

The Emotional Bonds Aspect of Religious Tourism Development in Baiturahman Grand Mosque

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ABSTRACT

Tourism is highly dependent on the attractiveness and interest of tourists and local people to visit these destinations. When tourism is linked to the success of a city in supporting its economy, questions will arise about who has an emotional attraction to tourist destinations and what is the comparison between the levels of visits by local and foreign tourists to tourist destinations, especially religious tourism. The existence of an emotional bond between tourists and tourist destinations will help the level of visits that occur in the future. By using an emotional bond approach between visitors and religious tourism destinations, a comparison of the level of visits by local and foreign tourists will arise, so this problem becomes a complex matter to discuss. One of the tourist destinations that is experiencing regional development is the Baiturahman Grand Mosque, Banda Aceh City, which is better known as religious tourism. In addition, this area has a very high level of visits, caused by changes and developments in the region. Therefore, this study aims to find the level of comparison of the number of visits by local and foreign tourists through the emotional ties of visitors and what factors can encourage tourists' desire to visit. The method used in this study is a mixture of qualitative and quantitative data obtained from literature studies, distributing questionnaires, field observations, and interviews; distributing questionnaires to 100 respondents, namely tourists and the surrounding community; conducting field observations at the research location; and conducted in-depth interviews with eight key informants, namely local community leaders, tourism practitioners, government officials, and academics. It will be analyzed using a qualitative descriptive method to produce comparative findings through the data obtained. This literature review can be applied by stakeholders as an evaluation tool in developing tourism, especially religious tourism in an area.

Keyword: Emotional Bonding, Religious Tourism, Baiturahman Grand Mosque.

ABSTRAK

Pariwisata sangat tergantung pada daya tarik dan minat wisatawan dan masyarakat lokal untuk mengunjungi destinasi tersebut. Ketika pariwisata dikaitkan dengan keberhasilan suatu kota dalam menopang perekonomiannya, maka akan muncul pertanyaan siapa yang memiliki daya tarik emosional terhadap destinasi wisata dan bagaimana perbandingan tingkat kunjungan wisatawan lokal dan mancanegara ke destinasi wisata khususnya wisata religi. Adanya ikatan emosional antara wisatawan dengan destinasi wisata akan membantu tingkat kunjungan yang terjadi di masa yang akan datang. Dengan menggunakan pendekatan ikatan emosional antara pengunjung dengan destinasi wisata religi akan muncul perbandingan tingkat kunjungan wisatawan lokal dan mancanegara, sehingga permasalahan ini menjadi hal yang kompleks untuk dibahas. Salah satu destinasi wisata yang mengalami perkembangan wilayah adalah Masjid Raya Baiturahman Kota Banda Aceh yang lebih dikenal dengan wisata religi. Selain itu, kawasan ini memiliki tingkat kunjungan yang sangat tinggi, yang disebabkan oleh perubahan dan perkembangan kawasan. Oleh karena itu, penelitian ini



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bertujuan untuk mengetahui tingkat perbandingan jumlah kunjungan wisatawan lokal dan mancanegara melalui ikatan emosional pengunjung dan faktor apa saja yang dapat mendorong keinginan wisatawan untuk berkunjung. Metode yang digunakan dalam penelitian ini adalah campuran data kualitatif dan kuantitatif yang diperoleh dari studi literatur, penyebaran kuesioner, observasi lapangan, dan wawancara; menyebarkan kuesioner kepada 100 responden yaitu wisatawan dan masyarakat sekitar; melakukan observasi lapangan di lokasi penelitian; dan melakukan wawancara mendalam dengan delapan informan kunci, yaitu tokoh masyarakat setempat, praktisi pariwisata, pejabat pemerintah, dan akademisi. Ini akan dianalisis dengan menggunakan metode deskriptif kualitatif untuk menghasilkan temuan komparatif melalui data yang diperoleh. Tinjauan literatur ini dapat diterapkan oleh pemangku kepentingan sebagai alat evaluasi dalam mengembangkan pariwisata, khususnya wisata religi di suatu daerah.

