

Religious Theme Park, Tourism and Nationality, Jabal Rahmah: Activities and Markets

Nimas Citra Kencana¹, Hayatul Islam^{*2}, Hamdani Satriawan³, Mugni⁴

¹Universitas Terbuka, Indonesia, kencananimas@yahoo.co.id

²SMK Negeri 1 Janapria, Indonesia, hayatulislam999@gmail.com

³Politeknik Selaparang Lombok, Indonesia, hamdanisatriawan.m.par@gmail.com

⁴Politeknik Selaparang Lombok, Indonesia, mugnipsl@gmail.com

Corresponding author: hayatulislam999@gmail.com

Abstract

This study aims to: 1) find out how tourism activities in Jabal Rahmah religious and national education tourism parks work, and 2) find out the visitor base of Jabal Rahmah religious and national education tourism parks. This study used qualitative research using observation, interviews and document review as data collection techniques. To reveal the meaning of behavior, the research informants have interviewed park managers, park staff, Jango village heads, visitors, and community leaders. Data analysis techniques are used for data collection, reduction, exposure, and conclusions. The research results are: 1) Jabal Rakmah religious and national education tourism park tourism activities offered are religious and nationality-based education and training activities by promoting tourism directly to institutions and the community and indirectly through social media. 2) The visitor base of Jabal Rakmah Religious and National Education Tourism Park comes from various levels of society with various levels ranging from kindergarten, elementary, junior high, and high school students and students as well as the community of prospective Hajj and Umrah pilgrims who perform manasik and the general public. The management must develop other tourism activities that can attract more visitors and maximize tourism promotion through digital sources (social media), collaborate and meet directly with the community by involving villages, Jango villagers and local governments.

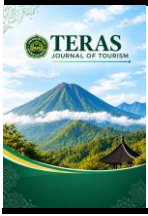
Keywords: Activities and markets, Jabal Rahmah, Religious theme park, Tourism and nationality

Introduction

The current trend of tourist travel has changed, namely from mass *tourism* to alternative tourism (Karataş et al., 2025). This change leads to the type of tourism activities oriented to nature tourism or local culture to increase insight, adventure and learning such as adventure tourism (*adventure tourism*). Conditions like this provide benefits for the development of tourist villages.

Religious tourism is one of the alternative tourism institutions today. Spiritual tourism is an activity carried out to attract tourists by offering tourism products that are religious or religious (Choe, 2025). According to Rautela et al (2025), religious tourism is interpreted as tourist activities to places that have special meaning for religious people, usually in the form of places of worship, ulama tombs or ancient sites that have advantages (Alharbi et al., 2025). Religious tourism aims so that tourists can direct the experience of spiritual experiences in their travel or to relax the psychological conditions of tourists who are doing actual ritual activities.

Promotional and marketing activities are important to introduce tourism objects to the wider community. Pamphlets and promotional videos online are then widely carried out by managers of tourist attractions (Dias & Lavaredas, 2024). Besides the many layers of society that can be



reached, the costs needed to do this promotion are also very cheap; only with quotas and social media accounts can we already carry out promotional activities.

Tourism village development is a realization of the PIR (People's Core Tourism) program made by the Ministry of Tourism or other terms *community-based-tourism* (Ruiz-Ballesteros & González-Portillo, 2024). This aims to have equitable development because it can increase rural development in a more advanced direction; therefore, each region needs to program the development of tourist villages in their area according to the PIR pattern.

Jabal Rahmah Religious and National Education Tourism Park, which has an attraction and is the only tourism in Lombok, is one of the choices for domestic and foreign tourists to spend time with family to learn more about the place's history. The image formed from a tourist object is a combination of factors that exist in the tourist object concerned (weather, natural scenery, security, health, sanitation, hospitality, and so on), on the one hand, and information received for tourists from various sources from other parties or their fantasies (Stojanović et al., 2024). Jabal Rahmah Religious and National Education Park was built on November 10, 2018, and began to be inaugurated for training activities on November 10, 2019 (Kemenparekraf, 2022). This tourist park is built and managed with the principles of "From the Community, By The Community, And For The Community". It runs with a professional governance system supported by competent and credible institutions in their fields. Jabal Rahmah Religious and National Education Tourism Park is a tourist area oriented towards education and training based on religion (religion) and nationality. The existence of this tourist park is designed to be an education and training center for the wider community from various circles and walks of life.

