

ABSTRAK

Jeka Widia Husada Optimalisasi Wisata Religi Masjid Berbasis Sejarah dan Pelestarian Cagar Budaya (Studi Kasus Masjid Jami' Kalipasir Kota Tangerang).

Optimalisasi Wisata religi Masjid berbasis sejarah dan pelestarian cagar budaya merupakan aspek penting dalam menguatkan syiar Islam dan menyampaikan nilai-nilai keagamaan secara kontekstual di era modern. Pengelolaan yang efektif membantu lembaga memastikan fungsi ibadah, pelayanan peziarah, dan pelestarian sejarah berjalan sesuai tujuan dan standar yang ditetapkan. Penelitian ini bertujuan untuk mengetahui manajemen wisata religi berbasis sejarah dan pelestarian cagar budaya sebagai media dakwah *bil hal* di Masjid Jami' Kalipasir Kota Tangerang.

Penelitian ini difokuskan pada lima aspek utama: pembentukan daya tarik nilai sejarah, penyediaan fasilitas pendukung, pengelolaan aksesibilitas dan pelayanan tambahan, evaluasi serta keberlanjutan wisata religi, dan fungsi pelestarian cagar budaya serta akulturasi sejarah sebagai instrumen dakwah *bil hal*. Kelima aspek dianalisis untuk mengetahui tata kelola wisata religi dalam menjaga keaslian cagar budaya sekaligus menyiarkan dakwah *bil hal*.

Kerangka berpikir penelitian ini menggunakan Teori Manajemen George R. Terry (1971) juga didukung oleh Teori Wisata Religi Erik Cohen (1992) mengenai kontinum peziarah-wisatawan (*pilgrimage-tourism continuum*) serta Teori Komponen Destinasi Wisata Religi Cooper dkk. (2020) yang mencakup daya tarik (*attraction*), fasilitas (*amenity*), aksesibilitas (*accessibility*), dan pelayanan tambahan (*ancillary*).

Metode penelitian menggunakan pendekatan kualitatif dengan studi kasus. Pengumpulan data dilakukan melalui wawancara, observasi, dan dokumentasi. Analisis data dilakukan melalui tahap reduksi data, penyajian data, dan penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa pengelolaan wisata religi berbasis sejarah di Masjid Jami' Kalipasir Kota Tangerang berjalan dengan baik: (1) daya tarik nilai sejarah dibentuk melalui pelestarian keaslian bangunan kuno (tiang kayu kelapa 1465, mihrab, baluarti) dan verifikasi sejarah; (2) fasilitas pendukung disediakan melalui pemetaan kebutuhan ibadah, sanitasi higienis, dan pembagian peran pengurus; (3) aksesibilitas dan pelayanan tambahan dijalankan melalui pengarahan penerimaan peziarah, panduan rute Pasar Lama, dan pendampingan sejarah; (4) evaluasi dan keberlanjutan dilaksanakan melalui musyawarah rutin, pemantauan lapangan, dan tindakan perbaikan; serta (5) pelestarian cagar budaya dan akulturasi sejarah berfungsi sebagai instrumen dakwah *bil hal* yang menyajikan keteladanan ketertiban, kebersihan, toleransi, dan keunggulan pelayanan.

Kata Kunci: Wisata Religi, Pelestarian Cagar Budaya, Dakwah Bil Hal, Masjid Jami' Kalipasir Kota Tangerang.

ABSTRACT

Jeka Widia Husada *Optimization of History Based Religious Mosque Tourism and Cultural Heritage (Case Study of Jami' Kalipasir Mosque, Tangerang City)*

History based religious tourism and cultural heritage preservation are essential aspects in strengthening Islamic da'wah and conveying religious values contextually in the modern era. Effective management helps managing institutions ensure that worship functions, pilgrim services, and historical preservation run in accordance with predetermined goals and standards. This study aims to analyze the management of history-based religious tourism and cultural heritage conservation as a medium for da'wah *bil hal* at Jami' Kalipasir Mosque, Tangerang City.

This research focuses on five main aspects: the formation of historical value attractions, the provision of supporting amenities, the management of accessibility and ancillary services, the evaluation and sustainability of religious tourism, and the function of cultural heritage preservation and historical acculturation as an instrument of da'wah *bil hal*. These five aspects were analyzed to understand religious tourism governance in preserving cultural heritage while propagating da'wah *bil hal*.

The theoretical framework of this study is based on George R. Terry's (1971) Management Theory, supported by Erik Cohen's (1992) Religious Tourism Theory regarding the pilgrimage-tourism continuum, as well as Cooper et al.'s (2020) Tourism Destination Components Theory, which includes attraction, amenity, accessibility, and ancillary services.

This study employed a qualitative approach with a case study method. Data were collected through interviews, observations, and documentation. Data analysis was conducted through three interactive stages: data reduction, data presentation, and conclusion drawing.

The results indicate that the management of history-based religious tourism at Jami' Kalipasir Mosque, Tangerang City has been carried out effectively: (1) historical value attractions are formed through preserving the authenticity of ancient structures (such as 1465 coconut wood pillars, mihrab, and baluarti) and historical verification; (2) supporting amenities are provided through mapping worship needs, hygienic sanitation, and role division among caretakers; (3) accessibility and ancillary services are executed through pilgrim briefings, Pasar Lama route guides, and direct historical interpretation; (4) evaluation and sustainability are implemented through routine meetings, field monitoring, and corrective actions; and (5) cultural heritage preservation and historical acculturation serve as an instrument of da'wah *bil hal* by showcasing exemplary orderliness, cleanliness, tolerance, and service excellence.

Keywords: Religious Tourism, Cultural Heritage Preservation, *Da'wah Bil Hal*, Jami' Kalipasir Mosque Tangerang City.