

Mosque Development Strategy Based on Religious Tourism in Jami' Pekojan Mosque Semarang

Fania Mutiara Savitri¹, Abdul Karim², Badrus Saufil Muhtadin³

^{1, 2, 3} UIN Walisongo, Indonesia

¹faniamutiara@walisongo.ac.id, ²abdulkarim@walisongo.ac.id

³badrus_1801036088@student.walisongo.ac.id

Article History:

Received: 11 September 2022 || Accepted: 26 September 2022 || Published: 31 December 2022

Abstract

This study aims to determine the potential of the Jami' Pekojan Mosque Semarang and to know the strategy for developing a mosque based on religious tourism at the Jami' Pekojan Mosque Semarang. This study used qualitative research. The researchers used primary data and secondary data sources to obtain the data needed. For data collection techniques, the researchers used interviews, observation methods, and documentation methods. This study used the theory of Milles and Huberman for data analysis techniques, with the flow of data reduction, data presentation, and drawing conclusions. The results showed that the Jami' Pekojan Mosque Semarang was one of the religious tourism objects located in the city of Semarang, Central Java. This tourist attraction had architectural beauty in the form of ancient buildings that could be used as a means of historical education for visitors. The potential of Jami' Pekojan Mosque Semarang had its own attraction for visitors. These potentials included the Cultural Heritage Mosque, the Tomb of Syarifah Fatimah bint Husain Al-Aidrus, and the Indian Porridge Tradition. The development of religious tourism at the Jami' Pekojan Mosque in Semarang on internal aspects needed to be carried out, such as the formation of tourism management employees and job desk distribution, providing local tour guide facilities, making improvements, maintaining and taking care of tourists attractions and completeness of facilities and infrastructure, creating attraction innovation for visitors, continuing to carry out their duties as much as possible. Meanwhile, on the external aspect, the management could explore media publications, do branding mosques based on religious tourism in the middle of Semarang City, cooperate with tour guides association, and using social media for promotion.

Keywords: *Development, Mosques, Religious tourism.*

Abstrak

Dalam penelitian ini bertujuan mengetahui potensi yang dimiliki Masjid Jami' Pekojan Semarang dan mengetahui strategi pengembangan masjid berbasis wisata religi di Masjid Jami' Pekojan Semarang. Penelitian ini menggunakan penelitian kualitatif, untuk mendapatkan data yang diperlukan peneliti menggunakan sumber data primer dan data sekunder. Untuk teknik pengambilan datanya menggunakan metode wawancara, metode observasi, dan metode dokumentasi. Penelitian ini menggunakan teori Milles dan Huberman untuk teknik analisis data, dengan alur reduksi data, penyajian data, dan penarikan kesimpulan. Hasil Penelitian menunjukkan bahwa Masjid Jami' Pekojan Semarang merupakan salah satu objek wisata religi yang berada di Kota Semarang, Jawa Tengah. Objek wisata ini memiliki keindahan arsitektur berupa bangunan kuno yang dapat dijadikan sebagai sarana edukasi sejarah bagi pengunjung. Potensi yang ada menjadikan Masjid Jami' Pekojan Semarang memiliki daya tarik tersendiri bagi pengunjung. Potensi tersebut meliputi: Masjid Cagar Budaya, Makam Syarifah Fatimah binti Husain Al-Aidrus, Tradisi Bubur India. Pengembangan wisata religi Masjid Jami' Pekojan Semarang pada aspek-aspek internal perlu dilakukan, yakni Pembentukan

struktur pegawai pengelola wisata dan pembagian jobdesk, Memberikan fasilitas pemandu wisata (tour guide) lokal, Melakukan perbaikan fasilitas, Menjaga dan merawat daya tarik wisata serta kelengkapan sarana dan prasarana, Inovasi daya tarik pengunjung, tetap menjalankan tugas semaksimal mungkin. Sedangkan pada aspek eksternal yakni pihak pengelola bisa bekerjasama dengan media publikasi, melakukan branding masjid berbasis wisata religi yang berada ditengah Kota Semarang, bekerjasama dengan pihak asosiasi pemandu wisata, melakukan promosi menggunakan media sosial.

Kata Kunci: Pengembangan, Masjid, Wisata religi

Introduction

The development of tourism areas is carried out as a business potential needed to keep attracting visitors. The development of the tourism industry has a significant impetus. It is not only encouraging things related to increasing tourist flows but also supporting businesses around tourist areas with activities to increase people's income. Therefore, the availability of facilities and infrastructure also needs to be grown again to increase the development of the tourism sector. In addition, special support and attention are needed to properly reconstruct the tourism sector in the new normal era of Covid 19 (Rohmah, 2021: 1).

