

# 3091-Research Results-9525-1- 2-20250301 (1).docx

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**Submission date:** 15-Mar-2025 11:23PM (UTC-0700)

**Submission ID:** 2615752793

**File name:** 3091-Research\_Results-9525-1-2-20250301\_1\_.docx (158.29K)

**Word count:** 4710

**Character count:** 29861



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**Sustainable Islamic Tourism: Jogokariyan Ramadan Village as a Sustainable Religious and Economic Tourism Destination**

(Case Study in Jogokariyan Ramadan Village)

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Received: 20xx-xx-xx; Accepted: 20xx-xx-xx; Published: 20xx-xx-xx

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**ABSTRACT**

This study aims to analyze the economic, social, and environmental sustainability of Kampung Ramadan Jogokariyan (JRV) as a community-based religious and economic tourism destination. JRV is an annual program that attracts thousands of visitors every Ramadan through various religious activities and MSME markets. However, the main challenge is how to maintain a positive economic impact after Ramadan ends. This study uses a qualitative approach with a case study method through in-depth interviews, participatory observation, and document analysis. Data was collected from mosque managers, MSME actors, and tourists, then analyzed with qualitative descriptive techniques based on the Triple Bottom Line model (economic, social, and environmental). The results of the study show that JRV has succeeded in improving the local economy through the active participation of MSMEs and transparency in the management of mosque funds. Socially, JRV strengthens community cohesion through mutual cooperation and community empowerment initiatives. However, sustainability still faces challenges such as a decline in economic activity after Ramadan and the environmental impact of market waste. This study recommends strategies for economic diversification, digitalization of MSME marketing, and optimization of social programs to extend the positive impact of JRV throughout the year, making it a sustainable religious tourism model that can be replicated in other regions.

**Keywords:** *Kampung Ramadan Jogokariyan, Sustainability, Religious Tourism, Environmental Socio-Economic Impact, MSME Empowerment*

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## INTRODUCTION

Halal tourism has experienced significant growth in recent years, becoming an economic sector that prioritizes sharia values by providing Muslim-friendly facilities (Muflihah et al., 2024). Data shows that by 2022, more than 2 billion Muslim consumers worldwide will spend about \$2.29 trillion across six major halal industries, including Muslim-friendly tourism (Jaharuddin, 2025). As a country with the largest Muslim population in the world with 246.63 million inhabitants in 2024 or equivalent to 87% of the total number of 283.48 million people (RISSC, 2024), Indonesia has great potential to develop the halal tourism sector.

Jogokarian Ramadan Village (JRV) in Yogyakarta is one of the real examples of community-based Islamic tourism in Indonesia. Every day in the month of Ramadan, this program attracts thousands of visitors, both local and national, to come to the program to enjoy various religious and cultural activities (Rinepta, 2024). The main attraction is programs such as Islamic Studies, Ramadan People's Market, and the provision of free takjil as many as 3,000-3,500 portions every day (Yahya, 2024). These programs not only enrich the spiritual experience but also have a positive impact on the community's economy (Ristya, 2024).

However, the main challenge faced is how to ensure that the positive economic impact of JRV can continue after the end of Ramadan. Many small and medium-sized enterprises (MSMEs) experienced an increase in income during Ramadan, but then experienced a significant decline and it was quite difficult to replicate the moment at other times (Murad, 2024). Therefore, to maintain the rhythm of the economy throughout the year, an efficient plan is needed. In fact, a survey conducted by Bank Indonesia shows that in February 2024, the Consumer Expectations Index (IFK) is at an optimistic level of 135.3, up from 134.5 in January 2024. Income expectations and job availability drove this increase. This shows that Ramadan can help with sustainable economic growth.

The uniqueness of JRV lies in its mosque-based management and active community participation. Through various programs that involve the community directly, the Jogokariyan Mosque has become a center for economic empowerment of the people (Saputra & Agustina, 2021). In addition to religious activities, the mosque also holds a Ramadan Afternoon Market, where local MSMEs can sell their goods. In JRV in 2024, every day there are 300 MSMEs participating in providing lunch products for breaking the fast (Nabilah, 2023). This initiative boosts the local economy and strengthens social ties among the population.

