

IMPLEMENTATION OF BRAND POSITIONING TO BECOME A RELIGIOUS TOURIST DESTINATION Hubbul Wathan Grand Mosque Study

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Abstract: Islamic Center Masjid Raya Hubbul Wathan is the largest mosque and a religious tourism center in West Nusa Tenggara. This study examines the brand positioning strategy implemented by this mosque, which functions as both a grand mosque and a spiritual tourism center. This study uses a qualitative method with a case study approach. Data were collected by interview, observation, and documentation and tested by sources and techniques triangulation. The results show that this mosque, as the grand mosque, has numerous qualified national and international imams, magnificent and comprehensive congregational prayer facilities, and varied and high-quality Islamic studies as its differentiation. While in the category of religious tourism center, this mosque has the unique building architecture and Menara 99 icon as its main advantages. The results of this study can be a reference in the development of tourism mosques that are nowadays increasing in Indonesia.

Keywords: Brand positioning, Mosque Management, Tourism Center

Abstrak: Islamic Center Masjid Raya Hubbul Wathan adalah masjid terbesar di pulau Lombok yang dikenal luas sebagai pusat wisata religi di Indonesia, khususnya Nusa Tenggara Barat. Penelitian ini bertujuan untuk mengkaji implementasi strategi brand positioning Islamic Center Masjid Raya Hubbul Wathan yang memadukan dua fungsi: masjid raya dan pusat wisata religi. Penelitian ini menggunakan metode kualitatif dengan pendekatan studi kasus. Pengumpulan data dilakukan dengan wawancara, observasi, dan dokumentasi. Validitas data yang diperoleh diuji dengan menggunakan triangulasi sumber dan teknik. Dari hasil analisis data, diperoleh temuan bahwa pada kategori masjid raya, masjid ini memiliki diferensiasi berupa kuantitas dan kualitas imam bertaraf nasional dan internasional, fasilitas sholat berjamaah yang megah dan luas, serta kajian keislaman yang variatif dan berkualitas. Sedangkan dalam kategori pusat wisata religi, masjid ini memiliki keunggulan utama berupa keunikan arsitektur bangunan dan icon Menara 99. Hasil penelitian ini dapat menjadi acuan dalam pengembangan masjid wisata yang semakin menjamur di Indonesia.

Kata Kunci: Brand positioning, Manajemen Masjid, Wisata Religi

A. Introduction

West Nusa Tenggara is one of the provinces in Indonesia that has a majority Muslim population with a total of 96.78% of the total population. In 2019 the population of West Nusa Tenggara reached 5,070,385 inhabitants. The province is located in the western part of the Nusa Tenggara archipelago, consisting of 10 districts and two cities, with the center of government

located in the city of Mataram. Of the 12 city districts in West Nusa Tenggara, the average Muslim percentage is above 90% of other religions except for Mataram's 82%. Residents of West Nusa Tenggara live on two large islands, namely Sumbawa island and Lombok island.¹

Lombok Island is one of the islands dubbed as the island of a thousand mosques. Because, the nickname symbolizes the number of mosques built by Sasak people as a form of embodiment that the teachings of Islam occupy the majority. The Regional Office of the Ntb Provincial Ministry of Religious Affairs recorded the number of mosques on Lombok Island as 82.27% of the number of mosques in West Nusa Tenggara. So the number of mosques on the island of Lombok is around 4,500 pieces, all of which do not include mushola. A large number of mosques indicates that the Islamic culture on the island of Lombok is solid.²

In 2016 the island of Lombok won 3 tourism awards at the World Best Halal Travel Awards event in the United Arab Emirates. These include World Best Halal Beach Resort, World Halal Honeymoon Destination, and World Best Halal Travel Website. Furthermore, in 2019 Lombok emerged as the world's best halal tourist destination in the Global Muslim Travel Index (GMTI) 2019, outperforming 130 other world destinations. This indicates that the existence of the island of Lombok in terms of tourism is no doubt.³

The Central Bureau of Tourism Statistics of West Nusa Tenggara recorded the number of foreign tourists Nusantara visiting West Nusa Tenggara from 2014 to 2016.

Table 1 Visitor data West Nusa Tenggra⁴

Province	Number of Visitor Visits (People)								
	Foreign Tourist			Domestic Tourist			Total		
	2014	2015	2016	2014	2015	2016	2014	2015	2016
NTB	752 306,	1 061 292	1 404 328	876 816	149 235	1 690 109	629 122	2 210 527	3 094 437

West Nusa Tenggara continues to increase from year to year. In 2014, the number of tourists visiting West Nusa Tenggara amounted to 1,692,122.00 visitors, while in 2015, there were 2,210,527,000 visitors. In 2016 the number of visitors reached 3,094,437.00 visitors.⁵

