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indonesia

Proceeding

INTERNATIONAL CONFERENCE

**MANAGING GROWTH
FOR SUSTAINABLE TOURISM DEVELOPMENT:**

Indigeneus, Authentic and Halal Tourism

Aruna Hotel,
Senggigi Lombok
2-4 October 2017

Hosted by:



Co-Hosted by:



Proceeding

The 1st International Conference On Sustainable Tourism

Theme:

**Managing Growth For Sustainable Tourism
Development: Indigenous, Authentic, And
Halal Tourism**

Senggigi Lombok Indonesia 2-4 October 2017

Speakers:

**Prof. Dr. H. Aman Sya (RI Ministry of Tourism)
Prof. Noel Scott, PhD (Griffith University, Australia)
Budi Faisal, Ph.D (ITB Bandung, Indonesia)
Riyanto Sofyan, MBA (RI Ministry of Tourism)
Fluer Fallon, Ph.D. (Fallon Consultant, Australia)**



**PENERBIT BP2EB
Fakultas Ekonomi dan Bisnis
Universitas Mataram**

Proceeding

The 1st International Conference On Sustainable Tourism

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Managing Growth For Sustainable Tourism Development: Indigenous, Authentic, And Halal Tourism

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FOREWORD

It is with great thank to Allah Almighty who has given us the opportunity to host this International Conference on “Managing Growth for Sustainable Tourism Development: Indigenous, Authentic, and Halal Tourism” 2017 in Senggigi Lombok and completed this proceeding to fulfill academic result of the conference. This proceeding covers all material that had been prepared by the keynote speakers, invited speakers and authors. This proceeding hopefully will continue by entering one of international journals that also had been offered by the committee.

We realize that in the completion of this conference there are so many contributions from other parties. We would like to give grateful thanks to all those who have actively supported this International Conference since the preparation stage to the completion of this proceeding.

Firstly, we would like to thank the Ministry of Tourism Dr. Arief Yahya which has supported the Committee to host this international event. The ministry’s concern on tourism development in Lombok and Sumbawa Islands is really meaningful and has motivated the Committee to host this Conference.

We would like to thank the Governor and Vice Governor of the Province of Nusa Tenggara Barat, the Regent of Lombok Barat and other government officials who have given tremendous support to the success of the Conference programs. We certainly hope that this event can bring new ideas and insights into developing a sustainable tourism in the Province of Nusa Tenggara Barat.

In this occasion, also we would like to thank Prof. Noel Scott of Griffith Institute for Tourism at Griffith University Australia, Budi Faisal, Ph.D of Center of Tourism at Bandung Institute of Technology and Mr. Ispan Junaidi, the Chief of Lombok Barat Regency Tourism Agency, who have honored us through their continuous support, care and supervision. Managing an international event such as this is a demanding task, however, made easy by the share of laughter and joy among the Committee members and Lombok Barat Regency Tourism Agency staff.

In addition, we also would like to honor and thank our main partners namely Griffith University - Australia, Bandung Institute of Technology – West Java - Indonesia,

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“*INDIGENOUS, AUTHENTIC AND HALAL TOURISM*”
Senggigi Lombok Indonesia November 2017

Tourism Agency of Lombok Barat, Uniti College - Malaysia, Ummul Qura University – Kingdom of Saudi Arabia and Sejong University – Republic of Korea. It has been great pleasure and honor for us to work with all of the partners hand in hand during the Conference preparation. We hope that this partnership will not be the last.

Finally, we realize that this conference and its proceeding are not perfect, so we hope critics and suggestions from all stakeholders. Thank you.

H. Akhmad Saufi, M.Bus., Ph.D

Chairman

Ph.D. of International Tourism

Faculty of Economics and Business, Universitas Mataram

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PROCEEDING
INTERNASIONAL CONFERENCE ON MANAGING SUSTAINABLE TOURISM
“*INDIGENOUS, AUTHENTIC AND HALAL TOURISM*”
Senggigi Lombok Indonesia November 2017

INVITED SPEAKERS

Developing Halal tourism in Lombok

Noel Scott

Professor, Deputy Director
Griffith University
Australia.

noel.scott@griffith.edu.au

ABSTRACT

It is estimated that in 2010 there were 1.6 billion Muslims, representing 23.2% of an estimated population of 6.9 billion (or one out of every five person in the world). More than 61% of Muslims live in the Asia-Pacific region and Indonesia (209 million) has the largest Muslim population. The world's Muslim population is projected to grow by about 35% between 2010 and 2030 to 2.2 billion. These people's are also experiencing rapid economic growth. Clearly, demand for goods and services meeting the needs of Muslims will grow. However, these goods and services have distinctive characteristics. The holy Qur'an provides guidance in all aspects of life, and influences the direction of tourism choices that both individuals and governments are making about alternative forms of its development and practice. Islam shapes the choice of a destination for travel and what is done at the destination. The benefits of travel are many: the freshness it brings to the heart, the delight of beholding new cities, the meeting of unknown friends, the learning of high manners.

Many tourism destinations in non-Muslim countries are providing food, daily prayer facilities, hotels and activities that are shari'a compliant. To accommodate increasing numbers of Muslim tourists, especially from the Middle East, many destination management organizations or hotel properties have added relevant information to their websites, such as prayer times and locations where mosques and halal food can be found. Tourism operators have also provided their staff with training about cross-cultural communication and to inform them how to accommodate or treat Muslim tourists with respect. However, in some countries, Muslims may feel constraints placed upon them in a host country. The growing significance of such intra-Muslim traffic has led some countries such as Malaysia to focus on attracting Muslims and to develop their tourism industry to match the needs of these travellers – called halal tourism.

The concept of halal tourism implies more local and regional social context to travel whereby Muslims can learn about other communities and share their faith. Such tourism includes travel to Islamic historical religious and cultural sites and countries. It requires the tourism offering (food, accommodation, services and attractions) to be, and seen to be, halal. Such travel is proposed as an alternative to a 'Western' hedonic conceptualization of tourism. Lombok has a mainly Muslim population and is known as the "Island of a 1000 mosques". Development of halal tourism on Lombok is therefore authentic and is more likely to meet the approval of

residents. It also can provide a clear point of difference from most of the other destinations in the region. But tourism is also a business. Development of halal tourism requires consideration of development of promotional material, use of marketing channels such as social media to reach target markets, money to build hotels and attractions, training of a labour force, and so on. This paper will explore some of these requirements for developing halal tourism in Lombok.

Introduction

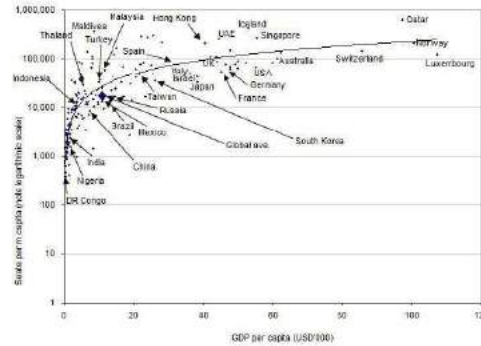
Tourism is the world’s largest “industry”

- Around 10% of GDP.
- 1.2 billion travellers in 2016.

Growth due to

- Increases in personal income
 - expanding middle class
 - demand for services increases
- Increases in business
- Increasing population
- Increasing LCC competition

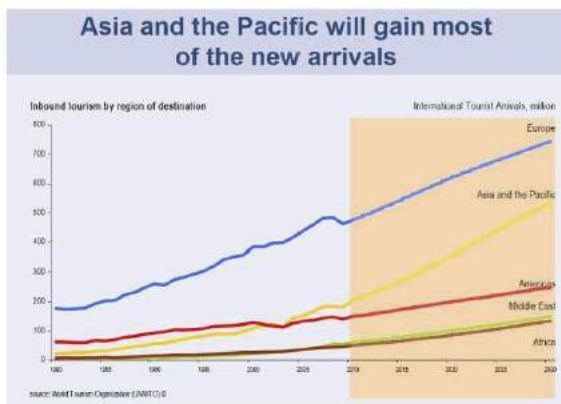
Seats per capita vs GDP per capita



Source: CAPA - Centre for Aviation, OAG (seat data for week of 9-Jun-2014),

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Growth in Asia and the Pacific



Tourism managers need to anticipate this rapid tourism growth and possible negative impacts and pressures on the natural environment, built infrastructure, society and the economy as a whole.

Indonesian domestic travel increasing

Growth due to

- Increases in personal income
 - expanding middle class
 - demand for services increases

Increases in business

- Increasing population
- Increasing LCC competition

Estimate of trips growth 2013-2020

Table 1: Resident trips, 2013 versus 2020

Ranking	Country (2013)	Resident Trips (m) (2013)	Country (2020)	Resident Trips (m) (2020)	Ranking Change
1	United States	502	United States	636	—
2	China	372	China	525	—
3	Japan	138	Japan	145	—
4	United Kingdom	98	Brazil	118	1
5	Brazil	96	Indonesia	117	3
6	Germany	81	United Kingdom	115	(2)
7	India	77	Australia	92	2
8	Indonesia	77	India	89	(1)
9	Australia	77	Germany	85	(3)
10	Spain	72	Spain	83	—
11	France	64	France	68	—
12	Canada	59	Russia	68	2
13	Italy	59	Canada	65	(1)
14	Russia	54	Italy	62	(1)
15	Turkey	43	Turkey	57	—
16	South Korea	36	South Korea	51	—
17	Mexico	36	Mexico	47	—
18	Malaysia	33	Malaysia	45	—

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Why do people travel?

The UNWTO definition

*"Tourism comprises the activities of persons traveling to and staying in places **outside their usual environment** for not more than one consecutive year for leisure, business and other purposes.*



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Outside the normal environment means

What is your dream holiday?

- Exotic
- Comfortable
- Relaxing
- Togetherness
- Romantic
- Adventure
- Different from everyday life



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Lombok needs to be authentic!



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How to differentiate Lombok?



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Lombok

- 2016 Halal Awards
- Lombok World's Best Honeymoon Destination Halal and Halal World's Best Tourism Destination.
- World's Best Family Friendly Hotel won Sofyan Betawi Hotel, Jakarta.



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Who should Indonesia target?

Current tourism

225 million Indonesian visitors
versus
10 million international visitors

Percent of world Muslim pop.

- Indonesia (12.9%)
- Pakistan (11.1%)
- India (10.3%)
- Bangladesh (9.3%)
- Iran (4.7%)
- Saudi Arabia (2.0%)
- Malaysia (1.1%)
- United Arab Emirates (0.2%)
- United Kingdom (0.1%)
- United States of America (0.2%)

Pew Research Institute (2009)

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Muslim Populations of the World (1.6Bn est)

International demand growing



Percent of world Muslim population

- Indonesia (12.9%)
- Pakistan (11.1%)
- India (10.3%)
- Bangladesh (9.3%)
- Iran (4.7%)
- Saudi Arabia (2.0%)
- Malaysia (1.1%)
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- United Kingdom (0.1%)
- United States of America (0.2%)

Pew Research Institute (2009)

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Islamic Travel Expenditure by country

Expenditure country	Muslim tourism expenditure
Saudi Arabia	\$ 17.8
Islamic Republic of Iran	\$ 14.3
United Arab Emirates	\$ 11.2
Qatar	\$ 7.8
Kuwait	\$ 7.7
Indonesia	\$ 7.5
Malaysia	\$ 5.7
Russia	\$ 5.4
Turkey	\$ 4.5
Nigeria	\$ 4.4

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Competitors

International destinations

- Malaysia
- Brunei

Indonesian destinations

- Aceh



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Indonesian tourists are a logical market for Lombok - its authentic.

But

- Is this the only market?
 - What products and services?
 - How do we gain agreement from all stakeholders?
 - What does Halal tourism mean?
- How do we manage tourism?



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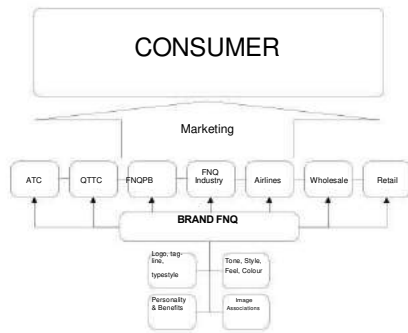
Branding



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This is a branding issue?

Brand create cohesion



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Lots of previous examples

The Branding of Far North Queensland

Far North Queensland Promotion Bureau
Queensland Travel and Tourist Corporation
Australian Tourist Commission

November 1996

Final Report

Destination branding

Purpose of branding

- To differentiate the destination from competitors
- To increase awareness and recognition
- To create a positive image
- To give a strong and compelling brand identity

A tourism destination brand is ..

- ... a PROMISE
- It establishes the kind of experience that the visitor can expect from the destination.

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Brand values of Australia

BRAND VALUES

Inclusive
Australia is not just seen, it is lived. The Australian experience is wholly immersive. It engages everyone as a participant in a way of life rather than as a spectator.

Irreverent
Australia is a serious place that doesn't take itself too seriously. It has its very own sense of humour. Here everything is approached from a different angle.

Optimistic
Australia is refreshingly free of boundaries and constraints, where "having a go" is still possible and where everyone can "make their mark". It enjoys a life that's bright in every way creating an all pervasive sense of optimism and fostering a "can-do" mentality.

Mateship
Australia is a land without strangers. Smiles are true and last longer. It's as though everyone is looking out for each other. This spirit of mateship allows people to be who they are, free of judgement.

Grounded
Australians don't believe in "ais and graces". They support the underdog and love a level playing field. Australia treats everyone on a first name basis and there is a refreshing 'no bullsh*t' approach to life.

Original
Australia is the only place that does what it does, in the way that it does. It thinks and acts differently, provoking a sense of wonder in a world where wonder is hard to come by. Australians are creative by nature, forever creating the future of their ever-unfolding story.

Candid
Australia is true and true to its word. There is an honesty that is bred in the bone and Australians call it as it is. They say what they mean and mean what they say.

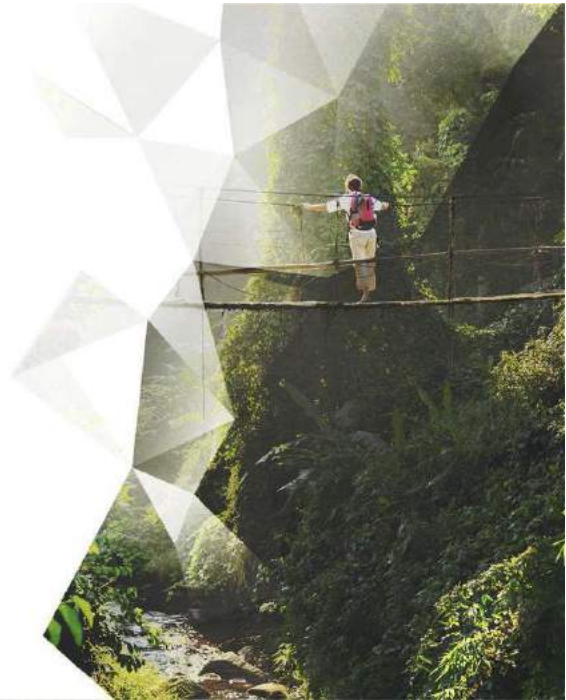


Queensland is not about „lifestyle“ - Queensland is a way of life



Halal tourism

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Halal tourism

The concept of halal tourism provides comfort and security for Muslim travelers.

Islamic tourism.

- Any activity, event and experience undertaken in a state of travel that is in accordance with Islam (Islamic Tourism Centre - Malaysia 2015)

Halal tourism

- Offering tour packages and destinations that are particularly designed to cater for Muslim considerations and address Muslim needs
- Similar to Muslim-friendly tourism

Halal considerations

- Halal meal choices in restaurants and in-room dining.
 - Halal certification;
 - Hotels meeting the religious needs of patrons
 - Direction of the Qibla.
 - Prayer rooms.
 - Prayer mats in rooms.
- Information about
- Places of worship is provided to guests
 - Availability of halal food.
- An appropriate dress code, e.g. the use of conservative dress by hotel staff.
 - Hotel supplied toiletries, such as soaps, are also halal
 - Separation/banning of alcohol consumption
 - Remove alcoholic beverages from hotel rooms.
 - Provision of separate swimming quarters for men and women.

Halal considerations

- Art should not depict human form.
 - Beds and toilet positioned so as not to face the direction of Kaaba / Qibla.
 - Bidets in the bathrooms.
- Guest suitable dressing code.
- Islamic funding.
- Hotel (and other tourism companies) should follow Zakat principles
- Female staff for women and families.
 - Female staff for single female floors.
 - Conservative TV channels (appropriate entertainment).
 - Muslim staff members.
 - Separate facilities (such as gyms, swimming pools, etc.).
 - Gender-segregated prayer rooms.

Halal tourism

Basic needs

- Halal food and food accreditation.
- Convenient prayer facilities.
- Information about halal services.

Further needs

- Appropriate segregation of males and females.
- Dealing with alcohol?

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Halal tourism in Australia

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Halal products and services

PRODUCTS & SERVICES

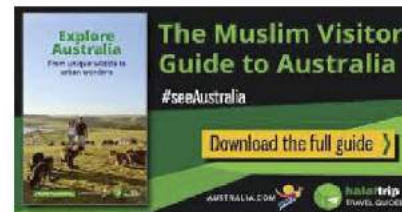
- Food and beverage
- Finance, investment and banking
- Arts and culture
- Fashion, cosmetics and accessories
- Beauty and health products
- Lifestyle and wellness
- Pharmaceutical and herbal products
- Building homes, communities and commercial projects
- Travel, tourism and hospitality
- Innovation and technology
- Education, research and development



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Halal tourism in Australia

- Is a market opportunity that government supports.
- Government provides information and training in meeting customer needs.
- Government encourages operators meet basic needs.
- Individual businesses decide what to offer.



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To develop ANY
tourism Lombok
needs to

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Clean up garbage.

- Tourists do not want garbage on the street.
- Rubbish will pollute the environment.
- Develop good sewerage systems.



Manage growth impacts



Managing tourism destination sustainability is a new task that requires changes in governance arrangements.

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Develop trained staff

- Language skills
- Overseas experience.
- Government officer training.
- Local community business training.



Australia Awards Indonesia Short Course



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Australia Awards Indonesia



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30 awardees of Sustainable Tourism for Regional Growth 2017 Short Term Award from 12 provinces are received by Austr Con-Gen in Makassar

Australia Awards Indonesia

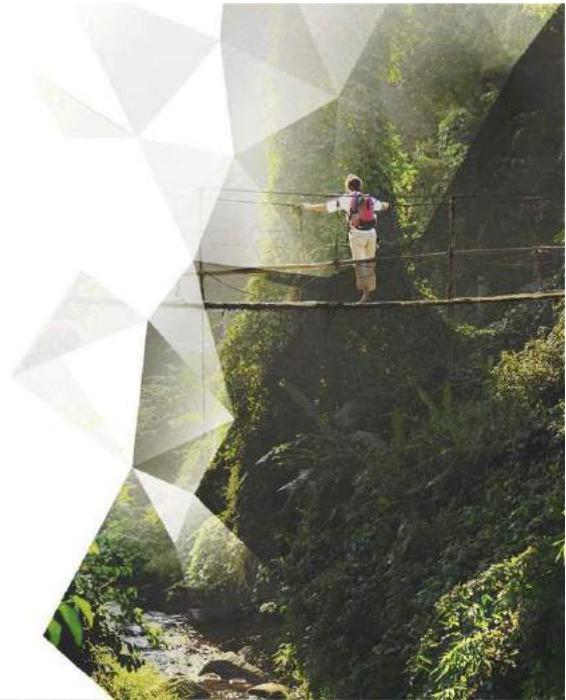


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Design new experiences

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Create new experiences: Uluru "Field of Lights" and outdoor dining



Sightseeing

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Experiences



Visitor involvement



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Develop engaging experiences

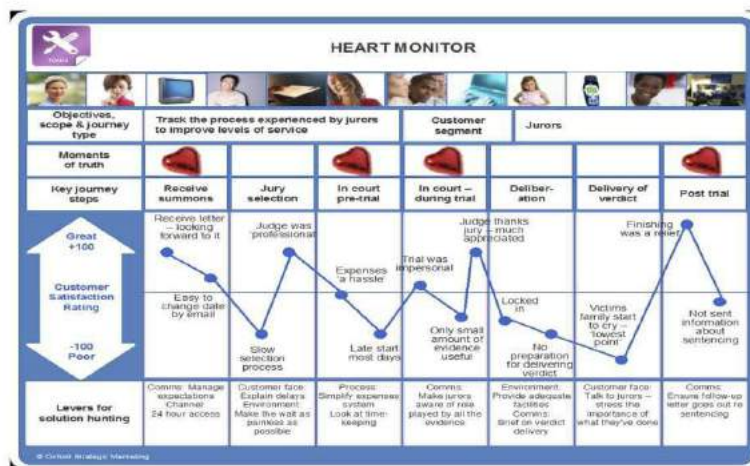


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Breakfast as entertainment - Undara Lodge



Customer journey



The problem

Cognitive psychology

Theories and Concepts

Methods

Future research

Longjin Brook Cultural Attraction - a tour as a story

- Designed by a film maker.
- Tour tells story of local people.
- First Scene: a woman on a boat sing goodbye to her husband.



Longjin Brook - Scene 2

- Local people are singing songs as they wash their clothes



Longjin Brook - Scene 3

- Traditional music of the region.



Longjin Brook - Scene 4

- The marriage ceremony
- I was picked to get married
- This created a memory I have never forgotten.
- This is a “co-created” emotional experience.



Experiences should be culturally appropriate

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The problem

- Over the past 70 years, Australia has sold its tourism products and services firstly to Australians holidaying in Australia and then to Western (mostly English-speaking) international visitors. We had some success with Japan in the late 1980s and more recently with Asian countries such as South Korea, Taiwan, Hong Kong and Singapore.
- Mostly we sold visitors from these countries sightseeing to icons such as Great Barrier Reef, Uluru, and the Sydney Opera House. However, we got very little repeat business. Visitors were happy to see the sights but did not engage significantly with our culture and the everyday life of Australians.

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Selling Beach Experiences

- **Australians** like swimming in waves.
- **Chinese** like to visit the beach on Gold Coast but do not swim.
- Question: How do we **change** the Australian beach experience for Chinese people.
- Answer: Design a new beach experience on beach culture and beach food.



ures



Griffith Institute for Tourism | World-leading tourism research | © Gardiner, 2016.

Adapting to Chinese tastes

- There are some really good examples of entrepreneurs adapting to Chinese tastes and providing valuable experiences. An example is “catch a crab tours” which involve no major physical activity but do provide an opportunity to each local food that is fresh. Crabs are a common meal in China but of course there are issues about their provenance. Catching a crab in the “wild” and then cooking and eating it can provide a truly memorable experience for a Chinese visitor.

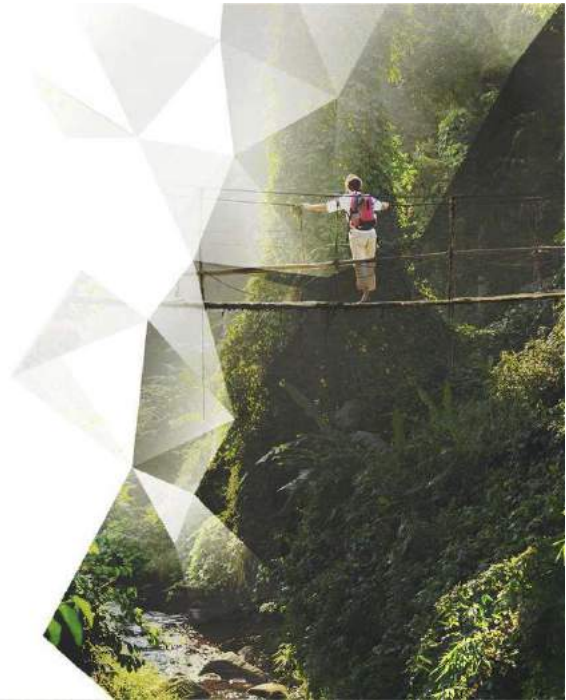
<http://www.catchacrab.com.au/virtual-tour/p/123>

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Last words

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Other issues

- Cost of certification expensive
- Competition from other destinations is increasing.
- Dress code should allow hijab (Some hotels and restaurants do not allow staff to wear hijab).
- Cleanliness of destination

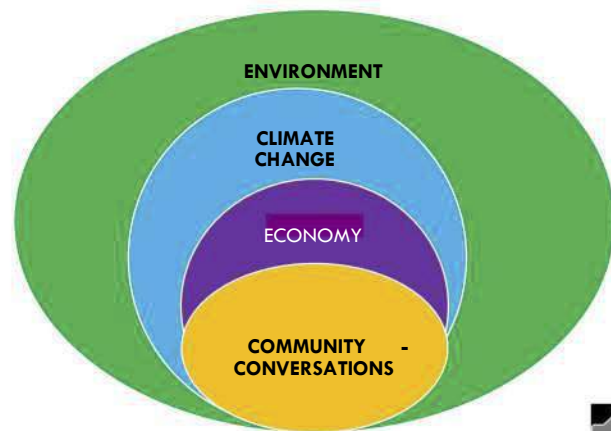


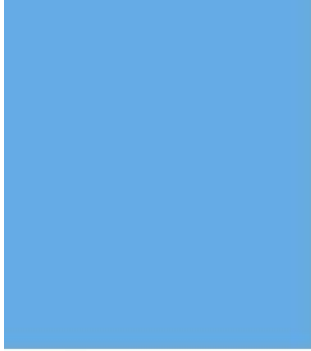
THE ESSENCE OF SUSTAINABILITY THINKING

DR FLEUR FALLON
ASSOCIATE OF SUN YAT-SEN
UNIVERSITY, SCHOOL OF
TOURISM MANAGEMENT
OCTOBER 2017



PILLARS OF SUSTAINABILITY





TOURISM FOR SUSTAINABLE DEVELOPMENT

QUALITY OF LIFE
SUSTAINABILITY FOR WHOM?
INCLUSIVE, POOREST OF THE POOR
EQUITY, ECONOMIC GAINS
ENVIRONMENT PROTECTION
GOVERNMENT-INDUSTRY-COMMUNITY PARTNERSHIPS



SHIFTS IN SCALE; TIME LAGS

HEALTH
HOUSING, WATER, SANITATION
EDUCATION

STUDENTS AND HOUSING, SUMBA 2017
CULTURE, POVERTY, CONTEMPORARY SITUATION...OPPORTUNITY TO COMPETE

CONFLICT



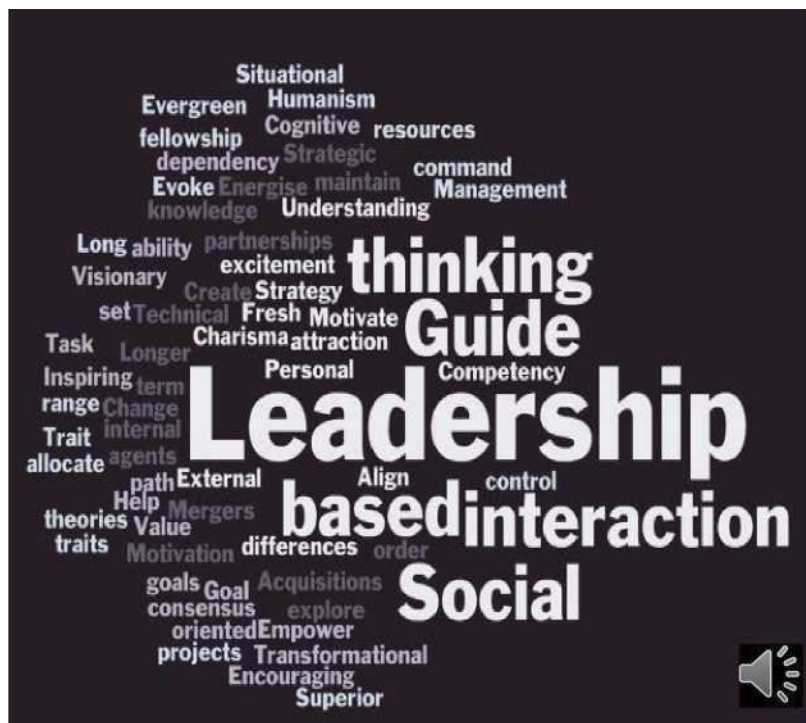
APPROACHES TO CONFLICT

TOURISM AND HOSPITALITY CONTEXT
COMPETITION; CONFLICT
WINNER TAKES ALL; WIN-LOSE
PROTECT AND ENHANCE ENVIRONMENT
CARRYING CAPACITY CONTROL
EVERYONE GAINS

TOURISM CONFLICT: COMPETITION x COMMUNITY = ECONOMY
CONTEXT + ENVIRONMENT

COLLABORATIVE LEADERSHIP

EVERYONE IS A LEADER
LEADERSHIP FROM BEHIND
'SERVANT' LEADERSHIP
GRASS-ROOTS
ENCOURAGE LEADERSHIP,
STRAIGHT THINKING, TALKING
AT ALL LEVELS

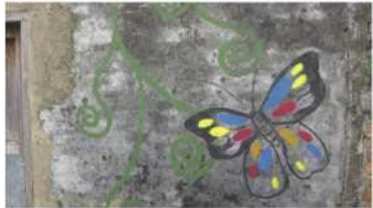




DEVELOPING PERSONAL LEADERSHIP SKILLS

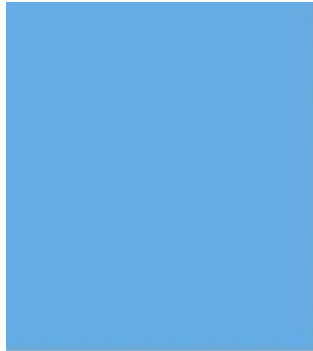


INTEGRATING SCIENCE AND ART OF SUSTAINABILITY



- INTANGIBLE CULTURAL HERITAGE
- HANDED DOWN BETWEEN GENERATIONS
- IMPLICIT AND FORMAL KNOWLEDGE
- MUST COMBINE SCIENCE AND ART -
- THE ART OF LEARNING AND TEACHING
- ACQUISITION OF LONG-TERM ORIENTATION





ART OF CONVERSATIONAL COMMUNICATIONS

CONNECTEDNESS

BUILD RELATIONSHIPS - EAT TOGETHER

SHARE AND ESTABLISH GROUP VALUES AND CONCERNS

DEVELOP GROUP PURPOSE WITH DISCIPLINE

FOUR CONVERSATION MOVES:

MOVE/
INITIATE

OPOSE/
QUESTION

FOLLOW/
CLARIFY

OBSERVE/
REFLECT



SUMMARY: SCIENCE AND ART OF LEADING CONVERSATIONS

SELF-AWARENESS

EMOTIONAL & ECOLOGICAL INTELLIGENCE

CLARITY OF OWN VALUES

PURPOSEFUL

EASE WITH OTHERS

OPENNESS; CONNECTEDNESS

WILLING TO LEARN FROM THE SITUATION

CIRCLE CONVERSATIONS; NO DESIGNATED LEADER

RELATIONSHIPS FIRST BEFORE TASK



THE RIGHT
NICHE;
THE RIGHT
THING;
THE RIGHT
TIME...

