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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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**Abstract**

Islamic tourism has gained significant attention as a driver of community-based economic development, with mosques playing a central role in religious, social, and economic activities. One notable example is Jogokariyan Ramadhan Village (JRV), an annual program that attracts thousands of visitors through religious events and MSME-driven markets. This study aims to analyze the sustainability of JRV in economic, social, and environmental aspects as a community-based religious and economic tourism destination. Using a qualitative approach with a case study method, data were collected through in-depth interviews, participatory observation, and document analysis. Respondents included mosque managers, MSME actors, and tourists, with data analyzed using qualitative descriptive techniques based on the Triple Bottom Line model (economic, social, and environmental). The findings indicate that JRV has successfully improved the local economy through active MSME participation and transparent mosque fund management. Socially, JRV fosters strong community cohesion through mutual cooperation and empowerment initiatives. However, challenges persist, including a decline in economic activity after Ramadan and the environmental impact of market waste. The study underscores the importance of mosque-based economic initiatives in sustaining local businesses beyond Ramadan, demonstrating how religious tourism can be a catalyst for long-term economic resilience. Additionally, it highlights the need for improved waste management strategies to mitigate the environmental impact of large-scale religious events. To address these challenges, this study recommends strategies for economic diversification, the digitalization of MSME marketing, and the optimization of social programs to extend JRV's positive impact throughout the year. By implementing these measures, JRV can serve as a model for sustainable religious tourism 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 (IEK) 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 developed to ensure this community-based business model operates sustainably throughout the year, not just during Ramadan. Socially, the role of mosques must be strengthened to increase public awareness and support local economic activities. Environmentally, the negative impact of JRV activities must be minimized to ensure long-term sustainability.

There are several relevant studies that can support this study, namely: *The Role of Mosque Institutions in Local Economic Development: A Case Study of Jogokariyan Mosque*. This study by Saputra & Agustina (2021) examines how Jogokariyan Mosque contributes to local economic development through various community empowerment programs. The focus is on the mosque's role as an institution that supports small business development and creates job opportunities for local residents. The findings show that the mosque has successfully

empowered the community and created a conducive environment for economic growth, which in turn supports sustainable tourism in the area. And the study by Danis et al. (2022) "Community Empowerment Based on Mosques: A Case Study of Jogokariyan Mosque". This study examines the role of Jogokariyan Mosque in empowering the community through a multifunctional mosque approach. Jogokariyan Mosque is not only a place of worship but also a center for social, educational, and economic activities. One of its flagship programs is Kampung Ramadan Jogokariyan, which attracts both local and international tourists during Ramadan. This program creates a positive impact on the local economy through Ramadan market activities, social fundraising, and the empowerment of local micro-enterprises. The study highlights that a professionally managed mosque can serve as a model for community empowerment based on sustainable tourism.

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). Research on long-term sustainability in Islamic tourism is still limited, especially in maintaining positive economic impacts post-Ramadan and balancing social and environmental aspects. Further studies are needed to understand effective strategies in maintaining the economic and social benefits of community-based tourism. Sustainable Islamic tourism integrates Islamic values into tourism practices by balancing economic growth, social harmony, and environmental preservation. This concept emphasizes the active role of the community, empowerment of the local economy, and preservation of culture and ecosystems as part of Islamic ethics in tourism. In this context, JRV has become a successful example that attracts thousands of visitors through religious events and UMKM markets. However, the main challenge is how to maintain the economic impact that has been created so that it is not limited to the month of Ramadan alone. Therefore, this study needs to explore concrete strategies that can make JRV a model of sustainable Islamic tourism that can be replicated in various regions, both in Indonesia and globally.

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. The concept of sustainable Islamic tourism integrates Islamic principles with a sustainability approach in tourism management. This concept aims to create a tourism experience that aligns with Sharia values while maintaining social, economic, and environmental balance. Sustainable Islamic tourism aims to enhance the well-being of local communities by creating job opportunities, promoting local culture, and developing halal products. This provides a positive economic impact on tourist destinations while also supporting social stability. 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.

