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Development of Religious Tourism in Increasing MSME Income (Study at the Syahrin Nur Mosque)

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ABSTRACT

This research aims to find out how the development of religious tourism can increase UMKM income using SWOT analysis. The research location is the Syahrin Nur Mosque and the object of this research is the development of religious tourism in increasing the income of UMKM. Based on the research results, it is known that the strategy for developing religious tourism at the Syahrin Nur Mosque in increasing UMKM income can be carried out with 4 strategies, namely providing infrastructure and arranging and repairing the facilities and infrastructure of the tourist attraction, improving services for visiting tourists, developing the business of UMKM actors around the Great Mosque. Syahrin Nur, and developing UMKM and business actors who produce and provide souvenirs and culinary specialties from the Syahrin Nur Mosque).

ABSTRAK

Penelitian ini bertujuan untuk mengetahui bagaimana pengembangan wisata religi dalam meningkatkan pendapatan UMKM dengan menggunakan analisis SWOT. Lokasi penelitian adalah Masjid Syahrin Nur dan objek penelitian ini adalah pengembangan wisata religi dalam meningkatkan pendapatan UMKM. Berdasarkan hasil penelitian diketahui bahwa strategi pengembangan wisata religi Masjid Syahrin Nur dalam meningkatkan pendapatan UMKM dapat dilakukan dengan 4 strategi yaitu menyediakan infrastruktur serta menata dan memperbaiki kembali sarana dan prasarana objek wisata, meningkatkan pelayanan terhadap wisatawan yang berkunjung, mengembangkan usaha para pelaku UMKM disekitar Masjid Agung Syahrin Nur, dan mengembangkan UMKM dan para pelaku usaha yang memproduksi dan menyediakan souvenir serta kuliner khas Masjid Syahrin Nur.

INTRODUCTION

Religious tourism has its own attraction for tourists with spiritual values and tolerance between religious communities which can be a guide for life. The diversity and natural beauty of Indonesia combined with spiritual values makes tourist attractions have their own beauty. Indonesia has enormous religious tourism potential. This is because Indonesia has long been known as a religious country. Many historical buildings or places have special meaning for tourists. Apart from that, the population of religious communities in Indonesia is a potential for the development of religious tourism in Indonesia (Angelia and Santoso 2019).

One of the tourism industries that is developing and has potential in Indonesia is the halal tourism industry. Halal tourism has become a global issue, especially in North Sumatra (Ermelia, Imsar, and Harahap 2023). Not only that, Indonesia's prospects in developing halal tourism have been recognized worldwide. This is not without reason, considering that Indonesia has received many awards in the realm of world halal tourist destinations. The 2023 Global Muslim Travel Index (GMTI) report places Indonesia in first place as the best halal tourist destination in the world, beating 140 other countries. This achievement increased from the previous year which was in 2nd place and Malaysia occupied the top position. The GMTI report released in Singapore, June 1 2023 is the 8th edition organized by Mastercard-CrescentRating (Kemenparekraf/Baparekraf RI 2023).

Mosques are also a form of Islamic building art which to this day has an important role in the development of architectural art in Indonesia. One proof of the development of Islam in Indonesia is the many mosques spread throughout the archipelago. Until 2022, according to data collected by the Ministry of Religion through the SIMAS (Mosque Information System) application, Indonesia has 242,832 mosques and 269,076 prayer rooms spread throughout Indonesia (Ministry of Religion 2022). As time goes by, the construction of mosques is no less than the transformation of technology which is becoming more sophisticated day by day and is also being used as a religious tourist attraction.

South Tapanuli is one of the regional tourism destination centers, as evidenced by the increasing number of tourist visits in recent years. South Tapanuli is at the forefront of tourism business development, the tourism industry continues to increase (Nusardi 2022). According to information obtained from the South Tapanuli Regency Tourism Office, there is an interesting religious tourism destination that has great artistic value and cultural charm for the community, namely the Syahrur Nur Great Mosque. The Syahrur Nur Great Mosque religious tourist area is designed with modern artistic design and is surrounded by flower gardens, fountains, located in the beautiful South Tapanuli regional government office complex with the latest architecture combined with local wisdom culture (Bahits et al., 2020).

The religious tourism area of the Syahrur Nur Great Mosque is located in the hills, from this area you can see beautiful views, both close-up and long-range views. This location is also close to the hot spring tourist destination which is very natural and interesting to visit. The Syahrur Nur Great Mosque religious tourism area offers quite complete objects and there are no fees charged, even just parking fees, so that middle and lower class people are interested in visiting the religious tourism area in this place.

