



## COMPARATIVE STUDY OF PESANTREN-ENHANCED RELIGIOUS TOURISM IN WEST SUMATRA

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**Abstract:** *This study investigates the potential of religious tourism integrated with the pesantren experience, merging mosque visits with immersive santri life. The research objective is a comparative analysis of religious tourism packages based on the pesantren approach, encompassing itinerary design, budget planning, and evaluation of each package's efficacy and shortcomings. Employing qualitative methods, the study gathers data through repeated observations, semi-structured interviews, purposive sampling, and documentation. Data analysis involves thematic coding, comparative techniques, and triangulation of diverse data sources. Findings highlight the critical role of meticulous itinerary planning in crafting compelling religious tourism experiences that blend nature, culture, and Islamic history in Minangkabau. The Chaining Loop travel pattern enhances appeal by integrating various tourism activities, offering flexible packages for both individual tourists and groups. The study concludes that overly condensed religious tourism schedules are inadvisable, while extended durations pose logistical challenges for tourists. Financial insights underscore the necessity for strategic management of fixed and variable costs, demonstrating that the Chaining Loop approach can significantly optimize budget efficiency.*

**Keywords:** *religious tourism; pesantren; tourism package; travel patterns.*

**Abstrak:** *Penelitian ini dilatarbelakangi oleh potensi wisata religi dengan integrasi pesantren, yang menggabungkan kunjungan wisatawan ke berbagai masjid sekaligus mendalami pengalaman kehidupan santri. Tujuan penelitian ini adalah menganalisis komparasi perencanaan paket wisata religi dengan pendekatan pesantren, dimulai dari perencanaan perjalanan, penyusunan anggaran, serta analisis keberhasilan dan kegagalan masing-masing paket wisata. Metode kualitatif digunakan dalam penelitian ini, dengan teknik pengumpulan data melalui observasi berulang, wawancara semi-terstruktur, purposive sampling, dan dokumentasi. Analisis data dilakukan melalui proses pengkodean tematik, teknik membandingkan temuan, dan triangulasi berbagai sumber data. Temuan penelitian menunjukkan bahwa perencanaan perjalanan (Itinerary) sangat penting dalam proses perencanaan wisata religi berbasis pesantren, dengan menyusun perjalanan yang menggabungkan wisata alam, wisata budaya, serta sejarah Islam di daerah Minangkabau. Perencanaan perjalanan dengan konsep Chaining Loop membuat rangkaian perjalanan dengan kombinasi wisata lainnya menjadi*

*menarik dan fleksibel untuk wisatawan, baik individu maupun kelompok. Penerapan wisata religi dengan durasi yang padat tidak direkomendasikan, sementara durasi yang panjang juga menyulitkan wisatawan dalam mencari waktu yang sesuai. Hasil temuan juga menunjukkan pentingnya manajemen dan pengelolaan anggaran fixed cost dan variable cost, di mana konsep Chaining Loop dapat meningkatkan efisiensi anggaran.*

**Kata Kunci:** wisata religi; pesantren; paket wisata; pola perjalanan.

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## BACKGROUND

West Sumatra possesses significant potential for religious tourism. The province, located between 00°54' North Latitude and 30°30' South Latitude, as well as 98°36' and 101°53' East Longitude (Aldian et al., 2022) is renowned for its rich cultural and Islamic history, having produced many prominent religious figures in Indonesia (Mirdad et al., 2020).

Heritage is reflected in the abundance of mosques scattered across the region. According to data, there are more than 4,492 mosques in West Sumatra, making it one of the provinces with the highest number of mosques in Indonesia. Initial observations indicate that religious tours in West Sumatra are generally structured into packages that visit various mosques, ranging from the oldest and most historic to the grandest.

However, this approach overlooks the broader potential of religious tourism in West Sumatra, which extends beyond mosque visits. This study focuses on the concept of religious tourism packages that offer a deeper spiritual experience. One intriguing innovation is the experience of being a santri in a pesantren. This concept aligns with the philosophy of life in West Sumatra, "*Adat bersanding sarak, sarak bersanding kitabullah*," reflecting the harmony between tradition and religion (Berybe et al., 2021).

