

## ABSTRAK

Skripsi dengan judul “Peran Keberadaan Wisata Makam Religi Sunan Kalijaga Terhadap perekonomian Masyarakat Di Kabupaten Demak” ini ditulis oleh Nur Huda, NIM. 12402173544. Pembimbing Dr. H. Dede Nurohman, M.Ag.

Penelitian ini dilatarbelakangi oleh adanya masalah pendapatan warga yang tidak meningkat ketika belum adanya pengorganisasian dari pemerintah mengenai usaha yang dilakukan masyarakat sekitar wisata religi makam Sunan Kalijaga Kabupaten Demak. Sebelum adanya penataan oleh pemerintah banyak sekali pedagang yang berjualan secara acak yang membuat pemandangan di makam menjadi rusuh dan kurang efektif baik dalam masalah usaha maupun mendapat laba usaha.

Rumusan masalah dalam penelitian ini adalah (1) Bagaimana peluang usaha masyarakat sekitar objek wisata religi makam Sunan Kalijaga di Kabupaten Demak? (2) Bagaimana dampak keberadaan wisata religi makam Sunan Kalijaga terhadap perekonomian masyarakat di Kabupaten Demak? (3) Bagaimana peningkatan pendapatan masyarakat sekitar adanya obyek wisata religi makam Sunan Kalijaga di Kabupaten Demak?.

Penelitian ini menggunakan penelitian kualitatif dengan metode atau pendekatan studi kasus. Data-data yang digunakan dalam penelitian adalah data primer maupun sekunder, data ini diperoleh melalui observasi, wawancara mendalam, dan dokumentasi.

Dari hasil penelitian ini ditemukan bahwa: (1) peluang usaha masyarakat sekitar obyek wisata religi makam Sunan Kalijaga di Kabupaten Demak sesuai dengan prosedur yang ada (2) Adapun dampak keberadaan wisata religi makam Sunan Kalijaga terhadap perekonomian masyarakat di Kabupaten Demak ada dua: a) Dampak sosial berupa mengubah status sosial, menambah pendidikan dan menambah wawasan. b) Dampak ekonomi berupa meningkatnya pendapatan warga sekitar wisata religi makam Sunan Kalijaga dan menambah lapangan pekerjaan. (3) Wisata religi makam Sunan Kalijaga di Kabupaten Demak berhasil meningkatkan pendapatan masyarakat sekitar makam Sunan Kalijaga sesuai teori dan praktik yang ada.

**Kata Kunci: Wisata Religi Makam Sunan Kalijaga, Pengelolaan, Peningkat Pendapatan**

## **ABSTRACT**

The thesis entitled “The Impact of Sunan Kalijaga Religious Tourism On The Economy Of The Community In Demak Regency” Written by Nur Huda, NIM. 12402173544. Advisor Mr. Dr. H. Dede Nurohman, M. Ag.

This research is motivated by the problem of residents' incomes that do not increase when there is no organization from the government regarding the efforts made by the community around the religious tourism of the Sunan Kalijaga tomb, Demak Regency. Prior to the arrangement by the government, there were many traders who sold randomly which made the scenery at the tombs chaotic and less effective both in business matters and in making business profits.

The formulation of the problem in this study is (1) What are the business opportunities of the community around the religious tourism object of the Sunan Kalijaga tomb in Demak Regency? (2) What is the impact of the existence of religious tourism on the tomb of Sunan Kalijaga on the economy of the people in Demak Regency? (3) How to increase the income of the community around the existence of religious tourism objects in the tomb of Sunan Kalijaga in Demak Regency?.

This research uses qualitative research with case study method or approach. The data used in this study are primary and secondary data, this data was obtained through observation, in-depth interviews, and documentation.

From the results of this study, it was found that: (1) the business opportunities of the community around the religious tourism object of Sunan Kalijaga's tomb in Demak Regency in accordance with existing procedures (2) The impact of the existence of Sunan Kalijaga's religious tourism on the economy of the community in Demak Regency is twofold: a) The social impact is in the form of changing social status, adding education and adding insight. b) The economic impact in the form of increasing the income of residents around the religious tourism of Sunan Kalijaga's tomb and increasing employment opportunities. (3) Religious tourism to the tomb of Sunan Kalijaga in Demak Regency has succeeded in increasing the income of the community around the tomb of Sunan Kalijaga according to existing theory and practice.

**Keywords: Religious Tourism of the Sunan Kalijaga Tomb, Management, Income Level**