

ABSTRAK

Aisyah Fitri. Strategi *Branding* Masjid Raya Al Jabbar Sebagai Masjid Wisata Religi

Fenomena masjid sebagai destinasi wisata religi mendorong perlunya strategi *branding* terstruktur untuk menarik dan mempertahankan minat publik. Masjid Raya Al Jabbar di Bandung menjadi ikon baru Jawa Barat dengan memadukan fungsi ibadah, wisata, arsitektur futuristik, dan nilai sosial-ekonomi. Sejak diresmikan pada 2022, masjid ini menarik jutaan pengunjung setiap tahun dan menjadi simbol kebanggaan daerah.

Penelitian ini bertujuan untuk mengetahui dan mendeskripsikan strategi *branding* Masjid Raya Al Jabbar dengan mengacu pada teori Strategi *Branding* dari Sicco Van Gelder, yang mencakup empat elemen utama: *brand positioning*, *brand identity*, *brand personality*, dan *brand communication*. Pendekatan penelitian menggunakan metode kualitatif deskriptif dengan teknik pengumpulan data melalui observasi pasif dan wawancara mendalam bersama pengelola masjid, Dinas Komunikasi dan Informatika Jawa Barat, serta tim media sosial Masjid Raya Al Jabbar.

Hasil penelitian menunjukkan bahwa Strategi *Branding* Masjid Raya Al Jabbar diterapkan melalui 4 elemen: 1) Strategi *brand positioning* diterapkan melalui segmentasi publik yang menyasar wisatawan luar daerah dan masyarakat lokal, penetapan *brand value* yang memadukan aspek spiritual, inklusivitas, inovasi, pemberdayaan ekonomi, serta pendidikan dan dakwah, pembangunan kepercayaan publik melalui pelayanan ramah dan penataan fasilitas, serta keunggulan dan diferensiasi yang ditonjolkan melalui desain arsitektur unik, taman tematik Nabi, dan zona UMKM. 2) Strategi *brand identity* dibangun melalui penetapan nama “Al Jabbar” yang merepresentasikan Asmaul Husna sekaligus identitas Jawa Barat, logo yang diadaptasi dari bentuk fisik masjid, dan *brand story* yang mengangkat nilai religius dan kebanggaan daerah. 3) Strategi *brand personality* menampilkan karakter modern, edukatif, inklusif, dan ramah terhadap semua kalangan. 4) Strategi *brand communication* dilakukan melalui pemanfaatan media sosial, publikasi kegiatan, penyelenggaraan *event*, serta kolaborasi dengan pihak eksternal.

Berdasarkan hasil penelitian dapat disimpulkan bahwa Strategi *Branding* mampu memperkuat citra sebagai masjid wisata religi yang modern, inklusif, dan representatif di Jawa Barat melalui penetapan *positioning*, pembentukan identitas visual, pengembangan karakter *brand*, serta pemanfaatan media.

Kata Kunci: Strategi *Branding*, Masjid Raya Al Jabbar, Wisata Religi

ABSTRACT

Aisyah Fitri. *Branding Strategy for Al Jabbar Grand Mosque as a Religious Tourism Destination*

The phenomenon of mosques as religious tourist destinations necessitates a structured branding strategy to attract and retain public interest. The Al Jabbar Grand Mosque in Bandung has become a new icon of West Java by combining worship, tourism, futuristic architecture, and socio-economic value. Since its inauguration in 2022, this mosque has attracted millions of visitors each year and has become a symbol of regional pride.

This study aims to identify and describe the branding strategy of the Al Jabbar Grand Mosque, drawing on Sicco Van Gelder's Branding Strategy theory, which encompasses four key elements: brand positioning, brand identity, brand personality, and brand communication. The research approach uses a descriptive qualitative method with data collection techniques through passive observation and in-depth interviews with mosque managers, the West Java Communication and Information Technology Agency, and the Al Jabbar Grand Mosque's social media team.

The results of the study showed that the Al Jabbar Grand Mosque Branding Strategy was implemented through four elements: 1) Brand positioning strategy is implemented through public segmentation targeting out-of-town tourists and local communities, the establishment of brand values that combine spiritual aspects, inclusivity, innovation, economic empowerment, education, and da'wah, building public trust through friendly service and facility arrangement, and highlighting uniqueness and differentiation through unique architectural design, the Prophet's thematic garden, and the UMKM zone. 2) The brand identity strategy is built through the naming of "Al Jabbar," which represents the Asmaul Husna and the identity of West Java, a logo adapted from the physical form of the mosque, and a brand story that highlights religious values and regional pride. 3) The brand personality strategy showcases a modern, educational, inclusive, and welcoming character for all segments of society. 4) The brand communication strategy is implemented through the use of social media, event publications, event organization, and collaboration with external parties.

Based on the results of the study, it can be concluded that the Branding Strategy is capable of strengthening the image of a modern, inclusive, and representative religious tourist mosque in West Java through positioning, visual identity formation, brand character development, and media utilization.

Keywords: *Al Jabbar Grand Mosque, Branding Strategy, Religious Tourism*