In the context of sustainability, it is important to examine JRV through the perspective of the Triple Bottom Line—economic, social, and environmental. In terms of the economy, strategies must be created to ensure this community-based business model can operate throughout the year, not just during Ramadan. In terms of social, the role of mosques must be strengthened to increase public awareness and support local economic activities. In terms of the environment, the negative impact of JRV activities must be minimized.

Most previous research on JRV has concentrated on short-term economic impacts (Saputra & Agustina, 2021; Rizki & Zulaikha, 2022; Holle et al., 2023) and the social role of mosques in empowering the people (Danis et al., 2022; Rochanah, 2024; Setyowati, 2020). However, there is still little research on long-term sustainability, especially ways to maintain a positive economic impact after Ramadan and maintain a balance with social and environmental aspects. More research is needed to understand how the concept of sustainability can be applied in this context. Research should also investigate how JRV can become a model of sustainable Islamic tourism in Indonesia and around the world.

Other Muslim countries, such as Malaysia and Turkey, have Islamic tourism models that consider sustainability (Henderson, 2016; Putri, 2023). For example, Malaysia has a specific policy to manage halal tourism destinations using long-term economic strategies, including diversification of Islamic tourism products outside of the month of Ramadan. This study is expected to provide new insights for JRV managers to develop more sustainable strategies so that the positive impacts of Ramadan can last longer.

Overall, this study aims to see how JRV can function as a model of sustainable Islamic tourism destinations. In other words, the development of tourist destinations that are not only religiously attractive, but also economically and environmentally sustainable. By examining various economic, social, and environmental aspects of JRV, it is hoped that this research can provide strategic suggestions for managers, MSMEs, and the government in developing Islamic tourism that is not only growing rapidly during Ramadan but also sustainable in the long term.

### RESEARCH METHODOLOGY

This study uses a qualitative approach with a case study method to analyze the economic, social, and environmental impacts of Jogokariyan Ramadan Village as a sustainable religious and economic tourism destination. Field research methods are applied through in-depth interviews, participatory observations, and document analysis to understand the dynamics that occur during the implementation of Ramadan events. Data sources consist of primary data and secondary data. Primary data was obtained through in-depth interviews with the management of the Jogokariyan Mosque, MSME actors, and tourists, direct observation of economic and tourism activities, as well as documentation in the form of photos and audio/video recordings. Meanwhile, secondary data is collected from scientific journals, books, research reports, and official documents related to halal tourism and economic sustainability. The data collection technique was carried out in a triangulation manner through interviews, participatory observations, and documentation to ensure the validity of the findings and obtain a more comprehensive picture of the role of the Jogokariyan Mosque in supporting economic sustainability and religious tourism (Sugiyono, 2021).

Data analysis was carried out using a qualitative descriptive approach, which included data reduction, presentation of data in the form of narratives and tables, and drawing conclusions based on patterns of findings. The technique for selecting informants uses purposive sampling, which focuses on individuals with direct involvement in Ramadan Village activities, such as mosque takmirs, local business actors, and tourists. The results of this study are expected to provide in-depth insight into the management strategy of Jogokariyan Ramadan Village as a sustainable religious tourism model, as well as offer recommendations on how this concept can be replicated in other regions to support community-based economic development and halal tourism.

#### Jogokariyan Ramadan Village Sustainability Strategy

To ensure that the positive economic impact of JRV continues beyond Ramadan, several management models can be implemented. M. Rizqi Rahim as the takmir administrator of the Jogokariyan Mosque in an interview said that one of them is the transformation of the Ramadan Market into a routine activity, such as the 'Jogokariyan Mosque People's Market' which is held regularly on Saturday and Sunday mornings. This People's Market started on August 8, 2021, involving around 50-60 local MSMEs that offer various products to visitors. This initiative aims

to empower Micro, Small, and Medium Enterprises (MSMEs) in marketing quality halal products, while encouraging sustainable community economic growth.

As the main mover, the Jogokariyan Mosque established this market as a community-based economic forum that connects business actors with the wider community. Research by Rhealdi et al. (2023) emphasizing the importance of human resource development through economic empowerment of mosque worshippers to maximize the role and function of mosques in improving the welfare of the people.