SOUNDS EASY,
COMMON SENSE
BUT DIFFICULT IN
PRACTICE

NEED TO OVERCOME

EGO

UNLEARN LEARNING
ABOUT VERTICAL
HIERARCHIES, TOP-DOWN
COMMUNICATION

A LONG WAY TO GO

BUT WE CAN BEGIN WITH THE FIRST
STEPS TO CONSIDER
SERIOUSLY, TODAY.
THANK YOU AND HAVE A
WONDERFUL
CONFERENCE!
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The Application of Islamic Law Values and the Empowerment of Local Community In The Setup of Tourism Area For The Sake of The Halal Tourism Sustainability In Lombok

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ABSTRACT

Halal tourism must be in harmony with the teachings of Islam that has rahmatan lil alamin principle and also aligned with its three dimensions which is a unity, aqidah, syariah, and akhlak, in order to reach prosperity (Al Falah). Natural resource and culture richness of Lombok that is very closely related with Islamic teachings (as the living law) is a potential halal tourism opportunity that is currently being developed and as well as a means for reaching economic welfare, as well as a means of worship to the god. This study explores the tourist destination in Lombok through the concept of halal tourism area arrangement in order to support the prosperity of the local community. Therefore, the application of the concept of the arrangement of areas that meet the values of Islamic teachings through the empowerment of Lombok Muslim society became the key in this study. Through descriptive qualitative study, several strategies for structuring and empowering the community through continuous training and provision of education and training institutions are deemed very important for the realization of the sustainability of halal natural tourism.

Keywords: Islamic Law, Halal Tourism, Community Empowerment, Education and Training

1. INTRODUCTION

Islamic law is not the same as Fiqh. Islamic law is the Islamic values that have been adopted or transformed into positive law, and now there are quite a lot and concerning broadest muamalah issues. For example viewed from the existence of the Law on waqf, Law of Religious Court, Sharia Banking Law and so forth even up to the level of Local Regulation (Perda).

Tourism as one aspect in muamalah life certainly not escape the touch and color of values derived from the living law (in this case Islamic Law). It becomes a necessity when a halal (*kosher*) tourism is developed since it is one of the manifestations of the development of Islamic values in all sides of life. This is due to the predominantly Muslim population of Indonesia and the increasing trend of religious

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consciousness in recent decades (ie evident from the development of Islamic economics including sharia banking).

The development of Islamic economics and especially sharia banking which is the *underlying* of all economic activities is like a locomotive which attracts other sharia economic activities such as in education, non-banking finance, including tourism industry. If you talk tourism then the problems that arise will involve a very wide dimension, from hotel, travel to tourism object issues.

Tourism is an important aspect that supports the tourism industry, and in the context of the development of halal tourism, the existing attractions need to be arranged in such a way with an Islamic color without damaging the creative work of Allah SWT.

2. DISCUSSION

2.1. Islamic law as the living law and its strategic role in the development of Halal tourism

Positive Law is a unified legal system that is influenced by Customary Law, Islamic Law and Western Law as *The Living Law*. Talking about Halal Tourism means talking about tourism and Islamic Law. It is realized that tourism is a part of human activity which in Islam including into the activity of muamalah whose argument is "all is allowed except for things that are forbidden".

With the deep understanding of Islamic law, there is a difference of definition between sharia and fiqh. Syekh Mahmout Syaltout³ says sharia as the rules created by God so that men hold to sharia in their relationship with their God, their fellow Muslim, their fellow human beings as well as his relationship with the whole nature and relationship in their life, while fiqh is defined as derivatives of sharia which are more applicable.

In Indonesia, the development of fiqh is very dynamic. The influence of culture causes the development of fiqh becomes so easy and without turmoil, it can be said that a fiqh Nusantara (Archipelago) is loaded with nuances *tawasuth* (middle way), *tasamuh* (tolerant) and *tawazun* (balance). If traced the development of a fiqh Nusantara rooted in the school of Shafi'i because in general, da'i (Islamic preacher) who came to Indonesia such as the generation of wali songo and previous generation had Syafi'i madhhab (school).⁴ However, the question of the experts on Islamization in Indonesia has not been answered explicitly, but Azyumardi Azra's opinion⁵ is noteworthy, that the process of Islamization in Indonesia must be viewed from a global and local perspective as well. From a global perspective, the Islamization in Indonesia should be understood as an integral part of the dynamics and changes that occur in the Islamic world globally. Global dynamics will certainly affect the dynamics and traditions of local Islam in Indonesia.

The development of fiqh in Indonesia in addition to the conducive cultural factors, the da'i who mostly follows Syafi'i madhhab where the credo preached is very adaptive then no less important is the fact that

³ Mahmout Syaltout, *Al Islamu Akidah Wa Syariah*, Daarul Qalam, Print III, 1966, pp. 10

⁴ Nashib Nashrullah in *Jaringan intelektual kaum santri* (The intellectual network of students in Islamic boarding schools), *Republika*, 9 November 2014, p. 16

⁵ Azyumardi Azra, *Jaringan global dan local Islam Nusantara* (Global and Local Network of Islam Nusantara), Bandung, Mizan, 2002, p. 15

the State of Indonesia adheres to open legal system,⁶ which means that the State receives the required legal material inputs from anywhere, provided that it does not conflict with the values of Pancasila and the 1945 Constitution. This happens almost all over the country. Even according to Ismail Sunny, this is where the important role of Islamic political law of Indonesia is the process of accepting the Islamic law as a source of law by the State or legal policy that will or has been nationally implemented by the Government of Indonesia. The politics of Islamic law includes the development and renewal of the law on Islamic legal materials to suit the needs of the people. It includes therein having an understanding of the applicable implementation of Islamic law, the enforcement of the functions of institutions, and the fostering of Islamic law enforcement.⁷

If further exploring the implementation of Islamic Law in Indonesia, then there are five theories that can be used in detail:

1. The theory of the *credo*,
2. The theory of *Receptio in complex*,
3. The theory of *Receptie*,
4. The theory of *Receptie Exit*
5. The theory of *Receptie A Contrario*.

The birth of these theories shows that the existence of Islamic law in Indonesian society is a necessity and grows along with the growing and the developing theories and the formation of National legal system.

If it is linked between the existence of Islamic Law with tourism activity then it is necessary to be studied first how Islam view about tourism activity. The term tourism in Islam is *Al Rihlah* and *Al Safar* means as a travel activity from one place to another with a specific purpose.⁸ This understanding is in accordance with Law Number 10 of 2009 which states that the tour is a travel activity and as part of the activity carried out voluntarily and is temporary to enjoy the tourist object and attraction. In addition, it is also mentioned that tourism is anything to do relating to tourism, including the mastery of tourist objects and attractions and the efforts associated with this sector. Therefore, the Law on Tourism is closely related to the Law on Environmental Management and Protection, namely Law No. 32 of 2009.

The guide of tourism within Islam can be seen in QS Al Ankabut verses 19-20 which asserts that humans need to travel to conduct research on various historical relics and human culture in order to be born of awareness about the essence of selfhood of humans as mortal creatures. Similarly, it contained in QS Yusuf verse 109 affirms to conduct searches in various countries as a sign that humans need to know the culture of society over other world. Another verses in the Qur'an that can be used as a guide in this case is QS Ar Rum verses 41-42 stating that destruction occurs on earth due to carelessness and human actions and then humans thereafter are asked to watch and take as lessons. Several other verses of the Qur'an in mentioning the terms safar are found in many verses such as Al Baqarah, An Nisa, Al Maidah while the terms Rihlah is contained in QS 106 which implies the habit of quraisy tribe to carry out the business travel in winter to Yemen and in summer to Sham. While Rasulullah SAW advised his people to conduct the travel (spiritual tourism) to the three Mosques, they are Al Masjid Al Haram, Al Masjid Al Rasul (Prophet)/Nabawi and Al Masjid Al Aqsa.

⁶ Ija Suntana, *Politik Hukum Islam* (Politics of Islamic Law), Pustaka Setia, Bandung, 2014, p. 15

⁷ *Ibid*, p. 16

⁸ Rohi Baalbaki, *Al Mawrid A Modern Arabic English Dictionary*, dar al ilm Almalayin, Beirut, 1995, p. 569

Islam encourages its people to travel with various purposes. However, in general it aims to gain teaching and kindness and provides awareness to humans to think and take lessons from travel activities undertaken. A history records the first Muslim to traveled in medieval times was Ibn Batuta (a young man from Morocco) whose travel record was entitled *The First Traveler of Moslem*.⁹

Tourism activities with various terms are accommodated even recommended in Islamic teachings. But it becomes a problem when the developed tourism industry does not have the expected impact or objectives due to various factors. One of the factors that can support the achievement of the expected goal is a tourism object that becomes a tourist destination that is appropriate in accordance with the terms and objectives of the Sharia. This is where the importance of the development of halal tourism.

2.2. Implementation of Halal Concept and Community Based Tourism (HCBT) on the Arrangement of Tourism Area in order to support the Halal Tourism Sustainability in Lombok

2.2.1 Physical and Society Potential in Lombok

To develop the tourist area on the island of Lombok, it needs to study the potential promoter, both in the form of physical and society potency. Physical potency consists of natural resources and built environment, as follows:

1. Lombok has many beautiful beaches and has a unique character such as Senggigi Beach, Kuta Lombok Beach, Gili Trawangan, Gili Nanggu, Gili Sundak, Gili Tangkong, Pink Beach, Semeti Beach (East Lombok Region), Mawi Beach, Batu Payung Beach, Heaven Beach and Cape Ringgit
2. Lombok has approximately 4500 mosques with five most beautiful ones that characterize the island of Lombok and becomes potential as a tourist attraction. Those five mosques are the Islamic Center Mosque, Mataram, Al Akbar Mosque, Masbagik, East Lombok, Kopang Mosque, Central Lombok, Praya Great Mosque, Central Lombok, Jamiq Mosque, Selong, East Lombok
3. Lombok has original and unique villages, such as Belek Village, Sade Village, Segenter, Ende Village, Beleq Village, and Bayan Village,¹⁰



Pink Beach

<http://anekatempatwisata.com>



Senggigi Beach

<http://anekatempatwisata.com>



Nipah Beach

<http://anekatempatwisata.com>

⁹ Johar Arifin, Al Quran and Sunnah Insights on Tourism, *Journal of An Nur* Vol 4 No. 2 Year 2015

¹⁰<http://anekatempatwisata.com>



Sade village

<https://lucianancy.wordpress.com/>
m/



Beleq village

<http://thelangkahtravel.com/>



Bayan village

<http://travelbloggersindonesia.com/>
m/

While the potential of the community in Lombok Island that can support halal tourism is as follows:

1. Lombok has a predominantly Muslim community with an understanding of Islam and the implementation of strong Islamic values.
2. Lombok has unique customs and cultural strengths that are not held by other regions, which consist of culinary, decoration, tradition, language, etc.

Both potentials become the main capital in the development of halal tourism in Lombok. Both become the potential that must run in synergy to realize a sustainable tourism area, given the development of tourist areas in the economy of course aims to create comfort for tourists so they can stay longer in place and will eventually spend the money and will have beneficial impact on the economic development of surrounding communities.¹¹

2.2.2 Halal Concept and Community Based Tourism (HCBT)

Beautiful coastal nature, unique villages and communities and the Lombok government with a strong Islamic life are basic potential that cannot be separated in creating a halal tourist area in Lombok. Lombok is the first and only area in Indonesia that has a Local Regulation (Perda) concerning halal tourism. Based on Perda Number. 2 of 2016 concerning halal tourism, managers of halal tourism destinations must build a tourism facility that supports the convenience of halal tourism activities, such as provision of places and equipment of Muslim tourists worship, providing information of Qiblah direction in hotel rooms and information of the nearest mosque and so forth. Furthermore, the management of halal

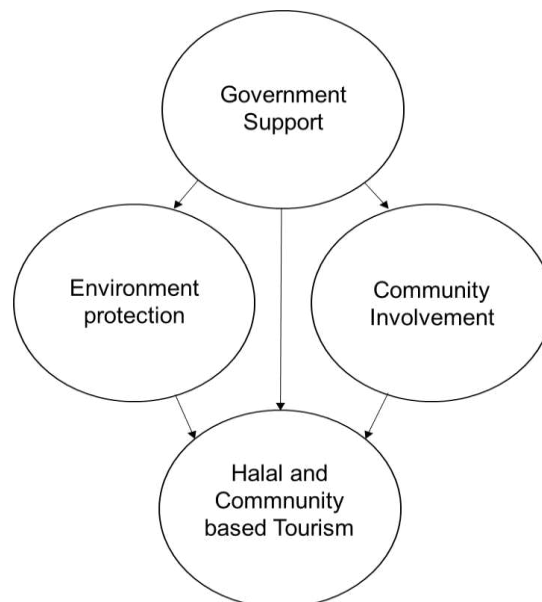
¹¹ Anityas Dian Susanti, Pola Partisipasi Warga dalam Pengembangan Desa Wisata Umbul Sidomukti Kabupaten Semarang (Pattern of Citizen Participation in Tourism Village Development at Umbul Sidomukti, Semarang District, *Jurnal Modul*, ol. 15 No. 1 January-June 2015

tourism in Lombok is not only related to the provision of these facilities. The most important thing is how the arrangement and management of halal tourism area can be oriented to sustainable tourism.

In order to support the sustainable halal tourism, the community involvement plays an important role. Law No. 10 of 2009 concerning tourism mandates that one of the objectives of tourism activities, in addition to conserving nature, the environment and its resources, also empowers local communities and ensures integration between sectors, between regions and between stakeholders.

Local people should be placed as the main actors through the empowerment of the community in various tourism activities, so that the benefits of tourism should be directed as much as possible for the welfare of the community.¹² Based on many wonderful and beautiful natural potentials, as well as Lombok people and government who are committed to the implementation of halal tourism, this study offers the development of *Halal concept and community based Tourism* (HCBT) as a tool and strategy for the development of Halal tourism area in Lombok, by opening opportunities and community access to participate in the planning, development, management and maintenance process.

Halal and Community Based Tourism is a concept emphasizing the wise use of nature and empowering the community to apply the values and assets they have to the management, development and management of tourist areas, such as beliefs, customs, culinary cuisine, and lifestyles based on Islamic sharia. The public is given the opportunity to independently mobilize the Islamic values and assets possessed as the main attraction for the tourist travel experience. Government also contributes to ensure environmental protection through regulation and community empowerment through education on sustainable halal tourism.



The Concept of Halal and Community Tourism

¹²Manyara G & Jones E, Community-based tourism enterprises development in Kenya: An exploration of their potential as avenues of poverty reduction. *Journal of sustainable tourism*, 15(6), 628-644

Through the concept of *Halal and Community Based Tourism*, every individual in the community is also ultimately directed to be part of the economic chain of tourism as an '*induced impact*' of community and environmental capacity building.

2.2.3. Application of *Halal Concept and Community Based Tourism (HCBT)* on Tourism Area Arrangement.

The concept of HCBT requires access, participation, control and also benefits for the community in the development of tourist areas in Lombok. The offered principle remains based on the basic components of tourism¹³ as follows:

- (1) *Home*, as a tourism component that constitutes a residence of tourists, which can affect the occurrence of tourism activities. In this component, the community involvement should be more empowered by providing the lodgment in the form of hotels and *cottages* from houses that meet the standard of tourism standards, environmentally friendly and follow the rules of halal tourism, for example, the lodgment should meet the standards of hygiene and waste management, security of crime and immoral activities. Rules of the existence of marriage certificates for couples staying in one room becomes an absolute requirement. The availability of convenient worship facilities is an important part. The provision of public facilities that require to open part of the body or aurat (such as swimming pool, spa, massage house, etc.) should be made separately between men and women. Family packages or halal couples can be specially prepared.
- (2) *Destination*, tourism component that is a tourist destination for traveling to enjoy objects and tourist attractions. The public plays an important role in the development of the unique character of halal tourism and local culture by making innovations and creations at every tourist object and attraction. Nature tours, villages, culinary and tourist attractions are directed to the objectives of Islamic sharia and utilize the unique character of local culture. The community is involved as the main players in providing Islamic tour packages professionally in the form of *home creative industry* by providing packages or tourism products, such as 1000 mosque tour packages, village tour packages and beaches, enjoy packages and halal culinary cooking practices, miniatur products of mosques, clothing products, souvenirs, decorations, etc.
- (3) *Transportation*, tourism component that is the carrier of tourists from lodgment to tourist destinations and vice versa or between destinations. Transportation provided by the local community will be very important role in improving the welfare of local communities. The government should provide training on the provision of transportation goods and services for tourism.

The community empowerment in tourism development cannot run without government support. The availability of infrastructure is a key prerequisite for improving the competitiveness of the tourism industry in Indonesia. The low quality of infrastructure such as road access, transportation, electricity, clean water, telecommunication, etc., makes the high cost of tourism visits, thus reducing the number of tourist visitors.

¹³Inskeep, *Tourism planning: an integrated and sustainable development approach*. Van Nostrand Reinhold. 1991, p. 38

The policy issued is a form of support from the Government with regard to the character of the society making Islamic values as part of the values adopted in life, and this is a concrete form of Islamic legal politics applied because one of the forms of Islamic legal politics include the legal development and renewal of Islamic legal materials to suit the needs of the people.

3. CONCLUSIONS AND RECOMMENDATIONS

3.1. Conclusions

The community holds the most important role in applying the *Halal concept and Community based Tourism* in the tourist area in Lombok, in addition to the government as its promoter to realize the sustainable tourist area. Therefore, the quality of the resources of local people whose lives are full of Islamic values should be the spearhead and the main priority of handling since it is the main actors of tourism. The empowerment of local assets must be supported by the knowledge, skills and creativity that are qualified in order to compete with the tourism actors from outside the area of Lombok. The government plays an important role in providing training and education, providing general tourism facilities and halal tourism in particular and preparing various policies as part of Islamic legal politics to guard its development.

Halal tourism should be a strong tourist attraction, not a barrier to tourists to come to Halal tourist areas in Lombok. Tourist objects and attractions that meet Islamic sharia standards are not only a means of fun, but also provide a spiritual and religious experience for visitors to the halal tourist area and are considered as a valuable experience for visitors.

3.2. Recommendations

Lombok should reinforce its tourism image consistently on a national and international scale, to attract a wider tourism market. Therefore, the superior unique image of halal tourism should be more explored and raised and managed synergistically with the provision of good quality and even superior tourist facilities. Improving the quality of tourism services should be based on the quality of community resources as the main actors of halal tourism in Lombok. The availability of educational institutions and skills to meet the competency standards of service providers and tourism workers and followed by various policies is a top priority.

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Phenomenology Study on Food Creations which use City’s Names as Souvenirs

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ABSTRACT

In developing traditional culinary as a tourist attraction, besides knowing its strength and weakness it also needs to know the challenge. This research studies the challenge of traditional culinary in the form of new food creation from some cities in Indonesia which claim themselves as special souvenirs and put the city’s name in naming the food. Putting the city’s name means the food creation should has speciality to the city. As souvenirs differentiation, it is a good news. However, these food creations are not the traditional food from the cities nor using local ingredients for the materials. This research studies 3 food creations namely Jogja Scrummy, Malang Strudel and Surabaya Snowcake. Then it questions the origin of the food creation, the reason of putting the city’s name and the respond of the tourists. The method used in the research are observation, interview and documentation. The data will be analyzed by descriptive qualitative technique. The results shows that they claim as a special souvenirs to the city as the food creation can not be found in other cities and it is such a food innovation.

Keywords: souvenirs, food creation, tourism, culinary, qualitativ

1. INTRODUCTION

Tourism in Indonesia is currently considered to be one of the important productive sectors that support the development. Indonesian government actively supports local governments to develop tourism in accordance with their respective potential. In addition to development to improve tourism supporting facilities and infrastructure, improving accessibility, supporting accommodation development, souvenir variation development is also needed. This is because in addition to enjoying tourist destinations, a thing that has become a culture when traveling is to buy souvenirs.

Souvenirs are usually a typical item of a tourist destination that tourists buy when traveling as a memento or proof of having visited the tourist area (Leiper, 1990 via Pitana 2009: 22). The forms of souvenirs range from goods or knick knacks typical to culinary (snacks, heavy foods, real fruit, drinks). For long-distance travelers, souvenirs in the form of goods are more desirable for practical and remain safe until returning to the city/ country of origin. Meanwhile, if the distance is not too far, tourists have more choices of souvenirs in the form of goods and food.

The souvenir in the form of food is typical and can be found in a city so that when we eat it, it reminds us about the city. However, there is a phenomenon of food creations which declare themselves as souvenirs. The food creation owners come to the city they want and build food creation business and

claim them to be souvenirs. In addition, they also include the name of the region in the naming of their food creations.

Table 1: The List of Food Creations in Indonesia

No	Islands	Food Creation as Souvenirs	Amount
1	Java	Jogja Scrummy, Malang Strudel, Surabaya Snowcake, Bandung Makuta, Solo Pluffy, Surabaya Patata, Wingkorolls Semarang, Queen Apple Malang, Mamahke Jogja, Semarang Wifecake, Bogor Raincake, Cirebon Sultana, Cirebon Kelana, Bandung Kanaya, Semarang Thal Cake, Vidi Vini Vici Surabaya	16
2	Sumatra	Banana Foster Lampung, Medan Napoleon, Palembang Lamonde, Queenroll Palembang, Jambi Jambe, Just Cake Pekanbaru,	6
3	Borneo	Lamington Pontianak, Balikpapan Paleo	6
4	Celebes	Bosang Makassar, Makassar Baklave, Milvil Manado, Boluta Makassar	4

Source: researcher's data collecting

Today there are more than 30 types of food creations that use city's names and declare themselves as typical souvenir. Therefore, a study of this phenomenon must be done. In this study, there are only 3 types of food creations that will be used as research objects due to time and cost constraints. Food creations were chosen based on the longest time of business establishment, Malang Strudel (December 24, 2014); Jogja Scrummy (June 24, 2016); Medan Napoleon (September 18, 2016); Surabaya Snowcake (January 6, 2017); Makassar Baklave (January 7, 2017); Bosang Makassar (January 15, 2017). Three of the earliest food creations in its establishment were Malang Strudel, Jogja Scrummy and Medan Napoleon. However, Medan Napoleon is too far away from Yogyakarta so the researchers chose Malang Strudel, Jogja Scrummy and Surabaya Snowcake.

This study will discuss the origins of food creations, the reasons for carrying the city's name, and the reasons for declaring themselves as typical souvenirs. The methods used to collect data are interview, observation and documentation. The data collected in the research will be analyzed by using qualitative descriptive technique.

2. LITERATUR REVIEW

Kencana (2015) in her research studies the souvenir of bakpia, especially Bakpia Pathuk 75. The research discusses the marketing strategy applied by Bakpia Pathuk 75 management in an effort to

maintain its existence as Yogyakarta specialty culinary from time to time based on 3Cs analysis (Customer, Company, and Competitor). The research method used is qualitative. This research concludes that marketing strategy implemented by Bakpia Pathuk 75 is consistency in maintaining, improving and evaluating all aspect in requirement of customer, company and competitor from time to time.

A study by Desisavitri (2015) examines the marketing conducted by Coklat Monggo as a souvenir product of Yogyakarta. In the study, it was found that Monggo Chocolate has implemented its product marketing in accordance with the target market and product positioning determined through the 7P marketing mix variables (Product, Price, Place, Promotion, People, and Physical Evidence). In carrying out its marketing activities Cokelat Monggo also applies company values consisting of Care, Unique, Educate, Genuine, and Share (CUEGS) values.

3. METHODOLOGY

Qualitative research is currently categorized into five types of research, namely biography, phenomenology, grounded theory, ethnography, and case studies (Bungin, 2007). Phenomenological research tries to explain or reveal the meaning of the concept or phenomenon. This research is conducted in a natural situation, so there is no limit in interpreting or understanding

According to Creswell (1998), the phenomenology approach delays all judgments about natural attitudes until found a certain basis. This delay is usually called the "epoche" (time period). The concept of "epoche" is at the center where researchers construct and classify early guesses about phenomena to understand what respondents are saying.

The methods used in the data collecting of the study are interviews, observation and documentation. Researchers will conduct interviews with respondents from the Food Producing Company and tourists who come to buy the food creations. Questions are open to explore facts about phenomena. Observations were made to identify other facts that could explain in phenomenological research. After the data collected, data analysis techniques performed in several stages (Utama, 2012), namely:

1. The researcher organizes all data or an overall picture of the experience phenomenon of that has been collected.
2. Read the data entirely and make marginal notes on data that is considered important.
3. Find and classify the meaning of statements expressed by respondents by doing horizontaliting, ie each revelation was initially treated to have the same value. Subsequent statements that are not relevant to the topic are removed so that the remaining statements of horizons (textural meaning and the elements of phenomenon that are not deviated)

4. The statement is then collected into the unit of meaning and then written a description of how the experience occurred.
5. Researchers develop a description of the phenomenon as a whole in order to find the essence of the phenomenon.
6. The researcher then gives a narrative explanation of the essence of the phenomenon being studied and gain meaning of the respondent's experience regarding the phenomenon.

4. DISCUSSION

4.1. FOOD CREATION'S IDENTITY

4.1.1. Malang Strudel

Malang Strudel is a food creations that can be found in Malang. This product was first launched on December 24, 2014 by PT Khasanah Ukhuwah Bertiga with the owners are Teuku Wisnu, Donny Kris Puryono, and Deni Deliandri. Strudel is pastry filled with various fruits. This cake is a popular food in the Hasburg Empire era (1278-1780) in Austria. The beginning of this food is thought to be found by the Greeks and Turks known as Baklava. Strudel is a favorite food of the people of Austria, Germany and other European countries. (Source: www.malangstrudel.com) In Europe, the famous and favorite strudel is that contains apples.

When Teuku Wisnu (one of Malang Strudel owners) and Shiren (Teuku Wisnu's wife) visited Europe, both love strudel. They brought this cake as souvenir for family and friends who then also like this cake. Several years later, Teuku Wisnu thought that it might be suitable to make Malang's distinctive strudel because the city is famous as a producer of apples. A typical Austrian strudel is modified with a local taste by a professional chef so that it becomes Malang Strudel.

