

ABSTRACT

Andri Rahayu. 173460. 2021. “Strategi Pengembangan Daya Tarik Wisata Religi di Makam Pangeran Jayakarta Jakarta Pada Masa Covid 19”.

The tomb of Prince Jayakarta is the environment and heritage buildings of the urban culture in the city of East Jakarta. Located on Raya Jatinegara Kaum street, it is a relic of Prince Achmad Jaketra or Prince Jayakarta. Prince Jayakarta was one of the fighters in Jakarta at the time of colonization by the Dutch of the Netherlands. Because that's the attraction has historical value, it is very thick with DKI Jakarta.

Consists of three areas, namely the area of the Mosque Jami Assalafiyah, the tomb of Prince Jayakarta, and the tomb of Prince Sanghiyang make religious attractions always crowded with tourists or pilgrims. Therefore, the need for a development strategy that is ideal for religious tourism in order to meet the satisfaction of tourists who come to visit there. This research aims to find out the development strategy of the ideal in the tomb of Prince Jayakarta, especially in the time of pandemic Covid-19. By using primary data and secondary data obtained from the sampling accidental through a qualitative descriptive approach, this study is expected to be able to find the right strategy to increase the number of tourists who come to visit.

The results of this study indicate that tourists who come to visit the tomb of Prince Jayakarta have a religious or spiritual appeal as well the history of DKI Jakarta. As the elements of tourism other, such as accessibility, amenities, services, and other rated enough already and become an important element in increasing satisfaction in travelling. However, what is still needed for the development of religious tourism objects in the tomb of Prince Jayakarta is the optimization of the application of health protocols and expansion and rearrangement of the tomb of Prince Jayakarta.

Keywords: *The tomb of Prince Jayakarta, the development of tourism, religion.*

DAFTAR ISI

Halaman Depan	i
Halaman Persetujuan	ii
Halaman Pengesahan.....	iii
Halaman Pernyataan Keaslian.....	iv
Halaman Pernyataan.....	v
Motto	vi
Halaman Persembahan	vii
Kata Pengantar.....	viii
Abstrak	ix
Abstract.....	x
Daftar Isi.....	xi
Daftar Gambar	xiii
Daftar Tabel.....	xiv
BAB I PENDAHULUAN	1
A. Latar Belakang.....	2
B. Rumusan Masalah.....	6
C. Tujuan Penelitian.....	7
D. Manfaat Penelitian.....	8
E. Ruang Lingkup Penelitian	9
F. Linieritas Penelitian.....	10
G. Sistematika Tulisan.....	11
BAB II KAJIAN LITERATUR DAN KAJIAN TEORI.....	14
A. Kajian Literatur.....	14
B. Kajian Teori.....	16
1. Pariwisata.....	17
2. Daya Tarik Wisata	18
3. Wisata Religi.....	21
4. Pengembangan Destinasi Wisata	22
5. Wisatawan.....	28
6. Virus Corona (Covid-19).....	29
BAB III METODOLOGI DAN DATA	32