On normal days, tourists in the Syahrur Nur Grand Mosque area reach 1,000-2,000 people, while on Saturdays and Sundays the number of visitors can double. The number of visitors will increase many times ahead of the holy month of Ramadan and national holidays if an average of

around 20,000 visitors come each month. Tourists not only come from South Tapanuli but also come from various regions. That way, tourists will have several impacts, one of which is the economic impact.

Increasing the number of tourist visits and moving the economy from one area to another can have an impact on increasing the economy and income of MSMEs in the tourist area. The emergence of a sharia tourism icon in the religious tourism area in the Syahrur Nur Great Mosque area has given rise to many MSMEs around it. Researchers want to analyze how the development of religious tourism increases the income of MSMEs, for this reason the researchers chose the title: "SWOT Analysis of Religious Tourism Development in Increasing MSME Income (Syahrur Nur Mosque Study)".

LITERATURE REVIEW

1. Religious Tourism

Tourism is an activity or part of one of the activities carried out voluntarily and is temporary to enjoy the objects and attractions of the tourism. Religious tourism is also a type of tourism product that is related to religion or religion adhered to by humans (Roslin, Engka, and Tumangkeng 2023). Religious tourism is interpreted as tourist activities to places that have special meaning for religious people, usually in the form of places of worship, graves of scholars or ancient sites that have advantages. For example, the advantages referred to here are seen from a historical perspective, the existence of myths and legends about this place (Marlina 2019).

Religious tourism is an alternative field of tourism that is thick with elements of spiritual and cultural values that exist in a society (Abdurohman 2020). Religious tourism itself is defined as a tourism sector that aims to fulfill all human needs from a spiritual perspective and as a means of strengthening faith and piety when visiting places that have religious and historical value (Lathifah 2020).

Religious tourism is a type of tourism that aims to fulfill human spiritual needs so as to strengthen faith by visiting places that are considered to have religious value (Firsty and Suryasih 2019). In essence, tourism is a process of traveling temporarily for one or more people to another place outside where they live (Sudirman et al., 2023). A person's urge to do this is due to various interests, whether economic, social, cultural, political, religious, health or other interests such as simply being curious, gaining experience or learning, admiring the beauty of nature and getting closer to Allah (Imandantar and Idajati 2019). In the literature, sharia tourism is better known as halal tourism, Islamic tourism, or Muslim-friendly tourism (Suparmin & Yusrizal, 2018).

The general criteria for sharia tourism are; First, it has an orientation towards the public benefit. Second, it has an orientation of enlightenment, refreshment and calm. Third, avoid polytheism and superstition (Sulaiman et al., 2023). Fourth, free from immorality. Fifth, maintain security and comfort. Sixth, maintain environmental sustainability. Seventh, respect socio-cultural values and local wisdom (Yuliaty 2020).

It can be concluded that the term halal tourism is tourism that wants to provide tourist services and facilities to Muslim tourists that can also be enjoyed by non-Muslim tourists, where at least it fulfills three basic needs for Muslim tourists, namely: adequate worship facilities and services, places to stay that are friendly to Muslim tourists (syariah hotels), food and drinks with halal guarantees through certification from certain bodies that have the authority to do so, as well as tourist destinations such as natural, cultural and artificial tourism which are equipped with

facilities or infrastructure for worship, such as There are mosques or prayer rooms around tourist attractions (Rahmi, 2020).

2. Income

In the Big Indonesian Dictionary (KBBI) income is the result of business activities and so on. A person's income can also be interpreted as the amount of income assessed in currency units that a person or a country can produce in a certain period. According to Adam Smith's economic concept, income is the amount that can be consumed without causing a decrease in capital, including fixed capital and circulating capital (Rimet 2019). Thus, it can be concluded that income is the amount of income given to society within a certain period of time as compensation for the contributed production factors. Community income is income from wages or remuneration from business results obtained by individuals or household groups in one month and used to meet daily needs. Meanwhile, income from side businesses is additional income which is other income from outside the main activity or main job (Imsar 2018).

In Islam, community income is an amount of money or goods received or produced from a job which is based on rules originating from Islamic law (Putri 2019). According to Monzer Kahff, in the Islamic concept it is a mandate from Allah SWT and as a tool for individuals to achieve success in this world and the hereafter (Hardana and Hasibuan 2023). In the Islamic concept, income is not only spent on consumptive things, but there is income that is spent on fighting for the cause of Allah or giving charity and charity. Islam calls its people to work and produce, even making it an obligation for those who are capable, apart from that, Allah also gives appropriate rewards according to what we do. (Faridani et al., 2023).