Islamic Center of Hubbul Wathan Grand Mosque West Nusa Tenggara is one of the religious tourism centres located in the village area of Selaparang, Mataram city of Lombok, West Nusa Tenggara, Indonesia. Islamic Center West Nusa Tenggara officially bagged the name of Hubbul Wathan Islamic Center Grand Mosque, inaugurated in 2013 after laying the first stone in March 2010 by NTB Governor Dr TGH. Muhammad Zainul Majdi, MA. After its inauguration, the Islamic Center of West Nusa Tenggara quickly became a centre of Islamic culture, religious tourism,

¹ Central Bureau of Statistics, "Percentage of Population By Regency / City and Religion Embraced in West Nusa Tenggara Province 2016," last modified 2016, <https://ntb.bps.go.id/statictable/2017/11/15/189/persentase-penduduk-menurut-kabupaten-kota-dan-agama-yang-dianut-di-provinsi-nusa-tenggara-barat-2016.html>.

² A Kadim et al., "Revitalisasi Fungsi Masjid Sebagai Pusat Penguatan Manajemen Peternak Sapi Rakyat Melalui Lembaga Pemberdayaan Masyarakat Terpadu (LEMPERMADU).(Studi Kasus Di Masjid Ainul Yaqin Kel. Jontlak, Kec. Praya, Kab. Lombok Tengah, Provinsi Nusa Tenggara Barat)," *Jurnal Abdi Masyarakat Humanis* 1, no. 1 (2019).

³ Mohamad Jumail, "Branding 'Halal Tourism' Antara Hedonisme Dan Utilitarianisme Pariwisata Lombok," *Media Bina Ilmiah* 13, no. 7 (2019): 1369–1378.

⁴ Bappeda Prov. NTB, *Nusa Tenggara Barat Dalam Data Nusa*, 2015.

⁵ BPS NTB, "Jumlah Kunjungan Wisatawan (Jiwa), 2014-2016," *Badan Pusat Statistik Nusa Tenggara Barat*, last modified 2016, <https://ntb.bps.go.id/indicator/16/211/1/jumlah-kunjungan-wisatawan.html>.

religious activities, and art markets. However, all Islamic study activities and Islamic history studies in West Nusa Tenggara have not focused on the Islamic Center of Hubbul Wathan Grand Mosque since 2014.

The uniqueness of Islamic Center West Nusa Tenggara is one of the largest and grandest mosques on the island of Lombok, which was deliberately established to be a religious tourism centre and a leading tourism icon of West Nusa Tenggara. As a spiritual tourism centre, the Islamic Center is expected to increase the number of NTB tourist visits both archipelago and foreign.

The appeal of the Islamic Center of West Nusa Tenggara as a religious tourism centre is relatively high for domestic and foreign tourists. On average, Nusantara tourists visit the Islamic Center by using bus transportation. While foreign tourists are seen, individuals visit the Islamic Center brought by their tour guides every day. Islamic Center itself deliberately designed a special place for non-Muslim tourists placed on the top floor with translucent glass to enjoy the beauty of the main room of the Hubbul Wathan Islamic Center Grand Mosque.

The central role of the Islamic Center of West Nusa Tenggara as a tourism icon cannot be separated as the role and function of the mosque, in general, is to prosper the mosque, hoping to be able to provide benefits to the community, in general, the people of Lombok. In addition, the role of the Islamic Center of West Nusa Tenggara is as a da'wah centre so that the community is expected to gain enlightenment and have an awareness of religion. Therefore, the Islamic Center of West Nusa Tenggara is a place of prayer and a tourism icon and monument that tourists can visit domestically and abroad.

From the description above, the Islamic Center of Hubbul Wathan Grand Mosque in West Nusa Tenggara is designed and operated for two main functions: a function of the mosque and a religious tourism centre. Therefore, besides the operation of worship services and Islamic worshipers, the Islamic Center of Hubbul Wathan Grand Mosque must be an icon of West Nusa Tenggara religious tourist destinations. Furthermore, since its Establishment in 2010, the mosque has often been used as a national and international event venue, one of which aims to generalize the positioning of the Islamic Center of Hubbul Wathan Grand Mosque on the broader community.

B. Theoretical Review

Positioning is the act of designing a company's contribution and image to gain a special place in the target market's minds. The goal is to find a brand in the minds of consumers to maximize the potential for profits for the company. Good brand positioning helps guide marketing strategies by clarifying the brand's essence, identifying goals that can help consumers achieve, and demonstrating how they perform in unique ways. Everyone in the organization should understand brand positioning and use it as a context for making decisions.⁶

Brand positioning is used to demonstrate the superiority of one brand and its differences from other competitors. So that the role of brand positioning is very strategic in determining the stages of brand strategy. If a company or tourist destination is wrong in deciding the things raised as brand positioning, it can be ascertained that the brand's performance will fail or be weak.