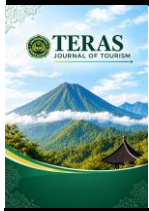
The form of religious education (religious education and training) carried out at the Jabal Rahmah tourist park emphasizes more on education and training for guidance on the implementation of the Hajj, seen from the facilities built at the location of the Jabal Rahmah tourist park, including the Kab'bah replica and those related to it. At the same time, the form of national training with buildings and monuments of diversity in the Jabal Rahmah tourist park has education and training programs for character, leadership, entrepreneurship, and cultural arts.

Since the Jabal Rahmah tourist park's opening in 2022, tourist visits are still ups and downs. Besides COVID-19, it is also because many people are unfamiliar with the tourist attractions in Jabal Rahmah. According to the Jabal Rahmah tourist park visitor statistics, the highest level of tourist visits from January to December 2019 was recorded at 27,000, while at the end of December 2020, it reached 10,000. At the end of December 2021, there were only 11,500 visitors to the tourist park. It is necessary to develop activity development programs in tourist parks that must be viral; besides that, access and available tourism services and activities must also be promoted, so that many people can concentrate activities in the Jabal Rahmah Religious and National Education Tourism Park.

Methods

Research design

The method in this study is qualitative with a descriptive approach. According to Denzime and Lincoln, qualitative research is research that uses a natural setting to interpret phenomena that occur and is carried out by involving various existing methods (Hall & Liebenberg, 2024). Meanwhile, Erickson stated that qualitative research seeks to find and describe narratively the activities carried out and the impact of the actions carried out on their lives. Qualitative research is descriptive. The description is done by depicting the factors involved in the problem. Data collection in this program is carried out by field observation,



interviews, and literature studies, which are then analyzed by concluding (Schlunegger et al., 2024).

This research procedure is descriptive qualitative, which seeks to describe a symptom, event, or event that occurs now. Descriptive research focuses on the actual problem as it was during the research (Stanley & Robertson, 2024). Descriptive research aims to summarize various conditions, situations or variables that arise in the research object's community, then draw to the surface as a characteristic or picture of certain conditions.

Data and Sources

The type of data in this study is data that must be collected based on reality in the field. Based on this, the types of data used are primary and secondary. The sources of data used in this study are people who know the problems related to the management of the Jabal Rahmah Religious Education and Nationality Tourism Park, consisting of the tourism awareness group (Pokdarwis) of Jango Village and the person in charge of tourism management, namely the Jango Village government. This study's data source was based on purposive sampling from primary (main) sources. These people directly provide data and information to researchers and the real conditions of the research location. Some sources of information (informants) that fit these criteria include the Head of Jango Village, Pokdarwis, Community Leaders, Youth Leaders and the end of the Jabal Rahmah tourist park. While indirect sources (secondary data) provide data to researchers, for example documents that explain primary data that have been collected previously.

Data Collection Procedure

1. Observation

Observation, also called observation, includes loading attention on an object using the full senses (Stanley & Robertson, 2024). Observation is an activity carried out by researchers where researchers play an active role in the study location so that it is visible in the activities studied.

2. Interview.

Interviews are a form of communication between two people, involving someone who wants to obtain information from someone else by asking questions based on certain goals (Jacobsen et al., 2025). The interview is broadly divided into two: (1) A structured interview is an interview in which the interviewer sets his own problems and questions to be asked. (2) Unstructured interviews are interviews that are different from structured ones. This technique is used to obtain information from data sources, among others: Jango Village Head, Pokdarwis, Community Leaders, Youth Leaders and Jabal Rahmah tourism park visitors, as well as to find out obstacles and supporters in the strategy and objectives of developing religious education tourism.

3. Documentation

The study of documents complements the use of observation and interview methods. In-depth interview observations can also be supplemented by analysis of documents such as autobiographies, diaries, personal letters, court defects, newspaper news, magazine articles, brochures, newsletters, and photographs. This documentation technique is carried out to obtain data in documents or archives and to complete the data obtained from interviews and observations.

The analyzed document data is related to tourism promotion and activities at the Jabal Rahmah Religious and National Education Tourism Park. Documentation that Researchers aim to collect data and information at the research location. Among the documents to be analyzed in this study include: 1) Profile of Taman Wisata Edukasi Religi and National Religi and national

Jabal Rahmah, 2) Data on Jabal Rahmah's religious and national educational tourism activities and services, 3) Data on facilities of the Religious Education Tourism Park and Jabal Rahmah's religious nationality and nationality, 4) List of visitors to Jabal Rahmah Religious and National Education Park, 5) Promotional media data of Religious Education Tourism Park and Jabal Rahmah National.

Data Analysis

Data analysis is very important to use because it is an advanced stage of the data collection strategy. In analyzing the data and material presented in this study, two strategies were used: deductive and inductive.

