

THESIS

**SWOT ANALYSIS OF HALAL TOURISM
DEVELOPMENT IN KARATON NGAYOGYAKARTA
HADININGRAT**



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UNIVERSITY OF DARUSSALAM GONTOR

2025/1446

THESIS

**SWOT ANALYSIS OF HALAL TOURISM DEVELOPMENT IN
KARATON NGAYOGYAKARTA HADININGRAT**

UNDERGRADUATE THESIS

Submitted in fulfillment of the requirement for the degree of
Bachelor of Economics (Islamic Economics)

By

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ABSTRAK

Penelitian ini dilatar belakangi oleh meningkatnya minat wisatawan muslim global dan potensi besar Karaton Ngayogyakarta Hadiningrat sebagai destinasi wisata berbasis budaya Islam. Penelitian ini bertujuan untuk menganalisis kekuatan, kelemahan, peluang dan ancaman (SWOT) di Karaton Ngayogyakarta Hadiningrat dalam pariwisata halal, serta merumuskan strategi pengembangan yang tepat. Metode penelitian yang digunakan adalah kualitatif dengan analisis SWOT adapun pengumpulan data melalui wawancara mendalam dengan lima informan kunci, observasi dan studi dokumentasi. Informan kunci yang diwawancarai berasal dari berbagai kalangan, seperti pengelola karaton, pemerintah, wisatawan dan pedagang sekitar. Observasi dilakukan di berbagai lokasi di dalam kompleks karaton untuk mengamati kondisi fisik, fasilitas, dan aktivitas yang terkait dengan pariwisata. Studi dokumentasi dilakukan dengan menganalisis dokumen-dokumen terkait sejarah Karaton.

Hasil penelitian menunjukkan bahwa Karaton memiliki kekuatan yang sangat besar sebagai destinasi wisata halal, didukung oleh sejarah Islam yang kuat, nilai-nilai budaya yang kental, dan dukungan masyarakat lokal. Potensi ini mencakup berbagai aspek dalam Halal Value Chain, seperti ketersediaan makanan halal di sekitar Karaton, fasilitas ibadah yang memadai, serta atraksi wisata budaya yang sesuai dengan prinsip syariah. Namun, terdapat beberapa kelemahan yang perlu diatasi, seperti keterbatasan infrastruktur yang mendukung pariwisata halal, kurangnya sumber daya manusia yang adaptif, serta kurangnya pemahaman masyarakat tentang konsep pariwisata halal. Peluang yang dimiliki antara lain perkembangan teknologi digital serta bentuk kerja sama dengan stakeholder. Adapun ancaman yang perlu diwaspadai adalah perilaku wisatawan yang tidak bertanggung jawab yang dapat merusak citra destinasi wisata halal.

Pengembangan pariwisata halal di Karaton berimplikasi pada peningkatan kualitas pelayanan dan daya saing melalui pelatihan Sumber Daya Manusia. Peningkatan pemahaman dan dukungan masyarakat melalui edukasi dan sosialisasi. Peningkatan kenyamanan wisatawan melalui pengembangan infrastruktur, seperti fasilitas ibadah. Serta, peningkatan koordinasi dengan stakeholder.

Kata Kunci: Analisis SWOT, Pengembangan, Pariwisata Halal, Halal Value Chain, Karaton Ngayogyakarta

ABSTRACT

This research is based on the increasing interest of global Muslim tourists and the great potential of Karaton Ngayogyakarta Hadiningrat as a tourist destination based on Islamic culture. This study aims to analyze the strengths, weaknesses, opportunities, and threats (SWOT) of Karaton Ngayogyakarta Hadiningrat in halal tourism. The research method used was qualitative with SWOT analysis, while data collection was conducted through in-depth interviews with five key informants, observation, and documentation studies. The key informants interviewed came from several circles, such as Karaton managers, the government, tourists and local traders. Observations are conducted at several locations within the Karaton complex to observe the physical conditions, facilities, and tourism-related activities. The documentation study was carried out by analyzing documents related to the history of the Karaton.

The study results show that the Karaton has enormous strength as a halal tourist destination, supported by a strong Islamic history, strong cultural values, and the support of the local community. This potential includes several aspects of the Halal Value Chain, such as the availability of halal food around Karaton, adequate worship facilities, and cultural tourism attractions by Sharia principles. However, several weaknesses need to be overcome, such as limited infrastructure that supports halal tourism, lack of adaptive human resources, and lack of public understanding of the concept of halal tourism. The opportunities include the development of digital technology and forms of cooperation with stakeholders. The threat that needs to be watched out for is irresponsible tourist behavior that can damage the image of halal tourist destinations.

The development of halal tourism in the Karaton has implications for improving service quality and competitiveness through Human Resources training. Increasing public understanding and support through education and socialization. Improving tourist comfort through infrastructure development, such as worship facilities. Also, increased coordination with stakeholders.

Keywords: SWOT Analysis, Development, Halal Tourism, Halal Value Chain, Karaton Ngayogyakarta

DECLARATION



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I hereby declare that this undergraduate thesis is the result of my own investigations, except where otherwise stated. I also declare that it has not been previously or concurrently submitted as a whole for any other degrees at University of Darussalam Gontor or other institutions.

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APPROVAL OF SUPERVISOR



Faculty of Economics and Management

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APPROVAL OF SUPERVISOR

To Honorable,
Dean of Faculty of Economics and Management
University of Darussalam Gontor

Bismillahirrahmanirrahim,
Assalamu 'alaikum Wr. Wb.

I certify that I have supervised and read this thesis, written by:

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In my opinion, it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as an undergraduate thesis for the degree of Bachelor of Islamic Economics Department.

Wassalamu 'alaikum Wr. Wb.

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THESIS EXAMINATION COMMITTEE APPROVAL



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THESIS EXAMINATION COMMITTEE APPROVAL

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MOTTO

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

وَاللَّهُ جَعَلَ لَكُمُ الْأَرْضَ بِسَاطًا (19) لِّتَسْلُكُوا مِنْهَا سُبُلًا فِجَاجًا (20)

Meaning:

Allah has made the earth for you an expanse (19) so that you can go freely on the wide roads (20)

(Q.S Nuh: 19-20)

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DEDICATION

Bismillahirrahmanirrahim

Alhamdulillahirabbil 'aalamin,

All praise is due to Allah SWT for granting His infinite strength, patience, and blessings, enabling the researcher to complete this thesis. Prayers and greetings are always bestowed on the Prophet Muhammad SAW, the noble example for all Humanity.

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Hopefully, what the researcher produces today will give us pride and happiness.

Amin Amin Ya Rabbalamin....

Ponorogo, Jumada ath-Thania 22, 1446 H
December 25, 2024

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