In addition, traders who previously participated in the Ramadan Afternoon Market can be empowered by providing business training and Islamic financial literacy. The management of the Jogokariyan Mosque collaborates with related agencies to conduct coaching. It is also mentioned that mosque funds are always "ZERO" and all finances that come in are used for the prosperity of the community and the mosque. Studies show that professional and transparent management of mosque funds can increase congregational participation in economic activities (Prihastuti & dkk., 2023). In addition, traders who previously participated in the Ramadan Afternoon Market can be empowered by providing business training and Islamic financial literacy. The management of the Jogokariyan Mosque collaborates with related agencies to conduct coaching. It is also mentioned that mosque funds are always "ZERO" and all finances that come in are used for the prosperity of the community and the mosque. Studies show that professional and transparent management of mosque funds can increase congregational participation in economic activities

## RESULT

Jogokariyan Ramadan Village (JRV) has become an Islamic tourist destination that attracts thousands of visitors every year. This section will review various aspects of KRJ's sustainability, including the economic, social, and environmental impacts that arise during its implementation.

### **Jogokariyan Ramadan Village: Between Religiosity, Economy, and Social Innovation**

JRV is growing into more than just an annual event. This is a manifestation of the transformation of the Jogokariyan Mosque from an ordinary place of worship to a center of community-based economic empowerment. Besides, JRV is also known as a famous religious tourist destination during the month of Ramadan.

#### **1. The Beginnings of JRV: Initiative and Background**

Before 1967, Jogokariyan Village did not have a mosque. A small mosque in the corner of the village in RT 36 is used for religious and da'wah activities. The construction of the Jogokariyan Mosque began on September 20, 1966 and was inaugurated in August 1967, coinciding with the Birthday of the Republic of Indonesia, by the Chairman of the Muhammadiyah Regional Executive (MJ, 2024).

JRV first emerged as a response to the community's need for a place for religious and social activities during the month of Ramadan. Mosque administrators and local community leaders held a simple joint recitation and iftar to kick off this initiative. The aim is to improve relations between residents and give small traders the opportunity to sell Ramadan food and drinks (VisitJogja.com, 2023). This activity developed into a larger Ramadan market with many sellers of Ramadan food and beverages. The

Yogyakarta City Government supports JRV as one of the Ramadan tourist attractions in 2009 by providing funds and management (Nurani, 2024).

## 2. JRV's Transformation Year by Year

### a. JRV 2010–2015: Focus on Study and Takjil

During this period, JRV focuses on religious activities, such as regular recitation and providing free takjil to worshippers. The community is very enthusiastic, even though resources and facilities are limited. The Yogyakarta Muslim community began to know about this activity and managed to attract the attention of local residents.

### b. JRV 2016–2020: MSME Bazaar Development and Community Funding

Entering this period, JRV experienced significant growth because there was a new MSME bazaar involving hundreds of local traders. Many culinary and handicraft products are sold in this bazaar, which benefits the economy of the local community. In addition, the system of managing community funds through infaq and alms is increasingly systematic, which allows the improvement of mosque facilities and the financing of various social programs.

### c. JRV 2021–present: Digital Economy Integration and Large-Scale Management

In the digital era, JRV adapts by utilizing online platforms for the promotion and sale of MSME products. The use of social media and *e-commerce* apps helps expand the reach of the market, not only for local visitors but also nationally. Although in the sales process it is more about on-site purchases. In addition, event management has also been improved by systematizing crowd management to create a more organized and efficient experience.

## 3. JRV as a Model of Islamic Social Business

The Jogokariyan Mosque shows that places of worship can function as a center to encourage economic growth. Mosques that are able to fund various programs that are beneficial to the surrounding community by managing people's funds transparently and professionally. The mosque also gives MSMEs space to develop through bazaars and entrepreneurship training. One of the programs of the Jogokariyan Mosque is JRV which is fairly successfully held every year.

Over time, JRV continues to grow by presenting a variety of interesting religious and cultural events. In addition to recitation, *tausiyah*, and congregational *tarawih*, this village is also known for its typical Ramadan decorations and crowded markets that sell typical culinary (Wardani, 2024). One of the main attractions is the Ramadan market, which is not only a place to hunt *takjil* and *iftar* food, but also provides opportunities for MSME actors to promote their products. This activity creates a festive atmosphere and close social interaction among visitors (WartaJogjakarta, 2024).