Malang Strudel has many flavour variants, namely Taro Strudel, Mango Strudel, Dates Strudel, Pineapple Strudel, Mixfruit Strudel, Orange Strudel, Chocolate Banana Strudel, Strawberry Strudel, and Apple Strudel. These food creations are sold at varying prices according to taste, starting from IDR 45,000 to IDR 65,000. Malang Strudel currently has 6 outlets, namely in Ardimulyo Raya Street; Soekarno Hatta kav 6 Street; Soekarno Hatta Kav D.408 Street; WR Soepratman No 15 Street; Diponegoro Street Stone; Semeru Street. Detailed information about Malang Studel can be found at www.malangstrudel.com



Source: www.malangstrudel.com

4.1.2. Jogja Scrummy

Jogja Scrummy is a food creation which is consisted of steamed brownie and filled puff pastry on the top. The fillings are various; they are cheese, chocolate, srikaya, mango, caramel and taro. It is a new innovation which is especially made as one of souvenir choices in Yogyakarta. Jogja Scrummy is special and exclusive as it can only be found in Yogyakarta. The price for a box of Jogja Scrummy is IDR 45.000.

Jogja Scrummy was established on June 24th 2016 by Dude Herlino, an actor. He loves Jogja so much as Jogja gives sweet memories to him. One of his movies has the setting in Yogyakarta. Since then, he has a dream to come back to Yogyakarta and start a bussiness there. According to Dude, Yogyakarta has many uniqueness from the culture, history, religion, society and tourism. He hopes that this new food creation will be another choice of souvenirs instead of bakpia.

Jogja Scrummy is produced by PT Ukhuwah Berlapan. It has its first outlet in Kaliurang street km 5,5 Yogyakarta. As the time goes by, it widens the market by opening more outlets. Jogja Scrummy now has 4 outles around Yogyakarta. They are in Kaliurang street km 5,5, Katamso street, Jogonegaran street (Malioboro), and Adisucipto street. The complete information about Jogja Scrummy can be found in their website www.jogjascrummy.com .



Source: www.jogiascrummy.com

4.1.3. Surabaya Snowcake

Surabaya snowcake is a food creation consisting of spiku or lapis Surabaya and pastry layer on top and bottom. The texture of this cake is crispy on the outside and soft spiku inside. Surabaya Snowcake has many flavour variants that are sold with prices ranging from IDR 75,000 to IDR 79,000. They are Snowmiss, Red White, Crunchy, Caramel, Cheese, Coco Banana, Choco Greentea, Vanilla, O Cheese. Surabaya Snowcake which was established on January 6, 2017 has 2 outlets on Jalan Flores and Jemursari Street. The owner of Surabaya Snowcake is Zaskia Sungkar, a famous actress.



Source: snowcake-surabaya.com

4.2. FOOD CREATIONS AS SOUVENIRS

4.2.1. The Similarities

Based on the result, there are some similarities among Malang Strudel, Jogja Scrummy and Surabaya Snowcake.

No	Category	Explanation
1	Material	This food creation have the similarity of the material, which is made from pastry. Jogja Scrummy and Surabaya Snowcake combine puff pastry with soft softcake. Jogja Scrummy uses brownies and Surabaya Snowcake uses spiku.
2	Brand naming	These food creations use the name of the city in naming the brand and declare themselves as a typical souvenir. The reason for using the name of the city because according to them, the food creation is only found in the city so that it becomes a distinctive.
3	Promoting the tourism	In addition to selling food creations, these three businesses also promote tourism in the city. Malang Strudel shows many videos about tourism in Malang, organizes Malang Strudel carnival event, even

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		sponsors a Malang Malang sitcom. Jogja Scrummy also shows some articles about tourism in Yogyakarta on www.jogjascrummy.com website. While Surabaya Snowcake puts some posters of Surabaya tourist destinations in the outlet.
4	Celebrity Branding	As we know, celebrities are often pointed as brand ambassador for particular products. These food creations also have a celebrity branding where the celebrity promotes and shows as if they were their company. <ul style="list-style-type: none"> a. Malang Strudel: Teuku Wisnu b. Jogja Scrummy: Dude Herlino c. Surabaya Snowcake: Zaskia Sungkar
5	Packaging	The food packaging model also has many similarities. Namely: <ul style="list-style-type: none"> a. It has a distinctive color (green for Malang Strudel, orange for Jogja Scrummy, black and white for Surabaya snowcake) b. Easy to carry (lightweight packaging and size make it easy for tourists to carry wherever they go)

4.2.2. The Differences

No	Category	Explanation
1	The outlet concept	Both Malang Strudel and Jogja Scrummy have the same outlet concept. Their outlets do not only sell their product, but also provide other kinds of souvenirs. The outlets look like souvenirs shop providing various kinds of souvenirs, including the food creation. However, Surabaya Snowcake has different concept for its outlet. It only sells Surabaya Snowcake.
2	Promotion Media	For the promotion media, both Malang Strudel and jogja Scrummy manage websites and some social medias. On the other hand, Surabaya Snowcake only has social media for their promotion. It doesnt have website.
3	Company concept	Both Malang and Jogja Scrummy are welcome for academic relation, yet Surabaya Snowcake keeps silent about their company. It is proven when we applied for interview as a part of the data collecting for the

		research. Surabaya Snowcake doesn't allow its marketing staff to be interviewed by the researcher.
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4.2.3. The Characteristics of Souvenirs

Souvenirs are usually a typical item of a tourist destination that tourists buy when traveling as a memento or proof of having visited the tourist area (Leiper, 1990 via Pitana 2009:). Therefore, then there are some characteristics that must be owned by souvenirs:

a. Is only found in a city, as a proof of visiting that city.

An item will be considered a souvenir when is only found in certain cities / destinations. Malang Strudel can only be found in Malang city, as well Jogja Scrummy and Surabaya Snowcake. Therefore, the reason they call themselves as a typical souvenir is quite acceptable.

b. As a memento

Souvenir brings identity. When we receive seouvenir from friends / family, we will immediately know where the just went. If a friend gives a pack of Surabaya Snowcake, we will immediately know that he was just from the city of Surabaya.

c. Handy

Souvenirs are purchased and taken to their hometown by the tourists. Souvenirs in the form of goods or food will be taken a course that is heavy. Therefore, one of the requirements of a good souvenir is practical, lightweight so that it is easy to take away.

Based on the above explanation, then the three food creations can be categorized as typical souvenirs because they can only be found in the certain city, memento of the city and practical to be carried on the trip. In addition, the trend of the phenomenon of souvenirs of food creations shows that a typical souvenir can be made as long as it is in accordance with the eligibility requirements referred to as souvenirs.

5. CONCLUSION

Although not originally local food creation; Malang Studel, Jogja Scrummy and Surabaya Snowcake fulfill the characteristics to be souvenirs. As the time goes by, they will be widely available in

their cities and people won't recognize that they are a new food creation. Furthermore, adding the city's name in their food creations name is a marketing strategy for them.

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Strengthening e-Branding Strategy of Shariah Hotel in Indonesian Hotel Industry

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ABSTRACT

This paper will identify e-branding strategy in Indonesian Shariah Hotels, its implications, and challenges in strengthening the competitiveness of Shariah Hotel in Muslim traveler market. This study uses qualitative research with data collection through interviews with relevant informants, observation and documentation. The results of this paper are expected to support the hotel reference of Shariah Hotel in Indonesia to further strengthen its e-branding in order to be able to attract more either Muslim or non Muslim travelers using their services to support their travelling needs.

Keywords: e-Branding, Shariah Hotel, Indonesia

1. Introduction

Indonesia is increasingly known by the existence of shariah tourism or halal tourism among foreign tourists. It is proven that Indonesia in 2017 has occupied the third rank as a Muslim tourist destination according to the study of Global Muslim Travel Index (GMTI) released Mastercard-CrescentRating 2017. Indonesia in 2015 brought 1.3-2 million Muslim tourists. This number is expected to continue to grow. GMTI estimates the total number of Muslim tourists visiting the various countries reached 117 million people. By 2020, the number of visits is predicted to increase 10 percent or 168 million Muslim tourists. (Tempo.co, 2017).

One of the main elements supporting in shariah tourism development is accommodation infrastructure in the form of Shariah Hotel. Shariah hotels are interpreted as a hotel that provides services in accordance with the principles of shariah, which is understood in accordance with the provisions of Islam (Saad, Ali, & Abdel-Ati, 2014: 1). The availability of the number of shariah hotels in every halal tourist destination in Indonesia must be met in order to support the success of halal tourism. Based on data from the Association of Indonesian Hotels and Sharia Hotels (AHSIN) 2014, Indonesia currently has 25 hotels with halal-certified restaurants and 12 halal-certified hotels (Republika.co.id, 2016; Kemenpar, 2015). The Shariah Hotel in Indonesia actually has been recognized by the world through awards at the World Halal Tourism Awards 2016 including The Rhadana Hotel, Trans Luxury Hotel and Novotel Resort & Villas, and in 2015 there was Hotel Sofyan. (Auliani, 2017). Nevertheless, according to Riyanto, the owner of Hotel Sofyan and the head of the Halal Tourism Development Acceleration Team said that in the development of shariah hotels have obstacles related to the assumption of Indonesian itself which is of 250 million population reach 88% Muslim have perception that automatically everything is halal. (Muslimah, F. & Zuraya, N, 2016; Sofyan, 2016).

Whereas for shariah hotels must have halal certification standards from Majelis Ulama Indonesia (MUI) with all the requirements that fit the rules of Islam in terms of service and the provision of facilities and food. Meanwhile, more foreign tourists from the Middle East, Europe, and China are interested in visiting Indonesia which is also increasingly the needs of shariah hotels in Indonesia. The potential visit is a great opportunity for the advancement of the shariah tourism sector in Indonesia itself. The potential of shariah tourism in Indonesia is very large and can be an alternative, only branding and packaging is still not have the right concept. (Kemenpar, 2015). Riyanto, Chairman of the Acceleration of Development of Halal Tourism Development, also added that nowadays halal branding has not been developed to attract halal tourist market, because it still revolves around the branding of tourism in general. (Muslimah, F. & Zuraya, N, 2016)

In accordance with the development of online technology requires the skill of the hotel is not enough to do branding offline because remembering this time every person is holding their own gadgets that they have and tend to make purchases online. Proven research results in 2014 Nielsen Indonesia consumers who choose hotels online has reached the percentage of 40%. In addition, the Indonesian Central Bureau of Statistics also mentioned that most Internet users in Indonesia who seek information about goods or services they need is 77.81% and access social media by 61.23%. (Setiawan, 2014). Therefore, branding strategy is also needed online or can be called e-branding shariah hotels to be more powerful in creating brand awareness, brand image up to brand equity in prospective tourists for shariah hotels in Indonesia.

Branding is identified as a significant element for tourism and hospitality organizations in communicating the quality of its products, organization, services, and place to create a positive image and close relationship between potential customers (McCabe, 2009: 287). Branding is needed so that people can distinguish between shariah hotels and conventional and know the uniqueness and specials of shariah hotels for Muslim tourists. Related to these problems, there is no research on how far the readiness of online branding of Shariah hotels in Indonesia. Therefore in this study focuses on analyzing shariah hotels in Indonesia reinforce their e-branding strategy in the tourist market to reinforce its bargaining position in attracting Muslim and non Muslim tourists so that create strong brand awareness, positive brand image, up to brand equity. The existence of an effective e-branding strategy is expected to make the Hotel Shariah be able to compete with conventional hotels.

2. Literature Review

2.1. Meaning of Sharia Hotel

Shariah hotels in the tourism industry have different concepts with muslim friendly hotels. Muslim friendly hotels are hotels that lack the standard of certification and more to adopt its own rules more in the Muslim friendly hotels. (COMCEC^a, 2016: 39). Hotel Syariah is a hotel that meets the needs of Muslim tourists in accordance with shariah rules. Shariah hotels usually have a benchmark and adopt standards, laws and laws that must be certified sharia. (Jais, 2016: 7). Sharia-based accommodation should have Qiblah direction, the provision of the Qur'an in every room and the provision of halal food. (COMCEC^b, 2016) The five essential components for a hotel in order to classify a shariah hotel usually have the following components (Stephenson, 2014):

- a. Human Resources: relating to hotel staff and staff uniforms or dress codes, worship time policy for Muslim employees, limited working hours for staff during Ramadan: codes of conduct for staff and guests, and guest delivery service system.
- b. Private Rooms (bedrooms and bathrooms): separate floors for women and families, Kiblah direction, prayer equipment and Al-Quran, conservative television channels, Islamic decoration (calligraphy), rooms and toilets not facing Kiblah direction, toilet facilities in accordance with Islamic rules.
- c. Dining and Banqueting Facilities: *halal*-certified food with no pork and alcohol, separate dining room between women and family, plus public area stipulations, no statues or decorations showing human or animal forms, no controversial music content and seductive.
- d. Other Public Facilities: there are no casinos or gambling machines, separate entertainment facilities (including swimming pools and spas) for both women and men, separate worship rooms between women and men equipped with Al-Quran, ablution is located outside the prayer room, the toilet is not facing the direction of Kiblah, and there is no art in the form of human and animal.
- e. Business Operations: ethics in marketing and promotion, CSR strategies (related to Islamic values) and philanthropic contributions, transactions and investments in accordance with principles and practices related to calculations and institutions consistent with Islamic principles, where hotels should contribute the proportion of their income to charity (known as "zakat"). This "Zakat" emphasizes the importance of sharing the same benefits and helping others especially those in need.

The principles in Islam interpret how specific business processes are like how marketing and advertising are supposed to be. Promotional strategies should be based on honest information, which is institutionally a challenge to the hotel industry that is often identified with deceptive advertising. If a hotel aims to reflect on Shariah principles, then the hotel should seriously show its offer of products and services in an Islamic way. (Stephenson, 2014: 158).

2.2. e-Branding Hotel

e-Branding (online branding) is the use of domain names to promote and protect brands online. (Murphy, Raffa, & Mizerski, 2003). Brands in the modern marketing era are concerned with offering value added that suits customer needs. (Hudson, 2008: 160). When hotels use the brand is expected to reap bigger profits. The use of corporate brands has a wider impact on hotel profits per space when corporate brands are more valuable to customers and difficult to duplicate by other hotels. (Silva, Gerwe, Becerra, 2017: 23) Branding is a method of establishing identity for a product based on competitive differentiation with other products. Products that have a brand affect the image or a particular image on the customer to the product. Brand image becomes an important element of customer perception. This image is related to quality, value, prestige, and reliability. When the hotel group is perceived to be good quality and reliable, hotel guests will feel comfortable even though they are not familiar with the place or area they are in. (Hudson, 2008: 98).

In the online sphere, branding becomes the marketer's primary goal to position their hotel so that guests can recall their brand at a later stage when they need to book a room (Barreda, Bilgihan, Nusair, & Okumus, 2016, 189). Branding has an important role for the hospitality industry in communicating the quality of its products, organization or place symbolically. Customer experience about a particular brand will be more related to the customer's emotional to be more familiar with the person or place. Therefore, hotels should be able to create meaningful and valuable brand associations by understanding and knowing their target customers, their values, and their service orientation focus. (McCabe, 2008: 287)

The dominant social media platform in the hotel branding strategy and its continued use are Facebook, Tripadvisor, Twitter, Youtube, Instagram, Pinterest. The platform facilitates brand awareness, is effective for marketing campaigns, enables direct communication, helps brand exposure, promotes brand awareness, encourages traffic, creates positive image and brings brand loyalty. (Debono, 2013; COMCEC^a, 2016) In addition, it is mentioned that the website is an effective digital tools for tourism business. Websites are able to attract visits through inspirational content, information and e-commerce. The website is also a major container for branding and engagement with potential travelers. (COMCECb^a, 2016). In addition, tourists prefer to download mobile applications to get detailed information such as their plans. Therefore, the hotel must have a mobile application to increase the opportunity to communicate with potential customers. Customers in this digital era greatly contribute to the promotion of hotels with various comments about their experiences and give ideas to other customers about recommended hotels for them. (Sezgin, 2016: 25).

2.3. e-Branding Strategy of Shariah Hotels

Branding is commonly obtained through naming, trademark, packaging, product design, and promotion. A successful branding is to provide a unique identity for the product. The identity generates a consistent image on the perception of tourists that facilitates credible quality assurance. Branding includes integration between product design, pricing policies, distribution selection, and promotion. Branding through the website can be with brochures and advertisements in the website. (Hudson, 2008).

e-Branding strategy must have interactivity website dimension that is interactivity system (user control) and social interactivity (two-way communication) to influence brand awareness and brand image in the context of online media. (Barreda, Bilgihan, Nusair, & Okumus, 2016, 189). To create positive brand awareness and brand image online, hotels need to build websites where users can control their use. Two-way communication is able to make the tourists who are invited to communicate positive thinking about the brand of the hotel. User control describes that the important component is hotel website design. The hotel website design needs to provide a two-way interaction system for its users so that when they use the website it will recognize the brand and accept its brand positively. The existence of interactivity helps build a positive opinion on the brand as well as will affect the individual can assume the website is valuable. (Barreda, Bilgihan, Nusair, & Okumus, 2016: 189-190)

Hoteliers and brand managers should recognize the significance of interactivity-linked website features such as chat rooms, bulletin boards, online shopping, feedback mechanisms, navigation tools, search options and location maps. (Barreda, 2014: 175). There are two factors in building shariah brand.

First, tangible factors such as halal certification, which is important to recognize as an Islamic brand. Brand logo and brand name are also able to shape customer perception. The use of the Halal logo is important in shariah labeling. Muslim customers are more interested when they see halal logos on their products. Halal accreditation in brand Islamic from authoritative institutions is very important to show to gain consumer trust. Halal certification is a major factor recognized in Islam so halal certification is recommended to be installed on the hotel's online media platform. Halal certification is a document that the organization needs to certify that its products are in compliance with Islamic guidelines in terms of content, process, transportation, storage and distribution. (Maamoun, 2016; Yusof & Jusoh, 2014)

Second, intangible factors, such as brand values, brand authenticity, and brand tagline. Slogans or taglines affect perceptions of a brand and are needed to preserve brand identity. Using foreign languages such as Arabic or using Islamic terms is able to maintain feelings on the brand of Islamic nuances. (Maamoun, 2016: 427). In addition, according Bandyopadhyay (2016: 9-12) there are several key factors in the success of building a brand online (e-branding) include:

- a. Creating brand recognition by creating unique, memorable, and spelled names, attracts customers and is different from others. Can also be added in the form of mascot or Jingle Company on the website. And the presence of advertising features, customer service quickly, and other special or unique services are different from other products.
- b. Distinguishing brands by providing good navigation tools for users, having easy-to-remember domain names (simple but attractive websites), offering a variety of products that are relevant to the customer's target needs, providing relevant gifts or promotions
- c. Familiarize website visitors, investigate and analyze how and why customers visit the website.
- d. Encourage brand loyalty by providing real, advanced services from websites outside of online media.
- e. Addressing privacy issues easily and openly by safeguarding each customer's information securely and providing ease of payment with various payment facilities.
- f. Utilizing cross-selling and cross promotion to gain competitive advantage by providing various links in the website with other related links to support the provision of information to the customer.
- g. Using online and traditional means to develop and manage brands
- h. Assess brand performance through brand image, services provided and tangible or intangible components in the online media used.
- i. Following a consistent brand strategy. The business person should not confuse the customer by changing the brand content in his online media either his logo or his marketing message.

Meanwhile, according to Ibeh (2005) explained that a successful e-branding strategy is a collaborative strategy such as by starting strategic partnerships and partnerships with web portals and distributors; making information about resources or financial statements; promote and manage the website by registering it on the search engine system, displaying banner ads and adopting attractive web

designs; customer relationship management with licensed e-mail marketing; ensuring superior messaging in various marketing areas.

3. Research methods

This study uses qualitative research with data collection techniques through semi structured interviews, observation, and documentation. Primary data were collected through interviews and observations, while secondary data were collected through relevant documents from reference journals, books, magazines, and relevant articles. Semi-structured interviews are conducted with the purpose of information not limited on guidelines interviews so as to reveal other supporting information about e-branding strategy of Sharia Hotel in Indonesia. This research focuses on some sharia hotels in Indonesia that have proven their credibility with obtaining halal certificate from MUI. Among them are Sofyan Hotel Betawi as the pioneer of the first Shariah Hotel in Indonesia; The Radhana Kuta Bali Hotel, a winner of World's Best Family Friendly in UNWTO 2016; Hotel Syariah Solo; and Hotel Aziza Syariah Hotel Solo. Among the four hotels only Hotel Aziza Syariah Solo can be interviewed through the General Manager, while other hotels reviewed through observation and documentation.

Observation is done by gathering various information about e-branding strategy on the content of online sites owned by Hotel Syariah starting from website, facebook, twitter, tripadvisor, youtube, instagram and plus mobile application specially owned by hotel. Observation of content includes visuals and text from photos, advertisements, logos, slogans, tagline, menu facilities, hyperlinks, hotel information, photo gallery, booking room details, price lists, contact details, virtual tours, diaries, social media, and hotel promo. The selection of e-branding platforms is based on the review literature that has been described on the most widely used online branding platform in the hospitality industry including hotels. This research is also conducted using exploratory study with its analysis unit is general picture about shariah hotel industry in Indonesia, e-branding strategy of each shariah hotel, challenge faced by shariah hotel in e-branding, impact of e-branding to shariah hotels. Data analysis was done in two ways, namely from interviews, observations, and documentation categorized on several related themes in accordance with the unit of analysis that has been determined, then interpreted based on literature review.

4. Result and Discussion

4.1. Shariah Hotel in Indonesia

Consumer protection in halal tourism is always guaranteed by the Halal certification shown by service providers obtained from local government agencies or authoritative government agencies. The institution of authority for Halal certification in Indonesia is the Institute for Food, Drugs and Cosmetics Indonesian Ulema Council (LPPOM MUI). The institution is responsible for the decision making process related to Halal certification on products and services, more widely certified on food, medicine and cosmetic products. In addition to being responsible for providing certification, the institution also provides guidelines or guidance and consulting services to companies on the various types of measurements that Muslim service providers need to provide. (Mohsin, Ramli, & Alkhulayfi, 2016: 139). Sofyan Hotel is a pioneer of Shariah Hotel in Indonesia that is certified halal from MUI. The hotel is also awarded as the

Best Family Halal Hotel in the World Halal Travel Awards event (COMCECb, 2016: 74). Once there is such recognition, other shariah hotels are starting to emerge and are encouraged to get halal certification to further reinforce their branding and credibility as Shariah Hotels in the tourist market.

The Ministry of Tourism of Indonesia has drafted the Guidelines for the Implementation of Shariah Hotel Efforts through the Regulation of Minister of Tourism and Creative Economy Number 2 Year 2014. In the PERMEN (ministerial decree) contains the criteria of shariah hotels with the Hilal 1 and Hilal 2 categories assessed from product, service and management aspects. Hilal 1 is a shariah hotel that still has leniency in shariah rules, for example, in this hotel every food and restaurant is halal-confirmed. That is, restaurant or kitchen already has halal certification from MUI, there is ease of sacred and worship so there must be toilet shower not only tissue, halal food, but no guest selection, the kitchen is halal-certified, but only the kitchen, the beverage can still have the type of alcohol like wine. Meanwhile, in Hotel Hilal 2, everything that is not allowed in shariah rules is already applied in this shariah hotel. For the classification of shariah hotel hilal one (Hilal 1) minimum meets 49 points of provision, to rise to the two hilal level must meet 74 points. (Kemenpar, 2015). Based on the government's rules, Islamic concept hotels in Indonesia can be categorized into two types, namely Muslim Friendly Hotel (Hilal 1) and Shariah Compliance Hotel (Hilal 2).

4.2. e-branding Strategy of Shariah Hotel in Indonesia

Shariah hotels have different strategies in branding online. The first strategy is selecting the types of effective online media which suitable with the hotels' needs. Based on the online media used, the differences can be seen as the table 1:

Table 1: Online Media of Shariah Hotels in Indonesia

No.	Hotel	Website	Instagram	Youtube	Twitter	Facebook	Lainnya
1.	Sofyan Hotel Betawi (Three-Stars Hotel)	http://sofyanhotel.com/sofyan-hotel-betawi-halal-hotel-jakarta/	Sofyanhotelbetawi_jakarta	-	Sofyan Hotel Betawi (@betawihotel)	Sofyan Hotel Betawi	Line Whatsapp Website Sofyan Group (sofyanhotels.com)
2.	The Rhadana Kuta Bali (Three-Stars Hotel)	http://www.rhadana.com/	Rhadana_kuta	RHADANA KUTA BALI	Rhadana Kuta Bali (@RhadanaKutaBali)	The Rhadana Kuta, Bali	- http://www.theohm.com/ - https://www.accorhotels.com/gb/hotel-A7K8-the-rhadana-kuta-bali/index.shtml

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3.	Syariah Hotel Solo (Four-Stars Hotel)	http://www.syariahhotelsolo.com/	Syariahhotelsolo	PUBLIC RELATION SYARIAH HOTELSOLO	Syariah Hotel Solo (@syariahsolo)	Syariah Hotel Solo	Lorinhotel.com
4.	Aziza Syariah Hotel Solo (Three-Stars Hotel)	Aziza.horison-group.com	Aziza_hotel_solo	-	AzizaHotelSolo (@AzizaHotelSolo)	Aziza Hotel Solo by Horison	Myhorison.com

Source: Data processed by researchers

Based on the above table, syariah hotels have a variety of online media has been used for e-branding. The four hotels have various types of online media that are favored for branding, but only Sofyan Hotel Betawi has mobile application in branding, Line and Whatsapp, while using Youtube only in Rhadana and Syariah Hotel Solo. All syariah hotels are the same in terms of branding that not only uses its own website but also the group that shelter it. It is also revealed by General Manager of Aziza Syariah Hotel Solo that for branding they are remain attached to the hotel group, that such a way will be more easily recognized by the customer because the level of customer brand awareness is higher in the hotel group than its hotel.

The second branding strategy based on website design and social networking. Each syariah hotel has a unique domain while still giving syariah feel. Sofyan Hotel Betawi takes the name of "Sofyan" which is typical with Muslim people. Through its website is the "Halal" logo of MUI, halal certification, and there is a privacy policy that guarantees its users about the security of personal data. Through its facebook also Sofyan Hotel Betawi uses branding through profile pictures with female employees who use hijab. Rhadana, Kuta, Bali branding through its website by stating on its profile about the halal certification that it has from MUI for its food and service, pictures for the service menu and its facilities that show the musholla and also have a privacy policy. For the two hotels are the achievements of awards from UNWTO displayed on the website page so as to make customers believe in the concept of their syariah hotels.

Meanwhile, Syariah Hotel Solo has a strong branding through its website with the domain name "Shariah" which must show the concept of sharia, hotel logo in the form of domes mosque and picture profile on the page "Home" shows hotel facilities in accordance with the rules of syariah mosques, prayer gear and pictures of female hotel employees wearing hijab. In addition, Syariah Hotel Solo performs e-branding also through the Youtube platform with the account ID "PublicRelationSyariahHotelSolo" by uploading various hotel profile video showing starting from its employees who wear closed clothes and hijab, praying facilities, up to halal food provided. As for Aziza Syariah Hotel Solo's branding through online media by using the word "Syariah" and in its tagline "Islamic Boutique Hotel" which reinforce the concept of sharia it offers and various profile pictures shown by Islamic nuance like other hotels featuring the image of her female employee using the hijab. Similarly,

Syariah Hotel Solo, Aziza Syariah Hotel Solo’s branding also through the promotion of halal food brochures and video profile on instagram whose content that shows the concept of shariah.

The third strategy is about the partnership. The four hotels are same in branding by partnering with several online travel agents (OTA) both nationally and internationally. Their partnership mapping is based on observations as follows:

Tabel 2: e-Branding Partnership of Shariah Hotels in Indonesia

No.	Hotel	Partnership
1.	Sofyan Hotel Betawi (Hotel Bintang 3)	Tripadvisor, booking.com, agoda.com, traveloka, pegi-peggi.com, misteraladin.com, klikhotel.com
2.	The Rhadana Kuta Bali (Hotel Bintang 3)	Tripadvisor, booking.com, agoda.com,expedia.com, hotels.com, traveloka.com, pegi-peggi.com, trivago.com, hotelscombined.com , wotif.com , hotels.jetstar.com
3.	Hotel Syariah Solo (Hotel Bintang 4)	Tripadvisor, booking.com, agoda.com, traveloka, pegi-peggi.com, id.hotels.com, misteraladin.com
4.	Aziza Syariah Hotel Solo (Hotel Bintang 3)	Tripadvisor, booking.com, agoda.com, traveloka, pegi-peggi.com, misteraladin.com

Source: Data processed by researchers

Based on the research results, that indeed for online travel agents in addition to partnership, they have their own website that provide their customer for booking services. Rhadana through the Accor Group website, Syariah Hotel Solo through Lor in International, and Azizah Syariah Hotel Solo through myhorison.com, while Sofyan Hotel Betawi through Sofyan Group. Each of sharia hotel back to his group of companies. Through these websites groups, customer could compare the price with others hotels member either shariah hotels or conventional hotel.