According to Fauziah (2021: 13), the main reasons for the need for an increase in the tourism sector are as follows: First, there is encouragement and inspiration from tourism activity actors by providing opportunities for potential tourist areas. Second, the tourism sector in Indonesia is an attraction to become a forum for economic development without having to spend large funds. Third, tourist destinations also contribute to providing space for the trade sector to reduce the mobility of Indonesian people's import activities. Fourth, the role of the tourism sector is able to reduce poverty in Indonesia. Fifth, Indonesia is a country that is famous for its ethnic and cultural diversity which has its own charm for tourists.

Indonesia is a country with various cultures and is the basic capital in the formation of national identity and character, one of which is the island of Java which has various types and attractions such as cultural tourism objects, educational tourism objects, religious tourism objects, and marine tourism objects. A tourist attraction is a place that has a special uniqueness and an element of its own credibility that can attract tourists. One of the tourism potentials that is still loved by the community is religious tourism or commonly known as a pilgrimage. Religious tourism is an activity where a person or group of people travel to various places that are considered sacred, such as mosques, tombs of glorified people, former Islamic empires, and mountains/hills that are considered sacred with the aim of gaining enjoyment, satisfaction and new insights (Fauziah, 2021 : 13).

Semarang City is the capital city of Central Java province which is divided into 16 sub-districts

which are spread from the coast to the mountains. According to the Ministry of Religion of the City of Semarang, there were 468 mosques spread across the city of Semarang in 2018. As it is known that the role of the mosque is used as a place of worship for Muslims. Reporting from the kemenag.go.id page, Machasin stated that the function of the mosque is more appropriate as a center of civilization which further increases prosperity and progress which is a reflection of Islamic culture (Machasin, 2015).

Semarang has a long history in the process of spreading Islam on the island of Java. It can be seen from the many historical buildings that are still preserved; the mosques. A mosque, as a center of worship for Muslims, has a very high historical value. The building must be treated, preserved, and utilized as much as possible. In Semarang itself, there are three old mosques left by previous Muslims, namely the Jami' Pekojan Mosque, the Great Mosque of Kauman, and the Layur Mosque (Sasongko, 2015).

This research focuses on a case study of the Jami' Pekojan Mosque in Semarang. Pekojan village is one of the oldest urban villages in Semarang. It is evident from the architectural buildings that are like ancient buildings, one of which is the Jami' Pekojan Mosque. Initially, the Jami' Pekojan Mosque was a small prayer room made of wood which had an area of about 16 m², with carvings on the mosque walls indicating that the prayer room was built on top of the mosque on the 15th of Sha'ban 1309, or coinciding with the 15th March 1892. On the engraving of the inscription were written five names who took part in the construction of the Jami' Pekojan Mosque. They are Haji Muhammad Nur, Haji Muhammad Ibrahim Akwan, Haji Akhmad Azhari, Haji Muhammad Ali, and Haji Muhammad Ya`kub. According to the literature submitted by Annas Salim, it states that the Jami' Pekojan Mosque was founded by a merchant family from Gujarat named Akwan (Maziyah et al., 2021 : 344).

Jami' Pekojan Mosque Semarang has different characteristics from mosques in general in Semarang. First, the Jami' Pekojan Mosque is a mosque that has been designated by the Semarang City Government as one of the cultural heritage buildings listed in the Mayor's Decree No. 646/50/1992. It is because Jami' Pekojan Mosque has unique and rare architecture and has a positive impact on the surrounding community. In addition, it also has its own history in the city of Semarang, which is related to Islamization and the role of foreign traders who contribute to spreading Islam in Semarang.

Second, there is the tomb of the descendants of the Prophet Muhammad, namely Syarifah Fatimah bint Sheikh Abu Bakr which is visited by many pilgrims. Ali Bin Hamid Baharun, the Chairperson of the Jami' Pekojan Mosque Takmir, said that the pilgrims visiting were not only from the local community but also from outside the

city and even outside the island. Even so, it is not every day that there is a visit to the Tomb of Syarifah Fatimah bint Sheikh Abu Bakar because it is not as popular as the Tombs of WaliSanga. Pilgrims only come on certain days such as Fridays or during khaul which can reach approximately 1000 visitors.

Third, Jami' Pekojan Mosque has a tradition of Indian Porridge in the month of Ramadan which has existed for approximately 100 years and is still continuing today. Indian porridge has become an attraction for the people of Semarang to people outside Semarang to enjoy and eat Indian Porridge when breaking the fast. The Chairman of the Tamir of the Jami' Pekojan Mosque, Ali Bin Hamid Baharun, said that the managers of the Jami' Pekojan Mosque in Semarang must provide 250-300 portions of Indian porridge every day for visitors who come. It is not rare that the visitors ask for the porridge to be brought home to be eaten with family at home.