- a. Data Reduction: Data obtained in the field is recorded, detailed, summarized and sorted based on data needs.
- b. Presentation of data (*display data*). After reducing the data, the next stage is the data presentation stage. Miles and Huberman, as quoted by Sugiono, suggest that what is meant by *display data* is to present a set of arranged information that provides the possibility of drawing conclusions and taking action.

The results of data reduction from various components of the research problem raised, then concluded in the form of writing describing the steps of the process of promotional activities and tourism activities at the Jabal Rahmah tourist park continued with the efforts taken and ended at a summary of the text of the efforts carried out in the development and promotion of tourism.

Concluding: Conclude by verifying based on existing data to support the hypothesis in this study. The conclusion in qualitative research is a new finding that has never existed before. Findings can be in the form of a description or description of an object that was previously still dimly lit or dark so that after being examined, it becomes clear.

Findings

Jabal Rahmah Religious and National Education Tourism Park is a tourist area oriented to education and training based on Religion and Nationality. Jabal Rahmah Religious and National Education Tourism Park of Jango Village is designed to be a center of education and training for the wider community from various circles and layers, Where various education and training programs are held, such as character education, leadership, management, skills, entrepreneurship, integrated waste management, art and culture and various other activities.

Jabal Rahmah Religious and National Education Tourism Park is in West Rungkang Hamlet, Jango Village, Janapria District, Central Lombok Regency. About three 3-minute drive from the Jango Village Office, about 900 meters to the west, and 1.8 km east from the direction of the Janapria sub-district office. The road to this tourist park is slightly uphill, considering Janapria sub-district has an altitude of about 325 meters above sea level. This tourist park began construction on November 18, 2018. A year after its construction on November 19, 2019, Jabal Rahmah Religious and National Education Tourism Park officially operated.

The construction of this tourist park is an effort for village development, especially villages that have not been able to explore their potential optimally, Jango village itself also has traditions and culture that can be promoted so that it can attract tourists to visit. This village development program comes from Rumah Kebangsaan Pancasila (RKP), as explained by the operational manager of this tourist park.

"The idea of building this educational park is from Rumah Kebangsaan Pancasila (RKP), whose center is in Bogor. This RKP has a

village development program; actually, RKP has made this concept and established Jabal Rahmah Tourism Park in 3 places, namely Bogor, Jakarta and Banten; this program is an effort to build a country. Now, the journey took us to Jango Village. RKP does not position itself as the owner of the tourist park but only as a system support; we built this tourist park solely to invite the community to invest, so this place has a community, from the community and for the community. And for the distribution of proceeds carried out at the end of each year". (Nurmansyah. Interview, October 15, 2022)

The management principle of Jabal Rahmah Religious and National Education Tourism Park is "from the community by the community and for the community." While developing a religious tourism village, Jabal Rahmah management collaborates with the Jango village government to make Jabal Rahmah Religious and National Education Tourism Park the National House of Pancasila and Bhineka Tunggal Ika. This is due to the Government's designation of Jabal Rahmah tourist park as a Religious and National Education Tourism Park (Kemenparekraf, 2022).

Tourism Activities Jabal Rahmah Religious and National Education Tourism Park

Hajj manasik training

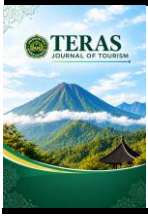
This Hajj *manasik* program starts from the *wukuf* process, where the *manasik* participants have explained the meaning of *wukuf* and the hill of Jabal Rahmah, also called the hill of compassion. After that, the participants explained the meaning of crickle collected at Muzdhalifah, which will later be used to throw jumrah in Mina,. The team leader or instructor explained the meaning of Ula Wustha and Aqabah, a place to throw jumrah. In the next stage, the participants are explained about the tawaf procedure and the meaning of tawaf or circling the Kaaba. The last process is sa'i or small runs from Safa to Marwah. All objects in the Jabal Rahmah Religious and National Education Tourism Park are made as complete as possible, so that Hajj *manasik* participants better understand every meaning and procedure of Hajj. This Hajj *manasik* training is carried out in teams or groups, where each group is led by one team leader (committee) as the instructor, where this instructor is in charge of explaining the meaning of each object in the Hajj *manasik*.

