagdo dan Sri, 2017). Pilgrimage can mean visits, both to people who are still alive and who have died. The practice of pilgrimage actually existed before Islam, but was so exaggerated that the Prophet forbade it. This tradition has been revived and is even recommended to remember death.

Islamic theologians formulate two types of pilgrimage, namely: a). Shar'iyah pilgrimage, namely a pilgrimage carried out with the intention of praying for the corpse and taking lessons (i'tibar) about their condition when they were still alive. They have died, have been buried, have become soil and they have encountered what they have done, whether in the form of good or bad, as well as b) Bidiyah Pilgrimage (syirkah), namely a pilgrimage which is intended to ask the corpse to fulfill one's wishes or ask for prayers. a and intercede for him or pray near his grave in the belief that his prayers will be answered.

Religious tourism is interpreted as tourist activities to places that have special meaning, such as: 1) Mosques as religious centers where mosques are used for prayer, i'tikaf, call to prayer and iqomah, 2) Tombs in the Javanese tradition, places that contain sacredness. Tomb in Javanese is a higher (respectful) term for pesarean, a noun derived from sare, (sleep), 3) In the traditional view, the tomb is the resting place of the temple as an element in ancient times whose position was later replaced by the tomb (Agus., 2004).

Tourism is an inseparable part of human life, especially regarding social and economic activities. Starting from an activity that was originally only enjoyed by a handful of relatively wealthy people at the beginning of the 20th century, it has now become part of human rights. This happens not only in developed countries but is also starting to be felt in developing countries. Indonesia, as a developing country in its development stage, is trying to build a tourism industry as a way to achieve a balanced foreign trade balance (Fasa, 2020).

In the mid-19th century the number of people traveling was still limited because it took a long time and was expensive, security was not guaranteed, and the facilities were still simple. But after the Industrial Revolution, the situation changed, not only the elite were able to travel but the middle class too. This is also supported by the existence of trains. In the 20th century, especially after World War II, advances in production techniques and aviation techniques gave rise to a tourism boom. The latest development in tourism is the emergence of package tours.

In 1950 the total number of world tourists was only around 25 billion, until during the millennium the number increased to 687 billion tourists and continued to increase until 2007 reaching 903 billion tourist trips recorded by the UNWTO (Sharpley, 2009). When viewed in terms of etymology, the word tourism comes from Sanskrit which consists of two syllables, namely pari means going around, going around, many times, from and to. And the word tourism means traveling, journey, which in this case is synonymous with the word travel. Thus, the definition of tourism is a trip around or a trip that is carried out many times, turning around from one place to another or a perfect trip.

Many experts define the term tourism with different and complementary perspectives. According to the Big Indonesian Dictionary, tourism is an activity related to travel for recreation; travel. Wall in (Tanjung, 2020) states that tourism is a temporary trip that a person takes outside their place of residence and work. Some even set a time limit of 24 hours or overnight stays and travel of more than 50 to 100 miles.

The definition of tourism above does not provide a clear understanding and does not have provisions regarding the boundaries of the definition of tourism. Therefore, as material for consideration, we can look at several opinions of tourism experts regarding the meaning of tourism as quoted (Andi, 2001).

1. The general definition of tourism is a journey undertaken by a person temporarily from one place to another by leaving the original place and with a plan or not with the intention of making a living in the place he visits, but simply to enjoy leisure activities or recreation to fulfill diverse desires.
2. Technical understanding of tourism. It is an activity carried out by a person or group within the territory of one's own country or another country using the convenience of services or services and supporting factors and other conveniences provided by the government, business world and society in order to realize the wishes of tourists.
3. Pariwisata menurut Prof. Salah Wahab "A purposeful human activity that serves as a link between people either within one country or beyond the geographical limits or state. It involves the temporary displacement of people to other regions, countries, for the satisfaction of varied needs other than exciting remunerated functions ".
4. Tourism according to Prof.K. Krapt and Prof. Hunziker said that tourism is the totality of the symptoms resulting from the travel and stay of foreigners as well as the provision of temporary residence, as long as the foreigner does not stay permanently and does not obtain income from temporary activities.
5. According to E. Guyer Freuler, tourism in the modern sense is a contemporary phenomenon which is generally based on needs, health and changes in climate. Meanwhile, in particular, it is caused by the increasing interaction of various nations and classes of human society as a result of the development of commerce, industry, trade, as well as improvements in means of transportation.
6. Tourism according to Mr. Herman V. Schulalard stated that tourism is a number of activities, especially those related to the economy, which are directly related to the influx of foreigners through traffic in a particular country, city and region.