The existence of the potential for religious tourism at the Jami' Pekojan Mosque in Semarang is quite interesting, However, it cannot be said to have a good level of development due to the lack of awareness of the managers of the existing potential. The managers only focus on the service of the mosque visitors in terms of worship. Hence, the development of the existing potential has not been touched to the fullest. It can be seen from the 4A aspect of tourism that has not been fulfilled, as stated by one visitor, Romadhon. He emphasized on the accommodation facilities for tourists to stay, parking spaces that are not spacious (can only be used for two-wheeled vehicles), entrance tickets, and local guides for tourism. Likewise, in terms of marketing, which should introduce religious tourism destinations, promotion is needed. However, the management's lack of responsiveness to it has made one of the religious tourism attractions at the Jami' Pekojan Mosque Semarang, namely the Tomb of Syarifah Fatimah bint Sheikh Abu Bakar who is Waliyullah not yet known more widely like the Walisongo tombs in general. Based on the explanation that has been delivered, the authors are interested in studying and analyzing a research title regarding the strategy for development of a religious tourism-based mosque in the Jami' Pekojan Mosque, Semarang". The objectives of this study are to know how the tourism potential of the Jami' Pekojan Mosque in Semarang is based on the 4A aspect and the strategy of developing a mosque based on religious tourism at the Jami Pekojan Mosque, Semarang.

Research Methods

This study was qualitative research. Qualitative research attempts to analyze research data descriptively in the form of writings and notes relating to the meaning of value and understanding that does not emphasize quantum or quantity. Therefore, qualitative research is concerned with understanding meaning and uniqueness, and constructing an existing phenomenon or event (Sugiyono, 2017:9). The data collection techniques used were based on Sugiyono (2015:63-82,). They were observation, interviews, and documentation. The observation was conducted to see and observe all the activities carried out by visitors to religious tourism contained in the Jami' Pekojan Mosque in Semarang. Then the researchers recorded the observations by taking notes. The researchers interviewed the informants who had a relationship and were related to each other, including Ir. H. Ali Bin Hamid Baharun, Ali Haedar Baharun, S.T as managers of the Jami' Pekojan Mosque Semarang and Mr. Romadhon, Mr. Irawan, Mrs. Uly as Tourists of the Jami' Pekojan Mosque Semarang. Milles and Huberman (1992:16) stated that analyzing the data required three stages: data reduction, data presentation and conclusion.

Result and Discussion

Analysis of the Potential of the Jami' Pekojan Mosque in Semarang Based on 4A Aspects

In this chapter, the author tries to analyze the findings that have been described in the previous chapter. According to Afif (2020:725) the function of the mosque, in addition to being a place for preaching, is as a means of education, community events, and so on. Kamilah (2021:26) said that other than as a place of worship, a mosque also has other functions, reporting from www.hiconsumption.com which lists the most amazing mosques as an attraction for both local and international Muslim tourists to visit. The mosque in the context of Islam is worship because it has the aim of building faith and piety for the blessings given, being able to visit and see Islamic culture and architecture in mosques. It is where the function of the mosque increases as a tourist attraction. Thus, the mosque as a center for religious tourism can be a priority for tourism development in Indonesia.

Based on the results of the authors' observations, it is certainly in line with what was conveyed by Mr. Ali Bin Hamid Baharun as Chairman of Takmir and Mr. Ali HaedarBaharun as Treasurer that the Jami' Pekojan Mosque Semarang has the

potential that needs to be developed by the managers into a religious tourism-based mosque. The potential for religious tourism in the Jami' Pekojan Mosque Semarang, based on the 4A aspects, are:

Attraction

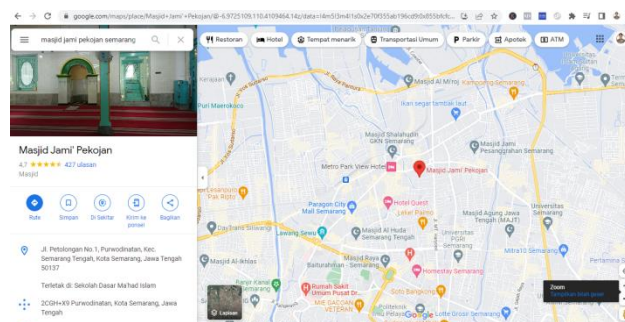
Attraction is the main component related to things that can attract tourists. This component is an important one, where an area must have the potential to be developed. As this potential will be one of the reasons why visitors want to visit the tourist spot (Ida, 2015: 6). This attraction is divided into:

Firstly, site attractions (place attractions, such as places with historical attractions or beautiful scenery). According to Ali Haedar Baharun, the treasurer, the attraction at the Jami' Pekojan Mosque Semarang is found in the architectural style and historical value of the cultural heritage mosque which is included in the Mayor's Decree No. 646/50/1992. Mr. Ali Bin Hamid Baharun as Chairman of Takmir also said that there is also the Tomb of Syarifah Fatimah bint Sheikh Abu Bakr which is visited by many pilgrims because it is considered a waliyullah.