The fourth strategy, related to display advertising and the promotion content, the four shariah hotels more use their instagram to be more up-to-date in addition to its website. It is supported by the statement of General Manager of Hotel Aziza Solo that the current era of instagram become the favorite media for branding and promotion. The reason for using this Instagram is that it is easier to use for user through the smart phone and more interesting in terms of visual and messaging services more interactive. Based on observation, the four hotels indeed use instagram as the most up-to-date online media for branding. Meanwhile, twitter is considering the limitations of characters and Facebook that is too broad (difficult to be specialized) which then it was felt not quite effective in online branding. e-Branding through promotions is made through brochures and advertisements shared through websites and social media networks that are more visible on halal food and beverage as well as stay packages with Islamic nuances. Related to hotel promo is also more emphasized on its OTA with the aim of customers can compare the various prices of shariah hotels with other hotels in a group of companies.

The last strategy is related with interactivity dimension in branding to create two-way communication and user control. Interactivity system built more hotels on social media such as instagram, facebook, twitter, youtube, and mobile application that does provide interactive columns between corporate users with its potential customer. Sofyan Hotel Betawi provides mobile application Line and Whatsapp, it will facilitate the customer in getting to know the hotel with all products and facilities personally without the term pending. Through mobile applications, customers can also freely communicate directly with the hotel, asking about various things related to the hotel according to their needs without being limited by space and time. In contrast to facebook, instagram, and twitter which the form of interaction tend not to be like a chatroom. The given feedback will be longer than Whatsapp and Line.

This interactive system is also visible from the hyperlink which is provided the hotel's website; it is connected with twitter, instagram, and facebook. Especially Sofyan Hotel Betawi website provides google maps links that provide navigation of hotel locations and tripadvisor. Meanwhile, The Rhadana provides hotel newsletter delivery facilities via personal email customer for promotional updates or exclusive offers from the hotel. Based on the results of discussion, framework of e-branding strategy undertaken by Shariah hotels can be formed as the below chart:



Chart 1: Framework Strategi e-Branding Hotel Syariah
Sumber: Data Diolah oleh Peneliti

4.3. The Challenge of Shariah Hotels in e-Branding

The challenge faced by Halal Tourism especially the hotel itself is how they serve non-Muslim tourists and meet their needs without clashing with the Islam rules. In addition some hotels said that if on their website they display shariah contents will make it unattractive to non-Muslim tourists. However, it can be a business opportunity to use their creativity and flexibility in serving the diverse needs of

Muslims and non-Muslims. Moreover, in the proper use of social networking and marketing programs geographically it is a challenge in this market. Geographic marketing programs should be designed and distributed to the targets where the majority of Muslims are located, both in Muslim and non-Muslim countries. (Battour & Ismail, 2016: 153)

Although the government provides halal certification rules for hotels and restaurants, the industry is still hesitant to implement it because they feel it is Halal and there is no need for certification. (COMCEC^b, 2016: 55) Some things are still a constraint in implementing shariah tourism that needs to be addressed; one of them is aspect of halal certification on their products. The number of restaurants and hotels that guarantee halal food is still rare. Many suggest that in the hotel kitchen there is a separation between halal and non-halal food. (Kemenpar, 2015). Therefore, the perception and commitment of the shariah hotel itself becomes a big challenge for destination marketers and planning halal tourism.

In addition, the challenge also comes from its own public perception which identifies that the Shariah Hotel is only willing to accept Muslim tourists only. Based on the results of research, in fact shariah hotels are not only segmented in the Muslim tourist market but more universal. As stated by GM Aziza Syariah Hotel Solo that the segment of shariah hotels not only on the Muslims but also open to non-Muslims, it's just for the service facility will still be served according to Islamic rules or halal standards. However, for now there are still few people who can accept the existence of shariah hotels because with the word "shariah", customers are sometimes still afraid to choose it with the thought that hotel rules will be so strict. This challenge encourages Shariah hotels to be stronger in sharing brand knowledge related to shariah hotel market segmentation.

4.4. The Influence of e-Branding in Indonesia's Shariah Hotel Industry

The results showed that with e-branding will be known brand awareness and brand image of the hotel. Brand image can be viewed through the social media platform and OTA which becomes the hotel partner. Through the rate of partnership owned OTA, of the four hotels has a rate ranging from 7.6 / 10 to 8.6 / 10. Rate indicates that the majority of tourists who have used the shariah hotels provide good reviews. Despite the concept of shariah, it appears that through Instagram photos which are not only Muslim tourists who stay but also non-Muslim tourists, especially foreign tourists, many of them who choose shariah hotels such as The Rhadana, Sofyan Hotel Betawi and Aziza Syariah Hotel Solo as their accommodation choice.

In fact, for its uniqueness of Rhadana, despite having halal label, the hotel guests are mostly foreign tourists from non-Muslim countries like South Korea, Australia, Netherlands, and Russia (mendunia.id, 2017). Brand awareness has been created not only on Muslim tourists in Indonesia but also has come to foreign tourists who are non-Muslims. Implementation of e-branding shariah hotels is also different from conventional hotels. e-Branding of Shariah hotels is done from an Islamic perspective, so it must conform to Islamic rules. The practice is while e-branding, promotion carried by *da'wah* (carry out with devotion of Islamic teachings). As stated by GM Aziza Syariah Hotel, foreign tourists choose shariah hotels because they like the serenity given by the Hotel Shariah. This is indeed remembering the

Islamic rules every time praying time is heard, they are not doing activities that provide peace, and provide a clean and comfortable environment in accordance with Islamic Shari'a.

5. CONCLUSION

This research can be concluded that e-branding strategy of Shariah Hotel in Indonesia consist of effective online media selecting; brand identity management through website and social media network starting from logo, domain name, tagline, image gallery; partnerships with web portals and online travel agents; displaying advertising and promotion content; and online interaction space management through social media networks. As a shariah-based hotel has challenges that must be faced, ranging from the lack of brand awareness related to the shariah hotel segmentation that is actually universal not only on Muslim tourists only. And, the assumption of the hotel itself by showing the concept of hotel shariah will be difficult to attract tourists because of the mindset that still exists in the public that shariah hotels are full of strict Islamic rules. Nevertheless, effective e-branding through online media in hotel industry, it is proven can build positive image and not only Muslim tourists who have known shariah hotels, but some non-Muslim tourists also have brand awareness in the existence of Shariah Hotel.

6. Limitations and Future Research

This study is limited to interview data only from Aziza Syariah Hotel Solo so that less exploring the point of view of shariah hotels. In addition, for the e-branding effect on the hospitality industry is still not too deep data obtained. Therefore, further research is expected to make mapping of Shariah hotels in Indonesia as a whole. Further research can also be added by conducting a deeper analysis specifically related to brand awareness, brand image, and brand equity of domestic and foreign tourists, Muslim and non Muslim tourists. Research can be done with qualitative and quantitative with the large number of respondents to get valid results.

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The Determinants of Travel Decision to Monas, Jakarta

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ABSTRACT

National Monument (Monas) is one of the most authentic landmark of Jakarta. There are enormous amount of culture enlighten inside. The reading room of the proclamation by the Indonesia's Proclamator and the first president, still positioned without any changes. The statues of Indonesian superhero are also built in this area. Monas offers lot of features, like recreation park from the picnic landscape to the national museum and site for sightseeing of Jakarta City. But the data from The Management of Monas showed that the visitors decreased on 2013. On the other hand, The Ministry of Tourism and Creative Economic showed that the number of tourist increased by 6.97%. So, study about the factors that counteract the visitor to come to Monas is needed.

This research is quantitative research using primary data from 140 visitors, selected by non-probability sampling technique. Four variables are used; interpersonal motivation and educational purpose (the push factors), and heritage attraction and quality of service (the pull factors). To determine the dominant factor, the factor analysis is used. The result shows the pull factor is more dominant than the push factor. More detail, the visitors decided to visit Monas because of destination features, historical attraction, and strategic location.

Keywords: Push and Pull Factors, Travel Decision, Factor Analysis, Monas

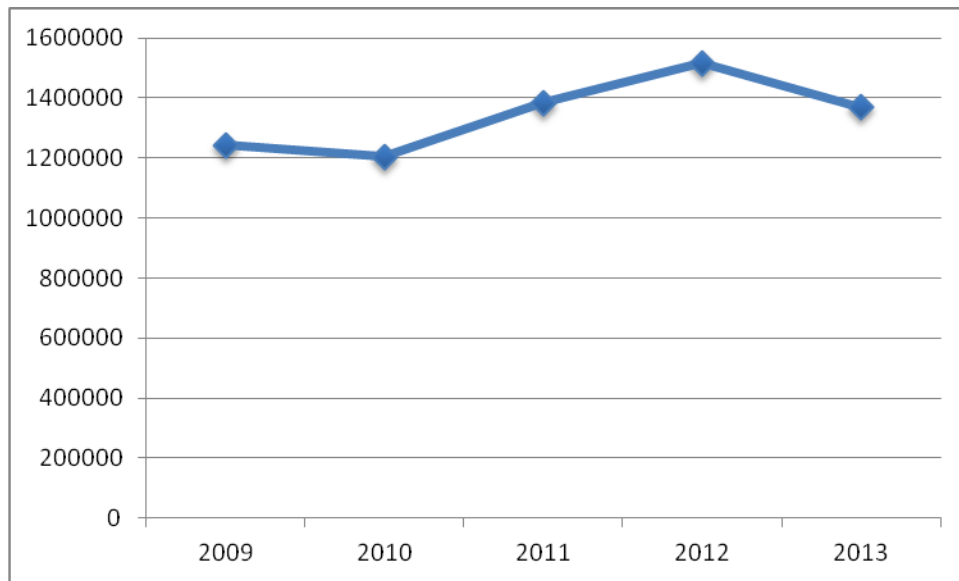
1. INTRODUCTION

One of the largest and fastest growing industry in the world is tourism industry (Ninemeier & Perdue, 2008). There are some aspects that influence the loyal traveler to choose a certain place for their travel decision, which are the travel behavior and travel motivation. Travel decision to to choose travel destination has always been an important aspect in tourism and influenced by various factors (Papatheodorou, 2006). Those factors are culture, travel motivations, finances and previous experiences (Anakomah, Crompton & Baker, 1996).

Tourism is subject to a collection of influences and factors that determine its relative distribution (Cooper & Hall, 2008). Travel behavior is formed by travel motivations. It has been widely researched and applied in tourism marketing strategies. The people curiosity drives and motivates people to travel to new places and destinations (Venkatesh, 2006).

As a region biggest economy, Indonesia is a member of the G20 group of the world's richest nations (www.bbc.com). Indonesia has so much artifact, culture, and diversity that spread out in different islands. Besides Bali as the most designated travel decision for the foreign and national tourists, Jakarta, with so many travel destinations, has a big potential to be a main travel destination. One of the most popular in the world is National Monument (Monas), which is the landmark of Jakarta. Monas is one of the monuments built during the Sukarno era, with the top represents a freedom (www.indonesia-tourism.com).

Figure 1 shows that Monas visitor has increased year over year during 2010 to 2012, but there was significant decreasing on 2013. On the other hand, Table 1 shows increasing on tourist who came to Indonesia. In fact, from 2012 to 2013, the growth is 6.97%. Figure1 and Table 1 show different perspective. Figure 1 shows that the visitors of Monas decreased in 2013, while Table 1 shows increasing on the tourist increased in past 5 years. The question is, “why does the growth of Monas visitor decrease on year 2013?” Based on these two facts, the researcher interested to analyze this problem using the travel motivation (push and pull factors) on the travel decision at Monas.



Source: Monas Management, 2014

Figure 1. Number of Monas Visitors, 2009 - 2013

Table 1. The Data of National Tourism in Indonesia, 2009 – 2013

Year	National Tourist		Expenses per Person		Average Length of Stay (Day)	Expenses (Mill. USD)
	Amount (Person)	Growth (%)	Per Visit (USD)	Per Day (USD)		
2009	5,053,269	1.13	977.39	109.80	8.81	4,939.01
2010	6,235,606	23.40	976.65	117.59	8.20	6,090.00
2011	6,750,416	8.26	934.50	121.53	7.67	6,308.26
2012	7,453,633	10.42	926.20	127.00	7.67	6,903.55
2013	7,973,440	6.97	912.31	140.39	6.49	7,274.25

Source: The Ministry of Tourism and Creative Economy Indonesia, 2014

Therefore, the problem statement of this research is what the determinants of travel decision to Monas, Jakarta. The determinants are derived from push and pull factors that will be explained on literature review. According to the problem statement above, the research objective is to analyze the travel decision at Monas. The research result can be used to formulate an appropriate strategy to increase the Monas visitor.

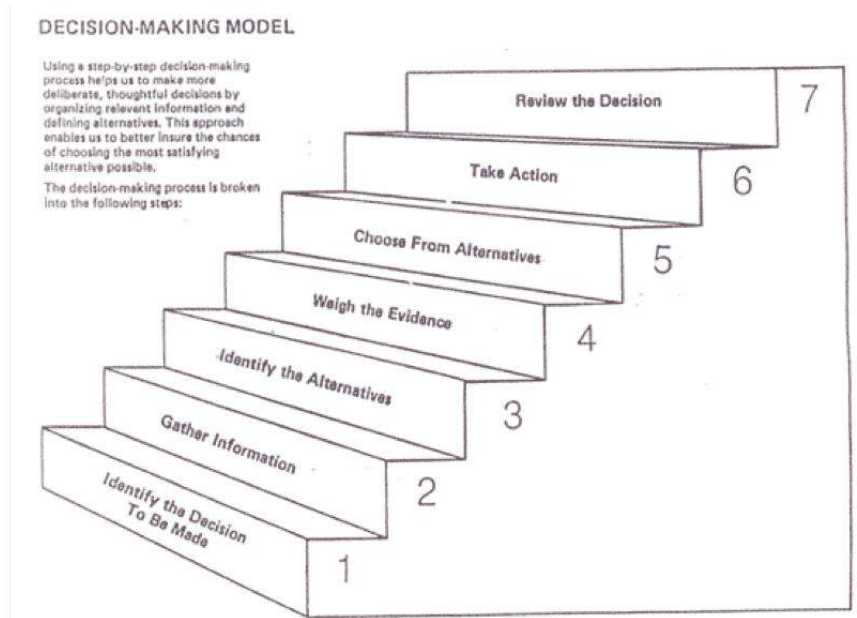
2. LITERATURE REVIEW

2.1. Decision Making Model

Maser & Waiermair (1998) stated the decision making model as figured on Figure 2. There are 7 steps on decision making, started from identify the decision to be made and ended with review the decision. Below is the short explanation of each step:

- a. Step 1: Identify the decision to be made. This is a very important step, which person should be realize that he/she needs to make a decision. A decision must be made.
- b. Step 2: Gather relevant information. Most decisions require collecting relevant information. Firstly, people have to know about what information is needed, the best sources of information, and how to get it.
- c. Step 3: Identify the alternatives. After getting the relevant information, several possible paths of action, or alternatives can be made. The result will be a list of all possible and desirable alternatives.
- d. Step 4: Weigh the evidence. In this step, the positive and negative impact of each alternative must be evaluated. The process begins to make certain alternatives which appear to have higher potential for reaching the goal.
- e. Step 5: Choose among alternatives. From the result of the Step4, it is the time to select to get the best alternative to achieve the goal. The selected alternative may be a combination of more than one alternatives.
- f. Step 6: Take action. Take some positive action which begins to implement the alternative decision in Step 5.

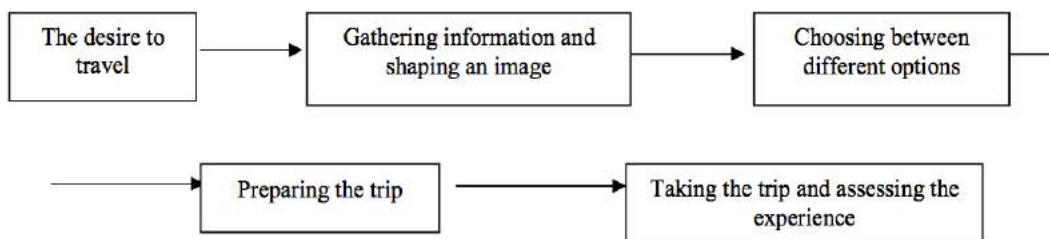
- g. Step 7: Review of decision and its consequences. The last step is an evaluation whether or not it has “solved” the need in Step 1. If it has, this decision will be chosen for several time. If the decision has not resolved the identified need, the process can be repeated from the first step.



Source: Maser & Waiermair, 1998

Figure 2. Decision – Making Model

This model can be applied in travel area, it is called by travel decision making. According to Schmall (1977) there are 4 phases of the travel decision, which are (1) Tourism Needs, (2) Information Gathering Deliberation, (3) Decision, (4) Travel Preparation. However, Postelnicu (1998) cited in Minciu & Olimpia (2009) renew the theory of the travel decision. The models presented the information related to the destination and the features of the provided touristic products as being the most important components of the travelling decision. In accordance to this point of view, the process of making a travelling decision includes five stages (see Figure 3).



Source: Postelnicu, 1998 cited in Minciuc & Olimpia, 2009

Figure 3. Travel Decision Process

- a. Step 1: The desire of travel: A desire of travel or a travel activity is a primary motivator for travel. This is a driver of travel demand.
- b. Step 2: Gathering information and shaping image: This step is about how the visitors know the information. Based on Fodness & Murray (1999) travel information can be found from many sources as seen in Table 2 below.

Table 2. The Distribution of Travel Information Source

Information Sources	Types of Information		
	Formal		Informal
Commercial	Brochures Tourism Offices Touristic Guides National Tourism Guides	Television Radio Internet	Auto Clubs Tourism Agencies Tour-operators
Non-Commercial	Magazines Newspapers	Friends Relative Personal Experience	

Source: Fodness & Murray, 1999

- c. Step 3: Choosing between option: There are more than one alternative in the travel destination. Person will choose one of them with some considerations. Here, the concepts of external inputs and internal inputs can be used (Um & Crompton, 1990).
- d. Step 4: Preparing the trip: The time after the tourist has decided the travel destination with all the concern. The tourist should prepare the needs to go to the destination, such as the ticket booking, hotel reservation, tour package or travel destination and so on.
- e. Step 5: Taking the trip and assessing the experiences: This step explain about the after effect after the tourist has made the travel. What experiences that caught by the tourist. Due to, different people must have a different purposes. Some tourists use the travel time as purpose of traveler, some people use for the intellectual purpose (see Table 3).

Table 3. The Range of Experiences

Excitement	Amusement	Contemplation	Learning
<ul style="list-style-type: none"> - Thrill - Adventure - Fantasy - Immersive Experience 	<ul style="list-style-type: none"> - Fun - Play - Pleasure - Laughter - Sociability - Diversion 	<ul style="list-style-type: none"> - Musing - Meditation - Reverie - Reflection - Aesthetic Experience 	<ul style="list-style-type: none"> - Curiosity and Discovery - Pattern Discernment - Instruction - Skill-building Practice - Experimentation

Source: Kotler & Kotler, 2008

2.2. The Travel Motivation

The one of some theories in travel motivation is push and pull factors theory, introduced by Dann (1977). He stated that the travel motivation could be explained by using push and pull factors. Push and pull factors were motivational influences, which drove the individual tourist behavior. Push factors were described as internal factor and pull factors were external and showcased the beneficial attributes of a destination. These all factors influence the “who, what, why, where and when” decisions of vacation planning. Related with travel destination, the push domain focuses on the ‘why’ question (socio-psychological predisposition to travel) and the pull domain focuses on ‘where to’ issues (destination choice decision). So, the internal forces will push and simultaneously the external forces will pull people to travel to certain destination (Cha, McCleary & Uysal, 1995). According to Uysal & Hagan (1993) the push-pull factors can be shown in Tabel 4 below.

Table 4. Push and Pull Framework of Tourism Motivations

Origin (Push Factors)	Destination (Pull Factors)
<ol style="list-style-type: none"> 1. Motivations: <ul style="list-style-type: none"> – Escape – Rest and Relaxation – Self-esteem – Prestige – Health and Fitness – Adventure – Social Interaction – Benefits – Interests 2. Socioeconomic and Demographic Factors: <ul style="list-style-type: none"> – Age – Gender – Income – Education – Famili-life Cycle and Size – Race/Ethnic Group – Occupation – Second Home Ownership 3. Market Knowledge 	<ol style="list-style-type: none"> 1. Destination Attributes and Type of Facilities: <ul style="list-style-type: none"> – Climate – History Sights – Scenic beauty – Sunshine – Beaches – Snow – Cultural Events – Recreational Opportunities – Benefot Expectations 2. Assessibility 3. Maintenance/Situational Factors: <ul style="list-style-type: none"> – Safety – Security – Seasonality 4. Market Images: <ul style="list-style-type: none"> – Formed Negative/Positive Destination Images – Quality of Services – Quality of Facilities

Source: Uysal & Hagan, 1993

According to Uysal, Li & Sirakaya (2008) the nature of interaction among all those above factors determines the ultimate choice of a destination and can be categorized into four groups: (1) internal variables (i.e., push motivations, values, lifestyles, images, personality); (2) external variables (i.e., pull factors of a destination, constraints, marketing mix, influences of family and reference groups, social class, household-related variables such as life-style, power structure, and group decision-making style); (3) the nature of the intended trip (party size, distance, time, and duration of trip); and (4) trip experiences

(mood and feelings during the trip, post-purchase evaluations). From that explanation, it can be seen that absolutely the travel decision is influenced by the travel motivation.

2.3. Previous Research

Below is the explanation of some pieces of previous research using the decision making model and the travel motivation theory, that has been done in some countries. Mokhtar & Kasim (2011) performed a study in order to find out the motivations for visiting museums among Malaysian young adults. The researchers investigated the reasons that inhibit young adults to visit museums and young adults' perceptions on how museums should be marketed to attract young adults. Using 1036 pieces of questionnaire, the results shows that their motivations are preparing homework and/or project, broadening general knowledge, attending school trip, satisfying curiosity and filling spare time.

Garcia (2012) studied about the interest one of the high school in Saint Louise of visiting the St. Louis Art Museum. The objective of this study is to observe the push-pull factors of the student for visiting museum. The survey was done with 207 students. He found out that the motivations are learning experiences, creative participation intellectual, speculation personal meaning, and exploring.

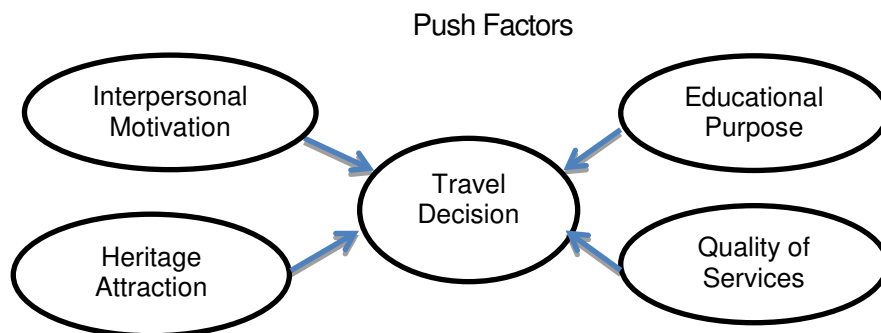
Huh (2002) analyzed the relationship between cultural/heritage destination attributes and the overall tourists' satisfaction, and analyzed the tourists' satisfaction with respect to demographic and travel motivation. The researcher did this study at Virginia Historic Triangle using 251 respondents. This study found out 4 different factors of travel motivation at museum, which are general tour attractions, heritage attractions, maintenance factors, and culture attractions.

England (2003) accomplished a research about the relationship of motivation, decision-making, and satisfaction at the Florida Museum of Natural History. By distributing 414 pieces of questionnaire, this reserach found out 4 factors that motivate the visitor of the museum; those are friends and family, education, exploration, relax and relaxation.

Nurmi (2012) performed the study about tourist motivation and information search behavior on the decision-making process of both individuals and groups. The result shows that respondents choose Museum of Contemporary Art Kiasma to pursue activities of interest, experience new and different things, learn about art and culture, and satisfy their curiosity.

2.4. Theoretical Framework and Hypothesis

To reach the research objective, based on the theory and previous research, the theoretical framework of this study can be seen in Figure 4 below. Two variables are chosen to represent the push factor; those are interpersonal motivation and educational purpose. The other two variables, heritage attraction and quality of services, are chosen to represent pull factor. So, the hypothesis is that four variables are predicted as a set of factors of travel decision on Monas.



Pull Factors

Figure 4. Theoretical Framework

3. RESEARCH METHOD

This research is quantitative research, using factor analysis. According to Supranto (2010), factor analysis should use 50 until 100 respondents to make it reliable and valid. Therefore, data are collected directly from 140 respondents who are selected by using non-probability sampling technique. The number of respondent is decided based on Smith (2013). The population is people who have visited Monas.

A questionnaire is used to collect the data, composed by modifying some pieces of previous research instrument. There are 3 sections in the questionnaire, those are Section A obliges the respondent to fill in the personal information and some basic questions; Section B obliges the respondent to fill in the likert-scaled (1 for strongly disagree, 7 for strongly agree) statements about the 5 variables of the study. There are 4 independent variables/attributes (interpersonal motivation, educational purpose, heritage attraction, and quality of service) and 1 dependent variable (travel decision). At first, each attribute consists of 5 latent variable statements. Section C obliges to fill in the suggestion or improvement comments to Monas for its better future.

The questionnaire has passed the validity and reliability test. The result of validity and reliability test can be seen in Appendix 1 and Appendix 2. After clearing the data based on validity test, factor analysis is used to test the hypothesis.

Generally, factor analysis involves three stages, which are (Supranto, 2010):

- a. Preliminary analysis: a correlation matrix is generated for all the variables. Factor analysis can be used if the value of Kaiser-Meyer-Olkin (KMO) above 0.5 with the significance number below 0.05. After getting the KMO's number, the data have to be tested whether it have identity matrix or not. To do the test, the Bartlett's test of Sphercity was done. In this test, the significant value of identifying matrix must be less than 0.001 and it also has the value of Measure of sampling Adequacy (MSA) more than 0.5 to be able to be analyzed using analysis factor.
- b. Factor extraction: based on the correlation coefficients of the variables, factors are extracted. This step reduces the variables into one or more groups of variables that are eligible for further analysis. With the total sample size collected of 138 respondents, the loading factor value should be 0.50.
- c. Factor rotation: to maximize the relationship between the variables and some of the factors, factors are rotated. This research used varimax rotation to show the maximum value of manifest variable contribution to the latent variable.

4. RESULT AND DISCUSSION

4.1 National Monument Profile

Indonesia National Monument or usually is known as Monas, is a monument built to remember the struggle of Indonesian heroes fighting the colonial domination (www.indonesia-travel-guide.com). On the top of Monas is a fire symbol that covered with gold. The meaning of this symbol is the citizen's determination to achieve the independence of Indonesia and crowing of their effort until the reading of proclamaation 1945. Soekarno, the first President of Indonesia, thought the ideas of Monas on 1961, he would create a national monument that can be comparable with Eiffel Tower and placed in front of presidential palace. Monas was officially opened for public on 12th July 1971.

Monas has divided into four parts, those are the top yard, independence room, national history museum and garden & parking area. The top yard is the highest part, where people can see and appreciate the perspective of Jakarta City. Visitors could appreciate the perspective of Salak Mountain at the south side, the sea at the north side, and Soekarno-Hatta International Airport at the west side. Independence room as the second part, is an amphitheater shape room where the red and white flag of Indonesia, the symbol of Indonesia, which is Garuda, and the imitation of Indonesian freedom declare script at the portal were kept. The third part is National History Museum spotted at the Monas's basement. This museum demonstrates the life and marvel of Indonesian, since Indonesian aged time. The last part is garden & parking area. This area is composed pleasantly with a few sorts of plants from different locale of Indonesia and the development of spotted dears from Istana Bogor. There are dancing fountain and the statue of Princess Diponegoro riding a horse

4.2 Data Analysis

To analyze the data, the first step to be taken was the KMO and Bartlett's Test of Spherecity, as shown on Table 5 below.

Table 5. KMO and Bartlett's Test of Spherecity

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,847
Bartlett's Test of Sphericity	Approx. Chi-Square	1198,050
	Df	153
	Sig.	,000

The KMO value is 0.847, which is greater than 0.50. It indicates that factor analysis can be used to process the data. The value of Bartlett's Test of Spherecity is 0.000 which less the 0.05 and the MSA is more than 0.5. These values indicate that the correlation matrix of manifest variables is not an identity matrix, thus factor analysis can be applied.

After the KMO test and Bartlett's Test of Spherecity have done, the next step is factor extraction to define the new factor. Table 6 shows the communalities of factor. The communalities data shows the variants of the variable has a strong relationship with the new factor that will be made. It can be seen that there are 18 out of 25 latent variable statements with extraction value above 0.5. For example, extraction value of IM1 is 0,679, meaning that 67,9 % of the variation of IM1 can be explained by the new factor.