According to Inskeep in (Bairizki, 2021) various types of literature contain various tourism components. However, there are several tourism components that are always present and are the basic components of tourism. These components interact with each other. These tourism components can be grouped as follows:

1. Attractions and tourist activities. The tourist activities in question can be anything related to the natural

environment, culture, uniqueness of a region and other activities related to tourism activities that attract tourists to visit a tourist attraction.

2. Accommodation. The accommodation in question is various types of hotels and various other types of facilities related to services for tourists who intend to stay overnight during their tour.

3. Tourist facilities and services. The tourist facilities and services referred to are all the facilities needed in planning a tourist area. These facilities include tour and travel operations (also called welcome services). These facilities include: restaurants and various other types of eating places, shops selling handicrafts, souvenirs, specialty shops, grocery stores, banks, money exchange places and other financial service facilities, tourist information offices, personal services (such as beauty salons), health care facilities, public security facilities (including police and fire stations), and travel facilities for entry and exit (such as immigration and customs offices).

4. Transportation facilities and services. Includes access transportation to and from tourist areas, internal transportation that connects the main attractions of tourist areas and development areas, including all types of facilities and services related to land, water and air transportation.

5. Other infrastructure. The infrastructure in question is the provision of clean water, electricity, drainage, sewerage, telecommunications (such as telephone, telegram, telex, facsimile and radio).

6. Institutional elements. The institutions in question are the institutions needed to build and manage tourism activities, including workforce planning and education and training programs; develop marketing strategies and promotional programs; restructuring public and private sector tourism organizations; rules and regulations relating to tourism; determine

investment policies for the public and private sectors; controlling economic, environmental and socio-cultural programs.

Wahab was quoted in (Sudirman, 2020) that in developing ecotourism it is necessary to consider demand aspects. Demand is generally associated with a number of goods/services that customers want to buy and are able to buy at a certain price and at a certain time. The main basis of tourism demand is the availability of time and money. Wahab in (Rohimah, 2024) divides tourism demand into two, namely potential demand and real demand. Potential demand is a number of people who fulfill the basic elements of a trip and therefore are ready to travel, while actual demand is people who actually travel to a tourist destination. The difference in the number of potential and actual demand is the business sector. for marketing people.

In this way, tourism development is expected to make people who originally only wanted to travel to actually travel, while people who are/have already gone on tour are also expected to travel again. Factors that influence tourism demand are economic factors, price comparisons, demographic factors, geographic factors, socio-culture related to attitudes towards acceptance of foreigners, mobility, government regulations, communication and information media and communication technology.

Tourist offers are things that can be given or offered to tourists. The elements of a tourism offer are usually called triple A, namely attractions, accessibility and amenities (Weber, 2006). Attractions are tourist objects that provide enjoyment to tourists. Accessibility covers all transportation infrastructure that connects tourists from their place of origin to tourist attractions as long as tourists are still on their tourism activities. Access is not only limited to the availability of roads but also the availability of modes of transportation that support movement and tourist activities.

Amenities are additional services and infrastructure that can indirectly support tourist activities but are part of tourism needs. The quality of tourism products covers four things, namely uniqueness, originality, authenticity and product diversification. Types of Tourism according to Nyoman S. Pendit in (Suwantoro, 2001)divides tourism activities based on their types, which can be divided into two categories, namely:

1. Nature Tourism, which consists of: a) Beach Tourism (Marine tourism), is a tourist activity that is supported by facilities and infrastructure for swimming, fishing, diving and other water sports, including accommodation, food and drink facilities and infrastructure. b) Ethnic tourism, is a journey to observe the interesting manifestations of culture and lifestyle of the people. c) Nature Reserve Tourism (Ecotourism), is tourism that is often associated with a passion for natural beauty, the freshness of the air in the mountains, the wonders of rare animals (wildlife), and plants that are rarely found in other places. d) Hunting Tourism, is tourism carried out in countries that have areas or forests where hunting is permitted by the government and encouraged by various agents or travel bureaus. e) Agro tourism, is a type of tourism that organizes trips to agricultural projects, plantations and nursery fields where tourist groups can visit and inspect for study purposes or enjoy the freshness of the surrounding plants.

