



DIJEMSS:
**Dinasti International Journal of Education
Management and Social Science**

E-ISSN: 2686-6331
P-ISSN: 2686-6358

<https://dinastipub.org/DIJEMSS> ✉ dinasti.info@gmail.com ☎ +62 811 7404 455

DOI: <https://doi.org/10.38035/dijemss.v6i2>
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Development Of The Religious Tourism Attraction Of The Great Mosque Of Sultan Abdullah As A Leading Destination In Lebong Regency

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Abstract: This research aims to analyze the development of religious tourism potential at the Sultan Abdullah Grand Mosque as a leading destination in Lebong Regency. The study employs a descriptive qualitative approach with data collected through interviews, observations, and document studies. Informants were selected purposely, including the Head of Tourism, the Head of Social Welfare, mosque administrators, and tourists who had visited the Sultan Abdullah Grand Mosque. The data were analyzed using Miles and Huberman's techniques and Max Weber's Theory of Rational Action. The findings reveal that the Sultan Abdullah Grand Mosque has significant potential as a leading destination due to its historical value, unique architectural design, and adequate infrastructure. Efforts by various regional institutions, such as the Regional Government, Disparpora, and daily mosque administrators, have enhanced the appeal of this tourist site. However, challenges such as limited funding and park maintenance persist. The Lebong Regency Government has also undertaken various efforts to improve mosque facilities through infrastructure upgrades and extensive promotions. It is hoped that these strategies will attract more tourists, boost the local economy, preserve cultural and religious values, and establish the Sultan Abdullah Grand Mosque as a leading destination in Lebong Regency.

Keywords: Attraction, Leading Destination, Development, Religious Tourism.

INTRODUCTION

Tourist attractions consist of several types that can attract tourists. Indonesia itself is a country that has various types of tourism, such as nature, social, cultural and religious tourism that are spread throughout Indonesia from Sabang to Merauke. One type of tourism that is currently developing is religious tourism, which is a tourism product that is closely related to religion or religions that are adhered to by humans. Religious tourism refers to travel activities to places that have special meaning for religious people, usually in the form of places of worship, tombs or useful monuments. The advantages of religious tourism can be seen in terms of history, the existence of myths and legends about the place, or the uniqueness and excellence of its architectural structure. (Love 2019)

In Indonesia, religious tourism is still an interesting topic to develop. Religious tourism can provide many benefits for the mental and spirituality of people who visit it. Starting from

increasing faith, increasing religious insight, to increasing cultural and historical insight of a religious place. (quoted from the web:<https://kemenparekraf.go.id/ragam-pariwisata/>)

It is important to note that religious tourism is not only intended for Muslims. In Indonesia, there are six recognized religions, namely Islam, Catholicism, Protestantism, Hinduism, Buddhism, and Confucianism, each religion has its own characteristics of religious tourism destinations. For example, Buddhists conduct religious tourism to Borobudur Temple which symbolizes the religious values of Buddhism in Central Java, while Hindus visit Uluwatu Temple in Bali. However, this does not rule out the possibility that someone who does not adhere to their religion cannot visit the religious tourism destination. It is important for each individual to respect the rules and etiquette that apply in each location, including following the instructions and norms set by the management of the place of worship, dressing politely, and showing respect for the activities and rituals that take place. So that visits to religious tourism sites can take place with mutual respect and maintaining harmony between religious communities.

Bengkulu City, known as Bumi Rafflesia, has various religious tourism destinations with historical sites, one of which is the Jamik Mosque. This mosque is famous as an icon of religious tourism that is rich in history and culture, with architecture that attracts visitors. The design of the Jamik Mosque is a combination of various styles, such as a mansard roof combined with Danish-style "roof windows" or dormer windows, and roof peak decorations. The touch of Istanbul architecture is seen in the pulpit made of stone masonry and covered by two domes. The Javanese style is present in the form of a pyramid-shaped overlapping roof that gets smaller towards the top, while the Bengkulu influence is seen in the use of a bridge roof and leaf ornaments that reflect the characteristics of the traditional house of the Rejang tribe. (Sakinah, Sunarto, and Shar 2024)

Meanwhile, Lebong Regency, which is one of the regencies in Bengkulu Province, also has a wealth of religious tourism with the presence of the Sultan Abdullah Grand Mosque. In addition to functioning as a center of worship, the Grand Mosque is also used as a religious tourism destination that offers its own uniqueness. With its historical background and architectural beauty, the Sultan Abdullah Grand Mosque is one of the important icons in the religious tourism sector in Lebong Regency. A visit to this mosque not only provides an opportunity to worship, but also to learn and appreciate local cultural and historical heritage. This makes the Sultan Abdullah Grand Mosque a strong attraction for tourists, both from within and outside the region. However, the potential of this attraction has not been fully utilized and developed optimally.

