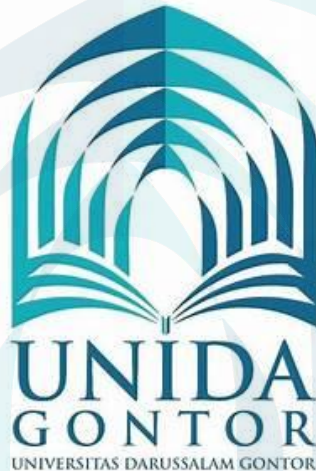


**ANALYSIS OF THE WELFARE LEVEL OF MSME
TRADERS AROUND THE RELIGIOUS TOURISM OF
SUNAN GIRI TOMB SITE IN GRESIK**



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2025/1446 H**

**ANALYSIS OF THE WELFARE LEVEL OF MSME
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UNDERGRADUATE THESIS

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

By:

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Analisis Tingkat Kesejahteraan Pedagang UMKM Sekitar Wisata Religi Makam Sunan Giri Gresik

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ABSTRAK

Masyarakat Indonesia memiliki keberagaman tentang ziarah makam, namun pada hakekatnya dampak dari ziarah pada makam (walisongo) memberikan kesempatan bagi pedagang untuk memperoleh keuntungan, diantaranya pedagang kaos yang bergambarkan wali yang dimaksud atau bertuliskan cirikhas kota aneka jajanan dan jenis kenang-kenangan lainnya. Penelitian ini bertujuan, untuk mengetahui tingkat kesejahteraan pedagang UMKM dan keberadaan objek wisata religi yang berpengaruh secara Signifikan. Manfaat penelitian ini secara praktisi diharapkan bermanfaat bagi masyarakat dalam upaya meningkatkan kesejahteraan melalui wisata religi dan untuk mengetahui pengaruh wisata religi terhadap Masyarakat sekitar. Secara teoritis diharapkan bermanfaat sebagai rujukan peneliti -peneliti berikutnya dalam hal yang sama dengan sudut pandang berbeda, dan juga bisa bermanfaat untuk bahan wawasan ilmiah bagi pembaca pada umumnya. Metode yang digunakan dalam penelitian ini adalah, penelitian kualitatif dengan metode deskriptif yang menggunakan 3 bentuk teknik pengumpulan data yaitu: observasi, wawancara, dokumentasi. Data yang digunakan dalam penelitian ini menggunakan data sekunder. Dalam penelitian ini peneliti menggunakan 3 bentuk data teknik analisis yang dijelaskan sebagai berikut: reduksi data, tampilan data, gambar/kesimpulan. Adapun hasil penelitian ini menunjukkan bahwa para pedagang mengalami peningkatan kesejahteraan dalam berbagai aspek. Pendapatan yang diperoleh dari aktivitas perdagangan di kawasan wisata religi ini mampu mencukupi kebutuhan dasar mereka, seperti pangan, sandang, dan papan. wisata religi makam Sunan Giri memberikan dampak yang signifikan terhadap keberlangsungan usaha pedagang UMKM. Kunjungan wisatawan, baik dari dalam maupun luar daerah, menjadi faktor utama yang mendorong aktivitas ekonomi di sekitar kawasan ini. Peningkatan jumlah wisatawan cenderung berbanding lurus dengan peningkatan pendapatan pedagang. Penelitian mendatang agar meneliti yang mencakup wisata religi lain selain Makam Sunan Giri Gresik untuk mengidentifikasi potensi wisata religi yang lebih luas. Selain itu, yayasan pengelola makam disarankan untuk mengoptimalkan pengelolaan, menjaga ketertiban, serta meningkatkan dan merawat fasilitas guna mendukung pengembangan wisata religi serta kesejahteraan masyarakat sekitar.

Kata kunci : Wisata Religi, kesejahteraan pedagang UMKM, makam Sunan Giri.

