

**DEVELOPMENT STRATEGY FOR RELIGIOUS TOURISM OBJECTS DUMAI ISLAMIC CENTER IN DUMAI CITY**

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**ABSTRACT**

*This study aimed to design appropriate strategies for the development of the Dumai Islamic Center religious tourism object in Dumai City through a SWOT analysis method. The research employed a descriptive qualitative approach, with data collected through interviews, observations, and documentation. The results show that, based on the SWOT analysis, the most suitable strategy for developing the Dumai Islamic Center religious tourism object is an aggressive strategy. This strategy is implemented by utilizing technological and informational advancements to optimize the promotion of the Dumai Islamic Center as a religious tourism icon, enhancing religious events to a national or international scale to attract visitors from various regions, and taking advantage of its strategic location to develop micro, small, and medium enterprises, as well as encouraging entrepreneurs to produce and provide Dumai's signature souvenirs and culinary products. Furthermore, routine annual activities and government support are utilized to create employment opportunities in the tourism sector.*

*Keywords: Development Strategy; Religious Tourism; SWOT Analysis.*

## INTRODUCTION

Tourism is one of the industries that contributes significantly to increasing revenue. Tourism manages existing natural resources into tourist attractions that can attract visitors from both within and outside the country. The legal basis for tourism development in accordance with development principles is Law No. 10 of 2009, which regulates tourism in Indonesia. Riau Province is one of the largest contributors to tourism. The province of Riau is known for its strong Malay cultural identity. In addition, there are many Malay cultural relics that prove that the province of Riau has a high historical value. One of the tourist destinations in the province of Riau is the city of Dumai.

The city of Dumai has a religious tourist attraction, the Dumai Islamic Center, which was built in 2021 and has been holding religious activities since 2023. The Dumai Islamic Center Mosque is used as a center for da'wah activities, such as the annual tabliq akbar event featuring ustadz or ustadzah, national da'i, a monthly taqwa building night agenda for high school students in Dumai, daily recitations before the zuhur prayer by local Dumai ustadz, and weekly recitations such as recitations after maghrib on Sunday evenings and recitations after subuh on Sundays by ustadz from the province. In addition to being a center for da'wah, DIC is also a center for Islamic education. For example, the Dumai Islamic Center area has the Sulaimaniayah Islamic boarding school, which is one of the tahfidz boarding schools with the best curriculum.

Suparman & Muzakir (2023) state that religious tourism is a form of travel that aims to fulfill spiritual or religious needs, focusing on religious experiences and visits to sacred places. The Dumai Islamic Center has a significant positive impact on the community of Dumai City in enhancing religious values. However, the Dumai Islamic Center faces challenges in increasing the number of visitors on certain days, such as during Ramadan and on religious holidays, which puts pressure on the available infrastructure.

In addition, considering that the Dumai Islamic Center is a relatively new tourist attraction with great potential for religious tourism, the Dumai City government must pay more attention to the development strategy for the Dumai Islamic Center tourist attraction. The development strategy in question is related to the development of religious tourism at the Dumai Islamic Center so that it can grow and become better known and competitive in attracting both local and foreign tourists. The strategy is an effort to create and preserve tourist attractions by using strategic dimensions that create a strategy in line with the development of the DIC tourist attraction.

According to Rangkuti (2020), SWOT stands for strengths, weaknesses, opportunities, and threats. SWOT analysis compares internal factors of strengths and weaknesses with external factors of opportunities and threats. This analysis maximizes strengths and opportunities, but at the same time minimizes weaknesses and threats. Thus, strategic planning must analyze strategic factors (strengths, weaknesses, opportunities, and threats) in the current conditions of the Dumai Islamic Center religious tourist attraction.

This research is important to identify the internal and external factors present at the Dumai Islamic Center religious tourist attraction. The results of this research are expected to determine the appropriate strategic formulation for the development of the Dumai Islamic Center religious tourist attraction. Based on these issues, this research is titled "Development Strategy for the Dumai Islamic Center Religious Tourist Attraction in Dumai City."