According to Philip Kotler and Kevin Lane Keller in their book *Marketing Management*, brand positioning is a way used to design the offer and image of an organization compared to its competitors, thus occupying a distinctive position in the minds of customers. In addition, brand ⁸⁹ *positioning* is a way that is used to demonstrate the superiority of a *brand* and its difference from other competitors. Its recommendation is to place the brand and maximize the benefits of the

⁶ Philip Kotler and Kevin Lane Keller, *Manajemen Pemasaran Jilid 1*, Jakarta, 2009.

⁷ Sicco van Gelder, "Global Brand Strategy," *Journal of Brand Management* 12, no. 1 (September 1, 2004): 39–48, <http://link.springer.com/10.1057/palgrave.bm.2540200>.

⁸ Kotler and Keller, *Manajemen Pemasaran Jilid 1*.

⁹ van Gelder, "Global Brand Strategy."

company. According to being able to ¹⁰structure and communicate brand positioning strategies well, three things must be done, namely

1.) Choosing a Competitive Frame of Reference.

Competitive frame of reference is to determine which brands compete with brands and thus which brands should compete as the focus of competitive analysis.

2.) Identifying Potential Points-of-Difference and Points-of-Parity

Equation (equality) is an attribute or benefit that does not have to be unique other organizations. Differentiation is the way in which the goods or services of a company differ from its competitors. Indicators of the point of difference's success would be increased customer benefit and brand loyalty.

C. Methods

This study is a study that uses qualitative methods. The qualitative approach aims to explain the phenomenon deeply by collecting data as deeply as possible. If the data that has been collected is intense and can explain the phenomenon studied, then there is no need to look for other informants. In this approach, researchers use literature studies to find and check many journals, papers, articles, literature, websites, academic manuscripts, and theses to provide a theoretical framework for this research. This research technique uses¹¹ the method of in-depth interview (in-depth interview). An in-depth interview is carried out by a researcher directly by asking questions to the source to get in-depth information.¹²

The researcher's primary data source is from field study activities, namely collecting information, data, and facts directly from the research subject. The research subject is the source of data requested for information appropriate to answer the research problem. The source of the data in the study is the subject from which the data is obtained. Starts to get primary data, researchers hold interviews with the following sources:

Table 2. List of Informants Along with The Scope of Information Obtained

No.	Informant	Work
1.	Ir.M. Ilham. MM	Chairman of UPTD
2.	H. Suparman	Tourists 1
3.	Sergeant	Tourists 2

Source: Research interview results

As supporting data, researchers also collect secondary data that supports the interests of the research carried out. In this case, researchers dig through literature studies, namely secondary data collection techniques, by studying books, journals, documentation, or other written materials that have links with the Islamic Center of Hubbul Wathan Grand Mosque in West Nusa Tenggara.

The primary purpose of this study is to get valid and accurate data. To bring valuable and precise data, researchers perform data collection techniques through observation, wawancara, documentation. In addition, researchers also conduct data analysis by validating data, organizing data, coding, presenting findings, interpreting the meaning of findings, and validating the accuracy of findings.¹³

¹⁰ Yuriy Egorov, *Marketing Management, Marketing Management* (Infra-M Academic Publishing House, 2015), <http://znanium.com/catalog.php?bookinfo=488403>.

¹¹ Rully Indrawan and R poppy Yaniawati, eds., *Metode Penelitian Kuantitatif, Kualitatif, Dan Campuran Untuk Manajemen, Pembangunan Dan Campurane*, 2nd ed. (Bandung: Refika Aditama, 2016).

¹² Ibid.

¹³ Ibid.

D. Results and Discussions

Islamic Center NTB bagged the official name of Hubbul Wathan Islamic Center West Nusa Tenggara Grand Mosque. This mosque is located in Dasan Agung, Selaparang, Gomong, Kec. Selaparang, Mataram City, West Nusa Tenggara. Since 2013 the mosque has been inaugurated as a centre of Islamic culture, religious tourism, religious activities, and art markets. All Islamic studies and Islamic history studies in West Nusa Tenggara have not been missed centred at the Islamic Center of Mataram since 2014. The construction of the Islamic Center in Mataram, West Nusa Tenggara (NTB), began with laying the first stone by NTB Governor Tuan Guru Haji Muhammad Zainul Madjdi with NTB Deputy Deputy Deputy Governor Badrul Munir. About 10 thousand Muslims from various villages on the island of Lombok attended the event, which was accompanied by the commemoration of The Prophet Muhammad's Birthday and NTB Berdzikir led by Ustadz Arifin Ilham.

The first phase began with constructing the four-story Community College Complex, an Islamic education area on the grounds of the former KONI NTB basketball court. The structure was carried out up to five stages, but until the end of the 2008-2013 leadership period, Zainul Madjdi-Badrul Munir completed the grand mosque with a minaret as high as 99 meters. In contrast, the old building of the Attaqwa Grand Mosque was renovated into a centre for the study of science and technology with Islamic values. In stage V, the private sector is believed to build business facilities in hotels and recreation areas, meeting places, and offices that use the land of the former three offices of the NTB Provincial Government. When starting the event, Zainul Madjdi asked that the complex be built by a monument and a place of religious learning. Lombok is known as Pulau Seribu Masjid, and the number of mosques can be over 5,000s because, in 414 villages, there are ten mosques each.