Sultan Abdullah Grand Mosque is the largest and most magnificent mosque in Lebong Regency and is one of the must-visit tourist attractions in Lebong Regency. Sultan Abdullah Grand Mosque was built in 2010 with a fantastic budget of around 37.9M. The construction funds were taken from the Lebong Regency APBD budget. This construction was completed in five years, so that the Sultan Abdullah Grand Mosque could only be operated in 2015. (Study et al. 2021)

The Sultan Abdullah Grand Mosque in Lebong Regency is mentioned as a religious-based tourism destination because it is not only used as a place of worship for Muslims but also used as a tourist spot and has several unique features compared to other mosques. One of them is the main tower which reaches a height of 45 meters, accompanied by four small towers made of special granite from China. Another specialty is the presence of a miniature Kaaba placed in the front yard of the mosque. In addition, the location of this mosque is very strategic in the center of Lebong, with quite complete facilities.

Seeing the great potential of the Sultan Abdullah Grand Mosque as a religious tourism destination, a more in-depth study is needed on the strategies and efforts in developing this potential. The development of this religious tourism attraction is expected to make the Sultan Abdullah Grand Mosque one of the leading destinations in Lebong Regency. With proper

management, religious tourism in this area can improve the local economy, while preserving existing cultural and religious values.

This study aims to reveal the potential of the Sultan Abdullah Grand Mosque as a religious tourism destination, as well as to explore development efforts that can be made to increase the attractiveness and number of tourist visits. Through this study, it is expected to obtain recommendations that can be applied by the local government and related stakeholders in the development of religious tourism in Lebong Regency, so that it can contribute to improving the welfare of the local community.

There is previous research that examines the development of the appeal of religious tourism objects, namely research (Arsvendo et al. nd) entitled "Development of Religious Tourism as Sustainable Tourism in Pasuruan City" with research results showing several steps that can be taken to optimize the development of religious tourism as sustainable tourism. These steps include: (1) Building a religious-based ecotourism area, considering that the potential for religious tourism in Pasuruan City has a large market share. (2) Developing cultural potential and holding religious tourism attractions. The development of religious tourism in Pasuruan carries the concept of a cultural city. Overall, the development of religious tourism in Pasuruan as sustainable tourism has great potential to be continued. This is reinforced by the existence of the Pasuruan City Spatial Planning Regulation 2021-2041 as a legal basis and commitment to sustainable development, community involvement in decision-making through surveys and focus group discussions with various related parties, preservation of cultural heritage areas, development of mangrove tourism, and management of existing religious tourism facilities and infrastructure, such as the tomb complex of KH. Abdul Hamid.

Apart from that, there is also previous research similar to the research that examines the development of the appeal of religious tourism objects, namely research conducted by (Panceng and Santoso 2019) entitled "Development Strategy for Religious Tourism Objects of Surowiti Hill in Panceng District, Gresik" with research results revealing that the supporting strength and opportunity factors include natural potential and ancestral heritage in the form of hermitages and tombs of Islamic figures, coupled with the existence of well-known religious tourism such as Wali Sunan Giri and Maulana Malik Ibrahim Tourism, as well as natural tourism such as Bukit Jamur Tourism and Dalegan Beach in Gresik. Weakness factors include poor sanitation conditions, lack of clean water supply, and inadequate accessibility. Threat factors include lack of support from the community and government, and the rapid development of industry in Gresik. These factors are expected to be a reference and contribution for the local government in formulating a strategy for developing religious tourism in Surowiti Hill.

The researcher drew the research title, namely "Development of the Religious Tourism Attraction of the Sultan Abdullah Grand Mosque as a Leading Destination in Lebong Regency". This study aims to analyze the attractions in the development of the Sultan Abdullah Grand Mosque tourist destination and to see the problems faced in the development process of the Sultan Abdullah Grand Mosque, such as the lack of information about the Sultan Abdullah Grand Mosque on social media and several facilities that are still not well managed. The internal obstacles faced are the lack of funding for the development of existing facilities and infrastructure. This is what attracts researchers to take research on the development of the religious tourism attraction of the Sultan Abdullah Grand Mosque as a leading destination in Lebong Regency.