Secondly, event attractions (events, can be in the form of events at certain moments such as exhibitions and festivals). Not only the attraction of historical places but there are also attractions at the Jami' Pekojan Mosque Semarang that only exist at certain moments. As stated by Mr. Ali Bin Hamid Baharun and Ali HaedarBaharun, there is a tradition of Indian porridge that is still sustainable for approximately 100 years which is only held in the month of Ramadan.

Accessibility

According to the Director General of Tourism of the Republic of Indonesia, accessibility or convenience is where the place is strategic or not too far away when visitors want to reach it. It also has the availability of easy and comfortable transportation.



Source: Google Maps

Picture 16 Location of Jami' Pekojan Mosque on Google Maps

The location of the Jami' Pekojan Mosque Semarang is quite strategic because it is in the middle of Semarang City and easy to find, as stated by Ali Bin Hamid Baharun. This opinion is reinforced by Mr. Ali Haedar Baharun. He said that visitors can easily reach the mosque location using motorbikes, cars, or large buses. Mr. Irawan and Mrs. Uly as visitors also stated that the Jami' Pekojan Mosque Semarang which is located on Jl. Petolongan no.1, Purwodinatan, Semarang Tengah sub-district, Semarang, Central Java can also be reached by using public transportation such as Trans Semarang Bus and other public transportation. In addition, the location of the Jami' Pekojan Mosque Semarang has been listed on Google Maps, making it easier for visitors who want to visit the Jami' Pekojan Mosque Semarang, especially for those who come from outside Semarang.

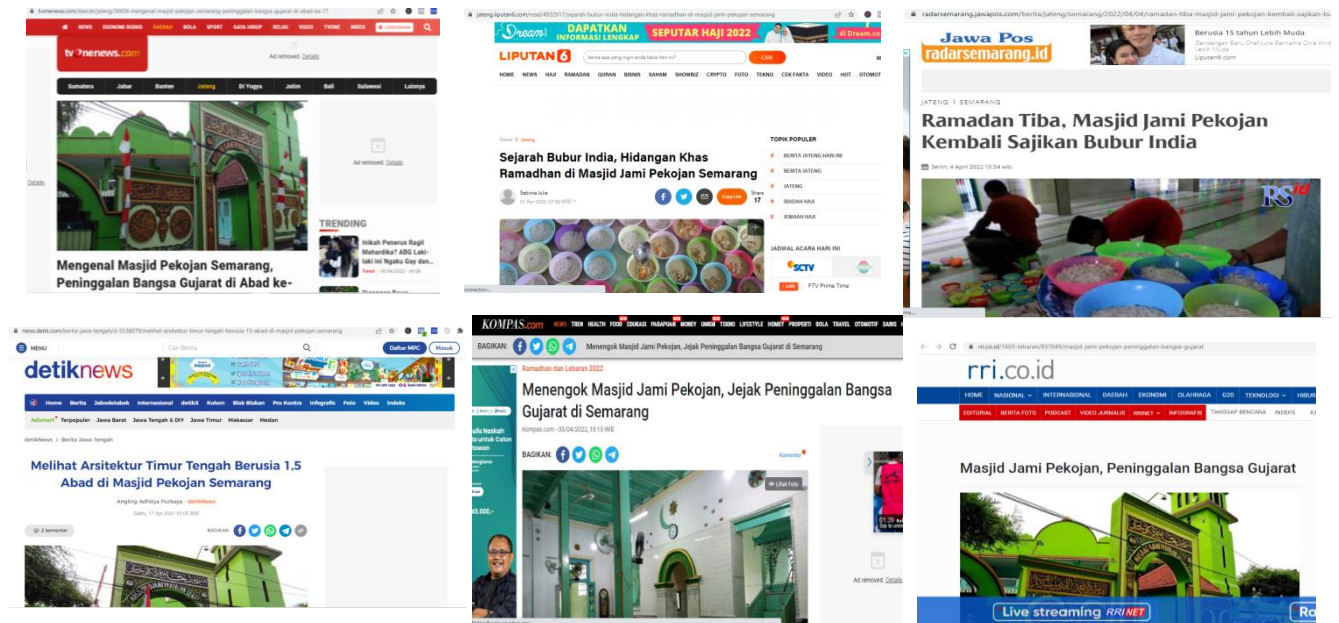
Amenity

According to the Director General of Tourism of the Republic of Indonesia, amenity is the availability of adequate facilities for visitors. Included in the Amenity component are transportation, restaurants or places to eat in the form of small stalls or restaurants, as well as other entertainment places. In addition, lodging and communication access are also included in the amenity component.