Local community participation is key to the success of JRV. Every day, the Jogokariyan Mosque provides around 3,500 portions of *iftar* prepared by 27 groups of *Dasawisma* women, showing the strong spirit of mutual cooperation (Ramadhan, 2024). Students and residents are also involved in various activities, such as *itikaf*, recitation,

and social service, which further strengthens the sense of togetherness. With a high level of participation, JRV is not only a center of worship, but also a space for social and economic activities that empower the community during the holy month.

#### **Jogokariyan Ramadan Village: A Sustainable Religious Tourism Model**

JRV is now a religious tourist attraction that attracts many visitors from inside and outside the city. The Jogokariyan Mosque is a major attraction as it is used as a place of worship and a place for social and commercial activities during the holy month. Congregational tarawih prayers attended by thousands of people create a solemn and profound spiritual atmosphere, while flagship programs such as "Zero Rupiah Infak Balance" show transparency in the management of people's funds (SibakulJogja, 2023). Of course, this is a deep spiritual experience for JRV visitors.

Through its lively Ramadan afternoon market, JRV offers cultural and social experiences in addition to worship destinations. Along the way, there are many traditional foods served, attracting visitors to enjoy the unique ngabuburit atmosphere. In these markets, social interaction strengthens the bond between visitors and locals and creates an economic environment that supports small businesses.

#### **The Concept of Sustainability in Ramadan Activities in Jogokariyan**

For more than twenty years, JRV has become an icon of economic and social empowerment in Yogyakarta. To understand KRJ's sustainability impact and strategy, multidimensional analysis through the Triple Bottom Line approach, which combines economic, social, and environmental dimensions, is essential.

##### **1. Economic Sustainability Dimension**

JRV has consistently made a significant contribution to the local economy, especially through the empowerment of Micro, Small, and Medium Enterprises (MSMEs). During the month of Ramadan, more than 300 MSME traders participated in the Ramadan Afternoon Market, offering a variety of culinary and handicraft products. This participation not only increases the daily income of business actors, but also expands their marketing network. Data shows that in 2024, the Jogokariyan Mosque will provide around 3,000-3,500 free iftar portions every day, most of which are supplied by local MSMEs, creating a mutually beneficial economic cycle (WartaJogjakarta, 2024).

Challenges arise after Ramadan, where MSME income may decrease. To overcome this, a strategy to diversify products and services that can be sold throughout the year is needed. In addition, the development of a digital platform for product marketing can help MSMEs reach a wider market than just certain events.

To maintain economic sustainability, MSMEs in Jogokariyan can develop relevant products throughout the year inspired by Ramadan traditions. For example, typical food products that are usually only available during the month of Ramadan can be made in smaller quantities and sold as typical Yogyakarta souvenirs. In addition, it is very important for MSME actors to be provided with training in skills and increase people's capacity in managing their businesses, including digital (Saputra & Agustina, 2021). Local products can be promoted to a wider audience, even to international markets, by leveraging e-commerce and social media. To provide the needed infrastructure and training, this initiative requires support from various parties, including local governments and educational institutions.

## 2. Social Sustainability Dimension

The Jogokariyan Mosque has proven that places of worship can function more than just spiritual centers, but also serve as economic and social catalysts. This mosque provides local MSMEs with facilities to market their goods through programs such as the Jogokariyan People's Market. In addition, the community is educated about business management in accordance with sharia principles through the "Ngaji Bisnis" program. The program strengthens social relations and the economic well-being of the community (Makarim & Farransahat, 2024).

The existence of JRV has changed the social structure of the Jogokariyan community. Active participation in mosque activities increases the sense of solidarity and togetherness of residents. In addition, the increase in income earned through participation in the Ramadan Afternoon Market helps reduce poverty and improve the quality of life. Other residents are inspired to participate and contribute to community activities from the stories of people who have successfully developed their businesses through the JRV program.

To ensure the sustainability of social impacts, the Jogokariyan Mosque can initiate programs that run throughout the year. For example, providing skills training to local youth that can help them develop soft skills and self-potential, so that they become more competitive in the job market. In addition, Islamic finance education programs for MSMEs help small and medium enterprises (MSMEs) manage their finances better, which ensures the growth and stability of their companies. Programs related to the needs of mosques, such as Friday blessings, and so on collaborate with MSMEs of the surrounding community.