## RESEARCH METHODS

This research method is qualitative research with a descriptive approach. The research location was at the Dumai Islamic Center tourist attraction in Dumai City. The reason for choosing this location was because it was considered strategic to enable researchers to gain in-depth insights into the development strategies of the Dumai Islamic Center religious tourist attraction in Dumai City. Research informants were determined using purposive sampling techniques to obtain maximum information, consisting of 8 people, including: Head of the Dumai City Youth, Sports, and Tourism Office (1 person), Head of the Dumai City Tourism Division (1 person), Manager of Tourism Promotion and Information (1 person), Dumai Islamic Center Management Secretariat (2 people), and Dumai Islamic Center Tourists (3 people). The types of data used included primary data obtained directly from informants through observation and interviews, as well as secondary data obtained from libraries, documents, journals, articles, the internet, and statistical data from the Dumai City Youth, Sports, and Tourism Office. Data collection techniques were carried out through observation by visiting the research location, interviews by asking several questions to informants, and documentation to obtain data from written sources, places, and people relevant to the research. The data analysis technique consisted of three stages. First, descriptive analysis was used to present and

interpret the available data in order to understand the strengths, weaknesses, opportunities, and threats faced by the Dumai Islamic Center. Second, internal and external factors were analyzed. Third, SWOT analysis was conducted by compiling IFAS (Internal Factor Analysis Summary) and EFAS (External Factor Analysis Summary) tables.

## RESULTS AND DISCUSSION

### Internal and External Factors of Dumai Islamic Center Religious Tourism Object

In formulating a development strategy for the Dumai Islamic Center religious tourist attraction, it is necessary to identify its strengths, weaknesses, opportunities, and threats. These internal and external factors were obtained from interviews with research informants and field observations. The identification of internal and external factors formulated in the effort to develop the Dumai Islamic Center religious tourist attraction can be seen as follows:

**Table 1. Analysis of Internal Factors and External Factors**

No	Strengths	No	Weaknesses
1	The Dumai City Government has made the Dumai Islamic Center one of the city's religious tourism icons.	1	No cooperation with travel agents.
2	The facilities and infrastructure at the Dumai Islamic Center tourist attraction cater to all groups	2	Lack of visitor awareness of the importance of maintaining cleanliness at tourist attractions.
3	Events are held regularly throughout the year.	3	Inadequate infrastructure and facilities to accommodate high visitor numbers.
4	A comprehensive tourist information center.	4	Budget constraints.
5	A strategic tourist location in the center of Dumai City.		
No	Opportunities	No	Threats
1	Advancing the economy of Dumai City	1	Leadership and personnel changes in relevant agencies
2	High interest and potential from tourists from various regions	2	Competition with other types of tourism
3	Advances in information and communication technology	3	Lack of understanding about religious tourism
4	Creating job opportunities	4	Changes in the lifestyle of the younger generation
5	Support from the Dumai City government		

Source: Author's analysis, 2025

### Matrik IFAS (Internal Factors Analysis Summary) and Matrik EFAS (Eksternal Factors Analysis Summary)

Internal factors are related to conditions occurring at the Dumai Islamic Center tourist attraction that will influence the strengths and weaknesses of the company. External factors are related to conditions occurring outside the Dumai Islamic Center tourist attraction, which will influence the company's decision-making process. The data obtained from the interviews was then processed, with the following results:

**Table 2. Matrik IFAS**

No	Strengths	Weight	Rating	Score
1	The Dumai City Government has made the Dumai Islamic Center one of the city's religious tourism icons..	0,13	3	0,39
2	The facilities and infrastructure at the Dumai Islamic Center tourist attraction cater to all groups	0,12	3	0,36
3	Advances in information and communication technology	0,10	3	0,30
4	Creating job opportunities	0,11	2	0,22
5	Support from the Dumai City government	0,14	3	0,42
	Total	0,60		1,69
No	Weaknesses	Weight	Rating	Score
1	No cooperation with travel agents.	0,09	2	0,18
2	Lack of visitor awareness of the importance of maintaining cleanliness at tourist attractions.	0,10	2	0,20

3	Inadequate infrastructure and facilities to accommodate high visitor numbers.	0,10	3	0,30
4	Budget constraints.	0,11	2	0,22
Total		0,40		0,90
<b>Result</b>		<b>1,00</b>		<b>2,59</b>

Source: Author's analysis, 2025

Based on the results of the IFAS matrix analysis above, it can be seen that the strength score is 1.69, while the weakness score is 0.90, so it can be concluded that the difference between the strength and weakness scores is 0.79. This result shows that the strengths of the Dumai Islamic Center religious tourist attraction are greater than its weaknesses.