The Sultan Abdullah Grand Mosque was first initiated by Mr. Dalhadi, the first Regent of Lebong Regency, in 2005. The inauguration of the construction of this mosque was attended by Mr. Hamzah Haz, the 9th Vice President of Indonesia, as a form of support for the construction of worship facilities in the area which was also inaugurated as a religious tourism destination. The presence of Mr. Hamzah Haz provided moral encouragement and

emphasized the commitment of the Lebong government in developing religious infrastructure. Since then, the Sultan Abdullah Grand Mosque has become the center of religious and social activities for the community. However, during the leadership of Mr. Dalhadi, the construction of the mosque only reached the foundation, pillars, and ground floor stages in 2006, and was halted for four years due to funding constraints. In 2010, the construction was continued by the second Regent, Mr. DR. H. Rosjonsyah Syahili, S.IP. M.Si, until finally the mosque was completed in five years and began to be used in 2015.



Figure 1: Grand Mosque in 2020
Source: Facebook Grand Mosque of Sultan Abdullah

The Sultan Abdullah Grand Mosque has its own uniqueness, with its main tower reaching a height of 45 meters and four small towers made of special granite imported from China. The towers are given colors that match the dome and walls of the mosque, creating a harmonious appearance. At the top of the tower, a small dome is also added to add to the beauty of the building. This uniqueness is what attracts the attention of many visitors, both from within and outside Lebong Regency, and makes this mosque a popular place for taking pictures.



Figure 2: Visitors from outside the city to the Grand Mosque, Lebong
Source: Researcher Documentation, 2024

With the uniqueness and advantages of religious tourism, it is very unfortunate if there are still many potentials that have not been maximized in their development. Developing this potential in depth is expected to open up wider opportunities to attract visitors, both from within and outside the region. This potential covers various aspects, from infrastructure to promoting local culture. With proper management, this area can become a leading destination

that can improve the local economy and strengthen cultural and religious identity in the eyes of the world. Therefore, research on the development of this religious tourism potential is very important in order to provide appropriate and sustainable recommendations. (Devy 2017)

METHOD

This study uses a descriptive qualitative research method conducted in Tanjung Agung Village, Tubei District, Lebong Regency, Bengkulu Province. Data collection techniques are carried out through observation, interviews and documentation studies. Determination of informants in this study used the Purposive Sampling technique with informant criteria, namely the Head of Tourism of Lebong Regency, Head of Social Welfare of the Lebong Regional Government, daily mosque administrators, and tourists who have visited the Sultan Abdullah Grand Mosque. The results of the study were concluded using the theory of Social Action, namely Instrumental Rational Action proposed by Max Weber.

The data analysis technique used is the qualitative data analysis technique by Miles and Huberman which is often called the Interactive Model, namely data reduction, data presentation, and drawing conclusions or verification. The data reduction stage involves data collection, data reduction, and selection of relevant data. The data presentation stage involves presenting data systematically. This data presentation can be in the form of tables, graphs, matrices, or diagrams. The conclusion drawing stage involves data interpretation and drawing conclusions. This technique is often used in qualitative research to analyze complex and in-depth data. (Rijali 2019).

In this study, the theory of instrumental rational action is used as a framework to analyze how the development of the religious tourism attraction of the Sultan Abdullah Grand Mosque takes place. According to Weber (2009:65), his methodological reflection is closely related to the philosophy of enlightenment. Weber argues that the overall social structure cannot be separated from the social actions of society and the meaning they give to those actions. A group of people is considered rational if rational social institutions are formed within it and its members also act rationally. (Ghofur 2018)

RESULTS AND DISCUSSION

History of the Sultan Abdullah Grand Mosque

The Sultan Abdullah Grand Mosque is a design and program of the Lebong Regency Government (PemKab) since 2005. This mosque was established as a center for religious activities as well as a religious icon in Lebong Regency, with the aim of improving the spiritual life of the community and becoming a symbol of Islamic identity in the area. In addition to functioning as a place of worship, this mosque is also expected to be a religious tourism attraction that can attract tourists, both from within and outside the region. Along with the development of time, the potential for religious tourism at the Sultan Abdullah Grand Mosque has begun to be seen as one of the important aspects in the regional tourism development strategy, with the aim of making it a leading destination that not only enriches the spiritual side, but also introduces religious tourism destinations.