Table 6. Communalities Table

	Initial	Extraction		Initial	Extraction
IM1	1,000	0,679	HS4	1,000	0,663
IM3	1,000	0,771	QS1	1,000	0,605
IM4	1,000	0,537	QS3	1,000	0,594
EP1	1,000	0,714	QS4	1,000	0,727
EP3	1,000	0,814	QS5	1,000	0,772
EP5	1,000	0,625	TD1	1,000	0,615
HS1	1,000	0,743	TD2	1,000	0,713

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HS2	1,000	0,792	TD4	1,000	0,700
HS3	1,000	0,753	TD5	1,000	0,593

Extraction Method: Principal Component Analysis

Table 7 shows the total variance explained. There are 18 latent variables that summarized into new factors; but only 5 first have total initial eigenvalue more than 1. It means there are 5 new factors can be formed from 18 latent variables, with the cumulative initial eigenvalues as much as 68.942%. It means that the 5 factors will determine 68.942% of travel decision to Monas.

Table 7. Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of variance	Cumulative %	Total	% of variance	Cumulative %	Total	% of variance	Cumulative %
1	6,454	35,853	35,853	6,454	35,853	35,853	3,416	18,980	18,980
2	2,462	13,676	49,529	2,462	13,676	49,529	3,365	18,696	37,677
3	1,350	7,500	57,029	1,350	7,500	57,029	2,090	11,612	49,289
4	1,103	6,125	63,154	1,103	6,125	63,154	2,067	11,485	60,774
5	1,042	5,788	68,942	1,042	5,788	68,942	1,470	8,168	68,942
6	0,778	4,321	73,263						
7	0,736	4,086	77,349						
8	0,641	3,560	80,910						
9	0,534	2,967	83,877						
10	0,490	2,721	86,598						
11	0,473	2,631	89,228						
12	0,421	2,337	91,565						
13	0,302	1,678	93,243						
14	0,278	1,546	94,789						
15	0,267	1,485	96,274						
16	0,260	1,444	97,718						
17	0,214	1,190	98,908						
18	0,197	1,092	100,000						

The final step is the rotated component matrix calculation, with the result as shown on Table 8. It can be seen that there are 5 factors with different variable, each variable are enlighten with shadow in distinctive factors. Then justified will be done from the 5 factors, named the component with the new name, and grouped them into the push and pull factors.

Tabel 8. Rotated Component Matrix

	Component				
	1	2	3	4	5
IM1	0,156	0,202	-0,018	0,778	-0,087
IM3	0,029	-0,156	0,074	0,846	0,157
IM4	0,254	-0,059	-0,203	0,654	-0,001
EP1	0,547	0,190	-0,049	0,069	0,609
EP3	-0,006	0,070	0,140	0,036	0,888
EP5	0,562	0,432	-0,214	0,001	0,276
HS1	0,173	0,821	0,160	0,047	-0,106
HS2	0,252	0,836	0,134	0,010	0,102
HS3	0,230	0,753	0,352	0,014	0,095
HS4	0,148	0,720	0,240	-0,053	0,249

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QS1	0,485	0,417	0,437	0,074	0,008
QS3	0,432	0,165	0,481	0,369	0,113
QS4	0,161	0,423	0,717	-0,084	0,025
QS5	0,122	0,219	0,825	-0,138	0,095
TD1	0,711	0,118	0,076	0,288	0,086
TD2	0,735	0,297	0,123	0,046	0,259
TD4	0,741	0,272	0,258	0,064	-0,076
TD5	0,696	0,075	0,215	0,223	-0,081

1. Factor 1

The variance of this factor is 18.980% (see Table 7), which is the highest one, and consists of 5 latent variables, as shown on Table 9. This first factor is named by destination feature, because of all the points explain about the Monas destination features. Those are the historical landscape, the atmosphere of Indonesia in the colonial era, the potential knowledge, and quality of service. Destination factor is classified as pull factor in term of travel decision.

Table 9. Factor 1: Variable Operation

	Variable	Value
EP5	I visit Monas to explore the history of Indonesia	0.562
TD1	I choose monas as my travel decision	0.711
TD2	I travel to Monas because monas give lot of knowledge	0.735
TD4	I'm interested to comeback to Monas in the future	0.741
TD5	The quality of services at Monas make me travel to Monas	0.696

2. Factor 2

The second factor has variance 18,696 % (see Table 7). This factor consist of four variables from the same attribute, as shown on Table 10. The term historical attraction was given to this factor, since those four latent variables are about history of Indonesia and to be shown as an attraction. Most of them are shown in the third part of Monas, that is national history museum. This part has a figure of the superheroes of Indonesia, such as Arjuna, Gajah Mada, and others. So, visitors believe that by visiting Monas they feel the amorousness of the country. This factor is classified as pull factor in term of travel decision. This result supports Huh (2002) which stated that heritage and culture attraction are the factors of travel decision to the Virginia Historic Triangle, as well as Nurmi (2012) for the Museum of Contemporary Art Kiasma.

Table 10. Factor 2: Variable Operation

	Variable	Value
HS1	The authentic of Monas has a special attraction of tourist	0.821
HS2	Monas enlighten the culture, art, and the authentic of Indonesia	0.836
HS3	Monas shows the historical timeline of Indonesia	0.753
HS4	Monas illustrate the atmosphere of the	0.720

	Independence of Indonesia	
--	---------------------------	--

3. Factor 3

The third factor has variance 11,612 % see (Table 7). This factor consists of 2 latent variables from the same attribute which is the quality of services, as shown on Table 11. This factor is named by strategic location, since those both latent variables are about reachable and accessible location. Monas is located in the center of Jakarta an easy to be reached. Some public transportation are available, such as city-bus, mini-bus, and train. Monas is located at the same area with Gambir Train Station. For visitor who use private car, Monas has an enormous parking lot. This factor is included into the pull factor in term of travel decision.

Table 11. Factor 3: Variable Operation

QS4	Monas is located in the reachable location Central of Jakarta	0.717
QS5	The location of Monas is accessible easily by using public transport	0.825

4. Factor 4

The forth factor has variance 11,485 % (see Table 7), consists of three latent variables, as shown on Table 12. The three latent variables come from the same attribute, which is interpersonal motivation.

Table 12. Factor 4: Variable Operation

IM1	I visit Monas because I want to escape from boring time	0.778
IM3	I visit Monas because I have personal problem	0.846
IM4	I visit Monas to have a date with Boyfriend/Girlfriend	0.654

This factor is named by relaxation, since those three latent variables show the willingness of visitor to get relax, to escape from their routine activities. Monas provide a lot of the recreation to escape from boring time. There is huge landscape in Monas that used for the family picnic. Moreover, there are comfortable chairs below the tree that usually use for couples who visit Monas. In addition, there is a wonderful view in the top of Monas. From the top of Monas, the visitor can see the wonderful landscape of the whole Jakarta. It will help them to get relax. So, this factor should be grouped into the push factor in term of travel decision. As founded by England (2003), relaxation is one of some visitors' motives to visit the Florida Museum of Natural History.

5. Factor 5

Factor five is the last factor after all factors have explained. The fifth factor has variance 8.168% (see Table 7), consists of two latent variables from the same attributes, as shown on Table 13.

Table 13. Factor 5: Variable Operation

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EP1	I visit Monas to have a different places of study	0.671
EP3	I visit Monas because of the homework / project	0.708

This factor is named by educational needs, since both of the latent variables are about the education purpose. For some visitors, especially young adult visitors, the motive to visit Monas is to accomplish their project or homework which are given by their teachers. This factor should be grouped to the push factor in term of travel decision. This result supports Mokhtar & Kasim (2011) research result about the young adults' motives for visiting the museums in Malaysia, Garcia (2012) for the St. Louis Art Museum, England ((2003) for the Florida Museum of Natural History, and Nurmi (2012) for the Museum of Contemporary Art Kiasma.

The above explanation shows that there are 5 factors of Monas travel decision, where as the 3 factors are pull factors and the other 2 are push factors. The next process is doing the reliability test of each factor to test whether the new factors are accurate to be utilized. Table 14 shows the reliability test of those 5 factors.

Table 14. Reliability Statistics

Factor	Cronbach's Alpha	N of Items
1	,876	4
2	,819	5
3	,801	2
4	.685	3
5	,585	2

According to the Cronbach's Alpha value, where are more than 0.5, the whole factors are reliable. It means all the 5 new factors formed from the factor analysis are accurate, detailed, and specific to determine the Monas travel decision. Comparing to the 4 attributes in the theoretical framework, the 5 new factors are not too different. Table 15 is a comparative table to see the differences between both of them. From that table, can be seen that there is one new factor on Monas travel decision, that is destination features as pull factor.

Table 15. The Comparative Table between Theoretical Framework and Factor Analysis Result

Classification	Theoretical Framework	Factor Analysis Result
Push Factor	Interpersonal Motivation	Relaxation
Push Factor	Educational Purpose	Educational Needs
Pull Factor	-	Destination Features
Pull Factor	Heritage Attraction	Historical Attraction
Pull Factor	Quality of Services	Strategic Location

5. CONCLUSION

The factor analysis result shows that destination features is the most dominant factor on Monas travel decision, and followed by historical attraction, strategic location, relaxation and educational needs. The first 3 factors are pull factors, while the last 2 factors are push factors. The pull factors has dominant issue compared with the push factors. Monas has a big potential to be one of the most visited places in Jakarta. The reason is because the pull factors are more dominant than the push factors.

After the entire conclusion for this study, the researcher would like to give recommendation to Monas in order to increase the visitor year by year. The management of Monas should be enlightened the potential of Monas to the society. For example, Monas creates one of the commercial advertisement on the television, radio, social media or any others. Furthermore, the location of Monas should be given the touch of art. Monas is the most authentic places in Jakarta, but as the time goes by there is no real improvement on Monas. The management should make Monas to be more interesting tourist destination. The renovation of Monas building and give more information or guideline of the Independence Day inside of Monas is the one example. Moreover, the Monas management should creates more cultural event at Monas. The purpose is to invite to young adults to join together and enjoy the show, not only enjoying the show but also gaining some knowledge about the Indonesian culture.

For future researchers who have interested to study about the cultural and historical places in Jakarta. This theoretical framework and this research result can be applied in other tourist destinations, such as Museum Pancasila Sakti, Museum gajah, and others. There are tremendous places in Jakarta that have potential to become a favourite travel destination. The researcher has revealed the new factors of the travel motivation (push-pull factor); which are, destination feature, historical attraction, and strategic location.

The researcher also suggest the future researcher to study about how to increase the quality of the historical places. So, the historical places such as Monas should be regarded as one of the authentic places in Jakarta. The researcher also suggests the future researcher find the way to promote the historical tourism in Jakarta to the world. So, not only the local people love to visit the historical places, but foreigners as well.

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Appendix 1. The Result of Validity Testing

No.	Rc	rT	VALUE	No.	rC	rT	VALUE
IM1	0.912	0.514	Valid	QS1	0.589	0.514	Valid
IM2	0.478	0.514	Invalid	QS2	0.473	0.514	Invalid
IM3	0.854	0.514	Valid	QS3	0.681	0.514	Valid
IM4	0.778	0.514	Valid	QS4	0.598	0.514	Valid
IM5	0.301	0.514	Invalid	QS5	0.678	0.514	Valid
EP1	0.671	0.514	Valid	TD1	0.666	0.514	Valid
EP2	0.466	0.514	Invalid	TD2	0.936	0.514	Valid
EP3	0.708	0.514	Valid	TD3	0.476	0.514	Invalid
EP4	0.453	0.514	Invalid	TD4	0.826	0.514	Valid
EP5	0.712	0.514	Valid	TD5	0.773	0.514	Valid
HS1	0.925	0.514	Valid				
HS2	0.663	0.514	Valid				
HS3	0.952	0.514	Valid				
HS4	0.837	0.514	Valid				
HS5	0.465	0.514	Invalid				

Appendix 2. The Result of Reliability Testing

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.735	.735	25

Note: The Cronbach's Alpha is more than 0.7. It means the questionnaire is reliable.

The Potency Mapping of Tumpak as a Tourist Village in Central Lombok

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ABSTRACT

Lombok is well known as halal tourist destination in 2015 – 2016. At present, besides Senggigi Beach and GiliTrawangan which are popular in West and North Lombok, tourism destination also expands to Mandalika area in Central Lombok which is surrounded by some villages at Pujut Sub District, Central Lombok District. The ironic thing is that some villages there are categorized as backward. The most backward village, based on annual report of Pujut Sub District, is Tumpak Village which is the newest village in Pujut because it is a region expansion of Ketara village. Tumpak Village which acts as supporting village which is also categorized as self-helping village (undeveloped) and backward needs to be empowered to make its potency support Mandalika tourism area. This project is aimed at mapping tourism and natural resources potency in Tumpak. The other aim is to rank and to arrange potency management strategy owned by Tumpak Village and to increase community's understanding on the advantage of social, economic, ecology of natural resources, crops, farm, and fishery. There was some equipment used to collect data in this study. They were subjective such as questionnaires to measure vulnerability and potency level and survey data of Tumpak Village. It is hoped that this project can help to build community institution and increase local community's knowledge and skill on agriculture, marine and fishery. The finding showed that Tumpak Village has capability and potency to build up the local product marketing to support Mandalika tourism area.

Keywords: Central Lombok, mapping, potency, tourist, Tumpak Village.

INTRODUCTION

In the future, tourism potency in Indonesia has big chance to grow. Tourism sector is very potential to support society's economic activity such as Lombok tourism. Lombok is well known as tourists' destination and in 2015-2016, it is known as main destination as hallal tourism. Besides Senggigi and GiliTrawangan which are famous in West Lombok and North Lombok, tourism is also being developed in central Lombok at present. In this district, Pujut Sub District is considered as center of tourism development in Central Lombok District. Therefore, mapping of natural resources potency should be done to trigger the local community to develop the potency of their place. Geographically, Pujut Sub District is located in the southern part of Central Lombok Sub District and it abuts on Indonesian Ocean. The location makes the region has lots of objects especially sea which explores the beauty of beaches and uniqueness of waves. At northern side, it is abutting with East Praya Sub District

at eastern part and West Praya at western part. The area boundary is at 116°23.5'–116°24'E, and at 8°56'–8°57'S. There are 272 sub villages from 15 villages in Pujut Sub district: Kuta, Rembitan, Mertak, TanakAwu, Ketara, Kawo, Gapura, SegalaAnyar, Sengkol, Teruwai, Pengembur, Sukadana, Pengengat, Prabu, and Tumpak. Village level can be measured by three kinds of categories which are self-help (swadaya), self-developing (swakarya) and self-sufficient (swasembada). From 15 villages in Pujut Sub District, there is only one village which is categorized as self-developing, while the others are categorized as self-sufficient and self-help village. Besides that, the level of backwardness of a village is measured by its public facilities and the easy access to those facilities. There are two kinds of category which are backward and not backward village. In Pujut Sub District, there are 10 villages which are categorized as backward and 5 villages which are categorized as not backward (BPS, 2016).

In Pujut Sub District, there are some villages which are considered as beautiful tourism objects and liked by both domestic and international tourists. Those villages are hoped to have their own potencies in supporting tourism in Mandalika where Kuta, part of Mertak, Rembitan and Prabu are located. Based on the condition in Mandalika, Pujut local government classifies the villages into the inspiring village and assisting village. Kuta Village is considered as inspiring village because it is hoped to inspire the socio economic change for other villages. The other villages are considered as assisting village because they function to support and assist Mandalika tourism area. Based on strategic plan of Pujut local development, Tumpak Village is stated to be assisting village in central area of Mandalika tourism with its main commodity on farm and fishery. The sub villages in this area are divided into two types of area which are hills and coasts. People at coasts mostly make their living from tourism sector. At hills area, it is difficult to earn much money. It is because the area is surrounded by woods and the utilization is still less. An appropriate mapping to know the potency of forest and mountains is still needed to increase the society's economy (Marcus, 2011).

Tumpak Village is one of the 15 villages located at Pujut Sub District and it is a region expansion from Ketara Village. This village functions as assisting village in Kuta tourism area. This village is 3.454 km² and is the largest village in Pujut Sub District. There are 16 sub villages and 56 neighboring groups (RukunTetangga) in this village. The area boundary is at 116°13' 00" – 116°14' 30" E and 8°51' 30" - 8°55' 00" S. There is 12 km of asphalt road in this village and 6 km of it has been solidly paved while the rest 43km has not been asphalt paved yet. In 2014, some part of the area in the village had not been electrified (PRC Loteng, 2014). The area is hard to access by four-wheeled vehicles. Now, almost 100% of the area is electrified with infrastructures and road development. The ecological potency is good. There are beaches, fields, and hills. The most famous and visited beaches are Mawun Beach and Are Guling Beach.

This study aims to map the tourism and natural resources potency in Tumpak Village in Pujut Sub District, Central Lombok. The mapping will be useful to rank and arrange the strategy of potency management of Tumpak Village. The mapping and strategy arrangement are hoped to facilitate the local community to produce gifts to support economic sector in tourism. Strategy arrangement is very important to give insight about good relationship between tourism, marketing, business and creative industry to the local community (Wells et al, 1992). With empowerment, Tumpak Village is hoped to be able to be assisting and supporting village in Mandalika Tourism area.

THE METHOD OF THE STUDY

The Location of the Study

Tumpak Village is located in Pujut Sub District, Central Lombok. The area boundary is at $116^{\circ} 13' 00'' - 116^{\circ} 14' 30''$ E and $8^{\circ} 51' 30'' - 8^{\circ} 55' 00''$ S. Location of the study can be seen in Figure 1.

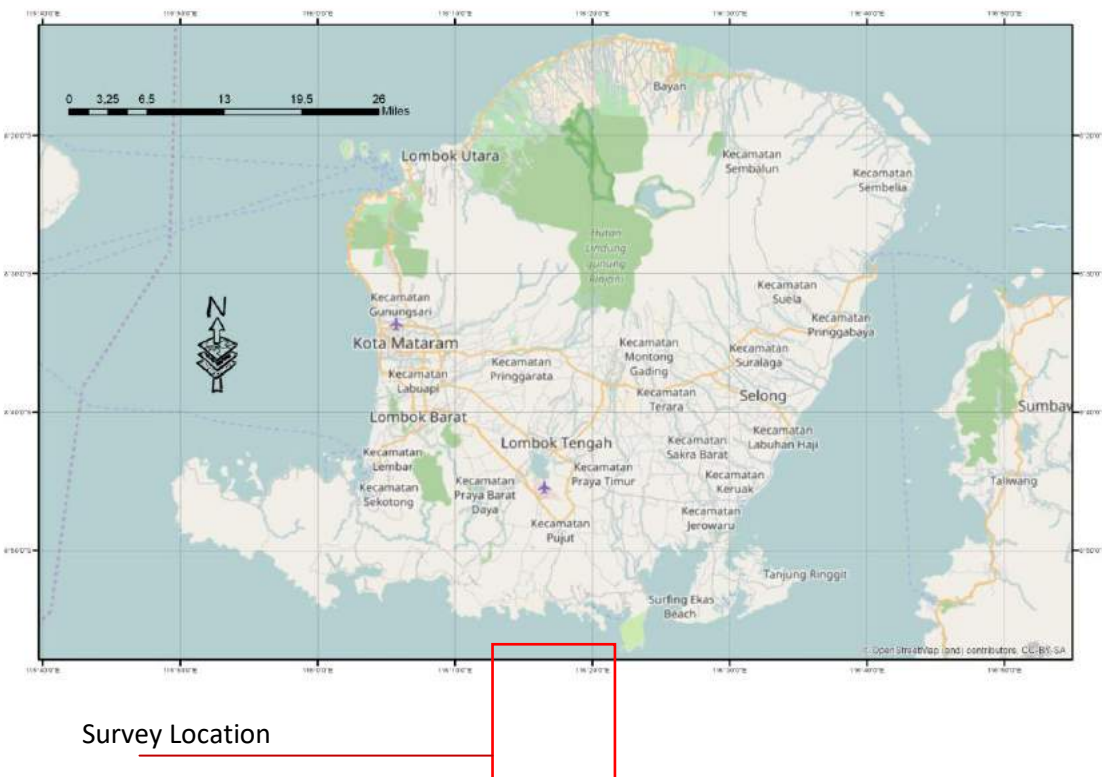


Figure 1. The Location of the Study

The Technique of Data Collection:

The collected data in this study are primary and secondary data. Data collection was done by:

1. Observation

Field Observation was done in primary data collecting both oral and written information which was directly obtained from the community along with their activities related to socio cultural and economy which are potential in supporting participation towards tourism development and every supportive facilitation in developing Tumpak Village gifts.

2. Interview

Unstructured interview was conducted to get data about tourism development efforts, Tumpak Village gifts, forms of local community's participation, inhibiting factors, and tourism support to build Tumpak gifts center and community's hope on tourism object development to increase income and prosperity.

3. Documentation

From some observation, documentation was done by inventorying, describing, and photographing the incidents and activities which are considered important and related to the finding the tourism and economic potency and the solution of the problem of the study.

4. Kinds of Data

Data needed in this study cover primary and secondary data. Primary data is (1) the data of socio cultural and economy condition of society which have been obtained from related department which include: (1) Society's socio cultural characteristics which covers education level, cultural art, length of stay in the village, active participation in group or institution in community and characteristics of socio economy of the local community which includes the occupation, family earning and income which is related to tourism activity; (2) data which are related to natural potency and original food as Tumpak special gifts; (3) data which are related to component of tourism attractive objects and infrastructure of Tumpak Village have been obtained through documentation during field survey; and (4) data of Mawun and Are Guling Beach tourists which are related to tourists' demand which covers tourists motivation, amount of visits, tourists' characteristics, tourist expenditure, tourists' *length of stay* which were obtained through purposive sampling technique and data of tourists' visits for the last two months during peak season and comparing the data with the data of the year before through data of visitation from related department.

Secondary data which are: (1) Data of characteristics of village demography in Tumpak Village which are age group, sex, family members, job opportunity, and mobility in the area; (2) data of analysis and development of natural and forests potency; and (3) data of local food as gifts.

Variable of the Study

The variables observed in the study are as follows: (1) natural potency as tourism attractive objects (*ODTW*); (2) community organization; (3) food as gifts (4) economic level and the education of the society.

Data Analysis

Data analysis is the most important and determining stage in a study. Analysis used in this study emphasized on qualitative descriptive analysis. First, through data which were related to Tumpak Village component by using inventory result, photos, zonation map or area developing map which were obtained from related institution. Then, each component of the area which had been made as tourism potency was connected with tourists' activities which were hoped to open opportunity to local community to participate in the object development activities such as being guides, selling gifts and crafts, etc. Second, it was done by analyzing the socio cultural life of the society through observation, documentation and interview. Therefore, socio cultural factors can be grouped based on the attractive objects such as food or cultural activities. For potency in environment sector, special food of Tumpak and its socio cultural environment can be made as tourism attractive objects (*obyekdayatarikwisata*).

ANALYSIS

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Tumpak Village is divided into two types of sub villages. The type of the sub villages is classified based on the type of the area. The sub villages which are at mountain area are classified into upland villages while those which are in the seashore area are classified into lowland villages. Based on data of center statistic institution of Central Lombok (*Badan Pusat Statistik Lombok Tengah*) in 2015, Tumpak people are categorized as poor. Tumpak Village is also considered to be backward. It can be seen from the economy of the society with average income of under IDR 300.000,00 per month and the place have not been electrified and does not have any access on infrastructure, road, fresh water and etc. About 75% of Tumpak people are farmers, 15% of them are fishermen, the rest 10% are businessmen, middlemen (seller), handcrafters, civil worker and freelancer. From the interview conducted by the writer, the local community hopes to be able to participate in tourism sector in Mandalika resort or Mawun and Are Guling Beach to get opportunity to increase their income by being guides or selling gifts or original food of Tumpak. Based on the mapping of tourism potency in Tumpak Village, some locations can be made to be alternative destinations besides Mawun and Are Guling Beach. The examples are the upland sub villages can be made as off road car track and motor cross track during rainy season.

Limited knowledge of the society relates to job opportunity in tourism. Community's participation through partnership can be developed to support both technical and financial help to conduct developing efforts and gifts management in Mandalika Resort area by empowering the assisting areas to support the economy around tourism place. In Table 1 it can be seen the mapping of tourism potency and community's opportunity which can be involved. Table 2 displays tourism spots in Pujut sub district and Mandalika Resort as the place of prospective market of Tumpak original gifts.

Table 1. The mapping of tourism potency and community's opportunity

No	Tourism Potency	Tourists activities	Opportunity for local community	Note
1	Are Guling Beach	Surfing	Tourism interpreter (understanding the place as the object of tourism attract)	All seasons
2	Mawun Beach	Snorkeling, diving, and canoeing	Tourism interpreter, Guide, local transportation, Tumpak special gifts	All seasons
3	Uplands of Bongak I, II and Bunpek sub villages	Jungle Trekking	Guide, local transportation, outdoor facilities	Dry season
4	Upland sub villages	Off road trekking for car and motor cross	Guide, local transportation, outdoor facilities	Rainy season
5	Lowland villages	Beach, snorkeling, diving and canoeing	Tourism interpreter, Guide, local transportation, Tumpak special gifts	All season
6	Uplands	Bird watching	Guide (knowledge and skills about navigation tools such as GPS, compass, wind direction)	All seasons
7	Lowland sub villages	Fish market	Fresh fishery commodity market	All seasons
8	Protected forests of Batu Totok, Lendang Lantan Bongak I dan II sub villages	Enjoying panorama, <i>bird watching</i> , <i>jungle trekking</i> , animals watching, flora	Guide, local transportation, outdoor tools and facilities	All seasons
9	Geo tourism of Tebuak sub village	Observing and learning about stones shapes and mining potency	Guide, local transportation, outdoor tools and facilities	All seasons

This tourism potency needs attention from local government. The role of Tumpak local community is really needed to increase Tumpak tourism sector. The people should be aware that tourism supports the economy of local society. The potency mapping of Tumpak Village can be used as main data to develop tourism by increasing infrastructure and access to the area (Allen, 1997). The society need to understand that their economy may increase if they support tourism. Tourism and technology development should get special attention especially on society social change (Byrne, 1998).

The result of the study showed that some people of Tumpak Village still depend on farm and plantation. They take big amount of biological resources other than wood, sticks, and herbs from protected forests and recently they are starting to take resources from core zone. Sticks and woods can be used to make furniture and wood fuel in lime making process. In the protected forest area of upland villages, there are still lots of eucalyptus tree (*Kayu Putih*). They society make use only the leaves of the plant. They sell it to get money. Therefore, training on producing eucalyptus oil is needed and the eucalyptus oil can be sold as special gifts of Tumpak Village.

Preparation on training, hygienic production and marketing have been done by the people of Tumpak Village which acts as gifts center for Mandalika Resort and Pujut Sub District. The gifts are hoped to be icons of Tumpak Village in order to introduce it to the outside world and be the source of society's economy. Table 2 shows market spots of Tumpak's special gifts.

Table 2. Tourism spots in Pujut sub district and Mandalika Resort

No	Location	Type of tourism
1	Sade Village	Sasak village
2	Kuta Lombok Beach	Beach Tourism
3	Tanjung An Beach	Beach Tourism
4	Seger Beach	Beach Tourism
5	Merese Beach	Panorama
6	Selong Belanak Beach	Beach Tourism
7	Kuta Square	Kuta Beach Gifts Center
8	Mawun Beach	Beach Tourism
9	Bumbang	Panorama
10	Are Guling Beach	Beach Tourism
11	Batu Payung Beach	Beach Tourism
12	Gerupuk Beach	Gifts Tourism

Table 2 shows market spots of Tumpak special gifts. As gifts village in Mandalika resort area, tourists are hoped to enjoy the originality of food of Central Lombok. The gifts are made of main commodity of Tumpak such as cassava, sticky rice, and sweet potato. With good and *eye catching* packaging, the gifts are hoped to attract tourists. Tumpak local food has speciality compared to other food from other villages. Based on the result of the study, the increase in ability, packaging and marketing give big impact in triggering the society to build small-medium industry (*UKM*) of Tumpak special gifts. Creative industries and gifts center give alternative of society's earning income

(Gray&Heilbrun, 2000). In developing Tumpak special gifts as one of creative economy kinds, there must be many obstacles. Therefore, professional entrepreneur training, good financial management, and good marketing are needed (Barbour&Markusen, 2007).

CONCLUSION

Tourism potency at some locations, especially at two worldwide well known locations (Mawun dan Are Guling Beach) gives big opportunity to local people to actively participate in giving service to tourists and also to get education and build knowledge on creative economy to get income from some activities and even massively gives additional value to Tumpak Village society.

In order to develop tourism potency and gifts at Mandalika Resort area and Pujut Sub District to open opportunity for society, practical and fundamental approach are needed:

1. Give training and education to society on production and packaging of special food industry.
2. Build small-medium industry which manages institution of tourism service activities and gifts marketing.
3. Give independent business training on tourism prima service and Tumpak special gifts.