This study delves deeper into the concept of developing tour packages that include the seldom-found experience of pesantren life. Religious tourism integrated with pesantren life allows tourists to experience the daily routines of santri, donning sarongs, and engaging in activities from dawn to night as typical santri do. This fosters identity formation through education at religious schools or madrasahs known as pesantren (Mursal et al., 2022). This experience not only offers religious tourism but also profound spiritual education.

West Sumatra hosts numerous pesantren distributed across various regions, including remote areas. These institutions not only serve as centers for religious education but also play a pivotal role in preserving and promoting Islamic culture and traditions (Ridha & N, 2022). These pesantren not only function as institutions of religious education but also serve as centers for the development of Islamic culture and traditions (Koto et al., 2022). By combining visits

to various mosques with an in-depth immersion into the life of a santri, this religious tourism package offers something distinctly unique and unparalleled.

After conducting observations and interviews with travel agencies managing religious tourism in West Sumatra, it was discovered that only three travel agencies have developed religious tourism packages incorporating the pesantren experience. Each agency has branded its packages differently: "*Paket Religi 4 Hari 3 Malam*" (4 Days 3 Nights Religious Package), "*Paket Wisata Religi Pesantren Kilat*" (Short-term Pesantren Religious Tour Package), and "*Ahlan Wasahlan Fii Madrasah*" (Welcome to the Madrasah Tour Package). Among these three packages, only "*Paket Religi 4 Hari 3 Malam*" has been successfully marketed, whereas the other two packages, "*Paket Wisata Religi Pesantren Kilat*" and "*Ahlan Wasahlan Fii Madrasah*," have not yet attracted any customers.

The objective of this study is to conduct a comparative analysis of the planning of pesantren-based religious tourism packages, starting from itinerary planning and budget preparation to analyzing the success and failure of each package. The development of these pesantren-based religious tourism concepts aims to bring innovative advancements to religious tourism in West Sumatra. The study aspires to identify effective strategies and models for developing innovative and sustainable religious tourism in the future.

## LITERATURE REVIEW

Tourism is an activity or activity and the movement of a person or group from one place to another on a temporary basis with the aim of using free time to eliminate boredom and seek pleasure by enjoying entertainment and supported by various facilities to meet their needs (Mahrida & Afrilian, 2024).

Religious tourism, which began with faith-based tourism, has emerged as an attractive activity that involves traveling to places with special significance in devotion. It often includes visits to mosques, tombs, and temples. This form of tourism is seen as a way to engage in activities at sites that hold particular spiritual or religious importance (Mulyani & Wirakusuma, 2016). Previous research indicates that in the Jepara region, the predominant form of religious tourism involves visiting the tombs of saints, particularly those of the Walisongo. This highlights a significant opportunity for the development of alternative religious tourism through mosque visits.

The prior study underscores the necessity of crafting affordable and efficient travel patterns and models, along with ensuring high standards of accommodation and accessibility. Such strategic planning is essential for the successful implementation of religious tourism

packages, catering to the needs and expectations of modern tourists while promoting cultural and spiritual engagement (Hakim & Susanto, 2022). The primary distinction between previous research and this study lies in their respective focuses. Prior studies concentrated on religious tourism travel patterns, emphasizing visits to tombs (ziarah) and mosques as secondary attractions. In contrast, this research prioritizes the planning and development of religious tourism packages through the integration of pesantren experiences. This approach not only aims to enrich the spiritual journey of tourists but also to provide a comprehensive understanding of the pesantren lifestyle, thereby offering a more immersive and transformative experience.

A religious tourism package is a specialized product that comprises specific travel components, with at least one site dedicated to fostering a deeper connection between tourists and the Divine (Fiyan & Rachmadi, 2021). Previous research (Fajri et al., 2017) emphasizes that effective packaging of religious tourism should encompass multiple destinations, thereby providing additional economic value to local communities. Such packages must consider factors such as time efficiency, cost, and the availability of tourists' schedules. Findings indicate that culturally and religiously based tourism packages are frequently tailored to individual requests (*tailor-made*) rather than being pre-packaged for sale.