This religious tourism was designed by an architect from Palembang who combined various elements of mosque architecture and Middle Eastern culture. The design of this mosque has many symbolic meanings. First, there are 12 pillars inside the mosque that symbolize the sentence of Tauhid "Laa ilaha illallah." Second, this mosque has five towers that represent the five pillars of Islam. Third, there is a straight bridge that connects the highway with the mosque, which symbolizes the Shiratal Mustaqim road. This bridge gives a symbolic meaning as the right and straight path to the place of worship, reflecting the spiritual and moral journey that Muslims must go through to achieve the truth and pleasure of Allah. With a design that directly connects the main road and the mosque, this bridge also

underlines the importance of consistency and the right direction in living life according to religious teachings.

The name of the Great Mosque of Sultan Abdullah was given by Mr. DR. H. Rosjonsyah Syahili, S.IP. M.Si, who chose the name Sultan Abdullah based on the title given to Ki Karang Nio, a king who once ruled in the Rejang region, especially Lebong Regency, in the past. The name Sultan Abdullah was then legalized and recorded in a deed by the Lebong Regency government as the official name of the mosque.



Figure 3: Connecting bridge The way to the mosque door

Figure 4: Tower with Dome next to the Mosque

The Role of PEMDA (Regional Government) Lebong in Developing the Attraction of Mosques

Mosque Infrastructure Rehabilitation and Repainting

Based on an interview with the Head of Section (Kabbag) of the Lebong Regional Government (PemDa), the initial construction of the Grand Mosque was hampered by obstacles and financial constraints. However, after some time, the project was finally able to continue until the mosque was completed and can be operated until now. Although it is already functioning, the mosque continues to receive rehabilitation to repair various facilities, beautify the building, and maintain its sustainability so that it can still be used by the community as it should be a place of worship and a center for religious activities, not just a tourist attraction.

The construction of the Sultan Abdullah Grand Mosque was carried out in stages to improve its facilities. In 2019, calligraphy was installed inside the mosque at a cost of around 113 million rupiah. In addition, flats were also built for Lebong Regional Government employees. In addition, there are also PAUD, TPQ and Madrasah Diniliah Awaliyah managed by Darma Wanita. The latest rehabilitation of the Grand Mosque was carried out in 2022 until now. Acting Head of the Public Works, Spatial Planning and Transportation Agency (PUPR-Hub) Arman Yunizar, ST, through the Head of Cipta Karya Mast Irwan Nugroho, ST, revealed that the rehabilitation of the Sultan Abdullah Grand Mosque, which is an icon of pride for Lebong Regency, will focus on the interior of the mosque. The work includes repairing the ceiling, making a mihrab, and painting all parts of the mosque. The budget for this rehabilitation comes from the 2024 Regional Revenue and Expenditure Budget (APBD) of 3.2 billion rupiah. In addition, the government also allocated 300 million rupiah for planning and supervision activities, so that the total cost reached 3.5 billion rupiah. (quoted from the website <https://beo.co.id/rehabilitasi-masjid-agung-pemkab-lebong-anggarkan-rp-32-miliar>)

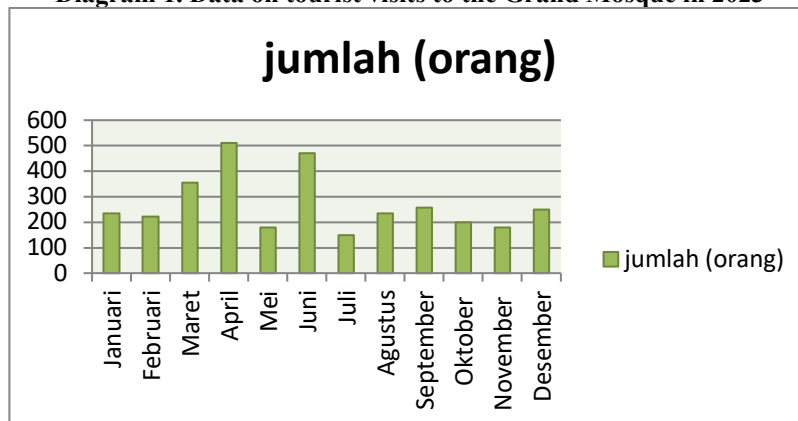


Figure 5: Rehabilitated tower
Source: Researcher Documentation, 2024

The distinctive and unique infrastructure of the mosque will certainly attract tourists to visit the mosque. The Lebong Regency Government has proven this by establishing the most magnificent mosque in Lebong Regency.