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The Development of Halal Tourism in Karimun, Riau Province

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ABSTRACT

This study aims to discover the fundamental building blocks of the development analysis of halal tourism in karimun Riau Archipelago in the form of attractions, activities, accessibility, amenity, organizations or institutions that could be developed as an analysis of the development of halal tourism to capture market opportunities in the domestic and foreign market segments. This study uses descriptive research qualitative with reference to the concept of tourism development and population in this study is in the form of a social situation that is in the district karimun with the participants in it are the Government, Tourism and Culture karimun, as well as stakeholders tourism and community karimun. Instruments in this study was the observation, and interviews with model coding, interpretation and congrulation.

These results indicate that the analysis consists of the development of natural resources and socio-cultural community, activity, accessibility, amenity and institution or organization in the island stinger. Therefore efforts are needed cross-sectoral cooperation between the synergistic elements that exist there either government, private sector and communities in analyzing factors such as the training of human resources related to tourism in the region.

Keywords: *Halal tourism, accessibility, amenity, activity, stakeholder, community*

PRELIMINARY

Tourism is a sector that has taken an important role in the economic development of nations in the world. So indirectly the movement of human beings will affect the economic chain of mutual sustainability into a service industry that contributes to the world economy to increase economic prosperity at the local community level.

Halal tourism is a new trend in the world of tourism today. Indonesia has been recognized by the public in the world as the best halal tour in the world for its victory in the event "The World Halal Travel Summit & Exhibition 2015. Indonesia managed to get three awards at once, including: World Best Family Friendly Hotels, World Best Halal Honeymoon Destination and world best halal tourism destination. This is certainly a great opportunity that allows the state of Indonesia to continue to develop halal tourism so that Indonesia can instill that halal tourism is identical to the state of Indonesia in the mindset of world tourism.

At this time the number of Muslim tourists has increased rapidly compared to the global level. The total number of Muslim tourists is 126 million in 2011 and is expected to reach 192 million by 2020 (on Islam 2014). Indonesia is one of the countries with a majority Islam. as many as 87.18% of the total population of Indonesia is Muslim and 12.9% of the Muslim world, meaning the number of Muslims in Indonesia is the highest of the countries in the world with the number reached 207 million people. The following table summaries and percentage of population according to religion as of in 2010:

Table 1. Number and Percentage of Population according to religion:

No.	Religion	Adherents (Soul))	Percentage
1.	Islam	207.176.162	87,18
2.	Christian	16.528.513	6,96
3.	Catholic	6.907.873	2,91
4.	Hindu	4.012.116	1,69
5.	Buddha	1.703.254	0,72
6.	Kong Hu cu	117.091	0,05
7.	Not Answered	139.582	0,06
8.	Not Asked	757.118	0,32

Source: Indonesian Citizenship Bureau, Ethnicity, Religion and Bahasa Indonesia

The highest number of Muslim tourists visiting Indonesia is dominated by malaysia countries as much as 684,952, then singapore with the number 189.445, saudi arabia with the number 84,046, india amounted to 23,744 and australia reach 15,456 tourists (Directorate of Indonesian Ministry of Tourism).

Karimun regency Riau Islands Province has 9 subdistricts consisting of several large islands such as Karimun, Kundur Island, Pulau Sugi and many other small islands. Karimun islands is one of the strategic areas for the development of halal tourism. where the development of halal tourism has a new opportunity to be made in the development of halal tourism destinations.

In Karimun district itself there are facilities and infrastructure that support the development of halal tourism among other halal and other halal. In the analysis of the development of tourism is kosher in terms of concept of 45% of respondents agree with the concept of halal tourism. In terms of needs 70% of respondents stressed that halal tourism has a high urgency in the implementation. In terms of suitability 60% of respondents agree that halal tourism in accordance with the community in Karimun district. Based on the value that suits the needs of tourists is the expectation of comfort and tranquility in the tour without forgetting the Islamic values so that it is believed the emergence of public awareness for the halal of a product and service. So it will reduce the negative impacts that are often on the social side with conventional tourism in general. Therefore the main problem of this research is **how the concept of development of halal tourism in Karimun Regency of Riau Archipelago province**. To solve this problem, the researcher attempts to (1) identify the characteristics of the development of halal tourism in

Karimun district, (2) to analyze the development of halal tourism in terms of destination product indicator and service quality according to market share in Karimun district, (3) Setting Halal Tourism Attributes the most relevant and (4) formulates a strategic development of halal tourism marketing.

- a. Tourism development is a series of efforts to realize the integration in the use of various tourism resources to integrate all forms of tourism outside aspects related directly or indirectly to the sustainability of tourism development (swarbrokee 1996: 99) there are several types of tourism development:
- b. Overall with new destinations, build attractions on sites that were not used as attractions
- c. New goal, building attractions on the previous site has been used as an attraction
- d. Annew overall development in the presence of attractions that are built to attract more visitors and to make these attractions can reach a wider market by grabbing new market share.
- e. d.Annew development in the presence of attractions aimed at improving visitor facilities or anticipating increased secondary expenditures by visitors.
- f. Creation of new activities or stages of activities that move from one place to another where such activities require modification of buildings and structures .

In the development of tourism in need of aspects to support the development. The aspect in the intent is as follows:

1. Physical aspect

According to RI law No. 23 of 1997 in marsongko (2001), the environment is the unity of space with all objects, power, conditions and living things including human beings and their behavior that affect the viability of life and welfare of humans and other living creatures included in the physical environment based on preparations from various sources namely:

a.Geography

Includes the area of DTW, wide area of use and also administrative boundaries and natural boundaries.

b.Topography

It is the surface shape of an area in particular the configuration and inclination of the land such as hilly terrain and mountain areas involving the average height of sea level and general configuration of the land.

c.Geology

Aspects of important geological characteristics are considered including soil type materials, stability, absorption, and soil erosion and fertility.

Climatology

Includes air temperature, humidity, rainfall, wind blowing power, average solar irradiance and season variations

e. Hydrology

These include the characteristics of watersheds, beaches and seas such as currents, sedimentation, abrasion

f. Visability

According salim (1985: 2239) in the sense of visability is the view especially from the end of the road that left the tree is left (long rows of trees).

g. Vegetation and wildlife

Habitat areas need to be considered to maintain the survival of vegetation and wildlife for the present and future. Generally it can be categorized as high crop, low crop (including grassland) along with the species of flora and fauna contained in it are both rare , harmful, dominant, production, conservation or commercial.

2. Apect Aspect

Tourism can develop somewhere basically because the place has a charm that can encourage tourists to come visit it. Murray (1993) in Gunn (1979: 50) mentions "... a thing or feature which draws people by appealing to their desires, taste, etc. Especially and interesting or amusing exhibition which 'draws' crowds'. Gunn (1979: 48) also argues that "the attraction of the region in the region that not only provides the things to the lure to travel ".

According to inskeep (1991: 77) attraction can be divided into three categories:

a. Natural attraction: based on the shape of the natural environment

b. Cultural attraction: based on human activity

c. Special types of attraction: based on artificial attractions like: theme park and shopping

2. Accessibility aspect

According to Bovy and Lawson (1998: 107) "... should be Possible by public transport and bycycle trails, by pedestrian paths (from neighborhoods) and by cars (mainly families, with an average of there persons car"

3. Aspek facilities and activities

In the development of a tourist attraction in need of facilities that serve as a complement and to meet the various needs of tourists who vary.

4. Socio-economic and cultural aspects

In the socio-economic analysis discusses the livelihoods of the population, the composition of the population, the labor force, the educational background of the surrounding community and the spread of the population within an area.

LITERATURE REVIEW

Halal tourism terminology in some countries is using Halal Tourism, halal travel, or moeslem friendly destinations. according to article 1 of the Minister of Tourism of Indonesia no 2 of 2014 on guidelines for the implementation of sharia tourism / halal is the principles of Islamic law as governed by fatwas and has approved by the clergy of Indonesia. The term began to be used in Indonesia in the banking industry since 1992 which developed into other sectors namely sharia hotels and sharia tourism.

The definition of halal tourism is an activity that is supported by various facilities and services provided by the community, entrepreneurs and local governments that meet the provisions of sharia (Kemenpar 2012). Halal tourism is utilized by many people because of the characteristics of products and services that are not contrary to the values of sharia ethics and not limited to religious tourism.

Based on the above understanding of the concept of the value of halal tourism does not conflict with the concept of sharia and sharia ethics in the concept of halal and haram in Islam. Halal is defined as justified, while haram is defined as prohibited. The concept of halal can be viewed from two perspectives, that is religion perspective and industry perspective. What is meant by religious perspective, namely as a food law what can be consumed by Muslim consumers according to his belief. This brings the consequence of consumer protection. While from an industry perspective. For food producers, this halal concept can be interpreted as a business opportunity. For the food industry that the target consumers are mostly Muslims, it is necessary to guarantee the halal of the product will increase its value in the form of intangible value. Examples of food products whose packaging contained halal labels are more attractive to Muslim consumers (Hamzah & Yudiana, 2015).

According to Sofyan (2012: 33), the definition of halal tourism is more extensive than religious tourism is a tour based on the values of Islamic sharia. As recommended by World Tourism Organization (WTO), consumers of halal tourism not only Muslims but also non Muslims who want to enjoy local wisdom. The owner of the Sofyan Hotel chain explained that the general criteria for halal tourism are; first, have an orientation to the common good. maintain security, comfort. environmental sustainability and respect for socio-cultural values and local wisdom.

Halal tourism is tourism that caters to holidays, by adjusting holiday style according to the needs and requests of Muslim traveler ". In this case the hotels carrying the principles of sharia do not serve alcoholic beverages have swimming pools and separate spa facilities for men and women (Wuryasti, 2013).

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Table 2. Comparison of Halal Tour with other Tourism

No.	Comparison Items	Conventiionall	Religion	Sharia
1.	Culinary Objectsr	Nature, Culture, Heritage, Culinary	Place of Worship, historical relics	all
2.	Aim	Entertaining	Improve spirituality	Enhance Spirituality in an entertaining way
3.	Target	Touching the satisfaction and pleasure of dimensionless passion,solely for entertainment	A spiritual aspect that can soothe the soul. To seek inner peace	Meet the desires and pleasures and cultivate religious awareness
4.	Guide	Understand and master the information so as to attract tourists to the tourist attraction	Mastering the history of figures and locations that become attractions	Make tourists interested in the object as well as evoking the spirit of religious tourists. Able to explain the function and role of sharia in the form of happiness and inner satisfaction in human life
5.	Facilities to worship	Just attachment	Just attachment	Become an integral part of tourism objects, rituals of worship to become part of the entertainment package
6.	Culinary	General	General	Specifically halal
7.	Relations with the community in the environment of tourist attractions	Complementary and only for material gain	Complementary and only for material gain	lntegrated, interaction based on sharia principles
8.	Travel agenda	Every time	Certain times	Pay attention to

				time
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Source: Ngatawi Al Zaztrow in Hamzah and Yudiana, 2015

According to Duran in Akyol & Kiliñç (2014), tourism has various social and cultural impacts. Halal tourism is a new product of both Muslim and non-Muslim markets. According to Zulkifli in Akyol & Kiliñç (2014), halal markets are classified into 3 (three) categories: food, lifestyle (cosmetics, textiles, etc.), and services (package tours, finance, transportation). According to Duman in Akyol & Kiliñç, Islamic tourism is defined as:

"The activities of Muslims traveling in and out of their consular year for participation of those activities that originate from Islamic motivations which are not related to the exercise of an activity remunerated from within the place visited" (Kiliñç, 2014)

According to Pavlove in Razzaq, Hall & Prayag, Halal or Islamic tourism is defined as tourism and hospitality which is also created by consumers and producers in accordance with the teachings of Islam. Many countries in the Islamic world are taking advantage of the rising demand for Muslim-friendly tourist services (Razzaq, Hall, & Prayag, 2015). Meanwhile, according to Sapta Nirwandar (2015) in (Achyar, 2015) the existence of halal tourism as follows: Halal tourism is extended services. If no one is sought, if anything, it can make sense of security. Halal tours can go hand in hand with others. The nature can be complementary, can be a product of its own. For example there is a halal hotel, means making people looking for hotels that guarantee halal its products will get wider options. This is actually expanding the market, not reducing. From what was not there, so there is ".

Basically halal tourism is a tour that is done based on Islamic sharia values that is based on the perspective of religion and industry. General guides of halal tours refer to the concepts that include Destination, accommodation, travel agency, and tour guides, drinking places, and shopping areas. Some of the guides are as follows :

1. Destination of Halal Tour

- a. The availability of food and drink halal
- b. Art and culture performances as well as attractions that do not conflict with general criteria of sharia tourism
- c. The availability of decent religious facilities

2. Accommodation

- a. Available facilities that make it easy to worship
- b. There are facilities that make it easy to worship
- c. The facilities and atmosphere are safe

3. Travel agency

- a. Organizing travel packages that fit the general criteria of sharia tourism
- b. Have a list of accommodation that complies with the general guidelines of syariah tourism accommodation
- c. Have a list of food and beverage providers in compliance with the Sharia food and beverage business guide

4. Halal tourism criteria

- a. Understand and be able to implement the values of sharia in carrying out the task
- b. Be good, communicative, friendly, honest and responsible
- c. Be courteous and attractive in accordance with Islamic values and ethics
- d. Have work competence according to applicable profession standardu

Shopping centers and transit hubs

- a. providing a decent mosque or mosque
- b. The location of the mosque is not in a hidden place.

The use of halal tourism marketing strategy should consider the readiness of products to be sold and recommend a number of marketing strategies that can be used such as strategy setting, market driven strategy, customer satisfaction and financial performance. Basically pushing the product pricing mix and tourism information through the mix available promotions such as personal selling, advertising, sales promotion and direct marketing to build the attraction of halal tourist products for tourists so that it has a greater influence for other tourists.

RESEARCH METHODS

The writer in this study is about the development of tourism in Karimun regency of Riau Islands province with a frame of mind which is a conceptual model of how the theory relates to various factors that have identified the important problems. Here is the frame of thought of the author:

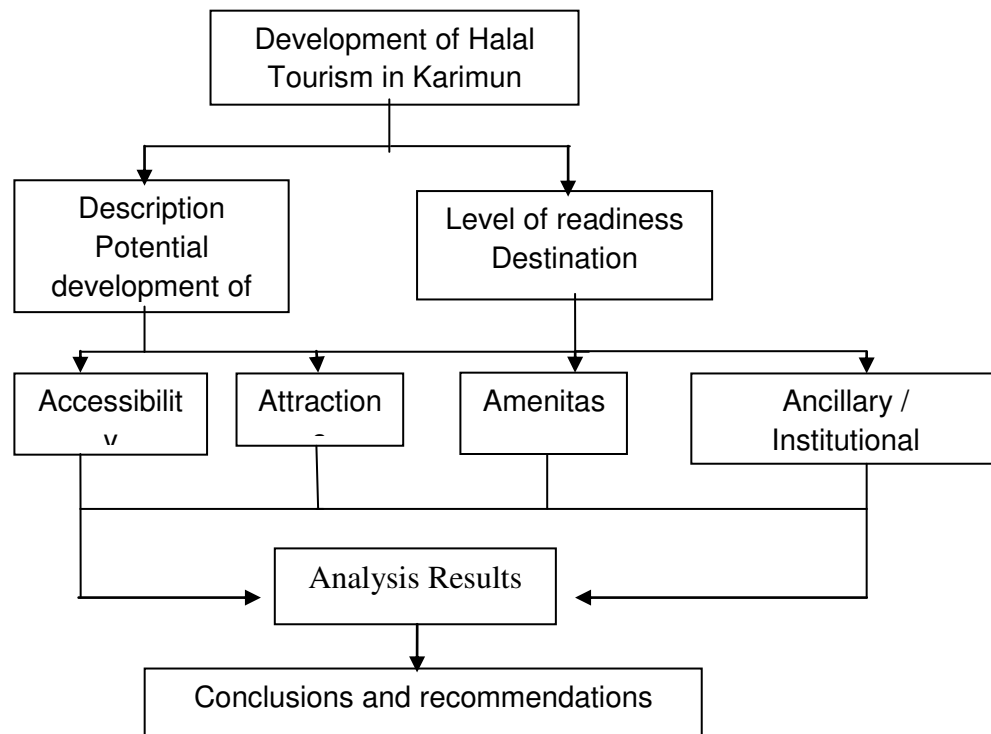


Figure 2.1 The author's frame of mind in conducting research that includes (1) Accessibility, (2) Attractions, (3) Amenitas, (4) Ancillary
 (Source : Researcher Observations 2015)

This research is conducted in Karimun regency of Riau Islands Province. The main data needed to be processed in the analysis of the factors of hospitality is obtained by researchers directly at the location of the research object. Meanwhile, for secondary data, the researchers also get help from the Local Government Work Unit (SKPD) that berkepentingan in the tourism issue of Tourism and Culture kabupaten karimun.

Interviews, observations, and documentation studies are various ways and methods used by researchers to collect data. In order to collect secondary data, the researcher uses interview. While in the framework of primary data collection, the researcher conducted direct observation and also did documentation study for several days in the field. In this process, the researchers also conducted unstructured interviews to residents around the tourist area in Karimun district. Data processing is done after the data collected. In the process of data processing is done the process of sorting and grouping of data obtained directly in the field and secondary data. The results of the classification are then made into a narrative of data which is then drawn into conclusions. This conclusion is expected to represent the perspectives of communities, institutional organizations, tourists, and overall stakeholders in the region..

RESULTS AND DISCUSSION

In reviewing the development of halal tourism in Karimun district, it is necessary to distinguish between physical and non physical elements. Existing physical elements can be quantified such as amenities. The non-physical elements include elements that can not be calculated in general with regard to the socio-cultural of the local community and the way of life and values and behavior. The following is the result of the analysis of the development of halal tourism in Karimun district:



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Table 3. Analysis of Halal Tourism Development in Karimun Regency of Kepulauan Riau Province

ASPECTS OF ASSESSMENT TOURIST ATTRACTION		AVAILABILITY		COMPLETENESS		PHYSICAL CONDITION	
		THE RE IS	NO	ADEQUATE	NO	GOO D	NO
Halal Tourism Development	Accessibility	V		V		V	
	Attraction		V		V		V
	Amenitas	V		V		V	
	Ancillary / Institutional	V		V		V	
Supporting facilities		V		V		V	
Infrastructure Support Neighborhoods		V		V		V	

(Source: Researcher Observations 2015)

Based on the results of the identification and the data done while the researcher is in the field, there are some analysis of the development of halal tourism. The factors analyzed are four factors, namely (1) Accessibility, (2) Attractions, (3) Amenitas, and (4) ancillary / institutional. These factors can be regarded as an abstract form of business value in order (1) to increase competitiveness and added value for regional tourism products (tourist destinations); (2) can improve the economic growth of local communities; and (3) optimizing the management of tourism resource potentials. These three things are expected to increase and make the area as a halal tourism destination in the Riau archipelago province.

The analysis also found that actual factors can be improved through the effective and efficient role of human resources, regulations and operational mechanisms in order to promote sustainable tourism development. This is also one part of the strategy launched by the local government related to the development of halal tourism area.

CONCLUSION

From the findings and analysis of the potential for halal tourism development in the district overall Karimun can conclude two things. The first conclusion is that the general understanding of citizens in relation to tourism is still lacking. The second conclusion is that the understanding of the citizens of tourism development is still low. As a tourism destination area should be favored by the public area.

Thus the future will come benefit financially as well as through other things that can improve well-being. Various kinds of socialization and vigorous efforts made by the stakeholders was not integrated yet connected between one and the other well. Thus directly, the number of tourists who

visit less than the maximum does not seem stable growth. In fact, as a tourist destination already has the potential to develop into better. In the future this can be scaled back through several activities, namely (1) an increase in the capacity of human and natural resources; (2) coordination among local tourism agencies. (3) Plan Development concept of agrotourism, involving cross-sector Associated with an increased capacity of the resource can be done through training activities for tourism awareness group. and communities.

Training may take the form of training guide (guide) for adolescents and youth there. In addition to providing their incomes, this can also help improve the quality of the destination. Bes

ides other resources also need to be fixed such as enhanced amenities for tourists. The existence of the restaurant, improvement of facilities in the form of markers (signage) and also manufacture other suggestions could also improve the quality of regional destinations wisata. Dalam order to improve the coordination between existing tourism agencies in this area could do with the implementation of various activities such as through the establishment of a focus group discussion , supports the participation of tourism associations such as the association of Travel Agents, Indonesia Hotel and Restaurant association, Tourism Promotion Board and Indonesia Guides Association for the development of the region. With the good inter-agency coordination could in the future be made a trip package of mutual support. Additionally, such support could have driven in the form of promotion of the region along with other destinations in the province of Riau Islands.

These things, if done in the future will be crucial in order to help the synergy between stakeholders to increase the role of stakeholders in the Mentawai islands. Besides the development concept can be driven through the intensification and an emphasis on the involvement and role of various institutions in the neighborhood destinations such as high school or college which is characterized by tourism, private companies in the form of corporate social responsibility directly for the community and also by absorption or training labor of native people who have the expertise or desire to work in the field of tourism. Two, these things will be more quality improvement in tourism development in Karimun at Riau Islands province.

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Revitalization Of An Indigenous Farming Practice For Sustainable Tourism Development In Lombok ^{1/}

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ABSTRACT

Lombok is one of the international tourism destinations in eastern Indonesia. It has a strategic position between Bali as culture base tourism, and Komodo Island as a world wonder *Komodo*. However, natural base tourism, e.g. sun bath, white sand and blue beaches are no longer as attractive means to sustainable tourism development. There-fore, culture base tourism, e.g. agrotourism is consciously considered to preserve natural resources of tropical biodiversity, local culture associated to traditional agriculture as well as increasing farmers' income. Methodology of the research was a descriptive and using an Analitical Hierarchy Process to rank the priority of attractions. The research was carried out in 2016 to 2017. Objectives of the research were to revitalizing traditional farming systems as well as collecting traditional agricultural tools which have unique characteristics, and interesting to domestic and overseas tourists. A significant re-sults of the research was a discovery of system “*repok*” as a core of agrotourism in which tropical ecosystem, biodiversity and culture were embedded. *Repok* was per-ceived as the most attractive attraction in traditional base agrotourism. Any cultures and arts associated to *repok* is an example of *agri as culture*. It has been recognized as an authentic of Sasak tribe. In conclusion, basic concept of *repok* has fullfild main principles of agrotourism as a part of culture base tourism. Revitalizing “*repok*” could be a milestone toward an integrated farming practice for a sustainable agrotourism in Lombok.

Keywords: Revitalization, traditional agricultiure, agrotourism, *repok*

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1. INTRODUCTION

The policy and commitment of the Central Government in the development of national tourism, finally reaches a peak point. There have been three out of the teen national tourism



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destinations prioritized to start in 2017. The three areas are Toba lake representing western Indonesia, Borobudur representing the central part of Indonesia and Mandalike Resort area, at Central Lombok representing eastern Indonesia. Tourism development in the province of West Nusa Tenggara, has passed a long journey. Since 1994/1995, it has declared itself as one of eight provinces in Indonesia that develop agrotourism (Anonymous, 2007). It has been proven that agrotourism increases farmer's income (Anonymous, 2013) as well as conserving natural resources (Department of Agriculture, 2005). In fact, tourism development in Lombok still relies on natural base tourism. However, natural based tourism, such as: sun bath, blue beaches and white sands are no longer as attractive means for tourism. Instead, culture base tourism is becoming popular world wide (DESA, 2003; Richards, et al., 2007).

Geographical position, between two international tourism destinations, namely the island of Bali with culture based tourism, and the island of Komodo with wild fauna based tourism. Lombok, should develop a comparative mean for both. It would be strategic for Lombok as an agrotourism development area (Bakosurtanal, 2004). Lombok has a traditional agriculture system that blends culture of agrarian society. Masterplan of Economic, and Acceleration of Indonesia Development (MP3EI) encourages the development of tourism sector which is possibly expected to trigger other sectors as well, e.g. agriculture. The position of Lombok is in between Bali with cultural base tourism, and the island of Komodo with world wonder wild fauna i.e. *Komodo*. This makes it strategic for Lombok as one of the agrotourism development area. In longterm, it could be an alternative to the natural base tourism.

A research conducted by University of Mataram in tourism sector in collaborating with Department of Research and Higher Education of Indonesia has succeeded in revitalizing and reconstructing the agriculture practices of "*repok*" system. *Repok* means a simple shade for settlement in farm lands. *Berepok* means temporary settling in farming lands to intensify agriculture activities. This system was a transition from shifting agriculture to permanent agriculture. It would be one of the embryo of Lombok's traditional agrotourism. This is supported by tropical nature with biodiversity of flora and fauna, and cultures of diverse and unique agricultural societies. *Repok*-based agriculture system will be as a complement of the natural beauty of agriculture environment. The concept of agriculture based tourism will be developed into a comparative agrotourism that meets the criteria as a tourism object or attraction that has sociocultural value, unique, conservative and educative.

Short-term objectives of the research were (i) to revitalize the traditional agricultural system and practices which meet the criteria as a component of agrotourism; culturally sound, conservation and educative, (ii) to collect, and to replicate of traditional farming tools and documents relating to agricultural activities that have unique characteristics, and attractive for tourists. Longterm objective was to establish a typical traditional agriculture based agrotourism, e.g. *repok* model at Mandalike Resort area, Central Lombok Regency, along with establishing of institutional agrotourism that rules management function in implementing and developing agrotourism based on traditional agriculture.

2. RESEARCH METHODS

2.1. Research methods

The first and the second year researches were conducted by Descriptive method which was combined with reconstruction and revitalization of traditional farming practices of *repok* system.

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Data collection is done through survey technique, while decision making was done through focus group discussion mechanism. The research area has been established in the first year of research, i.e at Rambitan 3 hamlet, Rambitan village, Pujut, Central Lombok (Figure 1). This location is a buffer zone of Mandalike Resort which is a special economic zone as the core zone.



Figure 1. Location of Establishment Repok based Agrotourism in Central Lombok

2.2. Research Respondents

Respondents in the second year study were tourism stakeholders, domestic and foreign tourists, tourism academics, community organizations, religious leaders, and youth leaders. Total respondents were 40 people, of whom 25% were female respondents. The respondents underwent interviews using questionnaires. All interview results have been documented in the form of an authentic and complete narrative.

2.3. Time Frame of Research

The study was conducted in two years; from April 2016 to October 2017. The second year study has been going on for 7 months since April 2017, with details: first week of program socialization, 1 week location preparation, 3 month reconstruction, August, September and October. Implementation of revitalization for 2 months, i.e, July and August, in the form of training for capacity building of human resources, revitalization of cultural arts attractions in the form of intensive training, and demonstration and revitalization of agriculture and livestock field in the field of cultivation practice.

Reconstruction of a prototype of agrotourism model or *repok* system was done in collaborating with local community, and under the supervision of an architect.

2.4. Assessment of Agro-based Components of Repok

The selection or appraisal of the agrotourism model was done through the Analytical Hierarchy Process (AHP) method, which is an analytical approach in selecting the best alternative or priority ranking in action or decision making (Ikhsan, 2011). The value used in the AHP analysis in this research was acquired from interview or consultation with experts engaged in tourism in general, and especially experts in the field of agrotourism.

The hierarchy (sequence) in the determination of alternative systems and practices of traditional agriculture (agrotourism *repok* system) in this study is: hierarchy-1 is the focus of research,



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hierarchy 2 is the purpose of alternative selection, hierarchy 3 is criteria and hierarchy 4 is an alternative. The focus of this research was selection of traditional Sasak farming systems or practices in Lombok. The purpose of the selection system or agricultural practices is as an element of traditional agrotourism attraction based on *repok* system. The assessment criteria used are: (i) the value of culture and regional development, (ii) the value of education or the element of education (iii) its attractiveness as a tourism attraction, and (iv) easiness to be observed.

3. RESEARCH RESULTS

3.1. Shifting of Traditional Farming System

A valuable traditional farming systems has been abandoned since the 1980s. It was coincidence with introduction of "*gogorancah*" i.e. a new system in agriculture, which cultivates soils by dismantling soils in the dry season, and directly seedling in dry conditions, shortly before rainy season. At the same time, high-variety varieties and irrigation facilities were also constructed. As a result, principles of traditional agriculture with various accompanying philosophies, tools, accessories, and local knowledge have disappeared. Among those are disappearance of climate forecasting systems (e.g. *warige* or local astronomy of Lombok society), traditions and culture of farming community, such as *tembang* for thank giving and *belakaq* (poetry) which performs in group at rice planting and harvesting time. The last actors of traditional agricultural have been aged over 70 years old. They are the last generation of traditional farming systems. They have already abandoned the tradition for about 3 decades. The last generation experiencing the tradition are those born in the era of 1960 - 1970s. DESA (2013) also reminds that without careful land use planning, rapid tourism development can intensify competition in land use for agriculture, and threaten natural landscapes. For example, Tourism development in coastal areas, e.g. hotel, airport and road construction leads to sand mining, beach erosion and land degradation.