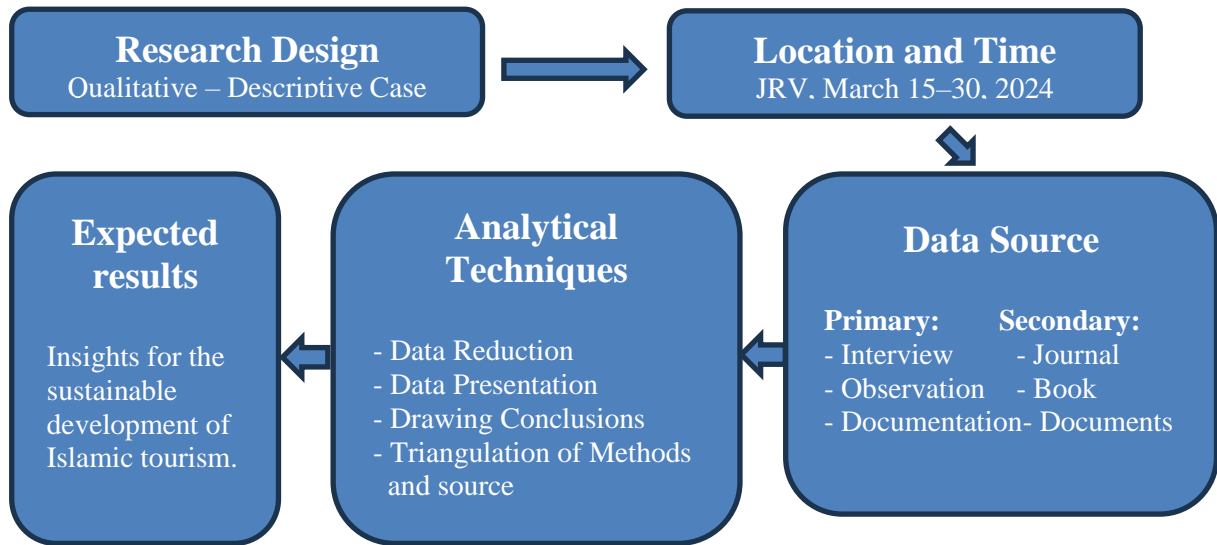
## RESEARCH METHODOLOGY

This study uses a qualitative approach with a descriptive case study method to analyze the economic, social, and environmental impacts of Kampung Ramadan Jogokariyan (JRV) as a sustainable Islamic tourism destination. This study aims to understand the role of JRV in community-based Islamic tourism and its sustainability challenges and strategies. The case study method was chosen because it allows an in-depth analysis of complex phenomena by integrating primary and secondary data. Primary data provides a direct perspective of the main actors in JRV, while secondary data enriches the analysis with academic references to form a holistic picture of the impact of JRV as a model of Islamic tourism.

This research was conducted at JRV on March 15-30, 2024, coinciding with the month of Ramadan, to directly capture the economic and social dynamics that occurred. Primary data was obtained through in-depth interviews with Jogokariyan Mosque managers, MSME actors, and tourists whose informants were selected using purposive sampling techniques, as well as through participatory observation of economic and social activities in JRV. In addition, documentation in the form of photos and audio/video recordings is used to reinforce the observation results. Meanwhile, secondary data was obtained from scientific journals, books, research reports, and official documents related to Islamic tourism and economic sustainability.

The validity of the data is ensured through triangulation of methods and sources by combining interviews, observations, and document analysis and comparing the perspectives of various informants with secondary data from research reports and scientific journals to ensure the validity of the findings. Data analysis is carried out in a qualitative descriptive manner through three stages: data reduction, presentation of data in the form of narratives and tables, and drawing conclusions based on the pattern of findings analyzed. This method increases the reliability of the study by verifying consistency across multiple data sources, ensuring that the research findings accurately reflect the actual conditions of JRV as a model of sustainable Islamic Tourism (Sugiyono, 2021). Thematic Analysis is used to identify patterns of economic, social, and environmental sustainability of JRV through the process of coding, categorization, and validation of findings based on primary and secondary data. The results of this study are expected to provide insight for Islamic tourism managers and local governments in developing Islamic tourism models that are sustainable and can be applied in other regions.