“...Since 2022, we have been carrying out major renovations to the Sultan Abdullah Grand Mosque, especially in terms of repainting the building and repairing the mosque tower. Repainting is done to restore its aesthetic value. In addition, we are also repairing and strengthening the structure of the mosque tower to ensure its safety, especially considering its role as a visual icon of the mosque which is the main attraction for tourists and worshipers. The tower will also be equipped with artistic lighting that adds to the beauty of the mosque at night. This project is targeted for completion in the next few months, and we hope that this renovation will further increase the attractiveness of the mosque as a leading religious tourism destination...” said Mr. Riskal as Head of the Lebong Regional Government's Social Welfare Division.

Diagram 1. Data on tourist visits to the Grand Mosque in 2023



Source: Management of the Sultan Abdullah Grand Mosque



Figure 6: Front view of the mosque after Repainted



Figure 7: Rear view of the mosque after repainting

Road repairs to Sultan Abdullah Grand Mosque

The Sultan Abdullah Grand Mosque located in Lebong Regency is located in Tanjung Agung, Pelabai, Lebong Regency, Bengkulu Province. On the south side, it borders the finance office and the Regent's office. On the north side, this mosque directly borders the DPRD Office. Meanwhile, on the east side, it borders the highway, across from it there is a hangout and play area for Lebong teenagers, namely the Smart City Karang Nio park. To the west, there are flats for local government employees and yard land. The travel time from Bengkulu city to the Sultan Abdullah Grand Mosque via the Bengkulu - North Bengkulu - Lebong route takes about 3 hours, with views of Bukit Sam that can be enjoyed along the way. Conversely, if you choose the Bengkulu - Kepahiang - Curup - Lebong route, the travel time can reach 4 to 5 hours, with the opportunity to enjoy the view of Liku Sembilan. Tourists can go to the mosque using motorized vehicles, cars, or buses.

In February 2024, there was damage to the provincial road in the Lebong Regency area, one of which was the road section to Tanjung Agung, Tubei District, which leads to the religious tourism destination of the Sultan Abdullah Grand Mosque. The collapse of the road received more attention from the Lebong Regency Government, so far the Lebong Regency Government through the PUPR-P Service has routinely handled this problem by making temporary repairs, namely leveling the split stone material on the collapsed road. This step was taken so that access to the religious tourism destination of the Sultan Abdullah Grand Mosque was not disturbed for tourists. (quoted from the web:<https://progressivelines.com/jalan-provinsi-di-lebong/>)

Optimizing available facilities

Based on interviews with the daily administrators of the Grand Mosque, the author summarizes the various facilities available at the Sultan Abdullah Grand Mosque, namely:

- The hall is a resting place for visitors.
- Accommodation for visitors and meeting rooms for mosque administrators.
- Accommodation for caretakers, security guards, and a canteen for tourists.
- Large parking area, both for two-wheeled and four-wheeled vehicles.
- A large ablution area, with separate areas for men and women, as well as several bathrooms

with clean water.

The Role of Daily Management in Maintaining the Aesthetic Value of the Mosque Environment Park

The park is an important supporting facility to improve visitor comfort and add aesthetic value. This is in line with the efforts of the Lebong Regency Government and the mosque management who are planning to develop the park around the mosque to make it more beautiful.

“...For the development and maintenance of this park, we are working with the Lebong district government, such as planting flowers and maintaining them. There are special officers who cut grass and flowers. We planted date palms on the side of the mosque park and the Lebong local government also added garden lights in every corner of this park. In the future, we will continue to maintain and improve the beauty of this park so that visitors feel more satisfied and can take better photos...” said Mr. Habibur Rahman as the daily administrator of the mosque which was also confirmed by his wife.

Based on the author's observations, apart from the development efforts that have been made by the related parties, there are several obstacles such as damage to plants in the park due to the actions of tourists who are just messing around, as well as soil and climate conditions that do not support plant growth which of course can be a challenge. The author concludes that the planning of park development carried out by the mosque management and the Lebong Regency Government aims to provide comfort and increase visitor appeal. Therefore, this activity is not a big problem for the Lebong Regency Government, especially if the Lebong Regency Government can pay more attention to plants that are suitable for all soil and climate conditions and increase awareness of the surrounding community and tourists to take care of the plants in the park. The beautiful nuances in this mosque are also enhanced by the natural scenery that is still pristine, especially the hills that surround the mosque.



