

ABSTRAK

Skripsi ini bertujuan untuk mendeskripsikan tentang kolaborasi antar *stakeholders* dalam sektor pengembangan Pariwisata Religi Sunan Ampel di Kota Surabaya. Penelitian ini dilatarbelakangi oleh keberhasilan pengelolaan wisata religi sunan ampel dalam hal ini dibuktikan dengan peningkatan jumlah wisatawan yang mengunjungi obyek wisata religi sunan ampel. Berdasarkan latar belakang tersebut, secara khusus penelitian ini berupaya untuk menjawab pertanyaan tentang (1) Siapa sajakah *stakeholder* dalam pengembangan pariwisata religi Sunan ampel ? dan (2) Bagaimana kolaborasi antar *stakeholder* dalam upaya pengembangan obyek wisata makam Sunan Ampel di Kota Surabaya.

Teori yang digunakan untuk menjawab terkait *stakeholders* dikemukakan oleh Nugroho yang mengklasifikasikan *stakeholders* berdasarkan perannya yaitu *policy creator, coordinator, fasilitator, implementor* dan *akselerator* sedangkan untuk mengetahui bentuk kolaborasi peneliti menggunakan teori Chris Ansell dan Alison Gash terkait proses kolaborasi diantaranya *face-to-face dialogue, trust building, commitment to the process, shared understanding, intermediate outcomes*. Metode penelitian yang digunakan dalam penelitian ini adalah metode penelitian kualitatif dengan tipe penelitian deskriptif. Teknik pengumpulan data dilakukan teknik observasi, wawancara, dokumentasi penelitian. Teknik penentuan informan dilakukan secara *purposive* dan *snowball*. Sedangkan teknik analisis data dilakukan dengan reduksi data, penyajian data, dan penarikan kesimpulan. Kemudian untuk menguji pemeriksaan keabsahan data melalui teknik triangulasi.

Hasil penelitian ini menunjukkan bahwa: (1) *stakeholder* dalam pengembangan pariwisata religi Sunan Ampel yang berperan adalah dinas pariwisata dan kebudayaan selaku *policy creator* dan *coordinator*, UPTD sunan Ampel sebagai *fasilitator*, pengelola yayasan makam sunan ampel sebagai *implementor*. (2) kolaborasi antar *stakeholders* dalam upaya pengembangan obyek wisata makam Sunan Ampel di Kota Surabaya yaitu menunjukkan arah pada *Institutional Designed* dimana peran para *stakeholders* satu dengan yang lain tidak saling mengintervensi serta keberhasilan dimensi hasil sementara dalam indikator proses kolaborasi mendapati hasil yang berupa terbentuknya target rencana kerja untuk mengembangkan wisata religi sunan ampel.

Kata Kunci: Kolaborasi, Pariwisata Religi, *Stakeholders*

ABSTRACT

This thesis aims to describe collaboration between stakeholders Sunan Ampel Religious Tourism in the city of Surabaya. This research is motivated by the success of the management of Sunan Ampel religious tourism in this case as evidenced by the increase in the number of tourists visiting Sunan Ampel religious tourism objects. Based on this background, this study specifically seeks to answer questions about (1) Who are the stakeholders in the development of Sunan Ampel religious tourism? and (2) How is collaboration between stakeholders in the effort to develop Sunan Ampel's tomb attraction in the city of Surabaya.

The theory used to respond to stakeholders was put forward by Nugroho who classified stakeholders based on their roles, namely policy creators, coordinators, facilitators, implementers and accelerators while to find out the collaboration forms researchers used the theories of Chris Ansell and Alison Gash regarding collaboration processes including face-to-face dialogue, trust building, commitment to the process, shared understanding, intermediate outcomes. The research method used in this study is a qualitative research method with a descriptive research type. Data collection techniques were carried out by observation, interview, research documentation. The technique of determining informants was done by purposive and snowball. While the data analysis technique is done by data reduction, data presentation, and conclusion drawing. Then to test the validity of the data through triangulation techniques.

The results of this study indicate that: (1) stakeholders in the development of religious tourism Sunan Ampel whose role is tourism and cultural services as policy creators and coordinators, UPTD sunan Ampel as facilitators, sunan giri grave foundation as implementors. (2) collaboration between stakeholders in development efforts Sunan Ampel's tomb attraction in the city of Surabaya is showing direction in Institutional Designed where the role of stakeholders from one another do not intervene and the success of the temporary results dimension in the collaborative process indicator finds results in the form of work plan targets for developing Sunan Ampel religious tourism.

Keywords: Collaboration, Religious Tourism, Stakeholder.