Historically, the island of Lombok had become part of the Kingdom Majapahit. Empu Prapanca wrote on his book, "*Negara Kertagama*" in 1365 AD, that the island of Lombok was known as a desert island with the name "*Lombok Mirah*". The term "desert" means bare land without vegetation. This provides an evidence of severe impact of Rinjani mountain (Mt.Samalas) eruption in about 1257 AD. This devastated eruption destroyed biophysical lands and civilization of community in the island

The devastated natural disaster have fundamentally changed the way of life of Lombok people at that time. In the 13th century, Lombok society had to start an adjustment to the desert ecosystem; they shifted from originally wet or paddy farms, to a dryland farming system. Dryland farming system took place on rainfed and upland typology lands. Both systems relied heavily on natural conditions, especially climates and sub-optimal lands. This harsh natural condition had encouraged ancient farmers to develop their own way to cope with the situation.

They had developed a simple model of climate variability which is well known as "*warige*" (local astronomy) (Mahrup et al., 2012), as well as a typical system of traditional agriculture called "*repok*" system. Progress in local wisdom had resulted in development of socio-economic conditions of the Lombok people. They had recovered from poverty or famine within 100 years.

3.2. Multiculture as a Genuin Characteristic of Lombok's Society

The arrival of people from outside Lombok began to take place around 1343. It was started by the expedition of Majapahit led by Empu Nala. As the implementation of the *Palapa* pledge, Maha Patih Gajah Mada conducted an inspection to Lombok in 1352. It was followed by Islam spreading by Prince Prapen, son of Sunan Ratu Giri from Gersik, East Java. He came to

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Islamize the kingdom of Lombok in the 16th century. He entered Lombok through the north coast of Bayan. The second wave was followed by the arrival of traders for trade missions. They came from various regions of the kingdom such as, Banten (West Java), Palembang (Sumatra), Kingdom of Goa (South Sulawesi), especially Bugis tribe. The Bugis tribe entered Lombok via the eastern route (Sumbawa) and mostly occupied the coastal areas of the western, central and eastern island of Lombok. The third wave of newcomers was a politically motivated or conquered mission. They arrived in the 17th century period, mainly from neighboring western Lombok island. One of the most noticeable magnetism for them to come to Lombok was its abundant natural resource (Van Der Kraan, 1980).

Lesson from ancient society of Sasak tribe in Lombok can be noticed as follows: Ancient society of Sasak tribe could survive from impact of the gigantic disaster by developing local knowledge or wisdom in climate, managing an intensive agriculture, although in conventional manner. They developed sustainable agriculture which relied on internal input; organic fertilizer, non chemical insecticide, and working in group hand by hand (*gotong royong*). Then, they were able to restore their socio-economic condition as traditional farmers and deliver Lombok society to survive until now.

Society of Lombok in the past was known close to their farming lands. Farmers, particularly men had used to live away from their main community or families. They solely lived in their farming lands in a simple shade called “*repok*” (Figure 2). The reason was to make them close to their farming lands, to intensify crop care, as well as to take care poultry. This had brought about Lombok as center for rice, palawija and onion production in the past. According to Education Bureau of Hongkong Government (2013), tourism scope is huge and complex, so it requires a wide range of approaches and knowledge related to tourism problem solving. For instance, history and geography help us to understand the best way in developing historical and geographical resources of a tourist destinations. Religion and culture provide a better information on how should to develop them into a cultural destination.

A natural disaster could be ultimately beneficial in longterm. As an example, the caldera of Rinjani becomes a giant water reservoir at an altitude of 2000 m above sea level. It plays a significant role in controlling a hydrology cycle on the island of Lombok. In term of tourism, the Rinjani Mountains with *Segara Anak* lake has been pointed as a Geoparks. If it is professionally managed, it becomes a world class natural tourism asset. It is in line with conclusion made by DESA (2003) that ecotourism and other sustainable tourism strategies can minimize negative impact of tourism and ensuring that sustainable tourism development not just focus on economic benefits, but also to environmental Protection as well as the sustainability of natural resources.

In addition, the Rinjani Crater is a center of worship for various religious adherents in and outside of Lombok. Local people alternately take a ritual trip to the Rinjani crater, just like a pilgrimage to the holy land of Mecca and Medina. Even Anak Agung Gede Ngurah Karang Asem, the King of Karang Asem who had been resigned as the King in Lombok was not able to hide his sense of love to the crater of Rinjani. Through a long ritual journey, he finally get a message and permission from *Sang Hiyang Widhiwase* to make Rinjani crater as the center of worship or (*pujewali*) for Hindus in Lombok. In his old age, Raja Anak Agung could no longer visit the worship site in the Rinjani crater. So in 1727 AD, the king ordered to build a miniature of the Rinjani crater in one of the king's palace located in Narmada, West Lombok Regency. It is not excessive to say that for those who ever had stepped foot in the crater of Rinjani, he or she dreams off to return to that place.

Demographic or population data shows that the island of Lombok has long been inhabited by so many ethnics, religious followers and people with various cultural backgrounds. Every newcomer are accepted as part of a large family of Sasak people. Almost every village is populated with different origins, tribes, nations, religions and customs. They are all living side by side in harmony. They are recognized by their own dialect of language. Lombok community can be stated as a miniature of multi cultural society of Indonesia. They are living in a harmonious social life. One



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motive for travelling is the desire to interact with people and to get to know foreign cultures. This was stated in ETE-report (2009) that exchange of cultural can supports mutual understanding between peoples and cultures. It can lead to the alleviation of prejudices, and decrease of social tension.

3.3. Infiltration of Islam as a New Religion in Sasak Society

The growth of culture based tourism has been one of the major trends in global tourism in three decades and for the future (Richards et al., 2007). In the past, the spread of Islamic teaching in Lombok was similar to that of method delivering religion by *Wali Songo* in Java. Sasak people who converted to Islam, they did without abandoning their local culture. For Sasak people who wanted to maintain their ancestral teachings, they isolated themselves and their family members to remote places without social complications. The social bond between the adherents of Islam and who maintained their ancestral belief remained intertwined, eventhough they had been spaced apart (Van Der Kraan, 1980). The Sasak people have long held the basic principle which stated:” for you is your religion and for me is my religion”. They place the issue of religion as a highly respected personal right.

Harmonious relationship between the Sasak community of Islam and the Hindus community is an example the past friendship of the both communities. Although the administrative Lombok once controlled and was under the rule of the Hindu kingdom, the two groups of society in the past never questioned the issue of religion. They never tolerate coercion to embrace a particular religion. In addition, cultural transfer in the form of art e.g. dances, and *gamelan* (traditional music) had taken place naturally from the Balinese to the Sasak community. Both parties respected each other and acknowledged the existence of art from each party. It is very fortunatly to be Sasak society, because of the opportunity to transfer various pieces of arts from various sources. They adopted Sangskrit language (Old Javanese) as part of formal language in the past. It was derived from the Majapahit kingdom at East Java, along with the art of *tembang* and shadow puppets (*perwayangan*). Moral and religious messages were commonly delivered via *tembang* and *perwayangan*.

Warige (local astronomy), is a science that studies of good days for various religious, social and daily activities. It refered more to the Islamic Mataram Kingdom in Central Java (Mahrup, 2012). It was also quoted from ancient books such as *Tajul Muluk* and *Magrabi* originating from the Middle East and the book of *Al-Falak* from Egypt. Arts in the form of dances and *gamelan* (traditional music) were dominantely influenced by Balinese art. *Rudat* and *zikir zaman* were introduced by people from Aceh. *Berzanzi* readings was introduced by Arabian tribe. Finally, Richards (2007) described that role of culture in tourism could be a major factor in culture based tourism. This could be a powerful reason why ought to preserve heritage of the past and expand contemporary culture which enable to maximize cultural capital and distinguishing of communities from one place to an other.

3.4. A Traditional Communication Mode

Tembang (reading tradition) in the past was generally delivered in Sanskrit (Old Javanese). Contents of the *tembang* in general is a moral message, customs norms and religious norms. The performer is a pair of men. One acts as a reader, while the second serves as interpreter as well as elaborating implied meaning of the *tembang*. Sources of *tembang* reading is an old book written on palm leaves, known as *Takepan*. Format of *tembang* can be narrative and poem. The poem consists of *sampiran* i.e. the first two sentences or couplet and the second verse is the content. *Tembang* in poetry format is delivered by one person. Message to the audience is

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contained in the second two lines of the poetry. *Tembang* is generally delivered in religious ceremonies, culture processions, and ceremonies for rice. Farmers perform *tembang* or *pepaosan* in two occasions, namely when the rice is on primordial or flowering stage, and the second is after the rice ready to be raised to a storage. The first stage of performing aim to appeal to Almighty God to all creatures in nature so that the rice entering the critical phase gets protection from insects and diseases. Second *tembang* aims to express of praise to God over harvesting results.

Lelakaq is a poetry in Sasak community version. *Lelakaq* has been known for a very long period of time. *Pelakaq* is person who performs *lelakaq*. He or she started *belakaq* at the age of teenager (young age), and ended while entering the age of 40 years. It seems that *Lelakaq* was an ancient mode of entertainment for royal families. After the royal system ended, the art of *lelakaq* underwent a metamorphose to be a part of public entertainment on stage. It was performed on drama in a public space from which public community adopted lyrics of *lakaq* as a mean of communication among young people in countryside. Finally, *lelakaq* became very popular in the rural community's livelihood, particularly in agricultural activities. *Belakaq* had been widely practiced by people of all ages in agricultural activities. There were two times where *lelakaq* is involved, i.e. at the time of rice replanting and harvest.

It is unfortunately that the Sasak tribe has lost the tradition of agriculture which should be very attractive, unique and rare for both domestic and foreign tourists. The unique of the process, because it was commonly performed in group by youth while doing farming activity. They did not at least feel boring working in agriculture. By performing *lelakaq* they could relieve from feeling cool during planting and feeling too hot during harvest period. They work hand by hand on a mutual basis while expressing their glorified heart falling in love. Nowadays, though in some limited occasions, *lelakaq* is performed in cultural events, such as during cultural event of capturing *Nyalé* (sea worm, *Eucine veridis*) at the southern coast of Lombok.

3.5. "Repok" as an Ancient System of Agriculture

Repok system is conservative agriculture, means that agricultural practices are still strongly associated with the past traditions. It was strongly influenced by elements of religious, traditions, culture and local wisdom. The influence of religious traditions was reflected in many ceremonial events and agricultural activities, such as at planting stage and harvesting. The procession of salvation thank giving was commonly performed by reading "*takapan*" (written on palm leave), This activity is called "*nembang*" which contains a moral message that no harvest without hard work, though whatever result should be acquired with gratitude in the face of patience.

The cultural element was dominant in traditional agricultural activities. Traditional agriculture in Lombok is more accurately described as one of the most appropriate examples of *agri* as culture i.e. culture practice in agriculture. Cultural attractions begin since planting stage of paddy. Planting labors were group of 10 to 15 young women, while men pull out the rice seedlings from a nursery. In the past, rice cultivation was a very pleasant time for young people in rural areas. Rice fields were the most memorable gathering places for them They were working while singing a folksong or *belakaq*. They were responding each other; between male and female while working. *Belakaq* is a poem version in Sasak tradition. It consists of *sampiran* and the content, *Belakaq* was performed at harvest time, where harvesters are women. At harvest time, young male came as guests or visitors. They brought a variety of inkind items such as soft drinks, fresh sugar cane and snacks. It was called "*ngujang*"

Local wisdom is one of Indonesia's wealth. Local wisdom grows in a farming community in Lombok .. This is what causes the agricultural sector was buffered or protected from various economic crisis in the past. Therefore, traditional farming practice is sustainable agriculture. The indigenous cultures of the destination and the attitude of local people towards tourists would have a



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significant impact on the tourist experience in a destination (Hong Kong Education Bureau, 2013)

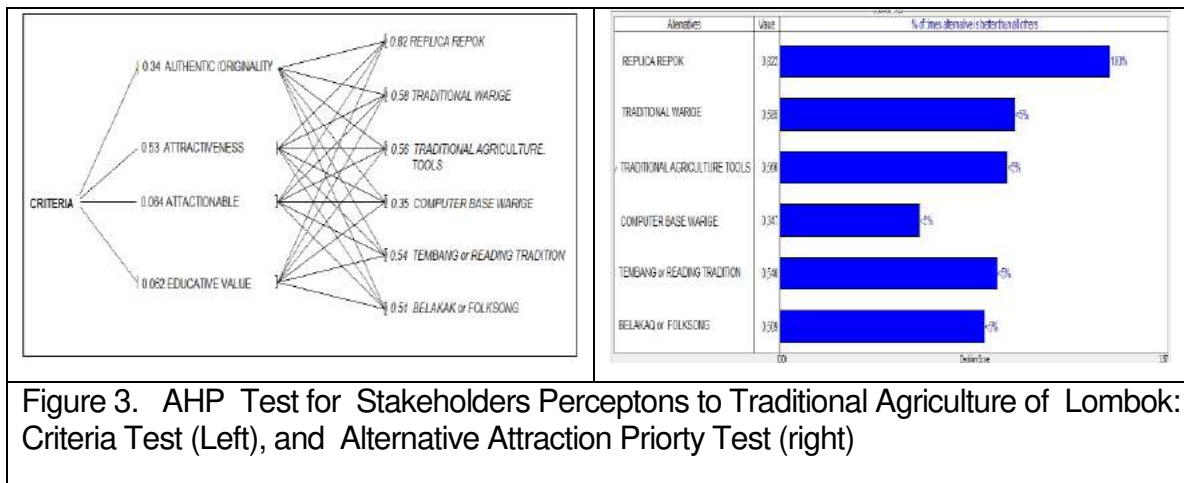
Technical design of repok or shade has to fulfill some condition, namely: (i) direction of the building has to face the eastward, (ii) materials consist of local materials without any iron materials and concrete or cement. All connection systems must use a rope either from rope material, or bamboo straps (Fig. 2).



Figure 2. Technical Design of *Repok* in Traditional Sasak Farm: Sketh of *Repok* (upper left), Basic Design (top right), *Repok* architecture (bottom left) and Replica *Repok* (bottom right)

3.6. Analysis of Stakeholders Perception

Perception of stakeholders toward traditional agriculture base agrotourism was statically evaluated by means of an Analytical Hierarchy Process (AHP). Stake holders was represented by 4 groups, each of which represents Hotel and Travel organization, Academic members of Tourism Education, Local Government, Community and Religious Groups respectively. There were four criteri proposed as evaluation parameters, namely: (i) authentic or originality, (ii) attractiveness for tourists, (iii) attractionable and (iv) Educational value. Result of evaluation is presented on Figure 1.



As it is shown on Figure 3 (left-hand) that the majority of stakeholders perceived that attractiveness to tourists was the most important criteria used to nominate attractions. Its score was 0.53. The second important criteria was authentic or aspect of originality with score of 0.34. The third and the fourth important criteria were attractionable and educational value with score 0.064 and 0.062 respectively. These four criterias were used by the stakeholders to choose alternative attractions as a priority. There were six items was proposed as alternative attractions, namely a replica *repok*, traditional *warige* (local astronomy), traditional agriculture tools, computer base *warige*, *tembang* (reading tradition of Sanskrit articles) and *bekayak* (folksong)

Interm of attractiveness to tourists, stakeholders had chosen a replica *repok* as the first priority with score of 0.82 (Fig. 3 right-hand). Base on the score, It can be stated that stakeholders bilieved that the replica *repok* is local genuin and authentic as Lombok’s heritage. Contribution of each main criteria to alternative attraction is indicated on Fig. 4.

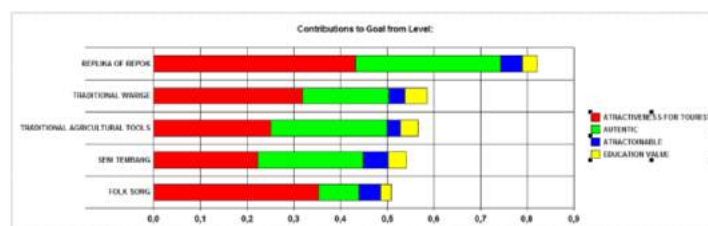


Fig. 4. Contribution of Each Criteria to an Alternative Attraction

It can be seen from Fig. 4 that replica *repok* was described as the most attractive tourism object in agrotourism of Lombok. Though reliability or attractionability of *repok* is limited, and its educational value is small. Because of its originality or authenticity as a local origin, then there will be no claim from any communities out of Lombok for the originality of *repok* as part of traditional agriculture of ancient Sasak tribe in Lombok.

Traditional *warige* (local astronomy) was considered as the second priority with score of 0.58 (Fig. 3 left). Base on their personal experience, stakeholders argued that the traditional *warige* is one of a valuable local knowledge in Sasak community. It would be worthy for tourists to share this kind of local knowledge as a new experience in learning



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science. It is believed to have the highest education value among those five attractions (Fig. 4). It can be performed as a practical short course for tourists or a clinic warige.

The third priority was traditional agriculture tools with score of 0.56. It seems that the stakeholders wish to legitimize that traditional agriculture of Lombok is truly traditional and was being part of ancient agriculture of Sasak tribe in the past. They suggested that traditional agriculture tools should be presented as ornaments of replica *repok*.

Tembang (reading tradition) and *belakak* (folksong) were also appreciated by stakeholders with score 0.54 and 0.51 respectively. Both were unique as an art performance. *Tembang* and *bekayak* could be cordially performed as warm welcome or greeting for guests or tourists and entertainment during leisure time or a farewell party. Lastly, the last priority was a computer base *warige* with score 0.35. It would be part of a creative attraction for tourists. It is expected to attract young groups of tourists who want to learn *warige* Sasak.

4. CONCLUSION

Traditional farming system base on *repok* in Lombok is truly genuine, authentic, and unique. It is the embodiment of cultivation and culture or *agri as* culture and not *agri as* business. Existency of *repok* in the past was a transitional stage of agriculture from shifting agriculture to a permanent farming system which had applied the principles of intensification, diversification and conservation agriculture. Furthermore, Elements of art, such as *belakaq* (folksong) and ritual elements, such as *tembang* (reading tradition) in the traditional agriculture of Sasak tribe, makes it distinguishable from common agriculture across Indonesia. Therefore, it could be as a comparative mean for attracting domestic and oversea tourists.

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Development of Halal Tourism In Maintaining Economic Growth: An Opportunity Of Most Instragammable Panenjoan Hills View, Purwakarta, West Java Province

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ABSTRACT

This paper objective is to explore the opportunity of halal tourism in Purwakarta in West Java Province in developing the Panenjoan Hills View. Since 2015 Panenjoan Hills view has been opened to community and the most visitors are teenagers due to the view there most instragammable.

Methods of research of this paper is mixed methods by using financial data to support any findings from qualitative approach, started from literature review and next, explore to the fields, and also indepth interviewed some key respondents to the subject of this research in related to explore the objctive of this paper.

This paper finds that there are a big opportunity for Panenjoan Hills View be a Halal tourism for Purwakarta in maintaining and accelerating economic growth. Contribution of this paper will give a broaden view to regulator of tourism, enrich literature review regarding tourism, but this paper have some limitations since this paper only focus only one place in purwakarta, where actually there are so many tourism destination in Purwakarta. To explore other tourism destination will be an opportunity in the future research in tourism topic area.

Keywords: Halal Tourism, Economic Growth, Sharia Law, Panenjoan Hills

1. INTRODUCTION

Based on central bank of Indonesia website (<http://www/bi.go.id>), Tourism contributed almost 10% in total PDB of Indonesia for the year of 2016. It has been increased by yearly consistently; undoubtedly, tourism industry has been a significant contributor for PDB of Indonesia, 2nd top rank as contributor of PDB for 2017 PD. As Moslem majority country being focused on a halal tourism target is a strategic decision. Comparing to Asean countries, Indonesia is in the top rank of growth on the tourism industry.

Based on those opportunities, Purwakarta as one of the city of West Java province should take this opportunity to developed halal tourism especially in the Panenjoan Hills view destination. It is still a new destination since its opened to public in 2015, and beacause of majority visitors consists of teenagers, and in the social media era the most instragammable view promised golden opportunity in the future to catch up.

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This paper objectives to explores the opportunity of halal tourism in Purwakarta in West Java Province in developing the Panenjoan Hills View. Since 2015 Panenjoan Hills view has been opened to community, and the most visitors are teenagers due to the view there most intragammable. Methods of research of this paper is mixed methods by using financial data to support any findings from qualitative approach, started from literature review and next, explore to the fields, and also indepth interviewed some key respondents to the subject of this research in related to explore the objective of this paper. This paper finds that there are a big opportunity for Panenjoan Hills View be a Halal tourism for Purwakarta in maintaining and accelerating economic growth.

Contribution of this paper will give a broaden view to regulator of tourism, enrich literature review regarding tourism, but this paper have some limitations since this paper only focus only one place in purwakarta, where actually there are so many tourism destinations in Purwakarta city. To explore other tourism destination will be an opportunity in the future research in tourism topic area.

Next, this paper will consists of Chapter 1 described the background of the topic and also gap of research from prior researches. Chapter 2 explored literature review about terminology of Tourism, Halal Tourism, Sharia Law or Islamic Law, and the chapter 3 will describe about result and discussions, and divide into 3 sub chapters, there are, panenjoan hills vie destination from stakeholders side, and sub chapter 2 consist of exploration of opportunity of development Panenoan Hills to be a halal Tourism, and sub chapter 3, explained about

2. LITERATURE REVIEW

2.1. Conceptual of Halal Tourism

According to Sheikh Yusuf al-Qaradhawi (2013), the term Halal is defined as that which is permitted, with respect to which no restriction exists, and the doing of which the law giver, Allah, is allowed. Therefore, Halal term means permissible according to Sharia Law. Faruki (1966), Halal is also one of five actions that categorizes the morality of human actions in Islam, others being compulsory, recommended, disliked, forbidden, From Islamic perspectives, Halal is defined above refers to any practice or activity in tourism which is permissible according to Islaming teaching.

From institutions view, UNWTO said it is better to define tourism first to define Halal Tourism, UNWTO defined Tourism as It comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes (Goeldner & Ritchie, 2006). In the prior literature researcher used terminology Islamic tourism and Halal tourism interchangeably. In other words, Halal tourism and Islamic tourism are treated as similar concepts. According to Jafari

and Scott (2014), Islamic Tourism as the encouragement of tourists likely to meet the requirements of Sharia Law. This definition focused on fulfill or effort tourism activities to

Sharia Law. On the other hand, according to Carbony et al (2014), islamic tourism as tourism accordance with Islam, involving people of the Muslim faith who are interested in keeping with their personal religious habits whilst travelling.



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2.2. Practical of Halal Tourism

Currently, the moslem travellers take into consideration on Halal and non Halal Tourism. As we know, travelling to Moslem Country will not face the risk of culinary non Halal as well as travelling to non Majority Moslem Country. The awareness of Moslem Travellers of Product and Services emade those countries to know better about the concept of Halal and non Halal. Therefore some non-Moslem destinations such as Japan, Phillipines and Brazil offered moslem friendly solutions/options to scenario sees as problematic by muslim travellers, such as availability of prayer room, halal food. Some destinations tried to achieved benchmark as Halal tourism destinations, which promote hotels that claim to be shariah compliant as Moslem friendly hotels (Carboni et al., 2014).

According to Euromonitor International Report (2015), The availability of Halal Food and Beverages (F & B) is very important for destinations that target Muslim Travellers, it is now common for Moslem Tourists to request Halal F& B when they visit non Moslem destinations. For instance, Aerostar Hotel in Moscow is Moslem friendly as one of thr hotel’s kitchens is certified Halal (Sboros, 2014). The hotel provides a duplicate of Holy Quran, a prayer mat and the Qibla direction in the 20 of their rooms. And also the shampoo and the soap used in the Hotels Roomm are certified Halal.

3. RESULTS AND DISCUSSIONS

3.1 Descriptions of Panenjoan Hills Destination from StakeHolders

In exploring the opportunity of halal tourism of Purwakarta City, Panenjoan Hills View, we did indepth interviewed to some key respondents. The key respondents are visitors, owner and regulator. The objectives of this indepth interviews The visitors comments and answers are as follows . According to visitors, the ticket to enter the panenjoan hills view very cheaps, and the view very instragammmable, unfortunately, on the other side visitors felt to reached the place so far away, and consequently, it is difficult for the older visitors, and also not suitable for visitor phobia in the high location or place. The last weakness is inconvinience of culinarity tourism.

According to visitors side, they said that eventhough some weakness and strenght of panenjoan Hilss View, still it has some opportunity, such as easy attract of new investor for development of the destination, due to halal tourism strategy. Threaten for this destination are as follows: controlling on this destination very weak indicated by no tangga at all in the main destination, so it is very dangerous for kids to enjoy the view there, and also no umbrella to covered for rainy season.

Based on interviewed to management and owner of panenjoan Hills view, there some weaknesses, such as financial and accounting management on the traditional basis, not yet installed sufficient accounting system to produced financial statements. Secondly, less controlled on operational activities as well as routine expenditures. Thirdly, very simple design of organizational structure, and double job staff to keep efficiency. Fourthly, security infrastructure is still minim, eventhough they

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have some but still too little for area panenjoan hills. Fifthly, the distance from parking area to destination too far away, and it as one big obstacle for some people such as, older people, disabilities people, and also for normal people will found difficulties if it was rainy season.

Eventhough this destinations has some strength according to the eowner or managements, there are, firstly, the most instragamable view of the panenjoan hills and very natural environment of destinations that can not found in the city. Secondly, in general the location of panenjoan hills view is relatively accessable for community. Thirdly, The ticket to entry the destination very cheap and attainable and reasonable. Fourthly, Parking are very large that make possibility for visitors come by car.

3.2 Development of Panenjoan Hills Destination as Halal Tourism

As definition of some literatures, halal tourism as all of the tourism activitives in accordance with Sharia Law or Islamic Law. Based on observation of Panenjoan Hills destination and indepth interviewed to some key respondents of stakeholders of Panenjoan Hills View Destinations, there are some activities or product could provided:

Firstly, The primary product is the most instragamable view of Panenjoan Hills, since the visitor should follow the sharia law such as non muhrim can not take picture as a couple, the out fit follow the Sharia Law, or at minimum level should full fill norm as eastern or Asia paradigm. If the destination for prewedding picture, the visitor should follow shariah law how the relationship of non muhrim couple.

Secondly, In the future the owner of thid destination can build such as guest house for visitors, that comply to shariah law, such as only certified couple as wife and husband can visit and stay in the guests house. In the Guest House should provided duplicate of Holy Quran, Sajadah Mat, Outfit for Pray (Mukenah), Qiblah direction, Halal F&B. The destination should provided sholat place/Musholla for visitorsm so they can pray and also enjoy the view of Panenjoan Hills, since the distance to public place too far.

Thirdly, Provided Shariah event such as like *Tabligh Akbar* for Purwakarta Society since the area of Panenjoan is large enough for place to such big events. The owner also can make other shariah events to attract the visitors to visit them.

3.3 Contribution of Halal Tourism of Panenjoan Hills for Economic Growth

As we know the contribution of Tourism is inthe top rank of contributor of GDP of Indonesia, and based on this fact we believed Halal Tourism of Panenjoan will increase Economic Growth of Purwakarta. The other reason for tis statement is Indonesia as one of the majority moslem country, and Purwakarta is part of Indonesia country. To describe more detil, the following table (Table 1) will explored lists of shariah compliant activities for Halal Tourism in the Panenjoan Hills destinations.

Table 1.



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List of Activities of Owner of Panenjoan Hills Before and after Halal Tourism

Descriptions	Before applied Halal Tourism	Halal Tourism
Culinary	V	V
Instragamable View	V	V
Tea Lives activities	V	V
Prewed Picture compliant Shariah Law	–	V
Shariah Event_Tabligh Akbar	–	V
Shariah Event_Product Halal Bazaar	–	V

Simulation on the basis of actual visitors from year of 2015

From Tables 1. There are some activities arises if Panenjoan Hills Destination focused in the Halal Tourism, such as Prewed Picture Compliant Shariah Law, various shariah events. And these activities will need workforce from area of Panenjoan Hills, consequently will provide the job for the Purwakarta community. Creation of the job for workforce of community of Purwakarta Province will increase the economy of Purwakarta and finally in the future will increase the growth of economy of Purwakarta Province.

4. CONCLUSIONS

This paper finds that there are a big opportunity for Panenjoan Hills View be a Halal tourism for Purwakarta in maintaining and accelerating economic growth. Contribution of this paper will give a broaden view to regulator of tourism, enrich literature review regarding tourism, but this paper have some limitations since this paper only focus only one place in purwakarta, where actually there are so many tourism destination in Purwakarta. To explore other tourism destination will be an opportunity in the future research in tourism topic area.