Based on the results of an interview with Mr. Ali bin Hamid Baharun, the chairman of the mosque takmir, he conveyed that the facilities at the Jami'Pekojan Mosque Semarang are complete enough to serve visitors. It includes public ambulances, multipurpose buildings, bathrooms and toilets, parking for two-wheeled vehicles, trees bidara as medicine, the porch of the mosque, the pulpit of the mosque, and routine activities at the Jami' Pekojan Mosque Semarang.

Ancillary

According to the Directorate General of Tourism of the Republic of Indonesia, ancillary or tourism organizations are needed so that tourism objects are increasingly known to people. It is necessary to develop a tourism development framework and promote these areas.



Picture 17 Coverage of Various Publication Media

(Source: detiknews.com, kompas.com, tvonenews.com, liputan6.com, rri.co.id, jawapos.com)

Based on the results of observations as well as interviews with Mr. Ali Haedar Baharun as the treasurer, he said that no management structure specifically manages religious tourism in the management of religious tourism in Jami' Pekojan Mosque Semarang. There is only management to manage the mosque in terms of worship. However, if there are tourists who visit, they are still served wholeheartedly by the mosque managers. To introduce Jami' Pekojan Mosque more broadly, the managers take advantage of the uniqueness of the mosque so that it becomes a special attraction for tourists to come. It is what makes the Jami' Pekojan Mosque Semarang often covered by media publications such as detiknews.com, kompas.com, tvonenews.com, liputan6.com, rri.co.id, jawapos.com and many others as it has a uniqueness that is not possessed by other mosques in general in Semarang.

Analysis of the Development Strategy of the Jami' Pekojan Mosque Semarang

Tourism development is an effort to make things that don't exist yet, to improve those that already exist for the better without forgetting the code of ethics for tourism in the development process (Hanik, 2021:16). It is what the managers of the Jami'

Pekojan Mosque Semarang should do, hence, it increases the quality as a religious tourism attraction in Semarang.

Jami' Pekojan Mosque Semarang has different characteristics from mosques in general in Semarang. First, it is a mosque designated by the Semarang City government as one of the cultural heritage buildings contained in the Mayor's Decree No. 646/50/1992. Second, there is the tomb of the descendants of the Prophet Muhammad, Syarifah Fatimah bint Sheikh Abu Bakr which is visited by many pilgrims. Third, it has a tradition of Indian Porridge in the month of Ramadan which has existed for approximately 100 years and is still continuing today. Indian porridge has become an attraction for the people of Semarang to people outside Semarang to come and enjoy the Indian Porridge when breaking the fast.

The authors applied a SWOT analysis to see the strategic planning analysis method used to monitor and evaluate the Jami' Pekojan Mosque Semarang, both from the internal environment and the external environment. With this analysis, the authors identified internal and external factors that could support and not support the development of tourism potential. SWOT analysis can be implemented by sorting out various things that can affect the four factors, then mapped as follows:

Internal Factors in the Development of the Jami ' Pekojan Mosque

Internal factors are factors that can be managed by the owner, in this case, the Jami' Pekojan Mosque, Semarang.

Strength

The Jami' Pekojan Mosque in Semarang has the potential for its cultural heritage, the Tomb of Waliyullah Syarifah Fatimah, and the Indian Porridge Tradition.

Jami' Pekojan Mosque in Semarang is a historic mosque from the Dutch East Indies era.

A strategic location where Jami' Pekojan Mosque is located in Semarang City.

Jami' Pekojan Mosque is a landmark of Kampong Koja.

Weakness

The organization has not been arranged in a neat and detailed manner.

Lack of promotion.

There is no accompanying local tour guide.

The location of the women's bathroom is less strategic.

Limited parking.

External Factors in the Development of the Jami' Pekojan Mosque

External factors are factors that are not owned by tourism organizations as these factors are outside their environment. The following is an analysis of external factors at the Jami' Pekojan Mosque, Semarang:

Opportunity

Jami' Pekojan Mosque is well known by the publication media.

The surrounding community enthusiastically participates and contributes to developing the mosque.

Job opportunities for tour guides certified by the National Professional Certification Agency (BNSP).

Threats

This tour is less attractive to some people

Less popular compared to other historical mosques

Limited development of parking area

Based on the analysis of internal and external factors, the development of the Jami' Pekojan Mosque is presented in the TOWS matrix as follows:

Table 1 Matrik TOWS Matrix Mosque Development Strategy

Internal	<u>STRENGTH (S)</u>	<u>WEAKNESS (W)</u>
Eksternal	<ul style="list-style-type: none"> • Jami' Pekojan Mosque Semarang has the potential for its cultural heritage, the Tomb of Waliyullah Syarifah Fatimah, and the Indian Porridge Tradition. • Jami' Pekojan Mosque in Semarang is a historic mosque from the Dutch East Indies era. • Strategic location located in the city of Semarang. • Jami' Pekojan Mosque is a landmark of the village of Koja 	<ul style="list-style-type: none"> • The organization has not been arranged in a neat and detailed manner. • Lack of promotion. • There is no accompanying local tour guide. • The location of the women's bathroom is less strategic. • Limited parking.
	<u>OPPORTUNITY (O)</u>	<u>SO Strategy</u>
<ul style="list-style-type: none"> • Jami' Pekojan Mosque is well known by the publication media. • The local community enthusiastically participates and contributes to developing the mosque. • Job opportunities for tour guides certified by BNSP. 	<ul style="list-style-type: none"> • The management can cooperate with the publication media to introduce religious tourism in the Jami' Pekojan Mosque Semarang wider • The management carries out the branding of mosques based on religious tourism • The management can cooperate with tour guide associations 	<ul style="list-style-type: none"> • Establishing the tourism management staff structure and job desk division • Providing local tour guide facilities • Using social media for promotion • Improving the facilities to make them more comfortable to use
<u>THREATS (T)</u>	<u>ST Strategy</u>	<u>WT Strategy</u>
<ul style="list-style-type: none"> • This tour is less attractive to some people • Less popular compared to other historical mosques • Limited development of parking area 	<ul style="list-style-type: none"> • The existence of tourist attractions, complete facilities and infrastructure can make Jami'Pekojan Mosque Semarang superior to competitors. • Tourism innovation needs to be done so that the attraction of visitors is not only from certain communities. An innovative example can be holding a culinary bazaar in the month of Ramadan as well as introducing the tradition of Indian porridge 	<ul style="list-style-type: none"> • Mosque managers continue to carry out their duties to the maximum extent possible. They serve visitors as well as guide hem so that visitors know the history of the destinations they are visiting

With the many potentials of the Jami' Pekojan Mosque in Semarang, it is necessary to develop several parts based on the results of the SWOT analysis conducted by the authors, they are:

SO Strategy

The management can cooperate with the publication media to introduce religious tourism in the Jami' Pekojan Mosque Semarang wider.

The uniqueness that exists in the Jami' Pekojan Mosque Semarang attracts the publication media to cover it. It can also be used by the managers of the Jami' Pekojan Mosque Semarang to collaborate in the marketing and branding process of the Jami' Pekojan Mosque as a mosque based on religious tourism, hence, it will be easier for the visitors to recognize the potential of religious tourism in the Jami' Pekojan Mosque Semarang.

The managers carry out branding of a religious tourism-based mosque in the middle of Semarang

Having a strategic location in the middle of Semarang can certainly make its own means of developing mosques, one of which is branding mosques based on religious tourism. It can be done by the mosque managers considering that Semarang is the capital of Central Java which is densely populated and visited by many tourists. With the branding of mosques based on religious tourism, tourists will feel something is missing if they are in the city of Semarang but have not visited the Jami' Pekojan Mosque, so it will have an impact on the number of tourist visits.

The management can cooperate with tour guide associations

The existence of a tour guide in a destination will certainly help to serve tourists who visit, hence, the mosque managers can cooperate with tour guide associations, in this case, to guide as well as provide historical information on existing religious tourism objects.

WO Strategy

Establishing the structure of tourism management employees and job desk division.

As in Kotten's view quoted by Salusu (2006: 105), the strategy is divided into four forms, as follows: organizational strategy, program strategy, resource support strategy, and institutional strategy. The four strategies can be used according to certain circumstances and situations. Kotten mentions one type of strategy, namely the type of resource support strategy which includes human resources. These human resources must be considered in order to improve the organizational or company performance quality.

The Jami' Pekojan Mosque Semarang does have a management structure which manages and regulates every existing program, but the management structure that oversees religious tourism, in particular, has not yet been formed. It needs to be established in order to facilitate the distribution of existing job descriptions while maximizing the services provided to visitors who want to do tourism activities at the Jami' Pekojan Mosque, Semarang.

Providing local tour guide facilities

According to Mr. Romadhon and Mrs. Uly as mosque tourists, local tour guides who accompany tourists are needed to direct and provide information on every religious tourism object in the mosque so that tourists know about its history.

Promoting using social media

To develop the tourism industry, the level of public participation in the promotion is important. Promotional activities, either directly or through social media at the right target have the potential to cover a wider audience. It can be done by

utilizing modern communication technology. Jami' Pekojan Mosque Semarang still lacks in terms of promotion. It can be proven by the absence of an official website or social media belonging to the Jami' Pekojan Mosque Semarang itself. The managers still rely on the uniqueness that is in the mosque. With this uniqueness, visitors will come by themselves. It is surely not optimal because the pick-up strategy is more effective than waiting.

According to Mr. Irawan as a mosque tourist, the lack of visitors at the mosque is because the managers do not use social media for promotional tools even though doing promotions to reach a wider range of marketed products is important. Moreover, by utilizing social media in today's digital era, such as making Jami' Pekojan Mosque's official website, Instagram, Youtube, and Tiktok, it will be easier for visitors to find information and updates on every activity held at the mosque so that it can attract the attention of more visitors.