The vision of the Ntb Islamic Center is to realize the centre of shear and the development of a superior and modern Islamic civilization. The mission is 1). Develop Islamic da'wah that rahmatan lil' Alamin. 2). Develop Islamic-minded human resources who master science and technology. 3). Foster an entrepreneurial ethos based on Islamic values. 4). Become a Land Mark of Islam in the Tenggara area of Indonesia and famous religious tourism.

Islamic Center NTB stands on 7.5 hectares, designed as an integrated area in which worship facilities, meeting buildings, education areas, business land, office land, and cultural development facilities. Islamic Center of Hubbul Wathan Grand Mosque, in general, has the following functions:

1. The worship centre
2. Integrated education centre
3. Business centre and economic development of ummah
4. Center for the Study and Development of Islamic Thought
5. Cultural development centre and science and technology
6. Religious tourism centre Symbol of diversity in NTB (Profile of Islamic Center)

1. Implementation of Brand Positioning

a. Frame of Reference

According to Kotler and Keller in Marketing Management, positioning requires marketers to determine and communicate similarities and differences between brands and competitors. In particular, determining a position requires steps: 1). It is choosing a relevant frame of reference and competition. 2) Identify the point of parity (equation) and point of difference (difference) with the competitive frame of reference. 3) Create a brand mantra that encapsulates the positioning and essence of the brand. But in this study, researchers only discussed competitive terms of reference and points of similarity and differences from the Islamic Center of Hubbul Wathan Grand Mosque in West Nusa Tenggara.¹⁴

The competitive frame of reference is to determine which brands compete with brands and thus which brands should compete as the focus of competitive analysis. According to

¹⁴ David a Aaker, "Managing Brand Equity," *Journal of Marketing* (1991).

Kotler and Keller, the steps in deciding on competitive references are 1). First, determine the membership of a product category or set of competing products and with that brand serves as a substitute. Then, analyze competitors on each of these terms of reference.¹⁵¹⁶

Based on researchers' findings of the competitive frame of reference of the Islamic Center of Hubbul Wathan Grand Mosque, researchers have conducted interviews with Ir.M Ilham, MM as chairman of UPT Islamic Center NTB. In addition, researchers also conducted direct observations. They conducted documentation studies to complete the interview results by digging up secondary data sources, including those sourced from BIMAS (Islamic Community Guidance) of Indonesia's Ministry of Religious Affairs and BNI Syariah. The data source found that the Islamic Center of Hubbul Wathan NTB Grand Mosque belongs to the category group of grand mosques and Islamic Centers and religious tourism centres.

1) Islamic Center of Hubbul Wathan Grand Mosque as Grand Mosque as well as Islamic Center Chairman of UPT Islamic Center NTB Ir.M. Ilham, MM stated that the competitive reference of The Hubbul Wathan Grand Mosque Islamic centre is large mosques in Indonesia that are products such as the Great Mosque Semarang, Namira Lamongan Mosque, Lamongan Grand Mosque, and Al-Falah Mosque Surabaya.

But this competitive grouping is still too broad. One of the reference sources obtained by researchers is from the Islamic Community Guidance (BIMAS) ministry of Religious Affairs of the Republic of Indonesia, which categorizes mosques in Indonesia based on several aspects, including location, policy, and recommendation aspects. Based on these aspects, mosques in Indonesia are divided into eight categories, among others: National Mosque, Grand Mosque, Grand Mosque, Great Mosque, Jami Mosque, Historic Mosque, Mosque in Public Places¹⁷

According to the Guidance of the Islamic Society (BIMAS) of the Ministry of Religious Affairs, the Islamic Center of Hubbul Wathan Grand Mosque is included in the categorization of the grand mosque because it is in the Provincial Capital, determined by the Governor on the recommendation of the Head of the Regional Office of the Provincial Ministry of Religious Affairs as the Grand Mosque and becomes the centre of religious activities at the provincial government level. Therefore, its stewardship is determined by the Governor or who represents him on the recommendation of the Head of the Regional Office of the Provincial Ministry of Religious Affairs based on the proposal of pilgrims/communities.¹⁸

Based on categorical from BIMAS Ministry of Religious Affairs, this is used as a reference by BNI Syariah bank in holding a mosque competition in 2020. BNI Syariah established the Islamic Center of Hubbul Wathan Grand Mosque as the 1st champion of the National Exemplary Mosque in 2020 with the category of grand and grand mosques. BNI Syariah is one of the banks that has more attention to the development of mosques in Indonesia. Where BNI Syariah conducts mosque management training and holds a national exemplary mosque competition in 2020. Organizing the competition, BNI Syariah worked an evident and definitive categorization of mosques.¹⁹

Based on observations, the Islamic Center of Hubbul Wathan Grand Mosque is located in the capital of West Nusa Tenggara Province, about 1.5 km from the government centre. Therefore, and based on the results of the document study, all religious activities in West Nusa Tenggara are centred in the Islamic Center NTB, one of which is Musabaqah

¹⁵ Egorov, *Mark. Manag.*

¹⁶ Ibid.