Keyword: Ikatan Emosional, Wisata Religi, Masjid Raya Baiturrahman

1. Introduction

The emotional bond between visitors and religious tourism destinations is a manifestation of religious feelings, relationships and satisfaction with the tourist destinations visited. Therefore, the emotional bond that tourists have towards tourist destinations can help increase visits that occur in the future. A satisfying place will be integrated with feelings, emotions, and behavior (Ginting dan Wahid, 2015). Therefore, the success of a place depends on the existence of interest and uniqueness, so that the community has strong inner ties to an area (Montgomery, 1998). One of these is a tour of the Baiturrahman Mosque Banda Aceh in Banda Aceh City, the capital of Aceh province. Religious tourism is better known as religious tourism (Dharma, 2017). This mosque was formerly the mosque of the Aceh Sultanate (Yulianingsih, 2010). Through the emotional attachment approach, this study aims to see how important tourist destinations are for tourists through several indicators such as how they feel about being in a religious tourism area, the level of visitor satisfaction with religious tourism, and connections with the area. Therefore, the emotional bond approach is very important in knowing the level of tourists' desire to visit the religious tourism of the Great Baiturrahman Mosque. The development of religious tourism at the Baiturrahman Grand Mosque is visited a lot due to the differences between other mosque areas, one of which is the existence of a giant umbrella resembling an umbrella in Mecca. In the architectural part of the Baiturrahman Grand Mosque, the Baiturrahman Mosque building area is a building that has a building style between Islamic and Mughal styles in India. Even though it was influenced by Mughal architectural styles, it did not eliminate the original cultural characteristics of the mosque form (Wibowo, 2017). So that the development of the Baiturrahman Great Mosque area is now utilized by several parties in the area of religious tourism objects in the hope of fulfilling the economy.

Therefore, Baiturrahman Grand Mosque has tourism potential with high historical value, which makes this mosque a frequently visited tourist area. One of which is potential tourism is religious tourism, which is one of the oldest types of tourism and a phenomenon in the history of religions throughout the world, which can be divided into various forms (Rinschede, 1992). The level of tourist visits in the Baiturrahman Grand Mosque area is strongly influenced by the feelings, emotions, and behavior of tourists due to the characteristics, uniqueness, and historical values of the area. Baiturrahman Great Mosque is a potential place for religious tourism and has an emotional bond from place attachment to the community and tourists in the city of Banda Aceh. Based on the exposure to the issues and potentials obtained in the Baiturrahman Great Mosque area, the reason why research on emotional bonds in the Baiturrahman Great Mosque area is important to do is This study is to find the development of religious tourism with an emotional bonds to the Baiturrahman Grand Mosque.

1.1 Emotional Bonds

Emotional bonds are defined as targets who have emotional bonds between a person and a particular object (Thomson, M., MacInnis, D. J., & Whan Park, C., 2005). For example, individual or group emotional bond to the place visited. There is an inner bond that makes a person comfortable and safe in that place. Emotional bonds reflect how a person feels with other people in a group, and how integrated that person is with other people in the group (Paxton, P., & Moody, J., 2003). A person's feelings include positive feelings, both between groups and towards a place, such as feeling happy or proud of the place they occupy. Emotional bonds also involve strong relationships (Grisaffe, D. B., & Nguyen, H. P., 2011). An emotional bond is reflected in a place's ability to meet users' psychological needs that arouse their emotions. Emotional and functional

attachment between individuals and groups to a particular place is related to the behavior of each individual, such as the level of satisfaction (Hwang, S.-N., Lee, C., & Chen, H.-J., 2005).

The problem in this study is the influence of tourist emotional ties on the level of local and foreign tourist visits which are reviewed through a comparison of visit levels, therefore through the emotional bond aspect this study aims to determine the effect of emotional ties through aspects of tourist feelings, satisfaction with the area, and connection.

From this aspect, it will be found the level of comparison of the number of visits by local and foreign tourists to the religious tourism area of the Baiturrahman Great Mosque.

The formation of emotional bonds through individual psychology will unconsciously form emotional bonds such as feelings of place, satisfaction in a person, and connection with places. The emotional bond factors are shown in (Table 1).