3. Micro, Small and Medium Enterprises (MSMEs)

Micro, Small and Medium Enterprises (MSMEs) are business activities that are able to expand employment opportunities and provide broad economic services to the community (Trimulato, 2017). MSMEs are able to play a role in the process of equalization and increasing people's income (Kara, 2013), as well as encouraging economic growth and playing a role in realizing national stability (Hastuti et al. 2020).

- a. Based on Law Number 20 Article 1 of 2008 concerning Micro, Small and Medium Enterprises, the meaning of MSMEs is:
- b. A micro business is a business owned by an individual or business entity, where the business complies with the micro business criteria described in the law. The criteria for micro business income is a maximum net worth of IDR 50,000,000.00 with annual sales of IDR 300,000,000.00.
- c. A small business is a business in the productive economic sector that stands alone, usually this business is owned by an individual or business entity which is a subsidiary of a company or a direct or indirect part of a medium or large business. One example in small businesses is food and beverage industry craftsmen. The income criteria for this small business is IDR 500,000,000.00 with annual sales above IDR 300,000,000.00 to IDR 2,500,000,000.00.
- d. Medium business is a productive economic business which is usually managed by an individual or business entity under the auspices of small business and large business. The criteria for income in medium-sized businesses are that net worth must be above IDR

500,000,000.00 to IDR 10,000,000,000.00. Annual sales results must be above IDR 2,500,000,000.00 to IDR 50,000,000,000.00.

- e. A large business is a productive economic enterprise where the income in this large business is greater than that of a medium-sized business. Usually these businesses include state-owned and privately owned businesses.
- f. The Business World is Micro Businesses, Small Businesses, Medium Businesses and Large Businesses that carry out economic activities in Indonesia and are domiciled in Indonesia.

METHOD

The method used in this research is a descriptive qualitative method which is carried out through a process of observation, interviews and documentation presented in the form of data. Qualitative research is an in-depth perception of the phenomenon being studied by examining the phenomenon in more detail. In order for research using qualitative methods to be said to be good, the data collected must be accurate, complete in the form of primary data and secondary data (Sahir 2022).

Data analysis used in this research uses SWOT analysis, which contains Strengths, Weaknesses, Opportunities and Threats. This analysis also has a good role in providing information on the positive and negative impacts that could occur on the research object. In other words, SWOT analysis can reveal an understanding of a phenomenon and the possible risks and obstacles that could arise for the object under study (Cipta and Hatamar 2020). The data sources or informants in this research are the Head of the South Tapanuli Regency Tourism Office, BKM Syarun Nur, and traders around the Syarun Nur Grand Mosque.

RESULTS AND DISCUSSIONS

1. General Description of Halal Tourist Attractions, Syahrin Nur Grand Mosque

The regulations governing mosque buildings are based on Law of the Republic of Indonesia Number 28 of 2002 concerning Buildings, while the regulations governing mosque management are contained in Minister of Religion Regulation No. 54 of 2006 concerning Mosque Management, this regulation consists of several chapters which discuss mosque management as stipulated.

The Syahrin Nur Great Mosque was built in April 2018 and completed in 2020. The mosque is located in the South Tapanuli Regent's Office Complex, Kilang Papan Village, North Sumatra Province. This mosque was inaugurated and opened to the public on Friday, January 22 2021 by the Regent of South Tapanuli, Mr. Syahrul M Pasaribu. The mosque is part of the property belonging to the South Tapanuli Regency Government and the construction of the mosque is based on law and is budgeted for in the South Tapanuli Regency APBD. The Mosque Prosperity Agency is determined and supervised directly by the Regency Government where each administrator has a Decree issued by the South Tapanuli Regency Government.

This Turkish architectural style mosque with local ornaments has a building size of 3 thousand square meters with a land area of 2 thousand meters so that it can accommodate 2,320 people. Conditions inside the mosque can accommodate 760 people, the mosque terrace 560 people and the outdoor 1000 people. Other supporting facilities are a large parking area for two-wheeled vehicles, four-wheeled vehicles and buses with around 222 slots as well as several places for visitors to rest.