2. Socio-Cultural Tourism, which consists of: a) Archaeological historical remains and monuments, this tourism includes cultural groups, national monuments, historical buildings, cities, villages, religious buildings, as well as other historical places such as battle sites. fields) which are the main tourist attraction in many countries, and b) Museums and other cultural facilities, which are tourism related to natural and cultural aspects in a particular region or area. Museums can be developed based on their themes, including museums for archaeology, history, ethnology, natural history, arts and crafts, science and technology, industry, or with other special themes.

Factors that influence tourism demand and supply are very diverse and fluctuating. According to (Marpaung, 2002) this is influenced by several factors, namely:

1. Prices, high prices in a tourist destination will have an impact/reciprocity on tourists who will travel/potential tourists, so that demand for tourism will decrease and vice versa.

2. If a country's income is high, the tendency to choose tourist destinations as a vacation spot will be higher and they may create a business at DTW if it is considered profitable.

3. Socio-Cultural, with the existence of a unique and distinctive social culture or in other words different from what exists in the country where potential tourists come from, the increase in demand for tourism will be high, this will create curiosity and the exploration of knowledge as a rich treasure trove of their cultural mindset.

4. Sospol (Social Politics), the socio-political impact is not yet visible if the DTW is in a safe and peaceful situation, but if this is at odds with reality, then Sospol will have a very strong impact/influence in generating demand.

5. Family Intensity, the large/small number of families also participate in tourism demand. This can be confirmed that the larger the number of families, the greater the desire for a holiday from one of these families, this can be seen from the tourism interest itself.

6. Price of Substitute Goods, in addition to the five aspects above, the price of substitute goods is also included in the demand aspect, where substitute goods

are for example a substitute for DTW which is used as a reserve for traveling, such as: Bali as the main tourist destination in Indonesia, due to one reason or another, Bali cannot providing the ability to fulfill DTW requirements so that tourists will indirectly change their destination to nearby areas such as Malaysia (Kuala Lumpur and Singapore).

7. The price of complementary goods is goods that help each other or in other words, complementary goods are goods that complement each other, which when linked to tourism, these complementary goods are tourist attractions that complement each other with other tourist attractions.

According to Wahab in (Supriani, 2020) motivation is a very basic thing in the study of tourists and tourism, because motivation is the "Trigger" of the tourist travel process, although this motivation is often not fully realized by the tourists themselves. Basically, a person traveling is motivated by several things, these motivations can be grouped into four large groups as follows: a) Physical or physiological motivation, namely motivation that is physical or physiological, including for relaxation, health, comfort, participating in sports activities , relax and so on, b) Cultural Motivation, namely the desire to know the culture, customs, traditions and arts of other regions. This also includes interest in various objects of cultural heritage, c) Social or interpersonal motivation, namely social motivation, such as visiting friends and family, meeting work partners, doing things that are considered to bring prestige, going on pilgrimages, escaping from difficult situations. boring and so on, d) Fantasy Motivation, namely the motivation that in another area someone will be able to escape from the boring daily routine and which provides psychological satisfaction, and e) According to Pearce (1998) and Pitana (2005), they argue that tourists when traveling Tourism is motivated by several factors, namely:

physiological, security, social, prestige and self-actualization needs of tourists.

Methodology

The research method used is a descriptive method with a quantitative approach. According to (Arifudin, 2022) this descriptive method involves collecting data to test hypotheses or answer questions about people's opinions on an issue or topic.

Quantitative research that uses statistical methods in processing data. The research uses the AHP (Analytical Hierarchy Process) method. The criteria in this research include: attractions, accommodation and amenities, the weighting used is: very good, good, fair, poor, very poor.

Sutanto Leo in (Arifudin, 2023) explains that quantitative research is research that is based on collecting and analyzing data in the form of numbers (numerics) to explain, predict and control phenomena of interest. Meanwhile, according to (Arifudin, 2024), quantitative research emphasizes analysis on numerical data processed using statistical methods. With quantitative methods, the significance of the relationship between variables will be obtained.