¹⁷ BIMAS KEMENAG, "Standards for Mosque-BIMAS Management Development," 2014.

¹⁸ Ibid.

¹⁹ BNI Syariah, "Ketentuan Eksternal Program Penghargaan Masjid Teladan Pelatihan Manajemen Masjid (PMM)," 2020, [https://www.bnisyariah.co.id/Portals/1/BNISyariah/Beranda/Promo/Images/2020/Maret/Ketentuan Eksternal Program Penghargaan Masjid Teladan PMM FINAL.pdf](https://www.bnisyariah.co.id/Portals/1/BNISyariah/Beranda/Promo/Images/2020/Maret/Ketentuan%20Eksternal%20Program%20Penghargaan%20Masjid%20Teladan%20PMM%20FINAL.pdf).

Tilawaril Quran (MTQ) National to XXVI 2016 centred in the Islamic Center of Hubbul Wathan Grand Mosque.

Among the grand mosques in Indonesia, there are several great mosques as well as Islamic centres. According to the Instruction on the Implementation of Islamic Center Projects throughout Indonesia by the Directorate General of Islamic Community Guidance of the Ministry of Religious Affairs. Islamic Center is a religious institution that has the function of Islamic development and development Centre and serves as a place for the implementation of da'wah in the era of growth. The main activity in the Islamic Center is worship activities, whose center of the action is in the mosque.²⁰

There are many grand mosques as well as Islamic Centers in Indonesia, including Jakarta Islamic Center, Samarinda Islamic Center, Hubbul Wathan Islamic Center, Andalusia Islamic Center, Agung Madani Islamic²¹

2) Islamic Center of Hubbul Wathan Grand Mosque as Religious Tourism Center

In addition to being a grand mosque as well as an Islamic Center. Islamic Center Hubbul Wathan Grand Mosque is also a mosque centre for religious tourism destinations. As stated by the chairman of UPT Islamic Center himself, Ir.M Ilham, MM, explained, "The Islamic Center of Hubbul Wathan Ntb Grand Mosque is a religious tourism centre in NTB, not halal tourism. Because what is developed is religious tourism with the hope that tourists who come to the Islamic Center travel Naman can also worship. Sarjan Wisatan also conveyed this from Bima City.

The impression, in my opinion, is that religious tourism is generally like that, (interview with Sarjan (tourist))

As dreamed by the two informants, in addition to the grand mosque and the Islamic Center, the second competitive category reference is the mosque as a religious tourism centre. Islamic Center of Hubbul Wathan Grand Mosque does have a target as a national to international spiritual tourism centre. One form of implementation delivered by the chairman of UPT Islamic Center itself is making Islamic Center Hubbul Wathan Grand Mosque an Orama arts centre. Orama art is a visualizing display screen that depicts the actual scene. The orama art is expected to increase the attractiveness of tourists and pilgrims who visit the Islamic Center of West Nusa Tenggara. and, of course, it can educate the public from Orama that display the history of the past Islamic struggle.

Based on the results of the document study, researchers found that the decision of the complete meeting of the Islamic centre management transition, which was initially managed by the Integrated Implementation Unit of the Ntb Agency (UPTB), securing and utilizing the Assets of the Ntb Financial and Regional Asset Management Agency (BPKAD), will now be managed by the Regional Technical Implementation Unit (UPTD) of NTB's flagship tourist destination under Governor regulation number 30 of 2019 concerning "Establishment, position, organizational structure, duties and functions and working arrangements of UPTD in regional agencies and UPTB in regional agencies of West Nusa Tenggara Province.²²

Based on the observations, the Islamic Center of Hubbul Wathan Grand Mosque as a religious tourism centre has superior tourist facilities, namely mina 99. The Islamic Center tower is one of the most exciting objects in the Islamic Center area because it can see the beauty of Mataram City from a height. Tourists must register and buy tickets already available under the Islamic centre minaret hubbul Wathan Grand Mosque in West Nusa Tenggara to climb the tower.

²⁰ BIMAS KEMENAG, "Standar Pembinaan Manajemen Masjid-BIMAS."

²¹ Hatfan Basyiruddin, Nurhikmah Budi Hartanti, and Nuzuliar Rahmah, "Islamic Center Di Indonesia Difference in Function and Use of Mosque in Indonesia ' S Islamic Centers," no. September (2019): 30-38.