Sense of nationality

In this national tracing program, participants were taught about the history of the Indonesian nation from the colonial period to the independence era. However, in this program, the participants are children who are still in school, starting from elementary, junior high and high school levels. This national trail aims to arouse a sense of nationalism and increase participants' understanding of the meaning of the songs Indonesia Raya, Sumpah Pemuda, Pancasila and others. All activities programmed by the national trail are carried out by going around or explaining while walking from the independence gate to the golden bridge that reads Bhineka Tunggal Ika. If disturbed by Hajj *manasik*, this national milestone is usually carried out for two days and one night; it adjusts to the program chosen by the participants.

Camping and national outbounds

Camping and outbound nationality aim to build participants' character, leadership, management and skills. These activities are carried out as games, which aim to make participants not bored while learning. After the entire series in this program, such as Hajj



management training, national tracing and national camping and outbound, is completed, the committee evaluates the extent of participants' understanding and memory of what has been explained in the program.

Batik weaving and ceramic training

Not only the main programs such as Hajj manasik, national retracing, and national outbound camping, but the Jabal Rahmah Religious and National Education Tourism Park also provides batik and ceramic-making training, where the whole series of activities is carried out in the Jabal Rahmah Hall which is located next to the Jabal Rahmah replica.

Integrated waste management

This integrated waste management aims to make the community wiser in waste processing, from simple things such as separating organic and non-organic waste, the waste is managed into fertilizer and other crafts. This tourist park has several attractions, such as the replica of Jabal Rahmah, which is none other than the icon of this tourist park. There is also a replica of the Kaaba measuring 8x8 square meters and 11 meters high if calculated from the foundation. Beside the Kaaba, there is also a replica of Hijr Ismail and the eating Prophet Ibrahim; there is also a replica of Shofa and Marwah, which is north of the Kaaba, and to the south is the throwing place of Jumrah Ula, Wustha, and Aqabah. The manager also includes a signboard that says "Mina." And around the Jumrah throwing area was filled with krikil stones. (Profile Documentation of Jabal Rahmah Religious and National Education Tourism Park, Dikutif, October 15, 2022).

In addition, in the Jabal Rahmah Religious and National Education Tourism Park, there are also supporting facilities such as: PlayGround, a Flower Garden, a Camping Area, Independence Square, a Discussion Place, a Hall, Musholla, Swimming Pool, Toilet and Canteen, the parking lot is also spacious, when you want to go to the tourist park area visitors first pass through the stairs that say Asmaul Husna on the left and right of the wall, Not only that, the manager also provides a road that goes directly to the tourist park. This is because, if there are visitors who are not strong enough to climb the stairs, they can directly use a private vehicle to the tourist park.

To attract tourists, the management of Taman Wisaa Edukasi Religi dan Kebangsaan Jabal Rahmah offers tourism activities to the community by compiling and implementing marketing strategies. Tourism object marketing strategy is part of tourism activities which is basically a comprehensive, integrated, and unified plan in the field of marketing, which provides guidance on activities carried out to achieve a company's marketing goals (Kinasih, 2017). Marketing strategies are carried out to obtain and grow customers through activities or vehicles that follow trends and community needs. Educational tourism marketing activities can be useful and attract interest in tourist visits if managed properly per the needs and opportunities in the community.

From the research analysis results in the field, the Jabal Rahmah Religious and National Education Tourism Park has implemented tourism activities through the marketing strategy outlined above. Judging from the results of interviews and descriptions from resource persons, as follows:

"Regarding the tourism activities that we carry out in Jabal Rahmah by arranging marketing strategies, we take it from the marketing. What we market is we try our best and see from the capabilities and facilities we program what, and what purpose? The goal remains so

that Jabal Rahmah Tourism Park is known to people and more and more visitors" (Nurmansyah. Interview, October 15, 2022).

Jabal Rahmah Religious and National Education Tourism Park, located in West Rungkang, Jango Village, Janapria District, is one of the attractions that attract visitors, especially from students, students and the general public, especially the community (pilgrims) facilitated by Umrah and Hajj travel agencies. The availability of supporting facilities, especially for Hajj and Umrah management and national education activities, is a special attraction for visitors. This is inseparable from the management and promotion carried out by the management of Jabal Rahmah tourist park and the Jango Village Government.

According to the Head of Jango Village, the village government has promoted the progress of tourism in Jabal Rahmah because the existence of tourism objects in Jango Village as one of the tourist villages in Central Lombok district can encourage the economic welfare of the local community. This is as Chief Jango said:

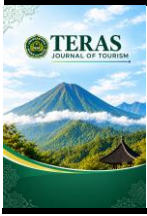
"The form of Jabal Rakmah tourism park promotion activities that until now have been carried out by the village government by conducting continuous community interest analysis, which is material for improving facilities. Besides that the local government also promotes Jabal Rakmah to other village governments in Central Lombok. This is done to draw up a proper work plan. So that later, during deliberation with Jabal management, a better future tourism development strategy will be formed." (Mutawalli, Personal Interview, September 22, 2022).