The research involved tourists with the criteria of having visited three religious tourist attractions, namely; Al Anwar Mosque, Sheikh Tubagus Yahya's grave, Raden Intan II's grave, Makan Al Habib Ali bin Alwi Al Idrus and Sheikh Aminullah's grave.

Data collection techniques are the most strategic step in research, because the main aim of research is to obtain data (Ramli, 2024). Without knowing data collection techniques, researchers will not get data that meets the specified data standards. The techniques used in this research are interviews, documentation and questionnaires.

Data collection tool using a questionnaire with steps: 1) Normalizing

the matrix, 2) Encarinating, 3) Calculating the normalized matrix. 4) Determine the positive ideal solution, 5) Calculate the distance between the positive ideal solution and the negative ideal solution, and 6) Calculate the preference value.

The interview technique in this research is a structured interview, namely interviews conducted using various standard guidelines that have been established, questions are arranged according to information needs and each question is needed to reveal any empirical data (Ningsih, 2024).

Documentation is a technique for collecting data through existing documents or written notes (Hoerudin, 2023). Documentation comes from the word document, which means written items. In implementing the documentation method, researchers investigate written objects, such as books, magazines, meeting minutes and diaries. According to Moleong in (Haris, 2023) the documentation method is a way of collecting information or data through examining archives and documents.

Sugiyono was quoted as saying (Sanulita, 2024) that a questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer. In this research, the author used a questionnaire to seek data directly from members taken as samples.

Muhadjir in (Fitria, 2020) states that data analysis is the activity of carrying out, searching for and compiling records of findings systematically through observations and interviews so that researchers focus on the research they are studying. After that, make the findings material for other people, edit, classify and present it.

The steps for the AHP method are as follows: 1) Defining the problem and determining the desired solution, 2) Determining Criteria Priorities: Creating a Pairwise Comparison Matrix, Creating a Criteria Value Matrix, Creating a Summation Matrix for Each Row and Calculating the Consistency Ratio, and 3) Determining Sub-criteria Priority: Creating a Pairwise Comparison Matrix, Creating a Criterion Value Matrix, Creating a Summation Matrix for Each Row, Calculating the Consistency Ratio. Sub-criteria calculations are carried out on the sub-subs of all criteria. In this case, there are 5 sub-criteria, which means there will be 5 sub-criteria priority calculations, namely: 1) Very Good, 2) Good, 3) Fair, 4) Bad, 5) Very Bad.

Findings and Discussions

The leading tourist attractions in Lampung are the Mount Krakatau Islands tourist attraction, Way Kambas National Park and Bukit Barisan. These three objects are known throughout the world. Apart from physical objects, Lampung tourism also presents a package of attractions, the highlight of which is the Krakatau Festival. Lampung is an alternative tourist area that is most popular with residents of the Sheikh Tubagus Yahya Tomb and other areas in Sumatra. Every weekend some hotels in Lampung, from budget hotels to star hotels, are always packed with guests. The hotel occupancy rate in Lampung can reach above 50 percent. Most of the hotel guests come from the Sheikh Tubagus Yahya Tomb and surrounding areas, such as Serang and a small number from Palembang or Bengkulu. Since 2002, hotel occupancy rates have started to get denser since Friday evenings.

One of the tourist attractions that has great potential to be developed in Lampung Province is religious tourism. The existence of religious sites is now very popular in society, so that the existence of these religious sites is not just a site to visit as a destination for prayer but also as time goes by, existing religious sites can provide other economic value, namely as a medium for preaching and trading.

Religious tourism is the activity of traveling with the aim of gaining

enjoyment, satisfaction and knowledge. Religious tourism is often carried out by individuals or groups to holy places, to the tombs of great people or exalted leaders, to hills or mountains that are considered sacred, burial places of figures or leaders as magical people full of legends. (Pendit N. S., 2002). Religious tourism destinations have meaning that can be used as a guide to convey the message of Islam throughout the world, used as a lesson, to remember the Oneness of Allah. Inviting and guiding people so that they do not stray into polytheism or lead to disbelief.

Religious tourism has its own attraction data for tourists with spiritual values and tolerance between religious communities which can be a guide for life. The diversity of Indonesia's natural beauty combined with spiritual values makes tourist attractions have their own beauty. Indonesia has enormous religious tourism potential. This is because Indonesia has long been known as a religious country. Many historical buildings or places have special meaning for tourists. In addition, the population of religious communities in Indonesia is a potential for the development of religious tourism in Lampung.