²² BPKAD, "Peralihan Pengelolaan Islamic Center," *Badan Pengelola Keuangan Dan Aset Daerah*, last modified 2020, [http://bpkad.ntbprov.go.id/post/Peralihan pengelolaan Islamic Center](http://bpkad.ntbprov.go.id/post/Peralihan%20pengelolaan%20Islamic%20Center).

According to detik travel, one of the travel services in Indonesia mentioned that among mosques that have functions and religious tourism in Indonesia, including Cheng Ho Mosque Surabaya, Great Mosque of Semarang, Baiturrahman Mosque of Aceh, Great Mosque of Demak.²³

b. Similarities and Differences

1) Similarities

After identifying the categorization frame of reference, the next step is to determine the equation (point of parity). An equation (equality) is an attribute or benefit that does not have to be unique; other organizations could own it. In identifying equations, three criteria should be considered (1) Consumers should look at brand associations that are personally relevant to them. (2) Must have appropriate internal resources and commitment and profitably create and maintain brand associations in the minds of consumers. (3) Distinguishing from competitors. Finally, consumers should see the brand association as something distinctive and superior to relevant competitors. In this case, researchers promised similarities from the frame of reference: a grand mosque and an Islamic centre and a centre for halal tourist destinations.^{24,25}

a) Islamic Center Hubbul Wathan Grand Mosque as a functioning Grand Mosque as well as Islamic Center

As for mapping the equation, according to his research entitled "Differences in The Function and Use of Mosques in Islamic Centers in Indonesia," there are at least eight aspects including Islamic religious worship activities, education, and teaching that are accommodated by landfill/madrasah, social worship in the form of the delivery of zakat, waqaf, and sadaqah, the commemoration of Islamic holidays, communication facilities in the state of provision of meeting hall facilities/convention halls, as well as economic activities in the form of mosque cooperatives.²⁶

Table 3 Mapping point of parity (equation) on several mosques that are including the Grand Mosque as well as the Islamic Center¹²⁷

N	Grand Mosque as well as an Islamic centre	<i>Point of Parity (Equation)</i>							
		Worship	Education	Social	health	Big day	communicati on	Youth Coaching	Economic activity
1.	Hubbul Wathan Islamic Center	✓	✓	✓		✓	✓	✓	✓
2.	Jakarta Islamic Center	✓	✓	✓		✓	✓		✓
3.	Samarinda Islamic Center	✓	✓	✓	✓	✓	✓		✓
4.	Andalusia Islamic Center	✓	✓	✓		✓	✓	✓	✓
5.	Agung Madani Islamic Center	✓	✓	✓	✓	✓	✓		✓

Source: Document study results

²³ Mustinda Lusiana, "9 Wisata Religi Masjid Di Indonesia Dengan Bangunan Unik," *Detik Travel*, last modified 2020, <https://travel.detik.com/domestic-destination/d-4898567/9-wisata-religi-masjid-di-indonesia-dengan-bangunan-unik>.

²⁴ Kotler and Keller, *Manajemen Pemasaran Jilid 1*.

²⁵ Ibid.

²⁶ Basyiruddin, Hartanti, and Rahmah, "Islamic Center Di Indonesia Difference in Function and Use of Mosque in Indonesia ' S Islamic Centers."

²⁷ Ibid.

From the table above can be concluded as follows. First, the function of the mosque at the Islamic Center in Indonesia, in addition to being the centre of prayer activities, is also used by Islamic centre worshippers as a means of implementing social and economic activities that are useful in efforts to foster and develop Islamic religious science communities. Second, the Islamic Center Mosque is used as a guide centre for Islamic activities by the community around the Islamic centre area in their respective locations. Third, the Islamic Center mosque serves in the empowerment of the surrounding community with the form of health services and the implementation of zakat, infaq, shodaqoh, and waqaf.

b) Islamic Center of Hubbul Wathan Grand Mosque as Religious Tourism Center

In general, tourism has supporting facilities to provide the best service to tourists. Still, religious tourism also has special facilities not found in public tourism, such as mosques, minarets, cemeteries, and other Islamic nuances. So basically, spiritual tourism in Indonesia has some similarities, including mosques, minarets, parking, canteens, guides, toilets, trash cans.

Table 4 Mapping Point of parity (Equation) In Several Mosques at Once Religious Tourism.

No.	Religious Tourism Mosque	<i>Point of Parity</i> (Equation)						
		Mosque	Tower	Parking	Canteen	Guide	Toilet	Trash Can
1.	Hubbul Wathan	✓	✓	✓	✓		✓	✓
2	Baiturrahman Aceh	✓	✓	✓		✓	✓	✓
3	Agung Semarang	✓	✓	✓		✓	✓	✓
4	Cheng Ho Surabaya	✓		✓	✓	✓	✓	✓
5	Agung Demak	✓	✓	✓	✓	✓	✓	✓

Source: Observation and field studies

2) Difference

According to identifying the difference, there are three criteria in determining this point. 1) Attributes or benefits that are considered necessary by consumers as legitimate and credible offers in a particular category of product or service. 2). Potentially harmful associations that arise from the existence of positive associations for brands. 3). Associations designed to address perceived brand weaknesses point to the difference in competitors. As for the point of difference Islamic Center Hubbul Wathan Grand Mosque with its compensation is as follows.²⁸

a) Islamic Center Grand Mosque as well as Islamic Center

1) Quantity and quality of priests of national and international standard

Providing imams praying in congregation is one of the points of difference owned by the Islamic Center of Hubbul Wathan Grand Mosque compared to its competitors. This was conveyed by the chairman of the UPT Islamic Center, Ir.M.