Making improvements to the facilities to make them more comfortable to use

The facilities at the Jami' Pekojan Mosque Semarang are quite good, but there should be some facility improvements conducted by the managers so that visitors can enjoy them comfortably, they are :

Parking Area

The available parking space is only for two-wheeled vehicles. Hence, large cars or buses that are usually used by groups of visitors cannot park comfortably and safely.

Women's Bathroom

According to Mrs. Uly, as a female visitor, the women's bathroom facilities at the Jami' Pekojan Mosque Semarang need improvement because of their less strategic location.

ST Strategy

Tourist attraction, completeness of facilities and infrastructure can make Jami' Pekojan Mosque Semarang superior to competitors.

There are tourist attractions in the mosque such as cultural heritage, the Tomb of Waliyullah Syarifah Fatimah, Indian porridge and their facilities and infrastructure such as public ambulances, multipurpose buildings, wudhu places and toilets, parking for two-wheeled vehicles, bidara trees as medicine, porch and pulpit of the mosque which are more valuable than other similar tourist attraction. Hence, the managers need to take care of and maintain it properly.

Tourism innovation needs to be done so that the attraction of visitors is not only from certain communities.

Jami' Pekojan Mosque Semarang has a unique religious tourism attraction compared to general mosques in the city of Semarang. They are the cultural heritage mosque, the Tomb of Syarifah Fatimah which is believed to be the wali's tomb, and the tradition of Indian porridge which has lasted for approximately 100 years.

Cultural Heritage Mosque

Jami' Pekojan Mosque Semarang is designated as a cultural heritage building in the city of Semarang as it has an aesthetic, specific, rare architecture, influences the environment, and keeps the historical journey of the city of Semarang, which is related to Islamization and the role of foreign traders who helped in spreading Islam in the city of Semarang. (Maziyah, et al., 2021:344). However, not many visitors know about the history. The traces of the mosque's journey in history are not given information for visitors to learn, such as the inscription on the wall of the Jami' Pekojan Mosque in Semarang which has a historical value that the prayer room was built on top of the mosque on the 15th of Sha'ban 1309 H. or coincided on the 15th of March 1892 M. The inscription contains the names of five figures who participated in the construction of the mosque, they are: Haji Muhammad Ibrahim Akwan, Haji Muhammad Nur, Haji. Muhammad Ali, Haji Muhammad Ya`kub, and Haji AkhmadAzhari.

Tomb of Syarifah Fatimah bint Husain Al-Aidrus

There is the Tomb of Syarifah Fatimah bint Husain Al-Aidrus in the east of the Jami' Pekojan Mosque complex, Semarang. Her tomb is different from other tombs in the cemetery complex. There is a yellow iron fence that surrounds the tomb and is separated from the other tombs. However, not many visitors know the history implied in the tomb because there is no information that visitors can learn there. The management can provide information that the tomb is the Tomb of Syarifah Fatimah, who is believed to be a waliyullah who spread Islam who died on 5 Jumadil Akhir 1290 H. As a propagator of Islam, Syarifah Fatimah is also known as a healer.

Indian Porridge Tradition in Ramadan

Every month of Ramadan, Jami' Pekojan Mosque Semarang has a unique tradition that has been preserved until now, it is breaking the fast with Indian porridge. There is a belief in the surrounding community that Indian porridge can bring blessings, can cure some diseases, and is good for pregnant women, so there are always people queuing to get the porridge. Since it is a specialty of the Jami

'Pekojan Mosque Semarang, this porridge is much sought after by visitors. Unfortunately, this porridge is only available during the month of Ramadan. To attract the attention of Mrs. Uly as a visitor, she hopes that this porridge is not only available in the month of Ramadan but also in the major Islamic months. Mr. Ali Baharudin as chairman of the takmir said that in the future this tradition will be preserved and introduced through culinary bazaar activities.

WT Strategy

Although until now the services provided by the mosque managers have not been maximized due to the absence of a structure and job description to serve visitors and the absence of local tour guides, the mosque managers must continue to carry out their duties to the maximum extent possible. They need to serve visitors as well as guide them so that the visitors know about the historical destinations visited.

Conclusion

From the discussion that has been conducted by the researchers, as has been conveyed in the previous chapters, it can be concluded as follows:

Jami' Pekojan Mosque Semarang is one of the religious tourism objects located in Semarang City, Central Java. This tourist attraction has architectural beauty in the form of ancient buildings that can be used as a means of historical education for visitors. The purpose of establishing this location is as a means of developing Islam and preserving historical heritage in the city of Semarang. The potential that exists makes Jami' Pekojan Mosque Semarang attracts visitors. These potentials include the Cultural Heritage Mosque, the Tomb of Syarifah Fatimah bint Husain Al-Aidrus, and the Indian Porridge Tradition. Furthermore, complete facilities, good service, and a safe and clean environment make Jami' Pekojan Mosque Semarang worthy to be visited by tourists inside or outside the city of Semarang.

