

ABSTRACT

The thesis entitled "The Effect of Regional Development Planning and Attractiveness on Economic Recovery in the Tourism Sector Due to the Covid-19 Pandemic in Tulungagung Regency Using Sharia Marketing Strategies as Moderation Variables" was written by Moch. Sulchan, NIM. 12508194003, 2021. Postgraduate Thesis of the State Postgraduate of Sayyid Ali Rahmatullah State Islamic University Tulungagung, First supervisor: Dr. H. Dede Nurohman, M.Ag. Second supervisor: Dr. H. Mashudi, M, Pd.I.

This research is based on how attraction is. Given that other studies describe many words of attraction but have not explained specifically what kind of attraction it is. In this case attractiveness plays a very important role in the effect of economic recovery. Therefore, the joint attraction with Regional Development Planning and Sharia Marketing Strategy as Moderation Variables is used to see the results of the Economic Recovery in the Tourism Sector Due to the Covid-19 Pandemic in Tulungagung Regency.

The formulation of the problems in this thesis are (1) Does regional development planning have a significant effect on the economic recovery of the Covid-19 pandemic in the tourism sector in Tulungagung Regency? (2) Does attractiveness have a significant effect on the economic recovery of the Covid-19 pandemic in the tourism sector in Tulungagung Regency? (3) Does the sharia marketing strategy as a moderating variable have a significant effect on the economic recovery of the Covid-19 pandemic in the tourism sector in Tulungagung Regency? (4) Does the sharia marketing strategy moderate the relationship of attractiveness significantly to the economic recovery of the Covid-19 pandemic in the tourism sector in Tulungagung Regency? (5) Does sharia marketing moderate regional development planning significantly to the economic recovery of the Covid-19 pandemic in the tourism sector in Tulungagung Regency? The research objective was to examine the effect of regional development planning on the economic recovery of the Covid-19 pandemic in the tourism sector in Tulungagung Regency. To test the effect of attractiveness on the economic recovery of the Covid-19 pandemic in the tourism sector in Tulungagung Regency. To test the effect of sharia marketing as a moderating variable on the economic recovery of the Covid-19 pandemic in the tourism sector in Tulungagung Regency. To test the sharia marketing strategy moderating the relationship between attractiveness to the economic recovery of the Covid-19 pandemic in the tourism sector in Tulungagung Regency. To test the sharia marketing strategy moderating regional development planning towards the economic recovery of the Covid-19 pandemic in the tourism sector in Tulungagung Regency.

This research uses a quantitative approach with associative research type. The data collection method used in this study is primary data obtained from distributing questionnaires. The sample data collection technique used accident sampling. The number of samples used in this study a total of 300 respondents. The data analysis technique used in this study is to use the validity and reliability test, normality test, multiple regression test, path test and hypothesis testing.

The conclusion from the analysis results, Regional Development Planning, Attraction and Sharia Marketing Strategy as Moderation Variables have a positive effect together on the Economic Recovery of the Tourism Sector Due to the Covid-19 Pandemic in Tulungagung Regency. Regional Development Planning has a significant positive effect on the Economic Recovery of the Tourism Sector Due to the Covid-19 Pandemic in Tulungagung Regency. Attraction has a significant positive effect on the Economic Recovery of the Tourism Sector Due to the Covid-19 Pandemic in Tulungagung Regency. Sharia Marketing Strategy as Moderation Variable has a significant positive effect on the Economic Recovery of the Tourism Sector Due to the Covid-19 Pandemic in Tulungagung Regency. Islamic marketing strategy moderating regional development planning has a significant positive effect on the economic recovery of the Covid-19 pandemic in the tourism sector in Tulungagung Regency. The Islamic marketing strategy moderates the relationship between attractiveness and has a significant positive effect on the economic recovery of the Covid-19 pandemic in the tourism sector in Tulungagung Regency.

Keywords: Regional Development Planning, Attraction, Economic Recovery, Sharia Marketing Strategy

ABSTRAK

Tesis dengan judul “Pengaruh Perencanaan Pengembangan Daerah Dan Daya Tarik Terhadap Pemulihan Ekonomi Sektor Pariwisata Akibat Pandemi Covid-19 Di Kabupaten Tulungagung Dengan Strategi Pemasaran Syariah Sebagai Variabel Moderasi” ini ditulis oleh Moch. Sulchan, NIM. 12508194003, 2021. Tesis Pascasarjana Institut Agama Islam Negeri Tulungagung Jurusan Ekonomi Syariah, Pembimbing pertama : Dr. H. Dede Nurohman, M.Ag. Pembimbing kedua : Dr. H. Mashudi, M,Pd.I.