²⁸ Kotler and Keller, *Manajemen Pemasaran Jilid 1*.

Ilham MM said: "The imam pulls his adzan is also interesting, the imam will we use qori2 which sounds good." (interview with the head of UPT)

Having a prayer imam who sounds good, the Imam of mosques in Indonesia is also many, but not necessarily qori. Based on a more comprehensive document study, Imam Islamic Center Hubbul Watahn Grand Mosque is the national and international qori and hafidz 30 juz. When praying, Jahr, like Fajr, Magrib, and Isha they have been programmed to read the sequence letter from Al-Baqarah to An-Nas.

Based on the results of observations made by researchers, the Imam of the Islamic Center of the Grand Mosque Hubbul Wathan did read in sequence, when performing Maghrib prayers on February 19, the Imam read surat Al-A'rof verses 105-120 and for Isha' prayer read Surah Al-A'rof verses 121-130.

The Islamic Center has recruited imams from national and international qori' and hafiz 30 juz to lead Jahr prayers to succeed in the program. The permanent Imam of the Islamic Islamic Center of Hubbul Wathan Grand Mosque numbered 14 people. They are the qori and hafiz 30 juz.

In addition to having a permanent imam of Qori Nasional, the Islamic Center also brought in international qori imams from the Middle East to receive tarawih prayers during the holy month of Ramadan to increase the appeal of worshippers performing tarawih and tahajud prayers there. H. Suparman strengthens this as a wistawan who often visits and follows tarawih prayers.

"Ustadz-ustadz from the Middle East filled out the study here,(Interview with H.Suparman (tourist))

Ustadz-ustadz from the Middle East, which tourists mean is the imams who come from the Middle East where after praying and at certain times they also give tausiyah to worshippers. As for the name of the Middle East international qori imam who became the Imam of the Islamic Center of hubbul wathan grand mosque during Ramadan, researchers presented it in the form of tables.

Table 5 List of Imam Ramadan Islamic Center of Hubbul Wathan

No.	Name	As long as
1	Prof Dr Sheikh Khalid Barakat	Lebanon
2	Sheikh Ezzat El Sharif	Egypt
3	Sheikh Mouad Douaik	Morocco
4	Sheikh Ahmad Jalal Abdullah Yahya	Jordan

Source: Research interview results

2) Magnificent and spacious congregational prayer facilities

Congregational prayer facilities services are a competitive advantage and a point of difference Islamic Center Hubbul Wathan Mosque as conveyed by H. Suparman tourists from East Lombok who often visit there. Say:

If I pray inside because the carpet is good, I feel no difference with Medina with the Prophet's Mosque comfort. So yes, it's almost equal.

It is also provided by Sarjan tourists from Bima who have visited four times. Saying then comfort, worship yes, especially cleanliness, certainly makes us comfortable in everything we want to worship and other suitable activities. Based on the results of observes and researchers often perform prayers and follow the study there, what is presented by two wistawan people is true. The main room of the Islamic

Center of Hubbul Wathan Grand Mosque is on the 2nd and 3rd floors, which function as a place of prayer and other worship. Everyone who performs prayers can be calm and solemn because the place is clean, comfortable, relaxed, and air conditioner, thick carpet, soft, and beautiful. As well as the architectural design of the mosque is beautiful and aesthetically valuable when viewed because the inside of the mosque's central dome is decorated with typical batik motifs Sasambo with attractive colours.

These creations and architecture result from NTB's son winning the IC NTB building design competition or race. In the mosque, the jama'ah or visitors have been provided with the Holy Qur'an and its translation, hadith book, sarong, mukenah, and prayer mat. This equipment is provided directly by the Manager of The Hubbul Wathan Mosque itself or the contribution of the jama'ah who come to pray or only visit the mosque.

Wudhu place is also the main facility in worship services. For men, there are five places, namely 2 to the north, 2 to the south, and 1 to the east. In addition, on the ground floor (the front of the stairs leading to the mosque on the 2nd floor) and on the 2nd floor is also provided with a male ablution place in the east of the south. At the same time, female ablution is also on the 2nd floor, which is the eastern part of the north.