Figure 8: The garden next to the mosque is planted with date palms.

Source: Facebook Sultan Abdullah Grand Mosque

Replica of the Kaaba and Hijir Ismail

On the left side of the mosque, a building in the shape of the Kaaba and Hijir Ismail was built which is usually intended for the practice of Hajj rituals. This building was created as a replica of the original Kaaba and Hijir Ismail, which aims to make it easier for prospective Hajj pilgrims to understand the procedures for the Hajj pilgrimage before carrying it out in the Holy Land. In this area, Lebong Regency pilgrims usually learn and

practice important rituals such as tawaf (circling the Kaaba), sa'i (jogging between Safa and Marwah hills), and also praying at Hijir Ismail. This replica provides a real picture of the atmosphere and location around the Kaaba so that prospective pilgrims are better prepared and solemn in carrying out the fifth pillar of Islam, namely the Hajj.

However, unfortunately, this replica of the Kaaba has been damaged for several years and has not received adequate repairs. Its poorly maintained condition reduces its main function as a learning facility for hajj rituals for prospective pilgrims.



Figure 9: The latest condition of the Kaaba replica is damaged
Source: Researcher Documentation, 2024

The Role of Women's Darma in Preserving Religious and Social Activities in the Community

Based on the results of the interview with the DISPARPORA of Lebong Regency, Mr. Agus as the Head of Tourism stated that there is a Darma Wanita who participates in managing religious and social activities in the community. Darma Wanita has an important role in maintaining and supporting the sustainability of PAUD, TK, and Madrasah Diniyah Awaliyah (MDA) built by the Lebong Regency Government and Darma Wanita also usually organizes social and religious activities at this Grand Mosque, such as religious studies, social services, or other religious activities, so that the religious tourism destination of the Sultan Abdullah Grand Mosque remains active and dynamic.

The Role of DISPARPORA (Department of Tourism, Youth and Sports) in the Field of Mosque Promotion

In addition to infrastructure development, tourism promotion is also very necessary to increase the appeal of the Sultan Abdullah Grand Mosque as a leading destination. Effective promotional strategies can include marketing campaigns through social media, tourism websites, and mass media, organizing religious and cultural events, and participating in tourism exhibitions are also important steps to introduce this mosque to a wider audience.

This is in line with the statement of Mr. Agus as Head of Tourism for Lebong,

“...It is true that until now the only religious tourism in Lebong Regency continues to be one of our focuses to develop its potential. Based on our role, this is a strategic step to increase the appeal of religious tourism in the region. It's just that we, DISPARPORA, are only involved in the promotion. Such as in social media or introducing the Sultan Abdullah Grand Mosque through events, for example when there was a Tabot event in Bengkulu City, we made a miniature of this mosque so that it would be better known by people outside Lebong. But for the infrastructure design and so on, we leave it to the local government...”



Figure 10: Grand Mosque Facebook Account



Figure 11: Miniature Mosque at the Tabut event as a form of promotion

With the facilities available it shows that The Sultan Abdullah Grand Mosque not only offers beautiful architecture and natural scenery, but is also equipped with various facilities that support the comfort of visitors. These facilities demonstrate a commitment to providing optimal service for worshipers and tourists, making this mosque a leading destination that combines spiritual beauty and physical comfort.

Tourist Satisfaction with the Attraction of Sultan Abdullah Grand Mosque

The researchers also took some tourists to be used as additional informants. They were asked to provide their responses and satisfaction after visiting the Grand Mosque. The first is Nur Rizka Kurnia Fitra, SE, MM from South Bengkulu, who visited the Sultan Abdullah Grand Mosque several months ago.

“...As a visitor who came from outside Lebong Regency, I feel very satisfied with the experience of visiting the Sultan Abdullah Grand Mosque. This mosque not only has beautiful and magnificent architecture, but also a very deep spiritual atmosphere. Although the renovation process is still ongoing, the comfort of the congregation and tourists is still well maintained. I really appreciate the efforts made to improve the facilities without disrupting religious activities or tourist visits...”

Next is Rere Putri from Bengkulu City, who visited the Sultan Abdullah Grand Mosque some time ago. The natural charm that is so pleasing to the eye makes her want to visit the village again someday.