To further clarify the flow of research implementation, the following is presented a research design chart:



**Figure 1. Research Desain**

### **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 Jogokaryan 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 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). 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

## RESULT



**Figure 2. Tourist Visits at JRV**

This image captures the vibrant atmosphere of JRV in the late afternoon, just before iftar (breaking the fast). A large crowd of visitors and tourists can be seen exploring the bustling market, where local Micro, Small, and Medium Enterprises (MSMEs) have set up stalls offering a variety of traditional snacks, beverages, and delicacies for iftar. The lively scene reflects the strong community spirit and economic dynamism of JRV, where religious tourism merges with local business empowerment. The festive ambiance, combined with the diversity of people, showcases how Ramadan in Jogokariyan has become more than just a spiritual experience. It is also a cultural and economic event that attracts thousands of visitors each year.



**Figure 3. Atmosphere of JRV after Maghrib**

This captivating image showcases the lively atmosphere of JR after Maghrib prayer, when visitors and locals continue to immerse themselves in the vibrant night market. The iconic entrance gate, glowing with bright decorations and traditional lanterns, warmly welcomes a sea of people enjoying the festive spirit of Ramadan. Shoppers can be seen carrying bags of

delicious food, likely purchased from the numerous street vendors lining the bustling road. The presence of diverse individuals, from young visitors to families, highlights JRV's role as not just a religious hub but also a thriving economic and cultural gathering place. As the evening unfolds, JRV transforms into a center of social interaction, halal tourism, and community empowerment, reinforcing its status as one of the most prominent Ramadan destinations in Indonesia.



**Figure 3. One of the MSMEs in JRV**

This image captures one of the many local MSMEs thriving at JRV. Vendors are busy preparing and serving a variety of freshly fried snacks, from golden crispy fritters to deliciously seasoned bite-sized treats. The sizzling sound of hot oil and the enticing aroma of street food fill the air, drawing hungry visitors eager to grab their favorite iftar delights. A diverse crowd of customers, from locals to tourists, gathers around, selecting their preferred snacks and refreshing drinks, adding to the festive and communal spirit of JRV's Ramadan market. This scene not only showcases the culinary richness of the event but also highlights how JRV empowers small businesses, providing a platform for local entrepreneurs to boost their economic opportunities while contributing to the lively Ramadan atmosphere.



**Figure 4. Free Takjil Distribution at Jogokariyan Mosque**

This heartwarming scene captures the daily free iftar meal service at Jogokariyan Mosque during the holy month of Ramadan. Every day, 3,500 meal portions are carefully prepared and served to worshippers, travelers, and anyone in need, reflecting the true spirit of generosity and community. Plates filled with steaming rice, tender chicken, sambal, dates, and crispy crackers are arranged in neat rows, ready to be shared with those gathering to break their fast. Volunteers work tirelessly, ensuring that everyone is welcomed with a warm meal and a sense of belonging. This initiative has made Jogokariyan Mosque a beacon of compassion, where the essence of Ramadan—sharing, caring, and togetherness—comes to life. 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

(Mutalib, 2023) revealed that with the enactment of Law Number 23 of 2011 concerning Zakat Management, mosques are recognized as institutions that play a role in the economic welfare of the community through the management of zakat, infaq, alms, and waqf (ZISWAF). In addition to being a place of worship, mosques also function as centers for social, economic, and community empowerment through entrepreneurship programs (*Masjidpreneurship*), productive waqf, and sharia cooperatives oriented towards the welfare of worshippers.