Based on the above expression, the Jango Village government is also involved in developing the Jabal Rahmah tourist park. The existence of policies and initiations of the village government became the basis and reference in the preparation of the tourism park development plan with the management of Jabal Rahmah. According to the expression of the Head of Jango Village, Jabal Rahmah tourism promotion activities are carried out as follows:

"We utilize various kinds of media as one of the supports for tourism promotion activities. Hopefully, using various media can better reach all tourists more widely, even to foreign countries". (Mutawalli, Personal Interview, September 22, 2022).

Based on researchers' observations, Jabal Rahmah Religious and National Education Tourism Park programs are promoted through social media so that visitors who visit follow what is needed, such as the manasic guidance program. Apart from being a place to learn about manasik, Jabal Rahmah Religious and National Education Tourism Park is also very suitable as a recreation place with your beloved family. This Religious and National Education Tourism Park not only offers replicas of the Kaaba and Jabal Rahmah but is also supported by facilities that are very suitable for children, such as Play Ground, Park and many more. As explained by Nasrullah, who is one of the participants of Hajj manasic, namely:

"The first time I knew about this Religious and National Education Tourism Park through Facebook, look at my friends' posts. That's



why I was curious and could only arrive here; yesterday, there was also COVID-19 and the place was closed. It turns out that so many lists have to be scheduled, but even so, we feel very satisfied with this tourist park, yet it is really hot in the afternoon" (Nasullah, Personal Interview, November 22, 2022).

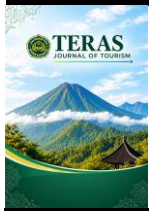
Guests who come for the first time to Jabal Rahmah Religious and National Education Tourism Park will be immediately welcomed by the manager and directed to survey the Hajj manasik place, as well as will be explained the reasons for construction and existing objects after the introduction process is complete, then representatives of guests will be invited to the service office because this tourist park applies a booking system therefore guests must register themselves and their respective agencies and choose The right date to carry out the education process.

As for the participants or prospective pilgrims who have just arrived, after the parking lot, they will pass 99 stairs that say *Asmaul Husna*, then after completion, they have to pay tickets according to the rates determined by the manager, which is IDR 25,000 for Hajj manasik participants and with IDR 25,000 they have received Hajj manasik training and snacks that will be distributed after the Hajj manasik process is complete. The participants will be gathered at the Jabal Rahmah replica monument, and the manager will divide the group. Usually, one group consists of 10-15 participants; this is so that the participants understand the Hajj manasik training process; after the management process is complete, the manager will evaluate the participants, this aims to find out the extent of the participants' understanding of Hajj manasik that has been taught. Visitors who are kindergarten / elementary school managers have prepared games that aim to train participants in compactness, cooperation, accuracy, cooperation and concentration.

The participants of junior high school / high school age education usually conduct training for two days and one night or depending on the package they take, the participants who take the package two days and one night will carry out two educational programs at the Jabal Rahmah Religious and National Education Tourism Park, namely in the morning they will carry out Hajj manasik and from noon to night they will carry out national camping. In the morning, they will carry out the evaluation.

In addition to the form of tourist parks, there are also MSMEs. Considering that the people of Jango Village are a village of woven craftsmen from rattan, namely woven ketak, the manager also helps market the Ketak craft through the Marketplace or online, namely at Toko Pedia and Shopee. As explained by Rina, deputy operational manager, namely:

"In addition to tourism, we also have MSMEs in Jango Village. Initially, the community's economy was declining from the pandemic, so it turns out there is potential for a caterpillar from rattan (Ketak); finally, we created an online store. So the system is that people stock up on goods here, and we pay, and we help the market. For displays, it has been in 5 countries, namely Hong Kong, Singapore, Vietnam, Thailand and Indonesia, and that's new at Shopee and Toko Pedia. They stock goods, or we ask to be made because we always update the trade forms". (Rina, Personal Interview, September 27, 2022).