Penelitian ini dilatar belakangi tentang bagaimana daya tarik. Mengingat penelitian lain memaparkan banyak kata-kata daya tarik tetapi belum menjelaskan secara spesifik seperti apa daya tarik tersebut. Dalam hal ini daya tarik sangat berperan penting pada pengaruh pemulihan ekonomi. Oleh sebab itu daya tarik bersama dengan Perencanaan Pengembangan Daerah Dan Strategi Pemasaran Syariah Sebagai Variabel Moderasi digunakan untuk melihat hasil Pemulihan Ekonomi Sektor Pariwisata Akibat Pandemi Covid-19 Di Kabupaten Tulungagung.

Rumusan masalah dalam tesis ini adalah (1) Apakah perencanaan pengembangan daerah berpengaruh secara signifikan terhadap pemulihan ekonomi pandemi covid-19 sektor pariwisata di Kabupaten Tulungagung? (2) Apakah daya tarik berpengaruh secara signifikan terhadap pemulihan ekonomi pandemi covid-19 sektor pariwisata di Kabupaten Tulungagung? (3) Apakah strategi pemasaran syariah sebagai variabel moderasi berpengaruh secara signifikan terhadap pemulihan ekonomi pandemi covid-

19 sektor pariwisata di Kabupaten Tulungagung? (4) Apakah strategi pemasaran syariah memoderasi hubungan daya tarik secara signifikan terhadap pemulihan ekonomi pandemi covid-19 sektor pariwisata di Kabupaten Tulungagung? (5) Apakah pemasaran syariah memoderasi perencanaan pengembangan daerah secara signifikan terhadap pemulihan ekonomi pandemi covid-19 sektor pariwisata di Kabupaten Tulungagung?. Adapun tujuan penelitian adalah Untuk menguji pengaruh perencanaan pengembangan daerah terhadap pemulihan ekonomi pandemi covid-19 sektor pariwisata di Kabupaten Tulungagung. Untuk menguji pengaruh daya tarik terhadap pemulihan ekonomi pandemi covid-19 sektor pariwisata di Kabupaten Tulungagung. Untuk menguji pengaruh pemasaran syariah sebagai variabel moderasi terhadap pemulihan ekonomi pandemi covid-19 sektor pariwisata di Kabupaten Tulungagung. Untuk menguji strategi pemasaran syariah memoderisasi hubungan antara daya tarik terhadap pemulihan ekonomi pandemi covid-19 sektor pariwisata di Kabupaten Tulungagung. Untuk menguji strategi pemasaran syariah memoderisasi perencanaan pengembangan daerah terhadap pemulihan ekonomi pandemi covid-19 sektor pariwisata di Kabupaten Tulungagung.

Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Metode pengumpulan data yang digunakan dalam penelitian ini adalah data primer yang diperoleh dari penyebaran angket. Teknik pengambilan data sample menggunakan *accident sampling*. Jumlah sampel yang digunakan dalam penelitian kali ini total terdapat 300 responden. Teknik analisis data yang digunakan dalam penelitian ini yaitu menggunakan uji validitas dan reliabilitas, uji normalitas, uji regresi berganda, uji *path* dan uji hipotesis.

Kesimpulan dari hasil analisis, Perencanaan Pengembangan Daerah, Daya Tarik Dan Strategi Pemasaran Syariah Sebagai Variabel Moderasi berpengaruh secara positif bersama sama terhadap Pemulihan Ekonomi Sektor Pariwisata Akibat Pandemi Covid-19 Di Kabupaten Tulungagung. Perencanaan Pengembangan Daerah berpengaruh positif signifikan terhadap Pemulihan Ekonomi Sektor Pariwisata Akibat Pandemi Covid-19 Di Kabupaten Tulungagung. Daya Tarik berpengaruh positif signifikan terhadap Pemulihan Ekonomi Sektor Pariwisata Akibat Pandemi Covid-19 Di Kabupaten Tulungagung. Strategi Pemasaran Syariah Sebagai Variabel Moderasi berpengaruh positif signifikan terhadap Pemulihan Ekonomi Sektor Pariwisata Akibat Pandemi Covid-19 Di Kabupaten Tulungagung. Strategi pemasaran syariah memoderisasi perencanaan pengembangan daerah berpengaruh positif signifikan terhadap pemulihan ekonomi pandemi covid-19 sektor pariwisata di Kabupaten Tulungagung. Strategi pemasaran syariah memoderisasi hubungan antara daya tarik berpengaruh positif signifikan terhadap pemulihan ekonomi pandemi covid-19 sektor pariwisata di Kabupaten Tulungagung.

Kata Kunci: Perencanaan Pengembangan Daerah, Daya Tarik, Pemulihan Ekonomi, Strategi Pemasaran Syariah