The development of religious tourism objects has a broad economic driving force, not only related to the increase in tourist visits, but more importantly the development of tourism which is able to build a national spirit, appreciation of the nation's rich arts and culture and tolerance between religious communities to date. Religious tourism objects in Indonesia are not yet running optimally, even though this aspect has a big influence on improving society, especially local revenue.

Research in Lampung Province, the research object is focused on interviews with several Lampung residents, and will produce data on five religious tourism objects that are well known in Lampung, namely: 1) Al Anwar Mosque, 2) Sheikh Tubagus Yahya's Tomb, 3) Raden Intan II Tomb, 4) Tomb of Al Habib Ali bin Al Idrus, and 5) Tomb of Sheikh Aminullah

These five tourist attractions are in Lampung Province, tourist locations are not only in Bandar Lampung. Historical value is also taken to further examine the decision support model for determining religious tourism locations in Lampung Province. And after creating a priority scale, only three tourist attractions were included in the data processing. The tourist sites are the Tomb of Sheikh Tubagus Yahya (Y1), the Tomb of Raden Intan II (Y2) and the Tomb of Al Habib Ali bin Al Idrus (Y3).

Based on the results of data analysis required in data analysis using the Analytical Hierarchy Process method, it is explained with the following criteria and alternatives.
a. The criteria for decision making are: 1) Reputation (X1) 2) Site information (X2) 3) Site transactions (X3)
b. Alternatif tujuan adalah: 1) Makam Ayekh Tubagus Yahya (Y1) 2) Makam Raden Intan II (Y2) 3) Makam Al Habib Ali bin Al Wialidrus (Y3).

The priority order of religious tourism sites is based on communal considerations (all criteria) using the AHP method sequentially; Sheikh Tubagus Yahya's grave (50.5%), Raden Intan II's grave (30.9%), and Al Habib Ali bin Al Idrus' grave (18.6%)

Ease of Transactions Sites from the three destinations received the lowest scores from the three indicators. This shows that transactions at tourist sites have not been a priority in selecting religious tourism destinations. The quality of site transactions is closely related to the quality of human resources (HR), where in service products, humans become the mind product. The existence of human resources plays an important role in tourism development.

One aspect that has an important role in the development of the tourism sector is tourism human resources. The reason is because tourism is something that cannot be replaced by any technology because it requires direct interaction with humans

(hospitals). Tourism HR itself has the meaning of all human aspects that support tourism activities, both tangible and intangible, with the aim of meeting needs and creating tourist satisfaction. The tourism sector is a sector that focuses on services or services. Therefore, the HR aspect is the key to creating satisfaction and enjoyment for service users. Apart from that, it also has a positive impact on the economy, welfare, and environmental and cultural sustainability in a tourist area. So improving the quality of human resources is very necessary in improving the quality of religious tourism destinations in Lampung Province.

Conclusion

The results of this research conclude that based on communal considerations (all criteria) with the AHP method sequentially; The tomb of Sheikh Tubagus Yahya (50.5%), the tomb of Raden Intan II (30.9%), and the tomb of Al Habib Ali bin Al Idrus (18.6%). Site transactions from the three destinations received the lowest scores from these three indicators. This shows that site transactions have not been a priority in selecting religious tourism destinations. The quality of site transactions is closely related to the quality of human resources (HR), where in service products, humans become the mind product. Human resources in the tourism sector are all human aspects that support tourism activities, both tangible and intangible, which aim to meet needs and create tourist satisfaction and provide a positive impact on the economy, welfare, and environmental and cultural sustainability in a tourist area.

References

[1] Arifudin, O. (2020). Manajemen Desa Wisata Dalam Meningkatkan Pendapatan Desa Cibuluh Tanjungsiang Kabupaten Subang. *Jurnal Al Amar* 1, no. Ekonomi syariah, Perbankan Syariah, Agama Islam, Manajemen dan Pendidikan: 1–7.

[2] Widagdo dan Sri. (2017). Dampak Keberadaan Pariwisata Religi Terhadap Perkembangan Ekonomi Masyarakat Cirebon. *Al-Amwal : Jurnal Kajian Ekonomi Dan Perbankan Syariah* 9, no. 1: 59–75.

