

ABSTRACT

This study aims to formulate a strategy for developing Agro Cepoko as a Muslim-Friendly Tourism destination in Semarang City through identifying the conditions and potential of the area, analyzing tourist perceptions of Muslim-friendly tourism destination components, estimating the Willingness to Pay (WTP) value of tourists, and developing a development strategy that suits the needs of stakeholders.

This study uses a mixed method approach with quantitative descriptive statistical analysis based on a 5-point Likert scale, an economic valuation method using the Contingent Valuation Method (CVM), and qualitative analysis through in-depth interviews analyzed using coding techniques in Atlas.ti software.

The research results indicate that several aspects of the facilities available at Agro Cepoko are still relatively unprepared to support the implementation of the Muslim-Friendly Tourism concept. However, this does not mean that Agro Cepoko is unsuitable for development as a Muslim-friendly tourist destination. The results of the WTP analysis show that the average willingness to pay for tourists is IDR27.600 per person with an estimated total economic value of IDR424.957.200 per year. Recommended development strategies include improving Muslim-friendly tourism facilities and services, strengthening local commodity-based agrotourism attractions, developing halal products and local MSMEs, enhancing human resource capacity, strengthening the promotion of Muslim-friendly tourism, and developing it through phased and collaborative approaches. This research is expected to serve as a consideration for managers and local governments in developing Agro Cepoko as a competitive and sustainable Muslim-friendly agrotourism destination.

Keywords: Agro Cepoko; Muslim-Friendly Tourism; Development Strategy; Willingness to Pay; Contingent Valuation Method; Atlas.ti.

SEMARANG
FEB UNDIP