Tourism activities can be used as marketing communications that remind tourists about the existence of Jabal Rahmah Education and Nationality Park tourism objects. The communication process as a reminding tourism activity is very important for the continuity of the development of Jabal Rahmah Education and Nationality Park tourism objects related to efforts to persuade tourists to travel more often. For promotional facilities for the Religious and National Education Tourism Park, Jabal Rahmah utilizes social media such as *Facebook, Instagram, YouTube and its Website*. Not only that, but the management also came directly to schools to introduce the Jabal Rahmah Religious and National Education Tourism Park; the manager called this activity "shi'ar". Another activity is storytelling, and the manager also intersperses with games where the game aims to train children's creativity, cohesiveness, accuracy and concentration, and for junior high, high school and other age levels using different techniques such as explaining each place and its meanings in detail. After the construction is completed and the surrounding community has accepted the existence of the Jabal Rahmah Religious and National Education Tourism Park, now a new challenge arises in the management process, namely promoting the Jabal Rahmah Religious and National Education Tourism Park to the community. This promotion or marketing is not only carried out on social media but also goes directly to potential participants; Jabal Rahmah Religious and National Education Tourism Park sends the surrounding community that has been fostered to directly visit institutions such as schools and other governments, as explained by Mr. Muhammad Zakaria as one of those involved in this promotion process and at the same time an instructor of Hajj management at the Jabal Rahmah Religious and National Education Tourism Park.

"In addition to promotions on social media, we also promote to schools, we usually refer to this as shiar, last yesterday I went to one of the schools in Mataram to introduce this Jabal Rahmah Tourism Park to them" (Zakaria, Interview October 18, 2022)

With the Jabal Rahmah Religious and National Education Tourism Park in Jango Village, it is hoped that it can be an example, especially for villages that have not been explored to the maximum potential.

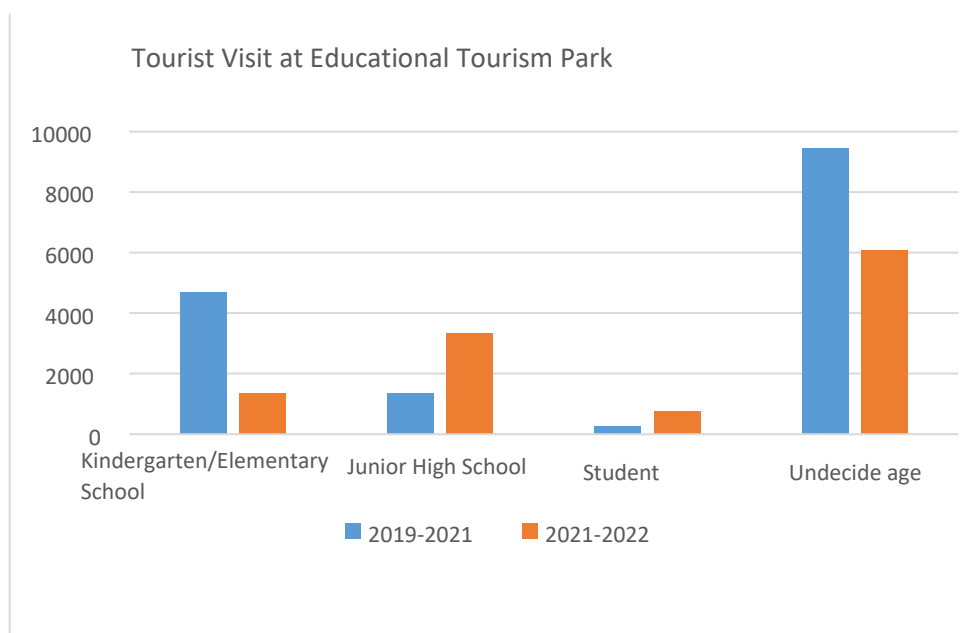
Visitors to Jabal Rahmah Religious and National Education Park

The religious education programs and skills offered by Jabal Rahmah Religious and National Education Tourism Park are adjusted based on school level or according to the desired package so that the target and visitors of the tourist park come from various levels and levels of society. Since its inauguration on November 10, 2019, the source of visitors to the Jabal Rakmah tourist park is still around the closest people and made a breakthrough in tourism promotion to educational institutions, so in 2019, the total visitors who came to the Jabal Rahmah Religious and National Education Tourism Park were unstable and had decreased, based on observations made by researchers by referring to the guest book, Indeed, from 2020 to early 2021 or during the implementation of *lockdowns* due to Covid 19, visitors were slightly reduced than before.

The number of visitors to the Jabal Rahmah Religious and National Education Tourism Park in 2022 increased from the previous year. The total visitor data calculated from November 2019 to November 2021 amounted to 15,750 participants, where kindergarten and elementary school children amounted to 4,700 students from 60 schools, junior and senior high school

levels 1,350 students from 25 schools, and adults amounted to 9,700. Meanwhile, the total visitor data calculated from November 2021-November 2022 amounted to 11,525 participants, where kindergarten and elementary school children amounted to 1,350 students from 40 schools, junior high and high school levels 3,350 students from 60 schools, and adults amounted to 6,825, consisting of 755 students and 6,070 general public. (Documentation of the Visiting Book, quoted December 23, 2022).