**Table 3. Matrik EFAS**

No	Opportunities	Weight	Rating	Score
1	Advancing the economy of Dumai City	0,12	3	0,36
2	High interest and potential from tourists from various regions	0,13	2	0,26
3	Advances in information and communication technology	0,12	3	0,36
4	Creating job opportunities	0,10	3	0,30
5	Support from the Dumai City government	0,12	3	0,36
Total		0,59		1,64
No	Threats	Weight	Rating	Score
1	Leadership and personnel changes in relevant agencies	0,10	3	0,30
2	Competition with other types of tourism	0,12	2	0,24
3	Lack of understanding about religious tourism	0,10	2	0,20
4	Changes in the lifestyle of the younger generation	0,09	2	0,18
Total		0,41		0,92
<b>Result</b>		<b>1,00</b>		<b>2,56</b>

Source: Author's analysis, 2025

Based on the results of the EFAS matrix analysis above, it can be concluded that the opportunity weight score is 1.64, while the threat weight score is 0.92, so it can be concluded that the difference between the opportunity and threat scores is 0.72. These results show that the opportunities for the Dumai Islamic Center religious tourist attraction are greater than the threats to the Dumai Islamic Center tourist attraction.

### SWOT Analysis and Results

SWOT analysis is the first step in this study, which outlines alternatives that are considered important for further consideration. Based on the results of literature analysis and direct surveys at the Dumai Islamic Center religious tourist attraction in Dumai City, it can be concluded that the alternatives related to the Dumai Islamic Center religious tourist attraction are as follows:

**Table 4. Matrik SWOT**

		<b>Strengths</b>	<b>Weaknesses</b>
<b>EFAS</b>	<b>IFAS</b>	1.The Dumai City Government has made the Dumai Islamic Center one of the city's religious tourism icons. 2.The facilities and infrastructure at the Dumai Islamic Center tourist attraction cater to all groups 3.Events are held regularly throughout the year. 4.A comprehensive tourist information center. 5.A strategic tourist location in the center of Dumai City.	1.No cooperation with travel agents. 2.Lack of visitor awareness of the importance of maintaining cleanliness at tourist attractions 3.Inadequate infrastructure and facilities to accommodate high visitor numbers. 4.Budget constraints.
	<b>Opportunities</b>	<b>Strategy SO</b>	<b>Strategy WO</b>
	1.Advancing the economy of Dumai City 2.High interest and potential from tourists from various regions 3.Advances in information and communication technology 4.Creating job opportunities 5.Support from the Dumai City government	1.Utilizing advances in technology and information to optimize the promotion of the Dumai Islamic Center as a religious tourism icon (O3, S1) 2.Enhancing religious events to become national or international events to attract tourists from various regions (S3, O2) 3.Utilizing strategic locations to develop MSMEs and business actors to produce and provide souvenirs and culinary specialties of Dumai (S5, O1) 4.Utilizing regular events throughout the year and government support to create jobs in the tourism sector (S3, O4)	1.Utilizing the high potential of tourists from various regions by establishing cooperation with local and national travel agencies (W1, O2) 2.Using social media to promote environmental cleanliness in tourist areas in order to raise visitors' awareness of maintaining environmental cleanliness (W2, O3) 3.Collaborating with private entities, companies, and state-owned enterprises to improve facilities and infrastructure (W3, W4, O5)
	<b>Threats</b>	<b>Strategy ST</b>	<b>Strategy WT</b>
	1.Leadership and personnel changes in relevant agencies 2.Competition with other types of tourism 3.Lack of understanding about religious tourism 4.Changes in the lifestyle of the younger generation	1.Establishing a sustainable program to make Dumai Islamic Center a leading tourist attraction regardless of leadership changes (S1, T1) 2.Increasing competitiveness with religious activities that are packaged in a modern and attractive way for the younger generation (S3, T2, T3) 3.Utilizing the information center by developing educational content to foster understanding of religious tourism (S4, T4)	1.Enhancing cooperation with travel agents to overcome competition with other tourist attractions (W1, T2) 2.Developing long-term budget plans with alternative funding sources to overcome budget constraints despite leadership changes (W4, T1) 3.Involving local communities or volunteers and encouraging young people to participate in maintaining cleanliness (W2, T4)