2. The Attraction of the Syahrin Nur Grand Mosque as a Halal Tourism Destination

The Syahrur Nur Great Mosque has several attractions or attractions that make it very popular with visitors (Wiradesa 2023). This attraction can be classified as an advantage and superiority of the Syahrur Nur Great Mosque tourist attraction. Some of these attractions include:

1. The mosque building is magnificent and beautiful

The first attraction is the magnificent physical building of the mosque with architecture and patterns combining South Tapanuli and Middle Eastern culture. This can be seen from the carvings and paintings as well as the colors on the inside and outside of the mosque, such as gardens and fountains.

2. Interesting Locations and Other Tourist Attractions

The next attraction comes from the natural and artificial conditions in the mosque area. The natural conditions are in the form of a panoramic view of the natural scenery of Sipirok with hills lined up as far as the eye can see. Furthermore, this mosque is supported by the condition of the South Tapanuli Regent's Office Complex which consists of office buildings with traditional house patterns, many and neatly arranged gardens and a large and clean area. Furthermore, there are also other tourist attractions that are not far from the location of the mosque, namely the viewing tower which is easily accessible and visited in the area.

3. Large Area and Cleanliness

The next attraction is the large area of the mosque so that it can accommodate many visitors and the cleanliness of the mosque which is maintained by the mosque administrators. Cleanliness is a top priority for mosque administrators because purity or thaharah is the first step in all Muslim worship. For this reason, the management cleans the mosque twice a day, morning and evening, and the entire floor of the mosque is doused with water that has previously been swept and cleaned of dust first.

3. SWOT Analysis

The following describes the SWOT analysis with the Internal Factor Evaluation Matrix (IFE-Matrix) and the External Factor Evaluation Matrix (EFE-Matrix) as follows:

Table 2
Internal Factor Evaluation Matrix (IFE-Matrix)

Internal Strategy Factors				
No	(Strength)	(Weighted)	(Rating)	Score
1	The famous Syahrur Nur Grand Mosque religious tourist attraction in Indonesia	0,18	4	0,71
2	The religious tourism potential of the Syahrur Nur Great Mosque is very good and supports both the architecture of the building and the surrounding natural scenery mosques, and strategic tourist	0,18	5	0,88

	locations.			
3	This tourist location is very easy to access because it is located in a strategic location and is easy to access.	0,18	4	0,71
4	The high commitment of the South Tapanuli Regency Government in improving and developing objects tour.	0,12	5	0,59
5	Beautiful, original natural panorama and cool air around the religious tourist location of the Syahrin Nur Great Mosque.	0,12	5	0,59
6	The planning concept involves there are many regional government stakeholders both from a social, economic and cultural perspective.	0,12	5	0,59
	Providing a significant contribution in increasing the income of local MSME players Syahrin Nur Grand Mosque.	0,12	5	0,59
Sub-Total		1		4,65

No	(Weakness)	(Weighted)	(Rating)	Score
1	Number of tourist infrastructure and facilities inadequate.	0,43	2	0,86
2	The habits of the public and tourist visitors who throw away rubbish around tourist attractions.	0,29	2	0,57
3	Lack of awareness of tourist visitors in maintaining the mosque, it is like not obeying the regulations on the tourist attraction.	0,29	2	0,57
Sub-Total		1		2,00

The total score is the total strength score minus the total weakness score, namely $4.65 - 2.00 = 2.65$. These results indicate that the Syahrur Nur Great Mosque religious tourist attraction is above average in its overall internal strength which can cover the weaknesses of the Syahrur Nur Great Mosque Tourist Attraction.

Table 3
Matrix External Factor Evaluation (EFE-Matrix)

External Strategy Factors				
No	(Opportunity)	(Weighted)	(Rating)	Score
1	There is support from the South Tapanuli Regency Government.	0,21	4	0,86
2	Opening business opportunities for the community thereby reducing unemployment.	0,14	5	0,71
3	Increasing public expectations regarding the quality of public services, including services in tourist destination areas.	0,14	5	0,71
4	Open to domestic and foreign tourists.	0,14	3	0,43

5	With the development of technology, it is easy to access information about tourist attractions.	0,14	4	0,57
6	Increasing the income of MSMEs around the Syahrur Nur Grand Mosque.	0,21	4	0,86
Sub-Total		1		4,14

No	(Threat)	(Weighted)	(Rating)	Score
1	Competition between other tourist destinations.	0,6	2	1,2
2	The influence of bad habits brought by tourists from outside.	0,4	3	1,2
Sub Total		1		2,4

The total score is the total score of opportunities (opportunities) minus the total score of threats (threats), namely $4.14 - 2.4 = 1.74$. These results indicate that the Syahrur Nur Great Mosque religious tourist attraction is above average in its efforts to carry out appropriate strategies. take advantage of opportunities and avoid threats. Based on the SWOT analysis diagram above, it shows that the intersection/touch point of Internal Factor Analysis Strategy (IFAS) and External Factor Analysis Strategy (EFAS) is located in quadrant 1 where this quadrant is the "Aggressive Strategy" quadrant where this situation makes it possible to continue and expand the development of a tourist attraction.