A comprehensive religious tourism package includes various components, such as the travel itinerary, cost calculation, and additional key elements. Previous studies underscore the necessity for further research focusing on comparative analysis within the planning process of religious tourism packages. This includes itinerary planning and cost calculation, with a particular emphasis on the unique appeal of pesantren-based religious tourism

## RESEARCH METHODS

The methodology employed in this study is qualitative, aimed at generating and processing descriptive data such as interview transcripts, field notes, images, video recordings, and more (Afrilian, 2022). The subjects of the study specifically examines Islamic boarding schools (pesantren) in West Sumatra that integrate religious tourism activities, aiming to develop sustainable faith-based tourism packages.

The research subjects were purposively selected based on three key criteria, geographical representation in culturally significant Minangkabau regions such as Padang Panjang, Bukittinggi, or Agam. Second, active religious tourism programs including cultural heritage tours, Quranic workshops; and accessibility for longitudinal observation.

Data was collected through repeated observations and in-depth interviews conducted over a specified period with triangulation from various stakeholders including school administrators, students, and tourists to ensure research validity. Additionally, the research uses semi-structured interviews with respondents selected through purposive sampling, allowing for more open and perspective-driven responses (Iqbal, 2022).

The total number of respondents in this study is fourteen (14), comprising representatives from three travel agencies in West Sumatra focusing on religious tourism development, with eleven respondents from these agencies and three respondents from the West Sumatra Tourism Department. The study also employs documentation methods, involving specific archives that mainly consist of compositions, images, or individual works. These archives include reports and images related to the research.

Data analysis begins with thematic coding from interviews and observations to identify main emerging themes, followed by techniques to compare findings to observe similarities and differences in the concept, implementation, and outcomes of the tourism packages offered. Triangulation of various data sources (interviews and observations) is used to validate findings and ensure data accuracy.

## RESULTS AND DISCUSSION

The data reveal that all travel agencies engaged in religious tourism in West Sumatra have developed comprehensive religious tourism packages. These packages encompass various critical stages, including itinerary planning, cost calculation (*coasting*), which addresses comfort, transportation, leisure destinations, and food, as well as final product planning (*finishing*) for promotional purposes, such as flyers or brochures. The components within these tourism packages consistently include religious attractions, accommodation, transportation, restaurants, and souvenirs. This uniformity highlights a standardized approach to offering religious tourism experiences while ensuring that all essential elements for a comprehensive and satisfying tourist experience are included.

### Travel Itinerary Planning

Travel agencies that have successfully marketed religious tourism packages with a pesantren-focused attraction often employ the Chaining Loop travel pattern. In this approach, tourists visit multiple destinations or attractions sequentially without revisiting any stops, forming a circular route where each stop is distinct and not necessarily related to the others. Here is a representation of the Chaining Loop travel route:

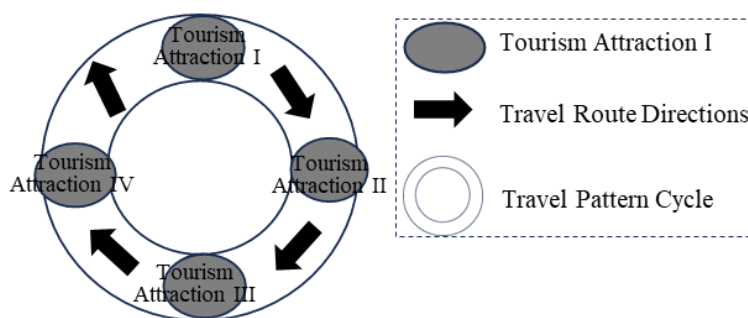
**Table 1. Comparative Aspects**

Comparison Aspect	4 Days 3 Nights Religious Package	Short-term Pesantren Religious Tour Package),	Welcome to the Madrasah Tour Package
<b>Pattern Type</b>			
	Chaining Loop travel route	Travel Pattern Base Site	Travel Pattern Mixed Travel Pattern
<b>Advantages</b>	<ul style="list-style-type: none"> <li>• Maximizes attraction diversity</li> <li>• Logical geographical flow</li> <li>• Clear progression of experiences</li> </ul>	<ul style="list-style-type: none"> <li>• Deep cultural immersion</li> <li>• Minimal logistical complexity</li> <li>• Strong sense of place</li> </ul>	<ul style="list-style-type: none"> <li>• Combines multiple experience types</li> <li>• Appeals to diverse interests</li> <li>• Flexible structure</li> </ul>
<b>Tourist Feedback</b>	High satisfaction (balanced variety)	Challenging due to long duration	Overly packed (distance issues)
<b>Disadvantages</b>	<ul style="list-style-type: none"> <li>• Requires precise timing coordination</li> <li>• Higher transport costs</li> <li>• Risk of rushed experiences</li> </ul>	<ul style="list-style-type: none"> <li>• Limited novelty after initial days</li> <li>• Potential monotony</li> <li>• Less regional exposure</li> </ul>	<ul style="list-style-type: none"> <li>• Difficult to balance experience depth</li> <li>• Complex scheduling</li> <li>• Higher fatigue risk</li> </ul>
<b>• Cost Calculation (Coasting)</b>			
<b>Advantages</b>	Fixed Costs <ul style="list-style-type: none"> <li>• Predictable budgeting (locked vehicle/staff costs)</li> <li>• Economies of scale with larger groups</li> </ul> Variable Costs <ul style="list-style-type: none"> <li>• Lower per-pax cost</li> <li>• Easy to adjust meal/attraction options</li> </ul>	Fixed Costs <ul style="list-style-type: none"> <li>• Lowest fixed costs</li> <li>• Shared resources with pesantren</li> </ul> Variable Costs <ul style="list-style-type: none"> <li>• Highly scalable</li> <li>• Minimal transport expenses</li> </ul>	Fixed Costs <ul style="list-style-type: none"> <li>• Moderate investment</li> <li>• Dual-venue flexibility</li> </ul> Variable Costs <ul style="list-style-type: none"> <li>• Premium pricing potential</li> </ul>
<b>Disadvantages</b>	Fixed Costs <ul style="list-style-type: none"> <li>• High upfront investment</li> <li>• Underutilization risk if underbooked</li> </ul> Variable Costs <ul style="list-style-type: none"> <li>• Dependent on group size for profitability</li> </ul>	Fixed Costs <ul style="list-style-type: none"> <li>• Low revenue per long-duration pax</li> </ul> Variable Costs <ul style="list-style-type: none"> <li>• Lower per-pax cost</li> </ul>	Fixed Costs <ul style="list-style-type: none"> <li>• Complex logistics increase hidden costs</li> </ul> Variable Costs <ul style="list-style-type: none"> <li>• Highest per-pax cost</li> <li>• Seasonal demand fluctuations</li> </ul>

(Author's Analysis, 2024)



This strategic and engaging itinerary maximizes the appeal of various tourism attractions, offering tourists a diverse and comprehensive religious tourism experience. The detailed itinerary for the religious tourism package known as "4 Days 3 Nights Religious Package" is as follows starting from Minangkabau International Airport, the journey includes a city tour in Padang.



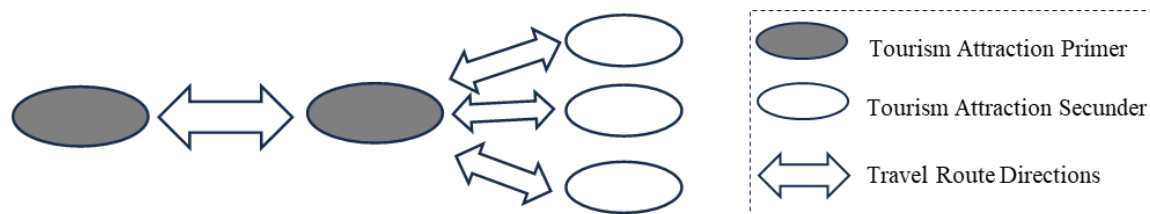
**Figure 1. Travel Pattern Chaining Loop** (Author's Analysis, 2024))

The route continues towards Pesantren in Bukittinggi, with stops at natural attractions such as Puncak Lawang and Lake Maninjau, concluding the day with rest at the pesantren. On the second day, participants immerse themselves in pesantren life, engaging in activities from the pre-dawn tahajud prayer to the evening witir prayer. The third day involves a half-day cultural tour in Tanah Datar, visiting royal palaces, followed by an overnight stay at the pesantren and a farewell with the ustadz or pesantren administrators. The final day includes a shopping tour in Bukittinggi and preparation for departure from the airport. This itinerary combines spiritual, cultural, and natural experiences, offering a comprehensive and enriching religious tourism package.