Source: Author's analysis, 2025

Based on Table 4, there are four alternative strategies that can be used for the development of the Dumai Islamic Center religious tourist attraction, namely:

1. The SO (strengths-opportunities) strategy, which is used to utilize all strengths to seize and maximize the opportunities possessed by the Dumai Islamic Center. Based on these strengths and opportunities, there are alternative strategies, namely using advances in technology and information to optimize the promotion of the Dumai Islamic Center as a religious tourism icon, increasing religious events to become national or international events to attract tourists from various regions, utilizing strategic locations to develop MSMEs and business actors to produce and provide souvenirs and culinary specialties of Dumai, and utilizing regular events throughout the year and government support to open job opportunities in the tourism sector.

2. The ST (strengths-threats) strategy uses existing strengths to overcome various threats. Based on these strengths and threats, there are alternative strategies, namely establishing a sustainable program to make the Dumai Islamic Center a leading tourist attraction regardless of leadership changes, increasing competitiveness with religious activities that are packaged in a modern and attractive way for the younger generation, and utilizing information centers by developing educational content to develop understanding related to religious tourism.
3. The WO (weaknesses-opportunities) strategy is applied based on the utilization of existing opportunities by minimizing existing weaknesses. Based on these weaknesses and opportunities, there are alternative strategies, namely utilizing the high potential of tourists from various regions by establishing cooperation with local and national travel agencies, using social media to promote environmental cleanliness in tourism to increase visitors' awareness of maintaining environmental cleanliness, and collaborating with the private sector, companies, and state-owned enterprises to improve facilities and infrastructure.
4. The WT (weaknesses-threats) strategy is based on defensive activities and attempts to minimize existing weaknesses and avoid threats. Based on these weaknesses and threats, there are alternative strategies, namely increasing cooperation with travel agents to overcome competition with other tourist attractions, preparing long-term budget plans with alternative funding sources to overcome budget constraints despite leadership changes, and involving local communities or volunteers and encouraging the younger generation to participate in maintaining cleanliness.

## CONCLUSIONS

First, there are several internal and external factors that support and hinder the development of the Dumai Islamic Center religious tourist attraction in Dumai City. Internal factors that support the development of the Dumai Islamic Center religious tourist attraction are the Dumai City government's designation of the Dumai Islamic Center as one of the religious tourism icons of Dumai City, the facilities and infrastructure at the Dumai Islamic Center tourist attraction that support all groups, events held regularly throughout the year, a complete tourist information center, and a strategic tourist location in the center of Dumai City. Meanwhile, the internal factors that hinder the development of the Dumai Islamic Center religious tourist attraction are the lack of cooperation with travel agents, the lack of visitor awareness of the cleanliness of the tourist location, and the insufficient number of facilities and infrastructure to accommodate the high volume of visitors, as well as budget constraints. Meanwhile, external factors that support the development of the Dumai Islamic Center religious tourist attraction are that the Dumai Islamic Center promotes the economy of Dumai City, high interest and tourism potential from various regions, advances in information and communication technology, and the creation of job opportunities, as well as support from the Dumai City government. Meanwhile, external factors that hinder the development of the Dumai Islamic Center tourist attraction are changes in leadership and personnel in related agencies, competition with other tourist attractions, a lack of understanding about religious tourism, and changes in the lifestyle of the younger generation. Second, based on the results of the SWOT analysis, it is known that the calculation of the X coordinate is 0.79 and the Y coordinate is 0.72. This SWOT score result is located in quadrant I, which supports an aggressive strategy. An aggressive strategy or SO (Strengths and Opportunities) strategy makes it possible to continue developing the Dumai Islamic Center religious tourist attraction, which has strengths and opportunities, by using advances in technology and information to optimize the promotion of the Dumai Islamic Center as a religious tourism icon, increasing religious events to become national or international events to attract tourists from various regions, utilizing the strategic location to develop MSMEs and business actors to produce and provide souvenirs and culinary specialties of Dumai, as well as utilizing routine activities throughout the year and government support to open job opportunities in the tourism sector.

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