Figure 1: Visitors of Jabal Rahmah (11 pt)



Source: Jabal Rahmah Management, 2023 (11 pt)

Visitors who want to learn Hajj manasik and other programs must take the queue number in advance or use the *booking* system. This is because the interest of people who want to learn is very large. Some visitors to this tourist park even come from outside Central Lombok Regency. The impact of the Covid-19 pandemic is felt by all Indonesian people, especially the Jabal Rahmah Religious and National Education Tourism Park, because since the implementation of self-isolation, this tourist park has been forced to close temporarily, not only school tourist parks and travel agents that have been the most visitors to this tour are closed, therefore since it reopened in September 2021, The management goes directly to schools and other government agencies, this is quite effective to increase the number of visits; usually, this shiar or promotion process targets visitors from outside Janapia District.

The existence of the Jabal Rahmah Religious and National Education Tourism Park is also felt by visitors both from Janapia and outside Central Lombok. Character training and skills

that are none other than the vision and mission of this tourist park are welcomed by visitors, especially elementary school teachers, around Janapria. As revealed by Ibu Fitri, who is a teacher at one of the elementary schools in Janapria. that is:

"Jabal Rahmah Religious and National Education Tourism Park is extraordinary because this kind of tourism is the first time in Lombok, and when you are here it feels like you are actually in Mecca. This religious and religious-based tourism is very influential on character building, especially for school-age children, because here they can learn while playing". (Fitri, Wawwancara, October 24, 2022).

Jabal Rahmah Religious and National Education Tourism Park is indeed conceptualized as a place of learning for all kinds of ages. The educational process that groups participants based on age is even though it is considered a challenge by the management, but the participants feel the benefits; this grouping system makes the learning process more intense and easy to understand.

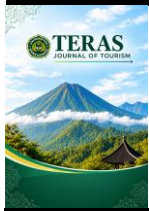
The advantages of this tourist park can not only be seen based on the educational process but also on the tourist attractions. Although this tourist park is a little hot during the day, the manager provides a park overgrown by shady trees and equipped with a canteen, playground for children, and not to forget here there is also a gazebo that is certainly comfortable while. Therefore, if the visitors feel hot, they can rest and relax in the garden area that has been prepared.

Discussion

Based on the research results, tourism activities' main purpose is a change in knowledge about Jabal Rahmah tourism after and before visiting the tourist attraction. Therefore, Jabal Rahmah Religious and National Education Tourism Park has prepared a tourism activity program that is communicated to the public through promotion. This is in line with several opinions from Mihart explaining that marketing communication will impact consumer behavior and the consumer decision-making process (Kriswardhana et al., 2025).

In realizing marketing communication activities through promotional activities to achieve the promotional objectives of Jabal Rahmah, tourism objects are closely related to the promotion mix and media elements. The suitability of the promotion mix and media used is expected to achieve the purpose of Jabal Rahmah tourism promotion after further review. Kotler and Armstrong explain that the promotion mix (*promotion mix*), also called the company's marketing communication mix (*marketing communication mix*), is a specific guide to advertising, sales promotion, public relations, personal sales, and direct marketing tools that companies use to communicate customer value persuasively and build customer relationships (Bayramoğlu, 2025). Therefore, the media used in the Jabal Rahmah Tourism communication channel to make it easier is divided into two communication channels: non-media and media.

According to Mulhern, several important aspects of integrated marketing communication are consumer knowledge, data that supports consumer decision-making, media integration, and communication among stakeholders, all aspects that must be improved to manage communication in the digital era (Bayramoğlu, 2025). So far, Jabal Rahmah Religious and National Education Tourism Park has implemented these two communication channels. Therefore, to achieve the purpose of marketing communication, forming tourist awareness is



more effective by using non-media communication channels such as *public relations*, namely by building communication with various external parties.

Jabal Rahmah Religious Education Tourism Park promotes tourism objects using personal selling, word of mouth, lobby system or ball pick-up. Personal selling is done by taking a personal approach to anyone to introduce the existence of Jabal Rahmah tourist attraction which is famous for manasik (religious worship). This approach is carried out anywhere and to anyone you meet, for example, when traveling out of town and meeting new friends, friends of friends and others. In principle, provide information on Jabal Rahmah tourist attractions wherever and to anyone. Then, the communication channel with word of mouth is almost the same as Personal selling, namely communicating directly with tourists. As before, word-of-mouth marketing is carried out anywhere and to anyone, both tourists and other people known, known, and even unknown. At the same time, in this case, the communication channel with the lobby system is carried out in cooperation with Tour and Travel, where the group makes tourist packages that are submitted to Tour and Travel.