Calculating the weighting and level of relevance in the SWOT Analysis and importance in the strategy for developing the Syahrur Nur Grand Mosque religious tourism attraction, it can be seen that the four (4) important strategies to carry out are:

- a. Providing infrastructure and organizing and repairing tourist attraction facilities and infrastructure.
- b. Improve service to visiting tourists.
- c. Developing the businesses of MSMEs around the Syahrur Nur Grand Mosque.
- d. Developing MSMEs and business actors who produce and provide souvenirs and culinary delights typical of the Syahrur Nur Great Mosque.

In this case, providing infrastructure so that it can improve existing facilities at the Syahrur Nur Great Mosque religious tourist attraction is very important and is one indicator of the success of the tourism sector. Not only that, service to tourists visiting religious tourist attractions is also something that needs attention. Thus, it is necessary to develop and manage tourist infrastructure to support tourism implementation. If improvements and management of tourism infrastructure are managed optimally, it will result in achieving a positive impact on the tourism sector in an effort to increase people's income. Of course, those who feel the impact the most are MSMEs in the environment around the Syahrur Nur Grand Mosque religious tourist attraction.

The strategy that can be implemented to increase the income of MSMEs in the area around the Syahrnun Nur Great Mosque is by increasing the development of halal MSMEs in the Syahrnun Nur Great Mosque area. Increasing access to MSME development can include providing MSME development concepts, stimulating business capital, adding business facilities, and education on exploiting opportunities and making creative and innovative products. So that MSMEs in the mosque area can develop and increase. These various activities should be carried out to meet the needs of visitors or tourists. These activities will be realized with cooperation between tourism managers, stakeholders and the government as motivators, facilitators and coordinators.

This strategy is based on the results of in-depth interviews with respondents. What is most needed is facilities and business capital around the Syahrnun Nur Grand Mosque tourist attraction. There are lots of products that can be sold to visitors, such as culinary, fruit, coffee, dodol, crackers, chili sauce, curry, and others, there are also other fields such as accessories with traditional patterns and other products. This is the potential and attraction of this tourist attraction, but there are no facilities and capital to produce and distribute these products.

To realize the strategy and overcome this, cooperation between the management of the Syahrnun Nur Grand Mosque and the government, in this case the Tourism Office and the South Tapanuli UMKM Trade and Cooperatives Service, is needed in holding a cheap and easy financing program by giving MSMEs access to sharia banking or institutions. other sharia finance in the form of sharia microfinance. It is hoped that this program can build an economic ecosystem that continues to develop and is sustainable in the tourist attraction area so that the community receives greater benefits from the existence of the halal tourist attraction Syahrnun Nur Grand Mosque.

Through several analyzes of problems, aspects, solutions and strategies in this research and its application, it is hoped that it will be able to resolve existing problems and provide a positive impact on the continuity of the halal tourist attraction of the Syahrnun Nur Grand Mosque and the improvement of the surrounding economy.

CONCLUSION

Through the results of the discussion of this research, it can be concluded that the religious tourist attraction Syahrnun Nur Grand Mosque has high tourism potential, however this potential has not yet been developed further and this is in line with research conducted by Nursadi in his research. The development of religious tourism at the Syahrnun Nur Great Mosque can be carried out with 4 strategies, namely providing infrastructure and arranging and repairing the facilities and infrastructure of the tourist attraction, improving services to visiting tourists, developing the businesses of MSMEs around the Syahrnun Nur Great Mosque, and developing MSMEs and their actors. a business that produces and provides souvenirs and culinary delights typical of the Syahrnun Nur Great Mosque. To increase this development, cooperation between the management of the Syahrnun Nur Grand Mosque and the government, in this case the Department of Tourism and the Department of Trade and Cooperatives of South Tapanuli MSMEs, is needed in holding a cheap and easy financing program by providing access for MSMEs to sharia banking or other sharia financial institutions. a form of sharia microfinancing.

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