**Figure 2. Tour Package Brochure** (Company Documentation, 2024)

Meanwhile, another travel agent has designed a religious tourism package named "Short-term Pesantren Religious Tour Package", with a duration of two weeks. This package involves an intensive two-week stay at a pesantren in Padang Panjang Barat, focusing on memorizing the Qur'an. The itinerary includes scheduled city tours in Padang during the first week and Bukittinggi during the second week. This travel pattern adheres to the Base Site concept, as illustrated below:



**Figure 2. Travel Pattern Base Site** (Author's Analysis, 2024)

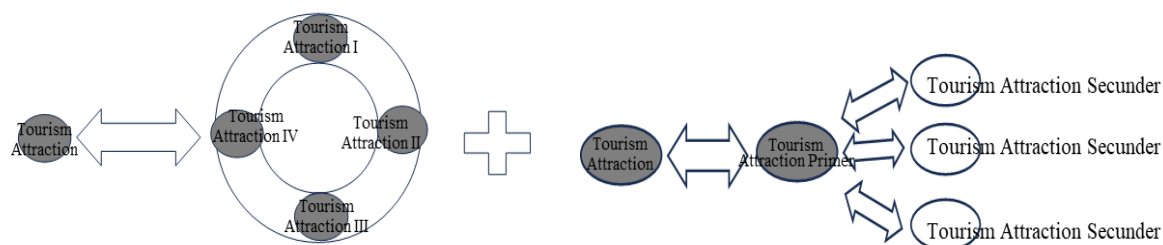
The pesantren in Padang Panjang Barat operates as the primary tourism attraction, functioning as both spiritual hub and permanent base camp throughout the program. During the first week, participants engage in intensive religious activities at this core site, punctuated by carefully timed excursions to secondary attractions like Padang's urban landmarks. The second week maintains this base camp model while introducing Bukittinggi's cultural sites as complementary secondary destinations. This dual-structure design allows 80% immersion in authentic pesantren life while providing 20% exposure to West Sumatra's iconic secular attractions.

While this Base Site concept successfully merges deep religious engagement (primary attraction) with regional tourism (secondary attractions), its effectiveness is constrained by temporal factors. The extended 14-day duration - essential for meaningful pesantren immersion - creates scheduling conflicts for tourists balancing this intensive program against limited vacation periods. Furthermore, the current 1:4 ratio of secondary-to-primary attraction time limits the economic spillover potential to surrounding communities, suggesting need for itinerary adjustments without compromising the core spiritual experience

Another travel package, known as "*Ahlan Wasahlam Fii Madrasah*," adopts a Mixed Travel Pattern. This approach blends the regional loop concept, combining single point and chaining loop travel routes. The itinerary starts at the airport, proceeds to the pesantren in Bukittinggi, then continues to Pulau Mandeh, and finally returns to the airport. This package also incorporates the Base Camp Pattern by having tourists stay at one primary location (Pesantren in Bukittinggi) for one night, which serves as the initial "base camp" before moving on to subsequent destinations. In this itinerary, tourists arrive at the airport and travel to



Bukittinggi on the first day, staying overnight at the pesantren. On the second day, they depart from Bukittinggi to Pulau Mandeh, where they will spend the night. The third day involves preparing for departure and returning to the airport. This blended travel pattern offers a diverse experience that integrates multiple attractions and provides a unique combination of immersive pesantren life and scenic natural destinations



**Figure 3. Travel Pattern Mixed Travel Pattern** (Author's Analysis, 2024)

Tourist responses have been less enthusiastic or unsuccessful due to the overly packed schedule of the religious tourism concept, which includes only one night at the pesantren and numerous visits to other attractions, resulting in a lack of religious engagement for tourists. As described, the mixed travel method is complex and compounded by the considerable distances between destinations, making the two-night duration challenging for tourists. The data obtained aligns with previous research indicating that religious tourism packages would be more appealing if combined with other concepts, such as cultural and historical tourism, and designed with less complicated travel patterns.