The mosque is not only a place of worship but also a center for empowering the Muslim community. It can serve as a facilitator for community-based economic activities. Mosques have great potential to empower the community's economy. With a more active role, they can help reduce poverty and unemployment through various economic initiatives. A business model that encourages active participation of the congregation in economic activities is needed, such as the establishment of ultra-micro Islamic financial institutions. This aims to provide capital access for small traders who struggle to obtain financing from conventional banks (Murad Daulay et al., 2023).

Mosques can manage and distribute zakat, infaq, sedekah, and waqf (ZISWAF) funds for the economic empowerment of the Muslim community. Transparent and efficient management of these funds can make a significant contribution to the community's economic activities (Holima & Bilqis, 2023).

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, demonstrating the strong spirit of mutual cooperation. Based on interviews and document analysis, students and residents are also actively involved in various activities, such as itikaf, recitation, and social service, further strengthening 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 Jogokaryan 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., 2022; 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**

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 Jogokaryan Mosque in an interview said that one of them is the transformation of the Ramadan Market into a routine activity, such as the "JRV Evening Market", which is held regularly on Saturday and Sunday mornings. This 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.

Building the spirit of *mosque-based entrepreneurship (mosquepreneur)* is an important issue in strengthening and empowering the community's economy. Mosques not only function as places of worship (*mihrab*) and da'wah centers (*pulpit*), but also as centers of people's activities (*towers*), including in the economic field (Suaramerdeka.com, 2023). One example is

the application of waqf as an instrument to prosper the community's economy. Waqf itself is an instrument of the welfare of the ummah which was first practiced by Umar bin Khattab with the permission of the Prophet (Hidayat, 2016).

In addition, traders who previously participated in the Ramadan Afternoon Market can be empowered through business training and Islamic financial literacy programs. The management of the Jogokariyan Mosque collaborates with related agencies to provide structured coaching. This initiative aligns with the concept of Masjidpreneurship, where mosques function as entrepreneurial hubs that foster economic growth within the community. Furthermore, it is also mentioned that mosque funds are always maintained at a "Zero" balance, meaning that all incoming finances are directly utilized for the prosperity of both the community and the mosque. This reflects the role of waqf as a key instrument in the Islamic economic system, where productive waqf management can sustain economic empowerment and financial inclusion. Studies show that professional and transparent mosque fund management enhances congregational participation in economic activities, ensuring long-term sustainability and community welfare (Prihastuti & dkk, 2023). Thus, the mosque is not only a place of worship but also a center for economic empowerment that contributes positively to society.

The contribution of this research result is to strengthen the role of the mosque as a center for empowering the people's economy. The Jogokaryan Mosque shows that the function of the mosque is not limited to a place of worship, but can also be a driving force for the economy through programs such as the JRV Afternoon Market. This model presents a mosquepreneurship approach that connects Islamic values with the practice of empowering MSMEs, business training, and managing religious social funds productively and transparently. This has a real impact on community welfare and building a sustainable halal economic ecosystem.

Practically, these findings can be replicated by other mosques as a community-based empowerment strategy. From a theoretical perspective, this research enriches the study of Islamic economics and the role of religious institutions in social development. Methodologically, the case study approach used can be a reference for further research, both in the form of comparative studies and evaluation of the impact of mosque economic programs. These findings prove that mosques, with visionary and collaborative management, are able to become nodes of social and economic change in society.

## 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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The recommendation from the results of this study is the need to strengthen the institutional capacity of mosques as economic actors of the community supported by management training, cross-sector collaboration, and technology-based innovation. Theoretically, the development of a mosque-based Islamic tourism model can enrich the literature on Islamic economics and community development. In terms of practice, it is necessary to prepare a JRV replication guide for other mosques in Indonesia, so that the spirit of economic empowerment based on Islamic values can spread. For further research, it is recommended to conduct a longitudinal study to measure the long-term impact of JRV on the local economy and examine the involvement of the younger generation in the development of community-based Islamic tourism.

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