

" Strategies to Develop Tourist Attractions of Muhammad Cheng Hoo Mosque as a Religious Tourism Destination in Jember Regency"

Milawaty S.Hum., M.Hum as a Chief Counselor

Ulfina Rahmawati

Tourism Destination Study Program

Department of Language, Communication and Tourism

ABSTRACT

Muhammad Cheng Hoo Mosque in Jember has the potential to become a religious tourism destination in Jember Regency due to its distinctive Chinese-Islamic architectural style and various religious activities. However, the development of its tourist attraction still faces several challenges, including limited promotional efforts, the absence of structured religious tour packages, and the need to strengthen institutional management. This study aims to identify the existing conditions of the tourist attraction based on the 6A concept (Attraction, Accessibility, Amenities, Accommodation, Activities, and Ancillary Services) and to formulate development strategies using SWOT analysis. This research employed a descriptive qualitative approach, with data collected through observation, interviews, and documentation. Data were analyzed using the 6A concept to identify the existing conditions and SWOT analysis to formulate appropriate development strategies. The results indicate that Muhammad Cheng Hoo Mosque in Jember has considerable potential as a religious tourism destination across all aspects of the 6A framework, although several aspects still require further development. Based on the SWOT analysis, five priority development strategies were identified: developing structured religious tour packages, improving supporting tourism facilities, strengthening organizational capacity and human resources, optimizing digital promotion, and enhancing the uniqueness of the mosque's architecture as the destination's identity. These strategies are expected to improve the quality and competitiveness of Muhammad Cheng Hoo Mosque in Jember as a religious tourism destination in Jember Regency.

Keywords: *tourist attraction development, religious tourism, Muhammad Cheng Hoo Mosque, 6A, SWOT*