3) Varied and quality Islamic studies

Ta'lim service or Islamic centre study of Hubbul Wathan Grand Mosque is a superior program, which distinguishes it from its competitors. Based on the results of an interview with the chairman of UPT Islamic Center NTB Ir.M Ilham, MM said: "... if the program is a continuous activity and our flagship program was studied because the target is to become a civilization centre,

Based on the observations of the Islamic Center study of Hubbul Wathan Grand Mosque is centred in the main room on the 2nd floor with a relatively dense quantity of routine examinations, as conveyed by the same sources daily studies conducted every ba'da maghrib ba'da fajr and ba'da zuhur prayer with the following segmentation

Table 6 List of Islamic Center Studies

No.	Type of activity	Time
1	Lectures/studies of letters in the Qur'an or other themes	Ba'da magrib
2	Lectures/studies of letters in the Qur'an or other themes	Ba'da dawn
3	Lectures/studies of letters in the Qur'an or other themes	Ba'da zuhur
4	Scientific studies of Islam	Ba'da jum'atan
5	Learn the Quran for children	2 x in a week
6	Squeeze study	Every Friday ba'da asar
7	Learn the Qur'an for adults	2 x in a week (Monday, Rabo ba'da asar)
8	Study of mothers	Sunday

Source: Study of research documents

Based on the results of the document study and having a relatively dense quantity of studies, the study sources also from the Master Teachers have a boarding school base. They have a

significant influence on the Islamic community of NTB. List of Sources of routine Islamic centre studies of Hubbul Wathan Grand Mosque in January 2021

c. *Difference*

Points of difference or Difference of Mosque as a Religious Tourism Center Point of difference or difference of Islamic Center Of Hubbul Watahn Grand Mosque with masjid Raya religious tourism in Indonesia is the uniqueness of buildings and minarets 99.

1. *The architectural unification of the building*

The uniqueness of the Islamic Center building of Hubbul Watahan Grand Mosque is a point of deference in itself, as conveyed by the Chairman of UPT Ir.M Ilham said, "The uniqueness of the building may be... Because it's designed. Yes, like in it, there is a decoration whose term uses Sasambo batik motifs. So it is unique and indeed only here if the problem of the minaret, the Great Mosque of Semarang has its minaret, which is Surabaya as well. But, still, the advantage is that we will promote this tower as a religious tour.

It is also conveyed by H. uparman wistawan from east Lombok. They often visit, that the uniqueness of the Islamic Center of Hubbul Watahan Grand Mosque is the uniqueness of the building. The identity of the Islamic centre is the structure of the building that can be magnificent..."

Based on the observations of the Islamic Center building, Hubbul Wathan Grand Mosque is famous for the beauty of its spacious and magnificent buildings. Although, overall, the NTB Islamic Center building is located on an area of 7.5 hectares which is designed as an integrated area in which there are worship facilities (Hubbul Wathan Grand Mosque), which is on the 2nd floor, the 3rd floor which serves as a place of prayer, the main room of the Hubbul Wathan Islamic Center NTB Grand Mosque is specially designed with its main motive, namely the Sasambo batik motif which is a characteristic and simultaneously symbolizes the tribe in NTB province, namely Sasak, Samawa, Mbojo.

In addition to the typical motif of the main room of the Grand Mosque Hubbul Wathan Islamic Center NTB famous mosque without poles with a capacity of about 3000 worshipers. Tower 99 is also no less unique than the Islamic centre, which symbolizes 99 asma'ul husna.

a. *Tower icon 99*

In addition to the unique building, magnificent and large Islamic Center NTB also has a tourist icon that is no less interesting, namely tower 99 with a height of 99 meters, which has the meaning of 99 Asma'ul Husna, Asma'ul Husna refers to the names, designations, titles, to the properties of Allah SWT, tourists similarly convey this on behalf of Sarjan from Bima said:

Yes, in my opinion... Yes, this building. So the tower is in every corner there are all right, next to the central tower. So yes, the point that makes the unique Islamic centre yes, it's a building that is more to the Middle East.

Based on tower 99 is the most exciting object visited by tourists, both archipelago and foreign. The tourists can enjoy the beauty of Mataram City from the top of the tower and can also take pictures there while enjoying the atmosphere of Lombok island from a height. An experience like this will be an exciting experience when travelling religiously to the Islamic Center of Hubbul Wathan Grand Mosque in West Nusa Tenggara.

E. **Conclusion**

Islamic Center Hubbul Wathan Grand Mosque West Nusa Tenggara is one of the mosques that fall into the category of grand mosques as well as Islamic centres with functions as others, namely as a place of worship, education, social services, health services, commemorations of national holidays / national days, communication facilities, youth and community development, and economic activities. But it has differentiation: the quality of imams of national and international standard, magnificent and spacious congregational prayer facilities, and varied and quality Islamic studies. While in the category of religious tourism centres, this mosque has the

main advantages in the form of the unique architecture of the building and the icon of Menara 99. In addition, the Islamic Center of Hubbul Wathan Grand Mosque is also a religious tourism centre as others have mosques, minarets, parking, canteens, guides, toilets, trash cans.

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