**Analysis of the Welfare Level of MSME Traders Around the Religious
Tourism of Sunan Giri Tomb site in Gresik**

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ABSTRACT

Indonesian society has diverse perspectives on pilgrimage to tombs. However, in essence, pilgrimages to the tombs of Walisongo provide opportunities for traders to gain economic benefits, such as selling T-shirts featuring images of the revered figures, city-themed inscriptions, local snacks, and various souvenirs. This study aims to analyze the welfare level of MSME traders and the significant influence of religious tourism sites on the local economy. Practically, this research is expected to benefit the community by enhancing their welfare through religious tourism and by understanding its impact on the surrounding society. Theoretically, this study can serve as a reference for future researchers exploring similar topics from different perspectives and as an academic resource for readers in general. This research method employs a qualitative approach with a descriptive method, utilizing three data collection techniques: observation, interviews, and documentation. The data used in this study is secondary data, analyzed through three stages: data reduction, data presentation, and drawing conclusions. The results indicate that, in general, traders experience improved welfare in various aspects. The income generated from trading activities in religious tourism areas is sufficient to meet their basic needs, such as food, clothing, and housing. Religious tourism at the Tomb of Sunan Giri has significantly contributed to the sustainability of MSME traders. The influx of tourists, both domestic and international, plays a crucial role in driving economic activities in the area. An increase in the number of visitors tends to correlate positively with the traders' income growth. The researcher suggests that future studies should explore other religious tourism destinations beyond the Tomb of Sunan Giri in Gresik to gain a broader understanding of the potential of religious tourism. Additionally, the management foundation of the tomb is advised to optimize site management, maintain order, and enhance as well as preserve existing facilities to support the development of religious tourism and improve the welfare of the surrounding community.

Keywords: Religious Tourism, MSME traders' well-being, Sunan Giri's Tomb.

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.

Ponorogo, Jumadil Awal 23rd, 1446 H
April 24th, 2024

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APPROVAL OF SUPERVISOR



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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:

Name : Ahmad Ali Fauzy

Reg. Number : 422021411003

Title : Analysis of The Welfare level of MSME Trades Around the Religious Tourism site of Sunan Giri Tomb in Gresik.


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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APPROVAL OF THE EXAMINING COMMITTEE



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THESIS EXAMINATION COMMITTEE APPROVAL

The examination committee declared that the thesis written by:

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It has passed to thesis examination and 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 in Department of Islamic Economics, Faculty of Economics and Management, University of Darussalam Gontor.

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Bismillahirrahmanirrahim,
Assalamu'alaikum Wr. Wb.


The Faculty of Economics and Management University of Darussalam Gontor has received the thesis written by :

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It is accepted as a fulfill of the requirement for the degree of Bachelor of Economics (Islamic Economics), academic year 1445-1446 H / 2024-2025.
Wassalamu'alaikum Wr, Wb.

Ponorogo, Sya'ban 25th, 1446 H
February 25th, 2025

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MOTTOES

وَأَحَلَّ اللَّهُ الْبَيْعَ وَحَرَّمَ الرِّبَا

"Allah has permitted buying and selling and prohibited usury." (QS. Al-Baqarah: 275)

وَمَنْ يَتَّقِ اللَّهَ يَجْعَلْ لَهُ مَخْرَجًا، وَيَرْزُقْهُ مِنْ حَيْثُ لَا يَحْتَسِبُ ۚ وَمَنْ يَتَوَكَّلْ عَلَى اللَّهِ فَهُوَ حَسْبُهُ ۚ إِنَّ اللَّهَ بَلِّغُ أَمْرِهِ ۚ قَدْ جَعَلَ اللَّهُ لِكُلِّ شَيْءٍ قَدْرًا

"Whoever fears Allah, surely He will give him a way out and provide him with sustenance from an unexpected direction. And whoever puts his trust in Allah, Allah will surely provide for him. Indeed, Allah carries out His affairs. Indeed, Allah has determined provisions for everything." (QS. At-Talaq: 2-3)

التَّاجِرُ الصَّدُوقُ الْأَمِينُ مَعَ النَّبِيِّينَ وَالصِّدِّيقِينَ وَالشُّهَدَاءِ يَوْمَ الْقِيَامَةِ

"Honest and trustworthy traders will be with the prophets, honest people and martyrs on the Day of Judgment." (HR. Tirmidzi)

إِنَّ أَطْيَبَ الْكَسْبِ كَسْبُ الرَّجُلِ مِنْ يَدِهِ، وَكُلُّ بَيْعٍ مَبْرُورٍ

"Indeed, the best effort is the effort a person makes with his own hands, and every transaction is clean (free from fraud)." (HR. Ahmad)

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Ponorogo, 9 February, 2025 M

9 Rajab, 1446 H