“...Overall, I am very satisfied with my visit to the Sultan Abdullah Grand Mosque. One of the most memorable things is the incredibly beautiful natural scenery, especially the hills surrounding the mosque. This natural landscape really adds to the calm and spiritual atmosphere while in the mosque, providing a soothing nuance. In addition, the facilities available in this mosque are also very adequate. Such as a large parking lot, maintained cleanliness, and a place for ablution that greatly encourages the comfort of visitors. The arrangement of

the garden around the mosque also provides its own added value, creating a cool and beautiful atmosphere. With all this, the Sultan Abdullah Grand Mosque is not only a magnificent place of worship, but also a religious tourism destination that offers a pleasant and memorable experience...”



Figure 12: Traveler Facebook Account

Source: Facebook Rere Putri

Sociological Analysis

Based on the research results that researchers found in the field, researchers use Max Weber's theory of Social Action, namely Instrumental Rational Action which can be applied in this study, where tourists tend to make decisions to visit based on rational considerations involving evaluations of comfort, ease of access, and expected experiences. Improved facilities and good infrastructure can be a pulling factor because tourists will assess that the destination is able to meet their needs optimally. Thus, their actions in choosing to visit are instrumental rational actions driven by an assessment of the attractions and facilities provided.

The difference between this research result and other published research is the different focus of the area and the approach because it emphasizes the combination of historical value, architectural uniqueness, and specific facility development strategy in Sultan Abdullah Grand Mosque. In addition, this research highlights the development constraints such as lack of funding and garden maintenance, which are not widely discussed in previous research. Special attention is given to the role of local government in managing and promoting the mosque as a religious tourism destination, which makes this research relevant in the context of tourism development in Lebong Regency. This research provides theoretical benefits which are a source of information in the science of Sociology, especially in the Sociology of Tourism course, as well as practical benefits, namely providing knowledge regarding the development of potential in Religious tourism as an attraction to leading destinations Lebong Regency, namely the religious tourism of the Sultan Abdullah Grand Mosque which enables the tourism industry to raise awareness of the importance of sustainable development in order to develop the potential of tourist attractions.

The development of attractions attempted by several related institutions, especially in terms of infrastructure, facilities and promotion, is very important because it plays a direct role in attracting tourists. Tourists will make decisions based on logical assessments of the benefits they get from a destination. If a destination, such as the Sultan Abdullah Grand Mosque, has good infrastructure, complete facilities and adequate comfort, tourists will be more likely to choose it as a destination. The development of this potential is crucial because it not only increases the attraction, but also strengthens the competitiveness of the destination

amidst the competition of religious tourism. Good infrastructure creates easier access, while adequate facilities provide a more positive experience, so that it can increase the number of visits and the level of tourist satisfaction.

CONCLUSION

One of the main religious tourism destinations in Lebong Regency is the Sultan Abdullah Grand Mosque. This mosque has great potential to attract tourists from various regions, both local and outside the region because in addition to being an important center of religious and social activities, this mosque offers a rich spiritual and cultural experience, as well as attractive architectural beauty, which can attract tourists' interest and expand the appeal of tourism in Lebong Regency. Based on the results of the research findings and their relationship to Max Weber's theory of Instrumental Rational Action, it can be concluded that tourists tend to make visiting decisions based on rational considerations involving evaluations of comfort, ease of access, and expected experiences. Thus, their actions in choosing to visit are instrumental rational actions driven by an assessment of the attractions and facilities provided. It can be seen in the discussion that most tourists are interested in the uniqueness and adequate facilities in visiting a tour. As well as the development efforts made by the Lebong Regional Government, Disparpora, Darma Wanita, and the daily management of the mosque show strong efforts to make the Sultan Abdullah Grand Mosque a leading destination in Lebong Regency. Improvement of facilities, promotion and aesthetics, coupled with stunning natural scenery, is expected to increase the number of tourist visits and provide local economic benefits as well as preserve cultural and religious values. With good management, this mosque has the appeal to become a successful religious tourism icon in Lebong Regency.

Therefore, to maximize the development of this religious tourism potential, support is still needed between the local government, mosque managers, and local communities. Adequate funding support, wider promotion through social media, and improvements to facilities such as accessibility, sanitation, and park management are very important to increase the appeal and comfort of tourists. In addition, community participation in maintaining and preserving the environment around the mosque is also an important factor in the sustainability of the development of this religious tourism attraction.

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