Table 1. The Elements Forming of Emotional Bonds

Reference	Elements	Conclusion
Paxton et al, 2003	Feeling	The elements forming emotional bonds are:
Bowlby, 1958; SPA Efendy, 2012	Feeling	
Cheng, 2010	Connection	• Feeling
Hwang et al, 2005	Satisfaction	• Satisfaction
Grisaffe dan Nguyen, 2011	Connection	• Connection

2.1 Religious Tourism

Religious tourism is tourism that has long been known and developed in Indonesia. Nowadays, religious tourism is closely related to holidays, cultural tourism, and social and group tourism (Rinschede,1992). Therefore, religious tourism is not only related to religious reasons but also to community culture. Religious Tourism is one of the important pillars of building a community without boundaries of ethnicity, race, religion, and between groups (Firdaus, E., & Rahmat, M., June 2019). This explains that religious tourism is a tourism destination for travel activities carried out by a person or group by visiting religious places to learn the uniqueness of the attraction of religious tourism. The attractiveness of religious tourism essentially rests on the uniqueness, uniqueness, and authenticity of nature and culture that exists in a local community (Sulistyan, R. B., Ariyono, K. Y., & Taufiq, M., 2018). This raises the factors forming religious tourism which can be seen (Table 2).

Table 2. The Elements Forming of Religious Tourism

Reference	Elements	Conclusion
Rinschede, 1992	Culture	The elements forming religious tourism are:
Pals, 2001	Religious Culture	
Sulistyan et al, 2018	Culture	• Culture
Pusztai, 2004	Religious	• Religious

1.2 The Emotional Bonds to Religious Tourism

Religious emotion is a vibration that moves the human soul (Narulita, S., Aulia, R. N., Wajdi, F., & Khumaeroh, U. October, 2017). Such as the emotional attachment of tourists to the history of buildings in religious or religious areas. There is an attachment to the religious tourism area due to the bond and feeling of belonging to the tourist attractions and their historical value. Tourists in religious tourism areas have an emotional feeling about visiting tourist sites that have historic sites, cultural sites, and cultural heritage values (Bond, N., Packer, J., & Ballantyne, R., 2015). This feeling arises because of the emotional attachment to the trust that local people have and a sense of belonging when they are in that place. Emotional and functional attachment between individuals and groups to a particular place is related to the behavior of each individual, such as the level of satisfaction (Hwang, S.-N., Lee, C., & Chen, H.-J., 2005). This satisfaction can influence tourists to return to the place (Table 3).

2. Method

This research used quantitative and qualitative. The quantitative method in this study was carried out by collecting data by distributing questionnaires filled out via the Google form application using the mixed method sent via the WhatsApp application to tourists who have visited the Baiturrahman Grand Mosque tourist attraction. Then the researchers conducted field observations of data and interviews with the community and the government in the renovation of the Baiturrahman Great Mosque area. While the qualitative method is based on literature studies from previous research sources.

Respondents in this study were divided into two (two) categories and distributed to 100 respondents, consisting of 50 local community members, namely residents of Banda Aceh, and 50 tourists who had visited the Baiturrahman Grand Mosque tourist attraction. Quantitative data is associated with qualitative data obtained through field observations and also conducted sampling by collecting primary data with the interview method. The selected sources were local community leaders, tourism practitioners, government officials, and academics (Ginting, Rahman, and Nasution, 2018) In previous studies, interviews were conducted in-depth with eight main sources, namely local community leaders, tourism practitioners, government officials, and academics. Then the calculation is based on the normal distribution obtained from the mean and standard deviation values, by showing the rating scale used to identify the extent of emotional bonding (Marisa and Yusof 2020) (Table 4).

Table 4. The emotional bonding rating scale

Emotional bonding rating category	Mean score
Very low Emotional bonding	$1 \leq x < 1.8$
Low Emotional bonding	$1.8 \leq x < 2.6$
Medium Emotional bonding	$2.6 \leq x < 3.4$
High Emotional bonding	$3.4 \leq x < 4.2$
Very high Emotional bonding	$4.2 \leq x \leq 5$

Source: Marisa and Yusof 2020

2.1 Research Area

The study of emotional bonds in the Baiturrahman Grand Mosque area was conducted in the city of Banda Aceh. Banda Aceh is the capital of Aceh province, which was originally named Koetaradja. The research location is in the area of the Baiturrahman Grand Mosque, Kampung Baru, Baiturrahman District, Banda Aceh.



