

INTISARI

Sektor pariwisata memberikan kontribusi terhadap pertumbuhan ekonomi masyarakat lokal melalui perkembangan usaha di kawasan wisata religi Makam Troloyo, Kecamatan Trowulan, Mojokerto, Jawa Timur. Aktivitas ekonomi terbentuk sebagai respons adaptif masyarakat lokal terhadap kebutuhan esensial wisatawan dalam menjalankan perjalanan spiritual. Interaksi berkelanjutan antara pelaku usaha dan pengunjung, seiring berjalannya waktu berevolusi menjadi sistem ekonomi lokal yang terorganisir dan beragam. Kompleksitas aktivitas ekonomi pada sektor pariwisata di Trowulan mencerminkan partisipasi aktif masyarakat lokal dalam memaksimalkan potensi sumber daya ekonomi dari arus kunjungan wisatawan yang signifikan.

Penelitian ini mengimplementasikan aliran formalis dalam ekonomi antropologi dengan berfokus mengkaji rasionalitas masyarakat lokal dalam pengambilan keputusan usaha di sektor pariwisata kawasan wisata religi Trowulan. Pengumpulan data dilakukan melalui observasi, wawancara mendalam, serta studi literatur. Pendekatan kualitatif deskriptif digunakan untuk menguraikan pengaruh dari usaha di sektor pariwisata terhadap perekonomian lokal di kawasan wisata religi Trowulan sehingga mampu mendorong pertumbuhan ekonomi serta peningkatan kesejahteraan keluarga.

Kata Kunci: wisata religi, aktivitas ekonomi, pelaku usaha, kawasan Trowulan, kesejahteraan

ABSTRACT

The tourism sector contributes to the economic growth of the local community through business development in the Troloyo Tomb religious tourism area, Trowulan District, Mojokerto, East Java. Economic activity is formed as an adaptive response by the local community to the essential needs of tourists on their spiritual journeys. The ongoing interaction between businesses and visitors has evolved over time into an organized and diverse local economic system. The complexity of economic activity in the Trowulan tourism sector reflects the active participation of the local community in maximizing the potential economic resources generated by the significant influx of tourists.

This research implements the formalist school of economic anthropology by focusing on examining the rationality of local communities in business decision-making in the Trowulan religious tourism area. Data collection was conducted through observation, in-depth interviews, and literature review. A descriptive qualitative approach was used to describe the impact of tourism businesses on the local economy in the Trowulan religious tourism area, thereby stimulating economic growth and improving family welfare.

Keywords: religious tourism, economic activity, businesses, Trowulan area, welfare