

**KEMENTRIAN RISET, TEKNOLOGI DAN PERGURUAN TINGGI  
FAKULTAS EKONOMI DAN BISNIS UNIVERSITAS AIRLANGGA**

**PROGRAM STUDI : EKONOMI ISLAM**

**DAFTAR NO. : .....**

**ABSTRAK**

**SKRIPSI SARJANA EKONOMI ISLAM**

NAMA : MULYATININGSIH  
NIM : 041511433087  
TAHUN PENYUSUNAN : 2018/2019

**JUDUL :**

Potensi Bisnis *Halal Tourism* Pada Lingkungan Masjid Nasional Al-Akbar  
Surabaya

**ISI :**

Tujuan dari penelitian ini adalah untuk mengetahui potensi bisnis halal tourism pada lingkungan Masjid Nasional Al-Akbar Surabaya.

Penelitian ini menggunakan pendekatan kualitatif dengan strategi studi kasus. Pengumpulan data dilakukan melalui teknik wawancara dengan pihak-pihak terkait yaitu konsumen dan pedagang di lingkungan Masjid Nasional Al-Akbar Surabaya. Teknik analisis data yang digunakan adalah Deskriptif.

Dari hasil yang didapatkan, potensi bisnis *halal tourism* di lingkungan Masjid Nasional Al-Akbar Surabaya dapat dikembangkan karena didukung banyaknya jumlah pengunjung per bulan di masjid yaitu kurang lebih 10.000 baik wisatawan domestik maupun mancanegara dan banyaknya pelaku bisnis di lingkungan Masjid Nasional Al-Akbar Surabaya.

**Kata Kunci : Pariwisata Halal, Potensi Bisnis.**

**MINISTRY OF RESEARCH, TECHNOLOGY AND HIGHER EDUCATION**

**FACULTY OF ECONOMICS AND BUSINESS AIRLANGGA UNIVERSITY**

**STUDI PROGRAM: ISLAMIC ECONOMIC**

**LIST NO:**

**ABSTRACT**

**THESIS OF ISLAMIC ECONOMIC BACHELOR**

NAME : MULYATININGSIH  
STUDENT ID : 041511433087  
YEAR OF WRITING : 2019

**TITLE :**

Business Potential of Halal Tourism in the Al-Akbar National Mosque Surabaya

**CONTENT :**

The purpose of this study was to determine the potential of the halal tourism business in the Al-Akbar National Mosque Surabaya..

This research uses a qualitative approach with a case study strategy. Data collection was carried out through interview techniques with relevant parties, namely consumers and traders in the Al-Akbar National Mosque in Surabaya. The data analysis technique used is descriptive.

From the results obtained, the potential of the halal tourism business in the Al-Akbar National Mosque in Surabaya can be developed because it is supported by the large number of visitors per month at the mosque, which is approximately 10,000 both domestic and foreign tourists and the number of business people in the Al-Akbar National Mosque Surabaya..

**Keywords : *Halal tourism, Business Potential***