[3] Agus. (2004). *Paket Wisata Ziarah Umat Islam.* Semarang: Kerjasama Dinas Pariwisata Jawa Tengah dan Stiepari Semarang.

[4] Fasa, I. (2020). *Eksistensi Bisnis Islami Di Era Revolusi Industri 4.0.* Bandung : Widina Bhakti Persada.

[5] Sharpley, R. (2009). *Tourism Development and the Environment: Beyond Sustainability*. Earthscan.

[6] Tanjung, R. (2020). Pengembangan UKM Turubuk Pangsit Makanan Khas Kabupaten Karawang. *Jurnal Karya Abdi Masyarakat* 4, no. 2: 323–332.

[7] Andi. (2001). *Cakrawala Pariwisata.* Jakarta: Balai Pustaka.

[8] Bairizki, A. (2021). *Manajemen Perubahan.* Bandung : Widina Bhakti Persada, 2021.

[9] Sudirman, A. (2020). *Prilaku Konsumen Dan Perkembangannya Di Era Digital*. Bandung: Bandung: Widina Bhakti Persada.

[10] Rohimah, R. B. (2024). Madrasah's Contribution To The Empowerment Of The Village Community In Indonesia. *International Journal of Teaching and Learning* 2, no. 4 : 1088–1101.

[11] Weber. (2006). *Perencanaan Ekowisata: Dari Teori Ke Aplikasi.* Yogyakarta: Andi Offset.

[12] Suwantoro. (2001). *Dasar-Dasar Pariwisata.* Yogyakarta: Penerbit Andi Offset.

[13] Marpaung. (2002). *Pengetahuan Kepariwisataan.* Bandung: Penerbit Alfabeta.

[14] Supriani, Y. (2020). Upaya Meningkatkan Motivasi Peserta Didik Dalam Pembelajaran. *Jurnal Al-Amar: Ekonomi Syariah, Perbankan Syariah, Agama Islam, Manajemen Dan Pendidikan* 1, no. 1: 1–10.

[15] Arifudin, O. (2022). Implementation Of Internal Quality Assurance System In Order To Improve The Quality Of Polytechnical Research. *International Journal of Social Science, Education, Communication and Economics (Sinomics Journal)* 1, no. 3: 297–306.

[16] Arifudin, O. (2023). Pendampingan Meningkatkan Kemampuan Mahasiswa Dalam Submit Jurnal Ilmiah Pada Open Journal System. *Jurnal Bakti Tahsinia*, *1*(1), 50–58.

[17] Arifudin, O. (2024) Utilization of Artificial Intelligence in Scientific Writing. *Journal of Technology Global* 1, no. 2: 131–140.

[18] Ramli, A. (2024). Analysis of the Influence of Organizational Commitment on Work Discipline of Public High School Teachers. *Journal on Education* 6, no. 2 : 12927–12934.

[19] Ningsih, I. W. (2024). Manajemen Pembelajaran Pendidikan Agama Islam Dalam Meningkatkan Prestasi Belajar Peserta Didik Di Sekolah Dasar. *Jurnal Tahsinia* 5, no. 1: 23–37.

[20] Hoerudin, C. W. (2023). E-Learning as A Learning Media Innovation Islamic Education. *QALAMUNA: Jurnal Pendidikan, Sosial, Dan Agama* 15, no. 1: 579–594.

[21] Haris, I. (2023). Pengenalan Teknis Penggunaaan Software Turnitin Dan Mendeley Dekstop Untuk Meningkatkan Kualitas Karya Ilmiah Mahasiswa Baru. *Journal Of Human And Education (JAHE)* 3, no. 2: 172–178.

[22] Sanulita, H. (2024). Analysis Of The Effectiveness Of Audio Visual Learning Media Based On Macromedia Flash Usage On School Program Of Increasing Student Learning Motivation. *Journal on Education* 6, no. 2: 12641–12650.

[23] Fitria, N. (2020). Analisis Faktor-Faktor Terhadap Pengambilan Keputusan Calon Mahasiswa Untuk Memilih Jurusan Pendidikan Agama Islam. *Jurnal Al-Amar: Ekonomi Syariah, Perbankan Syariah, Agama Islam, Manajemen Dan Pendidikan* 1, no. 2: 120–127.