Figure 1. Area of Baiturrahman Grand Mosque

Source: Google Earth

3. Discussion

3.1 Emotional Bonding

The emotional bond between local and foreign tourists is seen from the level of visits to the Baiturrahman Great Mosque. Baiturrahman Grand Mosque is one of the most visited tourist destinations every year. In 2018, landscape arrangements were carried out in the Baiturrahman Grand Mosque area, one of which was the addition of electric umbrellas to increase the capacity of the mosque during religious activities such as Friday prayers and Hari Raya prayers. In addition, this umbrella has the benefit of minimizing sun exposure and adding to the aesthetics of the mosque area, which is an attraction for tourists. This electric umbrella, adds to the emotional level of tourists towards the Raya Baiturrahman mosque because it resembles the electric

umbrella in the Nabawi mosque in Medina City, Saudi Arabia. (Figure 2).



Figure 2. Electric Umbrella in the Baiturrahman Grand Mosque area
 Source: Author documentation, 2020

In the Baiturrahman Grand Mosque building, the influence of traditional Acehese architectural styles can be seen in the wall ornaments, and the influence of colonial architectural styles can be seen in the symmetrical floor plan. For the interior of the Baiturrahman Grand Mosque, there are large doors made of iron material and decorated with typical Acehese ornaments. With the historical heritage of these physical elements, the Baiturrahman Grand Mosque has historical value that the people of Aceh and tourists cannot forget. The level of visits by local and foreign tourists has greatly increased due to tourists' curiosity about the development of the Baiturrahman Great Mosque. This proves that there is an emotional bond between visitors and the Baiturrahman Grand Mosque, namely feelings when they are in a tourist area, satisfaction with the tourist area, and the emotional bond they have.



Figure 3. Another Features of Baiturrahman Grand Mosque
 Source: Author documentation, 2020

Tourists in religious tourism areas have emotional feelings for visiting tourist sites that have historical site value, cultural sites, and cultural heritage (Bond et all, 2015). The emotional bond can also be seen in a person's feelings toward a place. The feeling aspect of the implementation of community cultural traditions can attract visits and the rules that are applied to the Baiturrahman Great Mosque area can be seen in the average value obtained on the distribution of the questionnaire (Table 5).

Table 5. Results of the average value of the questionnaire regarding feelings

Emotional Bonding	Factors	Average value	
		Local Comunity	Tourist
Feelings	As a local community, there is a feeling of wanting to carry out chultural and religious activities in the Baiturrahman Grand Mosque area	4.21	
	Feelings of curiosity about the culture of the local community are a strong impetus for doing religious tourism		4.5

As a local community, there is pride in the Baiturrahman Grand Mosque which has norms that do not exist in other mosques.	4.5	
Tourist have a sense of pride after visiting the mosque and carrying out the norms that are applied		4.76
As a local community, you always perform worship at the Baiturrahman Grand Mosque	4.44	
As tourists, there is a sense of wanting to carry out worship activities at the Baiturrahman Grand Mosque when visiting the city of Banda Aceh		4.26
Total average score	4.4	4.5

The feeling aspects of emotional bond research in the Baiturrahman Grand Mosque area can be seen based on the distribution of questionnaires conducted to local community respondents, namely regarding emotional bond when visiting Baiturrahman Great Mosque with a total average value of 4.4 and tourists with a total average value of 4.5. Then the total average value obtained in the aspect of feelings in emotional bonds is explained by a rating scale. The mean value of total feelings on the emotional bond is included in the very good work quality scale category with the score interval $4.2 \leq x \leq 5$, then it falls into the very high category. This shows that there are positive feelings from visitors when they are in the Baiturrahman Grand Mosque area.

Emotional and functional attachment between individuals and groups towards a particular place is related to the behavior of each individual, such as the level of satisfaction (Hwang et al., 2005). The level of one's satisfaction with a place plays an important role in causing positive interactions when someone is in that place.

