

**THE ROLE OF PROPHETIC MARKETING IN SUPPORTING
SUSTAINABLE COMMUNITY BASED TOURISM: A CASE
STUDY OF GOSARI TOURISM VILLAGE**

UNDERGRADUATE THESIS

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ABSTRAC

This study sets out to understand how Prophetic Marketing operates in practice within the context of Sustainable Community-Based Tourism (CBT) in Gosari Tourism Village, Gresik, East Java. Rather than treating prophetic values as abstract ideals, it asks a more grounded question: how are principles such as *shiddiq* (truthfulness), *amanah* (trustworthiness), *tabligh* (transparent communication), and *fathanah* (wisdom) actually lived, negotiated, and translated into everyday marketing, governance, and service practices? In doing so, the study responds to a broader gap in the literature, where Islamic marketing and sustainable tourism tend to be discussed in parallel but rarely brought into direct conversation.

To explore this, the research adopts a qualitative case study approach. Data were gathered through in-depth interviews, participant observation, and document analysis, focusing on those directly involved in managing and shaping tourism activities in Gosari. These include village managers, local stakeholders, and community members whose roles intersect with tourism development. The analysis followed an iterative process of organizing, interpreting, and refining the data, supported by triangulation to strengthen credibility. This approach makes it possible to move beyond surface descriptions and capture how values are embedded in practice, often in subtle and context-dependent ways.

The findings suggest that Prophetic Marketing is not simply a moral framework imposed from above, but something that takes shape through daily interactions and decisions. Truthfulness, for instance, appears in the way the village presents itself to visitors through honest and unembellished storytelling. Trustworthiness is reflected in how responsibilities and benefits are shared across the community. Communication is not only about promotion, but about maintaining open, respectful relationships with visitors. Meanwhile, practical wisdom emerges in the community's ability to adapt strategies without losing its core identity. Taken together, these values reinforce the social, economic, and environmental dimensions of sustainability, showing that ethical commitments can function as a practical foundation for managing tourism.

These insights suggest several implications. Practitioners should move beyond technical strategies and embed ethical principles in daily decisions. Policymakers need to support not only infrastructure and regulation but also value-based governance at the community level. Future research can expand this work through comparative studies across tourism villages or by examining how these practices evolve over time using longitudinal or mixed methods.

Keywords: Prophetic Marketing, Community-Based Tourism (CBT), Sustainable Tourism, Islamic Marketing, Rural Tourism Development.

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