The development of religious tourism at the Jami' Pekojan Mosque Semarang on internal aspects are the formation of a tourist management employee structure and job desk division, providing local tour guide facilities, improving facilities, maintaining and taking care of tourist attractions and completeness of facilities and infrastructure, innovation to attract visitors and doing their job as best as they can. Meanwhile, on the external aspect, the management can cooperate with publication media, carry out branding of religious tourism-based mosques in the middle of Semarang, collaborate with tour guide associations, and promote using social media.

References

- A'la, Miftahul. (2021). "Dikenal Kharismatik, Makam Syarifah Fatimah Selalu Ramai Peziarah" Dalam <https://Radarsemarang.Jawapos.Com/Khazanah/Cahaya-Ramadan/2021/04/16/Dikenal-Kharismatik-Makam-Syarifah-Fatimah-Selalu-Ramai-Peziarah/> Diakses 6 Mei 2022.
- Adiakurnia, Muhammad Irzal. (2016). "Menengok Sisa Peninggalan Salah Satu Masjid Tertua Di Semarang". Dalam <https://Travel.Kompas.Com/Read/2016/06/15/040700327/Menengok.Sisa.Sisa.Peninggalan.Salah.Satu.Masjid.Tertua.Di.Semarang?Page=All> Diakses 6 Mei 2022.
- Afif, Mufti. (2020). Fungsi Masjid Dalam Mengelola Dana Ziswaf Sebagai Instrument Pemberdayaan Ekonomi Umat. *Journal Of Islamic Economics And Philanthropy (Jiep)*. (03). (02):749-772.
- Bahar, Syaiful Fariz Dan Eko Nursanty. Seminar Nasional Scan#3:2012 "Sticks And Carrots" Reward And Punishment.
- Bungin, Burhan. (2010). Analisis Data Penelitian Kualitatif. Jakarta: Rajawali Pres.
- Fauziah, Hanik. (2021). Kementrian Agama Kabupaten Gresik. Praja Observer: Jurnal Penelitian Administrasi Publik, (1).(1):13-24.
- Kamilah, Ainul. (2021). Strategi Pengembangan Potensi Obyek Daya Tarik Wisata Masjid Agung Kauman Semarang Dalam Perspektif Dakwah. Skripsi Sarjana, Fakultas Dakwah Dan Komunikasi, Uin Walisongo Semarang.
- Keputusan Walikotamadya Kepala Daerah Tingkat Ii Semarang Nomor 646/50/Tahun 1992 Tentang Konservasi Bangunan-Bangunan Kuno/Bersejarah Di Wilayah Kotamadya Daerah Tingkat Ii Semarang.
- Machasin. (2015). "Kembalikan Fungsi Masjid Sebagai Pusat Peradaban". Dalam <https://Bimasislam.Kemenag.Go.Id/Post/Berita/Dirjen-Kembalikan-Fungsi-Masjid-Sebagai-Pusat-Peradaban> Diakses 12 Januari 2022.
- Maziyah, Siti, Alamsyah Dan Sutejo Kuwat Widodo. (2021). Bubur India Di Masjid Jami' Pekojan Semarang: Kuliner Sebagai Sarana Islamisasi. *Anuva* (5). (2): 341-352.
- Milles Dan Huberman. (1992). Analisis Data Kualitatif. Jakarta: Universitas Indonesia Press.
- Rohmah, Zaidatur. (2021). Strategi Pengembangan Objek Wisata Religi Dalam Quality Tourism (Studi Kasus Di Makam Raden Fatah Dan Masjid Agung Demak). Skripsi Sarjana, Fakultas Dakwah Dan Komunikasi, Uin Walisongo Semarang.
- Salusu. (2006). Pengambilan Keputusan Stratejik: Organisasi Publik Dan Organisasi Non Profit. Jakarta: Grasindo, 2006.
- Sasongko, Agung. (2015). "Tiga Masjid Tertua Di Semarang". Dalam <https://Www.Republika.Co.Id/Berita/Duniaislam/Khazanah/15/10/09/Nvycvp313-Tiga-Masjid-Tertua-Di-Semarang> Diakses 12 Januari 2022.
- Senarai Bangunan Bersejarah Kotamadya Daerah Tingkat Ii Semarang.
- Sugiyono. (2015). Metodologi Penelitian Pendidikan Kuantitatif, Kualitatif, Dan R&D. Bandung: Alfabeta.
- . (2017). Metodologi Penelitian Pendidikan Kuantitatif, Kualitatif, Dan R&D. Bandung: Alfabeta.