The data also suggest that religious tourism packages incorporating pesantren experiences in West Sumatra can be effectively combined with cultural and natural attractions. This would enhance the storytelling aspect of the pesantren-based religious tourism packages, making them more engaging and presenting significant potential for further development in West Sumatra.

### **Cost Calculation for Tourism Packages (Coasting)**

Following the creation of a tourism package itinerary, the subsequent step involves performing a comprehensive cost calculation (coasting) for the identified components. This process includes an analysis of both fixed costs and variable costs. Fixed costs are those that remain constant regardless of the number of tourists or the volume of services provided. Conversely, variable costs fluctuate based on the number of tourists or the scale of services delivered, increasing or decreasing in line with operational activities.

Effective cost planning through coasting enables travel agencies to set competitive prices, ensuring budget efficiency and optimizing profitability. Accurate cost calculation is essential for establishing a financially viable tourism package that attracts tourists while maintaining the agency's profitability. By thoroughly understanding and managing these cost components, travel agencies can offer attractive, well-priced packages that meet the financial and experiential expectations of both the agency and its clients.

For the travel agency offering the "*Paket Religi 4 Hari 3 Malam*" (4 Days 3 Nights Religious Package), the religious tourism package is combined with natural and cultural attractions in West Sumatra using the Chaining Loop concept. This results in relatively higher fixed costs, including expenses that do not depend on the number of tourists, such as vehicle rental for a fixed period, promotional costs, staff salaries, and licensing fees. To optimize budget planning, the strategy can involve focusing transportation costs on the first two days with full schedules, ensuring that the third and fourth days require minimal transportation.

This approach minimizes changes to fixed costs while maintaining visits to various destinations. Another strategy is to target larger groups, which can help distribute fixed costs among more participants, reducing the cost per person. Additionally, tailoring the pesantren-based religious tourism packages to the needs and preferences of tourists can enhance attractiveness and increase sales. Offering flexible scheduling options allows tourists to choose the most convenient time, thus improving participation rates.

The travel agency planning the "*Paket Wisata Religi Pesantren Kilat*" (Short-term Pesantren Religious Tour Package) focuses more on variable costs due to the longer duration and limited visits to other attractions. Efficient management of variable costs becomes key to budgeting for this package. The strategy involves institutional management, where the pesantren handles facility rental and staff salaries for the two-week period, supporting the local pesantren-based economy and simplifying management for the travel agency.

For the travel agency offering the "*Ahlan Wasahlam Fi Madrasah*" package, cost planning is aimed at optimizing both fixed and variable costs. The strategy emphasizes targeting larger groups to ensure tourist quotas are met, offering flexible scheduling options to enhance participation. Budget planning would benefit from using local transportation for visits to Mandeh and strengthening collaborations with related stakeholders within the tourism package.

## CONCLUSION

Itinerary planning is crucial in the design of pesantren-based religious tourism in the Minangkabau region. By integrating natural, cultural, and Islamic historical tourism, the Chaining Loop concept facilitates the creation of engaging and varied travel experiences. This approach not only enriches the tourist experience but also enhances the flexibility of the packages, making them suitable for both individual tourists and groups. However, overly condensed travel schedules are not recommended, as they can reduce the quality of the experience, while excessively extended durations can pose scheduling challenges for tourists.

Findings underscore the necessity of managing and budgeting for fixed and variable costs in the planning of these tourism packages. The implementation of the Chaining Loop concept allows for more efficient budget management, enabling travel agencies to optimize costs without compromising quality. Through this strategy, pesantren-based religious tourism packages become not only attractive and diverse but also economical and sustainable, providing positive impacts for both tourists and the local community.

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