## 3. Environmental Sustainability Dimension

JRV faces waste management challenges due to thousands of daily visitors during the month of Ramadan. To overcome this, various initiatives have been implemented, such as the Zero Inorganic Waste campaign implemented by the Yogyakarta City Government at JRV. The program aims to control the volume of waste by encouraging sellers and buyers to reduce the use of single-use plastics and raise awareness of the importance of keeping the environment clean (Nidianita, 2023).

To reduce inorganic waste, JRV managers also make takjil using reusable plates and glasses. Local residents manage leftovers to be used as compost or animal feed, and other leftovers are disposed of in Temporary Landfills (WartaJogjakarta, 2023). In addition, the mosque management in terms of cleanliness has also collaborated with related parties for waste management. So that waste does not become waste that can pollute the environment, but its management is optimized which then provides benefits for the Jogokariyan Mosque as well. This collaborative effort shows JRV's commitment to integrating ecotourism and environmental sustainability principles, making JRV an Islamic tourism model that is environmentally friendly and economically and socially beneficial.

### Sustainability Analysis of Jogokariyan Ramadan Village in the Perspective of Sustainable Islamic Tourism

JRV has become a real example in integrating Islamic values with community economic empowerment through the central role of the Jogokariyan Mosque. This mosque not only functions as a place of worship, but also as a center of social and economic activities that contribute significantly to the welfare of the surrounding community (Danis et al., 2024; Rochanah, 2024; Saputra & Agustina, 2021). One of the prominent initiatives is the management of zakat, infaq, and alms (ZIS) funds collected by mosques and channeled for various economic empowerment programs, such as the provision of interest-free business capital and entrepreneurship training for local residents (Holle, 2020).

In addition, during the month of Ramadan, JRV held an afternoon market involving local MSMEs. This activity boosts the local economy during the holy month and strengthens social ties between citizens. However, keeping these positive economic effects lasting throughout the year, not just during Ramadan, is a major issue. To achieve this, a broad strategy is needed that includes diversification of goods and services and the creation of sustainable programs.

JRV has great potential to develop into an attractive religious tourism destination throughout the year in the growing Islamic tourism industry. By leveraging existing infrastructure and communities, JRV can offer a variety of educational and tourism programs based on Islamic values that are attractive to domestic and foreign tourists. To ensure that environmental, economic, and social benefits are felt equally by the entire community, mosque managers, local governments, and local businesses must work together.

#### Jogokariyan Ramadan Village Sustainability Strategy

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In addition, traders who previously participated in the Ramadan Afternoon Market can be empowered by providing business training and Islamic financial literacy. The management of the Jogokaryan Mosque collaborates with related agencies to conduct coaching. It is also mentioned that mosque funds are always 'Zero' and all finances that come in are used for the prosperity of the community and the mosque. Studies show that professional and transparent management of mosque funds can increase congregational participation in economic activities (Prihastuti & dkk, 2023). Dengan demikian, masjid tidak hanya berperan sebagai tempat ibadah, tetapi juga sebagai pusat pemberdayaan ekonomi yang berdampak positif bagi masyarakat sekitarnya.

## CONCLUSION

Jogokariyan Ramadan Village (JRV) has developed into a community-based Islamic tourist destination that not only strengthens religious values, but also encourages economic and social growth. Its existence has a positive impact by empowering MSMEs, creating temporary jobs, and increasing economic turnover around the mosque. In addition, community involvement in social activities, such as the provision of free takjil and recitation, shows that JRV plays a role in strengthening social solidarity. However, the main challenge faced is how to ensure the sustainability of the economic impact outside the month of Ramadan.

To answer this challenge, JRV needs to implement sustainability strategies, such as the transformation of the Ramadan Market into *the Jogokariyan Mosque People's Market* which takes place throughout the year, increasing financial literacy and business training for MSMEs, as well as collaborating with various stakeholders. In addition, the use of digital technology in the marketing of MSME products and Islamic tourism promotion is also a key factor in supporting community-based economic growth. By applying the concept of *Islamic Social Business* and *the Triple Bottom Line (economic, social, and environmental)*, JRV can become a sustainable Islamic tourism model that provides long-term benefits to the community, not only during Ramadan but throughout the year.

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