

ABSTRAK

Hisam Farid. (2025). “Strategi Pengembangan Pariwisata Halal Pada Destinasi Wisata Religi Ziarah Syekh Abdul Muhyi Pamijahan Tasikmalaya”. Program Studi Ekonomi Syariah Fakultas Agama Islam, Universitas Siliwangi.

Desa Pamijahan yang terletak di Kabupaten Tasikmalaya merupakan suatu wilayah yang memiliki nilai sejarah yang tinggi dari sisi keagamaan, karena Pamijahan merupakan tempat wisata religi Syekh Abdul Muhyi. Namun, masih terdapat permasalahan di kawasan wisata religi pamijahan dalam mengembangkan pariwisata halal seperti penginapan yang belum memenuhi standar syariah secara optimal serta UMKM dan rumah makan belum bersertifikasi halal secara menyeluruh. Adapun tujuan penelitian ini yaitu untuk mengetahui bagaimana strategi pengembangan pariwisata halal pada destinasi wisata religi ziarah Syekh Abdul Muhyi Pamijahan Tasikmalaya.

Metode yang digunakan dalam penelitian ini yaitu Deskriptif Kualitatif dengan menggunakan data primer dan sekunder. Teknik pengumpulan data dilakukan observasi, wawancara, dan dokumentasi. Dalam melakukan uji kredibilitas data peneliti menggunakan triangulasi sumber dan triangulasi teknik. Sedangkan teknik analisis data peneliti menggunakan SOAR (*Strenght, Opportunities, Aspiration, Results*).

Berdasarkan Analisis SOAR strategi SA dan SR menekankan pemanfaatan nilai sejarah dan religi Syekh Abdul Muhyi sebagai media edukasi halal dan daya tarik wisata halal, serta pemberdayaan masyarakat melalui pelatihan dan kegiatan keagamaan dalam mengembangkan pariwisata halal. Strategi OA dan OR mendukung kolaborasi berbagai pihak terkait untuk pelatihan, pendampingan sertifikasi halal, penguatan kompetensi masyarakat dan pelaku usaha, serta pembangunan infrastruktur pendukung wisata halal berbasis budaya lokal dan akademik.

Kata Kunci: Pariwisata halal, Wisata Religi, Analisis SOAR.

ABSTRACT

Hisam Farid. (2025). "Halal Tourism Development Strategy at the Religious Tourism Destination of Syekh Abdul Muhyi Pamijahan Tasikmalaya Pilgrimage". Islamic Economics Study Program, Faculty of Islamic Studies, Siliwangi University.

Pamijahan Village located in Tasikmalaya Regency is an area that has high historical value from a religious perspective, because Pamijahan is a religious tourism site for Sheikh Abdul Muhyi. However, there are still problems in the Pamijahan religious tourism area in developing halal tourism such as accommodation that does not meet sharia standards optimally and MSMEs and restaurants that have not been fully halal certified. The purpose of this study is to determine the strategy for developing halal tourism at the religious pilgrimage tourism destination of Sheikh Abdul Muhyi Pamijahan Tasikmalaya.

The method used in this study is Descriptive Qualitative using primary and secondary data. Data collection techniques are observation, interviews, and documentation. In conducting data credibility tests, researchers use source triangulation and technique triangulation. While the data analysis technique researchers use SOAR (Strength, Opportunities, Aspiration, Results).

Based on SOAR Analysis, SA and SR strategies emphasize the utilization of historical and religious values of Sheikh Abdul Muhyi as a medium for halal education and halal tourism attractions, as well as community empowerment through training and religious activities in developing halal tourism. OA and OR strategies support collaboration between various related parties for training, halal certification assistance, strengthening community and business actor competencies, and developing supporting infrastructure for halal tourism based on local culture and academics.

Keywords: Halal tourism, Religious tourism, SOAR analysis.