Table 6 Results of the average value of the questionnaire regarding satisfaction

Emotional Bonding	Factors	Average value	
		Local Comunity	Tourist
Satisfaction	Cultural traditions are very important for the life of local people	4.65	
	Tourists enjoy the cultural tradition activities carried out by local community		4.41
	The rules and norms that are carried out are part of community worship at the Baiturrahman Grand Mosque	4.07	
	Tourist have a heart that is willing to implement the rules or norms applied at the Baiturrahman Grand Mosque		4.33
	Worship carried out at the Baiturrahman Grand Mosque by the local community is a major of obligation in life	4.18	
	Worship which is held at the Baiturrahman Grand Mosque builds spirituality of muslim community		4.72
	Total average score		4.3

Satisfaction with the area of the Baiturrahman Grand Mosque is seen from the total average value of the questionnaire distributed to the public, with a total average value of 4.3, and to tourists, with a total average score of 4.6. The total average score obtained in the aspect of satisfaction in emotional ties is explained by a rating scale, namely, the average value of the total feeling in emotional ties is included in the very good work quality scale category with a score interval of $4.2 \leq x \leq 5$, then it is included in the category very high. This shows that there is satisfaction from tourists and the community that they want to visit the Grand Mosque again. Based on interviews conducted with sources, namely the tourism ambassador of Banda Aceh City, "The

satisfaction of tourists and the community can be seen from the desire to come back to the Baiturrahman Grand Mosque area, satisfaction with the implementation of religious activities, for example, the satisfaction of the Malaysian community in carrying out marriage activities at the Baiturrahman Grand Mosque.

Table 7. Results of the average value of the questionnaire regarding connection

Emotional Bonding	Factors	Average value	
		Local Community	Tourist
Connection	The local community has a strong connection to the cultural traditions held at the Baiturrahman Grand Mosque	3.66	
	There is a desire to come back to the Baiturrahman Grand Mosque because of the thick and interesting representation of cultural traditions		3.91
	The obligation to carry out daily worship rituals by the local community at Baiturrahman Grand Mosque	4.69	
	Feeling close to Allah SWT through worship offered by organizing religious activities in the Baiturrahman Grand Mosque area		4.72
Total average score		4.1	4.3

The connection to the emotional bond that the community and tourists have can be seen in the total average score. The results of distributing questionnaires to respondents show that the average total score of the community is 4.1, and the total average value of tourists is 4.3. The total average score obtained in the aspect of connection in emotional bond is explained by a rating scale, namely the average score of the total feelings on the emotional bond is included in the very good work quality scale category with a score interval of $3.4 \leq x < 4.2$, then it is included in the category of good quality work. This explains why the emotional connection between local people and tourists to the Baiturrahman Grand Mosque is good. The results of interviews conducted with resource people, namely the Head of Tourism and Institutions, showed that: "... The connection to the worship activities at the Baiturrahman Grand Mosque is obtained from within the visitor when he feels the need to perform rituals at the Baiturrahman Grand Mosque. It comes from the heart as there is a strong connection ...". Based on the exposure to the issues and potentials analyzed in the study of emotional ties in the Masjid Raya Baiturrahman area towards the development of religious tourism as a whole, by calculating the total average value on the aspects of feeling, satisfaction, and connection (Table 8).

Table 8. The average value of the total aspects of emotional bonds at the Baiturrahman grand mosque.

Variabel	Sub Variabel	Average score	
		Local Community	Tourist
Emotional Bonding	Feelings	4,4	4,5
	Satisfaction	4,3	4,6
	connection	4,1	4,3
Total Average Score		4,3	4,4

The assessment of this aspect is carried out through the rating scale in (4) the total average value of the entire community of 4.3, while the overall average value of tourists is 4.4. That the total average value of the community and tourists is included in the emotional bond rating scale with the category very high with an interval score of $4.2 \leq x \leq 5$. So this study shows that there is a very high emotional bond between the community and tourists through the value of feelings, satisfaction, and connection to the development of

religious tourism at Baiturrahman Grand Mosque.

4. Conclusion

The results of the study explain that tourists have a greater emotional bond than local people to the development of the religious tourism area of the Baiturrahman Great Mosque. From the potential that exists, researchers can find the success of developing tourist areas, which can be studied through the emotional ties of tourists visiting tourist areas. Future research proposals on religious tourism through emotional ties will be able to help develop religious tourism by using the appeal of local wisdom to improve the tourism economy in an area. In addition, this research can maintain positive emotional feelings given to tourists and care for the authenticity of cultural heritage to provide an interesting and different experience from other tours so that tourists get feelings, satisfaction, and good connections after making tourist visits and will unconsciously build relationships. in the form of a place attachment between tourists and tourist destinations. The results can be applied by stakeholders as material for evaluating the development of religious tourism, especially religious tourism in an area, and can be used as the basis for further research to analyze the development of religious tourism in an area through emotional attachment.

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