Educational institutions, *tours and travel* are part of *public relations* to build communication from inside and outside. Usually, there will be a lot of *tours and travel* that move on Umrah travel agencies that offer Umrah management packages at Jabal Rahmah Religious and Education Tourism Park. With this activity, it will have a positive impact on increasing the number of tourists and profits for Umrah bureau providers.

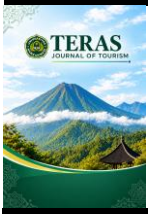
As stated by Wise, marketing communication is a strategy, technique, and all activities related to the desire to convey the desired marketing message to reach the target market, especially through various media (Kirk & Givi, 2025). If returned to the purpose of Jabal Rahmah tourism marketing, communication to increase *awareness* by changing knowledge to local and local communities through non-media communication is very effective.

Another marketing communication is to form an increase in knowledge. The change in knowledge shows that tourists already know the existence of tourism objects in an area. This knowledge builds perceptions about tourist objects such as their beauty and what kind of atmosphere is shown, the uniqueness of the place displayed, and others. Therefore, the information submitted to tourists has been well received. This is more about increasing knowledge (*knowledge*) to tourists.

Therefore, to build marketing communications more effectively using media communication channels, namely social media and mass media. Social media currently the most popular is Instagram, Facebook, Twitter and website media. Instagram media is currently the most superior barometer as promotional media. All groups, from parents, adults, and children make Instagram the most important social media compared to Facebook and Twitter. Features owned by Instagram media support promoting tourism objects other than photos, which can be through videos, live videos, and instant stories.

Taman Wista Edukasi Jabal Rahmah is also fairly new in the world of tourism; therefore, the promotion system is very important to introduce Taman Wista Edukasi Jabal Rahmah to the community, especially people outside the Janapria sub-district. Taman Wista Edukasi Jabal Rahmah is educating the first group of visitors by age for kindergarten / elementary school children using storytelling techniques, which aims to allow children to learn about Hajj manasik in a more fun way. For adults, the delivery technique is in the form of a deeper understanding of each object of Hajj manasik, and this is to provide lessons and increase faith about replicas of histories that become tourist attractions in the Park.

In addition to the existing objects, the programs offered by Jabal Rahmah Religious and National Education Tourism Park are still very new among the community, such as the Hajj



management program for the general public and the outbound camping national trail for students and university students. All circles of society can feel the current Hajj management program, not only certain communities such as prospective Hajj and Umrah pilgrims. With the existence of the Jabal Rahmah Religious and National Education Tourism Park, people of various ages can feel the sensation of learning Hajj manasik like in Mecca directly, and this is because the Hajj management program offered by the Jabal Rahmah Religious and National Education Tourism Park is indeed conceptualized for the wider community regardless of age or other social status.

In addition to the Hajj manasik training program, Jabal Rahmah Religious and National Education Tourism Park also provides other programs, such as national retracing, which aims to increase love for the motherland; in this program, participants are taught about all things related to Indonesia starting from the colonial period until Indonesia became independent, not only that this program is also taught about the meaning of Pancasila, Bineka Tunggal Ika and so on.

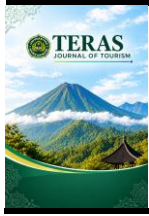
Conclusion

Based on the results of research at the Jabal Rahmah Religious and National Education Tourism Park located in Jango Village, Janapria District, researchers can conclude that:

1. Jabal Rahmah Religious and National Education Tourism Park is an effort to develop the village as well as a tourist park oriented to education and training based on National Religion aims to provide activities offered to attract tourists about religious values through Hajj manasik, national footsteps, *camping* and *outbound* nationality, batik and ceramics training and integrated waste management.
2. Jabal Rahmah Religious and National Education Tourism Park, which is still a challenge is the promotion process because just no one can do promotion; this promotion must be done by people who have been trained first, *pomosi* who need people who are experts in *marketing*, usually this direct promotion is carried out in agencies or schools. In addition to promotions still being evaluated related to how to educate participants, this grouping technique aims to allow educational targets to accept what is taught in the Jabal Rahmah Religious and National Education Tourism Park. Also, maximize digital media in the promotion of tourism programs. The visitor base in the tourist park has accommodated all levels of society among students, the community, and pilgrims who will worship.

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