Figure 1: Panenjoan Hills View
Sumber:<http://www.google.co.id>

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Halal Tourism or Muslim-Friendly Tourism? Bogor City Tourism Management in improving the Quality and Quantity Visit

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ABSTRACT

Tourism Planning and development in Indonesia today has been so much vibrant. The tourism sector is considered to become an excellent, because it has a strategic role and function as a trigger for an increase in economic development. As one of them is in increasing of the community revenue opportunities and the distribution as well, in order to make more equally distributed in the city center and in remote areas. One of Indonesia's strategy to improve the quality and quantity of the visit is by making the middle east travelers as the one of the tourism market target.

Middle east travelers become the potential market with the number of visits traveler 190000-210000 in 2016, because of quality in expenditure part reached an average of US \$ 1,400 per person with long stays 4 to 7 days and will be much longer if the travel program conducted with the family members as it is informed by Ministry of Tourism. The efforts to increase tourist visits are by doing in several ways, one of the grand design to do is by setting some tourist destinations based on halal travel some are considered merely Muslim-friendly.

Bogor city is as the one of the cities in West Java that was in far before the central government had raised the halal tourism, had prepared a city with the halal nuance image which had been included in tourism activities. As government directives in the publication of the City Government is as halal city that is the spirit in forming the akhlakul kharimah people and always sought to establish the conducive conditions.

The purpose of this study was to determine what was the true concept of the relevant stakeholders had been related with the halal travel concept or Muslim-friendly travel concept and tourism management ideal form for Muslim people in the Bogor city . The methodology had used by Analytical Hierarchy Process Approaching (AHP) by creating the setting of decision-making for tourism management based on halal tourism or Muslim-friendly travel based on determinant stakeholders factor (tourists, attraction management (the city government and tourism services industry), and the Global Halal Center). Based on the results of the discussion on this research, tourism in the city of Bogor has led and refer to things by decree teachings of Muslims who actually apply universally like governance / policy regarding minimum consumption of alcohol, eat, made from non-kosher, the use of appropriate clothing, provision of facilities worthy of worship.

Keywords: Halal, Muslim Friendly Tourism, Tourism Management

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INTRODUCTION

Making tourism as a trigger for economic improvement in Indonesia, today is really being pursued. Tourism planning and development activities such as attraction arrangement, accessibility and tourism amenities previously seen by underestimating, now gradually and thoroughly implemented. The prospect of a brighter tourism and strategic position within the framework of national development, provides the impetus and necessity of strategic steps in improving the performance of national tourism, as well as increasing the stronger competitiveness in order to attract greater tourist arrivals, the equally increasing movement of domestic tourists and increasing investment interest in Indonesia. Thus the value of the economic benefits driven by the Tourism sector will contribute significantly to the national development and the welfare of the people. Based on UNWTO data, the growth of foreign tourists in Indonesia in 2016 was 15.54 percent, which exceeds the world average of 3.9 percent, giving the Ministry of Tourism's confidence to increase the target of foreign tourists by 2017 from 12 million to 15 million with the main focus on digital tourism, homestay village tourism and air connectivity (Tourism Ministry , 2016).

Indonesia is a country with the largest Muslim population in the world, of which 88 percent of the population is Muslim (Nasir, 2015). This large Muslim population makes it possible for Indonesia to increase tourist visits with both domestic and international Muslim markets. Improving the quality of halal tourism or at least able to improve the quality of Muslim-friendly tourism becomes a challenge for the Indonesian government. Speaking of halal tourism in Indonesia, not apart from the Indonesian government policy that makes tourism as a leading sector. Halal tourism becomes one of the alternative efforts of Indonesian government development to attract tourist visit in addition to mass tourism development which is done thoroughly developed by local government in supporting the central government.

Halal tourism becomes some certain activities that is considered capable of accommodating the needs of Islamic laws. As we have been knowing, that Muslims as followers of Islam, are very obedient and loyal to the laws of the Qur'an and Hadith, including in the activity of travel. Farahani & Henderson (2009) explain the lessons are that more complete submission to God is possible through seeing First hand the beauty and bounty of His creation; grasping the smallness of man reinforces the greatness of God. Many things can be obtained, the connection of travel in the eyes of Islam. The journey becomes one of the efforts to find the truth, the journey in the sense of calming the mind and heart, and traveling as an effort to make a friendship(silaturahmi) well with other known or unknown human beings. This understanding is in the way with the wishes of Muslim teachings in general, doing the best deed as much possible on earth with science. Teachings that fit with tourism is hijra, both migrated with the goal of health, education, work by aiming of being better.

One of the city that seeks to establish itself as a city of halal city, that is Bogor city. Bogor City began implementing many things related to halal tourism gradually achieving Bogor as Halal City totally. Since 2010 the city of Bogor seeks to create a halal climate, beginning with a halal certification approach to food and beverages, both from the production side until the presentation. The effort of Bogor City is accordance with the efforts of the central government to set the existence of Global Halal Center (GHC) building in Bogor City as the center of study or guarantee of halal products in



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Indonesia. The Global Halal Center has certified 270 thousand food products, medicines and cosmetics (GHC, 2016). Seeing the development of Bogor efforts to make itself as a halal city of course, many challenges faced. First efforts doing begin with a lot of need basic setting one of them is tourism. Halal tourism as one of the efforts to make halal city in Bogor City, raising the question on this research, that is the existing condition of halal tourism, halal tourism or tourist friendly Muslim and basic needs / priority of halal tourism in the Bogor city.

HALAL

Shari'ah (الشريعة) law determines what is acceptable - halal (حلال), and what is unacceptable - haram (حرام) in everyday life and during travel, The law prohibits the public outpouring of emotion, any type of physical contact between persons of the opposite sex, unmarried couples staying in the same hotel room, gambling, breaking of the Ramadan fast during the day, eating pork and other forbidden foods, alcohol and indecent clothing (Kovjanic, 2014). Islamic tourism (or Halal tourism) is deeply rooted within the Islamic Shari'ah as every Muslim is required to travel for many reasons, some directly related to Islamic Shari'ah itself (e.g. Hajj and Umrah) while many travel for education, medical treatment, and knowledge acquisition (El-Gohary, 2015)

Halal tourism is “any tourism object or action which is permissible according to Islamic teachings to use or engage by Muslims in tourism industry”. The definition consider the Islamic law (shariah) as the basis to deliver tourism products and service to the target customers who are mainly Muslims, such as Halal hotels (shariah compliant hotels), Halal Resorts, Halal restaurants, and Halal trips. The definition claims that the location of activity is not limited to the Muslim world. Therefore it includes services and products that are designed for Muslim travellers in Muslim and non-Muslim countries Furthermore, the definition considers the purpose of travel is not necessarily religious. It may be any of the general motivations of tourism (Battour & Ismail, 2015)

Through the National Sharia Council (DSN) of the Indonesian Ulema Council (MUI) has issued Fatwa Number 108 / DSN-MUI / X / 2016 on guiding the implementation of tourism based on sharia principles which became the basis of standardization of halal tourism aspects. In general, the understanding based on the fatwa is Sharia Tourism is a tour in accordance with the principles of sharia. Syariah / Halal Wisata is a geographical area in one or more administrative areas in which there are tourist attractions, religious and public facilities, tourism facilities, accessibility, and interconnected communities and completing the materialized tourism in accordance with the principles of sharia. The provisions of shariah / halal tourism destination shall be directed at efforts to:

- a. Achieve the common good
- b. Enlightenment, refreshment and calming
- c. Trust maintaining, safety and comfort
- d. Realizing a universal and inclusive good
- e. Maintaining cleanliness of nature, sanitation, and environment
- f. Respect socio-cultural values and local wisdom that does not violate sharia principles.

Tourist destinations must have:

- a. Facilities of worship that are worthy of use, easy to reach and meet the requirements of sharia

- b. Halal food and drinks are guaranteed halal with Halal MUI certification

Travel destinations must be avoided from:

- a. polytheism and lies
- b. Immoral, adultery, pornography, pornaction, liquor, drugs and gambling.
- c. Acts and cultural performances also the attractions that contradict the principles of sharia.

Tourists shall comply with the following conditions:

- a. Sticking to the principles of sharia by avoiding polytheism, immorality and destruction
- b. Maintaining the worship obligatory during the tour
- c. Maintaining the noble character
- d. avoiding the tourist destinations that contradicting with the principles of sharia.

The idea of shari'ah tourism itself appears quite controversial, not only from the point of view of religious authority but also from the academic side of tourism studies. In any case, this situation does not necessarily employ a scientific approach to answering this issue with several branches of the social sciences, among which geographical knowledge can make a specific contribution, particularly through two perspectives of religious geography and tourism geography (Jaelani, 2017). Halal tourism is not interpreted as a tour to the grave (pilgrimage) or to the mosque, but the tour in which comes from nature, culture, or artificial which framed with Islamic values. Sharia tourism is not only solely related to religious values, but rather lead to lifestyle (Tourism Ministry, 2015).

The largest Muslim population in the world then Indonesia is the largest Shariah tourism industry market in the world and it should be recognized by the tourism business in Indonesia this is because the development of sustainable Islamic tourism will be able to provide significant economic contribution for all actors involved in it (Widagdyo, 2015). Halal tourism as one makes activity not solely religious egoism, can be an alternative solution to minimize negative impacts and improve the positive side of tourism activities. In making a strategy for a destination there are some development components that must be analyzed first in the market. These components includes the attraction, amenities, accessibility, support services, institutional, (Cooper, 2005). Looking at these components means that the development and management of halal tourism is not only at the level of tourism attraction, but all components using sharia or halal approach must be fulfilled.

methods

In this study the approachment used qualitative - explorative, the object of research in this study which observed consists of three components namely place (place), actor (perpetrator), and activities (activities) Spradley (1980). After the data collected through interviews, questionnaires and observations then the data is classified as needed to be analyzed. The data include data profiles of respondents, respondents' perceptions of attractions, accessibility, supporting facilities and halal tourism management system. AHP analysis is used to determine the priority of the most appropriate / profitable halal tourism destination policy. The purpose of the analysis is to assist the decision makers to determine the policy to be taken by setting priorities and making the best decisions. Determining policy priorities is done by arranging the components of the problem into a hierarchy, then assigning value in the form of numbers to each section that indicates an assessment of the importance of each part. The importance rating of each policy is synthesized through the use of eigen vectors to determine which variables have the highest priority (Budiharsono in Rosmawati, 2009).



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RESULT AND DISCUSSION

Tourism in the city of Bogor has been growing and growing, in 2016 foreign tourist arrivals reached 255,000 tourist arrivals and contributed the largest Local Revenue (PAD) in the city of Bogor reached Rp 204 billion. Bogor City Government policy in the field of tourism in line with the function of the City of Bogor itself is a city of services and trading, industry, settlements, and scientific tourism city. Function as a city of scientific tourism in because of the existence of the Bogor Botanical Gardens located in the middle of the city with the scale of national to international service. Broadly speaking the direction of tourism development policy in the city of Bogor as described in the report of the Department of Culture Tourism and Creative Economy (Disbudparekraf) focused on the function of conservation, tourism functions and educational functions are:

1. Nature tourism activities that focus on protected areas, such as city parks, forest tours (urban forest), botanical gardens, natural or artificial places and other places related to the richness of flora and fauna.
2. Preservation of natural resources and the environment and historic relics.
3. Explore new tourist objects and introduce tourism objects and local art through the provision of new locations.
4. Maintaining educational facilities, traditional arts training for the younger generation especially and society in general.
5. Maintaining natural beauty and creating a good climate.

While the policy of development of tourism space utilization based on the potential of regional characteristics and the level of development that occurs, is expected to bring up a new flagship area with directed the arrangement of the area and attractions include:

1. Nature tourism such as the utilization of situ and river banks in the city of Bogor as a tour conservation and environmental conservation.
2. Heritage tours of the existing city of Bogor and preservation of existing museums which to be maintained.
3. Scientific and educational tours in this case include research and training activities to cultivate the thinking and intellectual development of the nation.
4. The shopping tour is to provide a sense of comfort to the migrants / tourists who visit the city of Bogor to shop and invest in the city of Bogor.
5. Cultural tourism in this case to grow the typical traditional art of Bogor City as well as typical cuisine Bogor City which can be used as a souvenir for the residents of immigrants and tourists. (Disbudparekraf Bogor city, 2016).

According to Cooper (2005) in making a strategy for a tourist destination there are several factors that must be seen first in the market, so that tourism activities in Bogor City can be The existence of the formation factors of tourist destinations are very supportive of tourism development in Bogor, These include:

1. Amenities

a. Hotel

The existence of hotels and cottages in the city of Bogor became one of the important means for the development of tourism in this city, because the hotel is a temporary residence for tourists is needed during a visit to the city of Bogor. Bogor city itself has had various types of lodging with the detail number of hotels, 72 hotels with the number of rooms reaching 3,352 rooms.

Shariah-Compliant hotel that is an interesting development which illustrating several important features of demand and supply of hospitality services within an Islamic realm. Actually, there are no formal criteria for the Shariah Compliant hotel or Halal Hotel. However, some of Muslim writers describe some basic characteristics of Shariah- Compliance Hotel as mentioned in the following: a) Halal foods and no alcohol to be served in the premises or hotels b) Having the Holy Book Quran, prayer mat and arrow that indicating the direction of qiblat c) Beds and toilets positioned not to face the qiblat d) Prayer room available in the premises and hotels e) No inappropriate entertainment f) Predominantly Muslim staffs with a proper Islamic code of dresssing g) Separate salon, recreational facilities and swimming pool for men and women h) Separate room/ floor for unmarried couple between male and female i) Tourists dressing code j) No gambling and alcohol drinks in the hotel lobby or restaurant k) No prohibited foods and beverages in the hotel fridge (Samori & Sabtu, 2012).

Hotel management in Bogor City has not fully fulfilled with the element of halal hotel management as mentioned earlier. Based on the results of the questionnaires to tourists and through the perspective of hotel managers through interviews of the availability of halal food, Quran, prayer mats, arrows indicating the direction of qiblat, prayer rooms and Muslim staff who dominated by Islamic dress code are available. As for other things that support such as Bed and toilet is positioned to not face qiblat, recreational facilities such as salon and swimming pool for men and women apart, separate floor for unmarried couples between men and women, No alcohol drinks in hotel or restaurant lobby, no forbidden food and beverages in the hotel refrigerator and Tourists dressing code not yet available.

b. Restaurant

In the city of Bogor there are restaurants that prepare local menu, national, and foreign menu, while others are stalls with local / national menu. The existence of this restaurant is very supportive of tourism Bogor City, because it can not be denied the need that food and beverage has become a basic requirement for local people and visiting tourists, can be seen the number of restaurants located in Bogor City amounted to 185 restaurants with 4, 050 amounted around dining table.

Law of the Republic of Indonesia Number 33 Year 2014 Concerning the Guarantee of Halal Products has explained the deriving materials from animals that are forbidden include: a. carrion; b. blood; c. pork; and / or d. slaughtered animals are incompatible with the Shari'a. The location, place and means of halal production process shall be separated by location, place, and equipment for slaughtering, processing, storage, packaging, distribution, sale and presentation of unlawful products. The activity is legally with business actor who has obtained Halal Certificate. In the implementation of halal certification for restaurant with standard materials for halal certification that is a) Does not contain pork or pig derivatives. b) Does not contain alcohol (khamr) and its derivatives. b) All materials from animals (not fish / animals living in water) shall be of halal animals and slaughtered according to Islamic rules (evidenced by a halal certificate of MUI or from a recognized institution of MUI). c) Does not contain illicit materials such as carcasses, blood and parts of the human body. d) The purchasing chicken, meat, liver, and bones with Halal Registered logo. The Implementation of halal restaurant product availability in Bogor city has actually been implemented



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even though the sample of tourists do not know the existence of halal certificate in the restaurant. In addition, there are still restaurants offering alcoholic beverage menu without any terms and conditions.

c. The Souvenir Provision

As a memento - memories, tourists can buy souvenirs typical of Bogor City that can be found in the tourist attraction of Bogor City. In addition to the scattered tourist attractions, souvenir provision location for tourists is available in around Pajajaran main street, Surya Kencana street and Tajur street.

2. Tour Attraction

a. Tours Attractiveness

Based on Fatwa Number 108 / DSN-MUI / X / 2016 on guiding the implementation of tourism based on sharia principles, some activities began to make the limitation the rights of tourists in enjoying tourist attraction and entertainment in Bogor City by maintaining halal norms. However, the halal tourism policy has not yet been launched, resulting in efforts to make Bogor a halal tourist destination will be heavy. Another case with Bogor as a Muslim-friendly tourist destination, Bogor City can be said as such like Something that of because it already has the things that Muslims need in enjoying the city of Bogor with the knowledge and strength of tourists in fulfilling the right as a Muslim.

The city of Bogor has several tourist attractions, with ten officially listed tourist attractions on. The tourist attractions in the city of Bogor are:

1. Bogor Botanical Garden
2. Bogor state palace
3. Zoological Museum
4. Ethnobotany Museum
5. Batu Tulis Ancient Inscription
6. Lake Situgede
7. The Bogor Hat Garden
8. Land Museum
9. PETA Museum
10. Perjuangan Museum

b. The entertainment area

Entertainment places in the city of Bogor is considered an important existence of the attraction of tourism in the city of Bogor. The entertainment place located in Bogor City is not only enjoyed by tourists, even the citizens of Bogor City themselves take the advantage of the existence of entertainment as a releasing hobby. It can be seen the number of entertainment venues located in Bogor City on 13 billyards, 5 cinemas, 15 swimming pools, 2 golf courses, 4 fishing ponds and 5 family karaoke places.

3. Aksesibilitas Accessibility

Transportation facilities in the city of Bogor is a public transportation in the form of urban transportation and inter-provincial transportation centered on Baranangsiang Terminal. In addition,

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the train is concentrated in Bogor Station became a very popular means of transportation in the city of Bogor. As for air transportation served by several airlines both international and national from Soekarno - Hatta Airport is only taken less than 2 hours within from the city of Bogor.

4. Community Institution

In the city of Bogor registered several institutions that have been registered in the Department of Culture and Tourism Information Bogor City that moving in the world of tourism where the institution has their respective roles in supporting the implementation of tourism activities, including five tourism education institutions from SMA (Senior high school) to Diploma level. Name of the educational institutions include SMK Negeri (State general vocational) 3 Bogor, SMK (Private general vocational high school) Baranangsiang, SMK (Private general vocational high school) Widya Ananda, SMK (Private general vocational high school) Windian Nugraha and Bogor Hotel Institute (BHI). For Tourism Movers Group (KOMPEPAR) in Bogor City among others are Kujang Kencana and Cikaret. Besides, there are three tourism business associations in Bogor City which are listed among others Indonesian Hotel Association and Bogor City Restaurant (PHRI), Indonesian Tour Guide Association (HPI) and Association Travel Agency (ASITA). This community institution has done with its responsibility by providing understanding through the socialization of opportunities and challenges in the management of halal tourism in Bogor City both in students members, and society in general. Analytical Hierarchy Process (AHP) process concludes also that the use of the terminology Muslim-friendly tourism is more ideal than halal tourism with major factor and they are: halal food & beverage 0.43, the availability of places of worship proper 0.33, the availability of leisure facilities for different gender 0.13 and finally the islam atmosphere 0.11. Looking at the results of the Analytical Hierarchy Process which is done in line with the preparation of implementation by the government as the manager and the tourists as the consumers have the tendency of food and beverage become the main priority, then the availability of proper place of worship. Places of worthy worship not only become the main facility, but the impact of image formation of tourism-friendly Bogor tourism and ready for sustainable halal tourism.

CONCLUSION

The development of tourism in the city of Bogor began with good arrangement, both from the availability of tourist attraction and existing support facilities. Related to halal tourism as the main issue in this research, it can be concluded that halal tourism both from the point of view of the government as producers and tourists as consumers either directly or indirectly, realizing the importance of the halal management of halal tourism. Halal tourism is seen not only as a reaction to the needs of a large Muslim market, but as a universal fulfillment of the needs of society. Some things that need to be prioritized are the availability of halal food and beverages and proper places of worship. The availability of halal food and beverages is not just the product, but consumers who consume alcoholic beverages and non-kosher food should be facilitated with policies in accordance with the Muslim Shari'a, in order not to consume in public places that will cause conflicts with the passion of halal tourism.



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Sustainable Indicators for Adventure Tourism Destinations: A Case of Waterval Boven

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ABSTRACT

In South Africa and around the world, the development of sustainable tourism indicators have been advocated by many authors and has resulted in a number of indicators. These indicators are distinguished by factors such as social, environmental as well as economic. South Africa has contributed in the concept of sustainability through its 1996 Tourism white Paper as well participating in sustainable development major events involving many other great role players in the field of sustainability. This study seeks to determine the main indicators for the development of sustainable adventure tourism, if respondents are willing to utilize the indicators and also examine if respondents have used this indicators before. Research was conducted in 2013 in Waterval Boven, Mpumalanga South Africa involving a total of 568 respondents. Descriptive statistics and factor analyses (Empirical Kaiser Criterion) were applied the study use's Kaisers criterion to determine which of the factors are valued by participants. In general, the respondents perceived the indicators positively. The study contributes towards the development of sustainable adventure tourism destinations through the utilisation of indicators that can make a significant contribution towards poverty alleviation by maximising social and economic benefits for locals, enhancing cultural heritage and reducing any negative impacts on the environment.

Keywords: Sustainable, Tourism, Indicators, Community

1. INTRODUCTION

By the year 1984, the United Nations (UN) established an independent group of 22 people drawn from member states of both developing and developed worlds and charged them with the development of long-term environmental strategies for the international community (Elliot, 2013:8). The commission that was put together by the UN defined sustainable development as 'development that meets the needs of the present without compromising the ability of the future generations to meet their own needs' (Elliot, 2013:8). Tshipala & Coetzee (2012) argue that, the idea is that we should share natural resources not just with people who are alive on the planet today but also with future generations of the earth's inhabitants.

In September 2000, 189 countries signed the millennium declaration which outlines the central concerns of the global community – peace, security, development, environmental sustainability,

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human rights and democracy (Keyser, 2009: 12). The millennium goal number 7 addresses the issue of sustainability. The 1992 global UN Rio de Janeiro conference on sustainable development paved the way for global acceptance of sustainability as the bases for planning and managing the way we live now and in the future (George, 2015:394).

Following the expiry of the MDGs in 2015 the UN member states at the Rio+20 conference in 2012 agreed to launch a process to develop a set of Sustainable Development Goals which was then launched in September 2015, the SDGs uses a trip bottom line approach to human well-being, environment and social well-being (George, 2015:394). The official definition of sustainable tourism was defined by the UNWTO as *'sustainable tourism meets the needs of the present tourists and host regions while protecting and enhancing opportunity for the future. It is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, and biological diversity and life support systems'* (UNWTO 2004).

1. Sustainable development and tourism

The tourism industry has experienced continued growth and expansion for the last decades. Tourism is the third largest industry after automobile and banking, it has directly and indirectly accounted for more than 9% of the world GDP or approximately \$1,4 trillion in export in 2013, such statistic attest to the massive economic impact of tourism (George, 2015:3). Tourism is therefore of global significance. The positive growth of tourism calls for interest in ensuring the long-term success and growth of the industry. Shqua & Gjevori (2013) argues that environmental protection and knowing what can be done with a place without causing detrimental effects to its resources, diminishing tourism satisfaction levels or generating socio-economic problems for the local community, is essential for the long-term success of tourism. However, it is essential for community residents to be involved in the decision-making, planning, developing and managing of tourism, and receive equitable benefits from this sector.

Dziuba (2016) informs us that, for the industry itself, as well as the region in which tourism develops, it is important that it be managed and developed in accordance with the principles of sustainable development, because like other economic sectors, tourism can also create a lot of problems; namely the loss of cultural heritage, economic dependence, or environmental degradation. According to United Nations Environment Programme (UNEP) (2011), Sustainable tourism aspires to be more energy efficient and more “climate sound” (e.g. by using renewable energy); consume less water; minimise waste; conserve biodiversity, cultural heritage and traditional values; support intercultural understanding and tolerance; and generate local income and integrate local communities with a view to improving livelihoods and reducing poverty. Rukuizienė (2014) states that the goals of sustainable tourism development could include the following:

- To mainstream a sustainability into tourism development by demonstrating the economic, environmental and socio-cultural benefits;
- To contribute with biodiversity conservation;
- To sustain the well-being of local people;
- To support people and organizational with learning experience;
- To involve the responsible actions on the part of tourists and the tourism industry;



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- To deliver the products/services primarily to small groups by small-scale businesses;
- To require the lowest consumption of non-renewable resources;
- To stress-up the local participation, ownership and business opportunities, particularly for rural people.

Tshipala & Coetzee (2012) acknowledges that, sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them. Saufi, O'Brien and Wilkins (2014) concur with Tshipala & Coetzee (2012) by indicating that, in many developing countries, community participation is constrained by institutional factors such as centralised decision-making processes, unwillingness by tourism planners to include destination residents in decision-making, and a lack of knowledge among host communities about ways in which they could participate.

According to Sustainable Tourism for development Guidebook (2013), UNWTO and UNEP identified 12 Aims for sustainable tourism which are as follows:

- **ECONOMIC VIABILITY:** To ensure the viability and competitiveness of tourism destinations and enterprises, so that they are able to continue to prosper and deliver benefits in the long term.
- **LOCAL PROSPERITY:** To maximize the contribution of tourism to the prosperity of the host destination, including the proportion of visitor spending that is retained locally.
- **EMPLOYMENT QUALITY:** To strengthen the number and quality of local jobs created and supported by tourism, including the level of pay, conditions of service and availability to all without discrimination by gender, race, disability or in other ways.
- **SOCIAL EQUITY:** To seek a widespread distribution of economic and social benefits from tourism throughout the recipient community, including improving opportunities, income and services available to the poor.
- **VISITOR FULFILMENT:** To provide a safe, satisfying and fulfilling experience for visitors, available to all without discrimination by gender, race, and disability or in other ways.
- **LOCAL CONTROL:** To engage and empower local communities in planning and decision making about the management and future development of tourism in their area, in consultation with other stakeholders.
- **COMMUNITY WELLBEING:** To maintain and strengthen the quality of life in local communities, including social structures and access to resources, amenities and life support systems, avoiding any form of social degradation or exploitation.
- **CULTURAL RICHNESS:** To respect and enhance the historic heritage, authentic culture, traditions and distinctiveness of host communities.
- **PHYSICAL INTEGRITY:** To maintain and enhance the quality of landscapes, both urban and rural, and avoid the physical and visual degradation of the environment
- **BIOLOGICAL DIVERSITY:** To support the conservation of natural areas, habitats and wildlife, and minimize damage to them.
- **RESOURCE EFFICIENCY:** To minimize the use of scarce and non-renewable resources in the development and operation of tourism facilities and services.
- **ENVIRONMENTAL PURITY:** To minimize the pollution of air, water and land and the generation of waste by tourism enterprises and visitors.

2. Sustainable tourism indicators

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Indicators are measures of the existence or severity of current issues, signals of upcoming situations or problems, measures of risk and potential need for action, and means to identify and measure the results of our actions. Indicators are information sets which are formally selected to be used on a regular basis to measure changes that are of importance for tourism development and management (WTO, 2004). The guidebook by WTO further clarifies the importance of tourism sustainable indicators by asserting that, indicators are an early warning system for destination managers of potential risks and a signal for possible action. They serve as a key tool, providing specific measures of changes in factors most important to the sustainability of tourism in a destination (WTO, 2004).

The UNWTO in a guide book published in 2004 identified a number of indicators which are aimed at ensuring the sustainable development of tourism, the indicators can be modified as per destination requirements (Keyser, 2009). The indicators are taken from base issues and then transformed into baseline indicators which are the sensitive areas that tourism development must regularly monitor in order to ensure its sustainable growth. The following indicators were identified by Keyser (2009) as pertinent to the South African landscape which includes:

Table 1: Indicators identified as pertinent to the South African landscape (Keyser, 2009)

Baseline issue	Baseline indicators
Local satisfaction with tourism	<ul style="list-style-type: none"> • Local satisfaction level with tourism
Effects of tourism on communities	<ul style="list-style-type: none"> • Ratio of tourists to locals • Percentage of those who believe tourism has brought new services or infrastructure • Percentage of social services available that are attributed to tourism
Sustaining tourist satisfaction	<ul style="list-style-type: none"> • Level of satisfaction by visitors • Perception of value for money • Percentage of return visitors
Tourism seasonality	<ul style="list-style-type: none"> • Tourist arrivals by month or quarter • Occupancy rates for licenced accommodation by month • Percentage of business establishments open all year • Number and percentage of tourist industry jobs that are permanent or full-year
Economic benefits of tourism	<ul style="list-style-type: none"> • Number of local people employed in tourism • Revenues generated by tourism as percentage of total revenue generated by the local community
Energy management	<ul style="list-style-type: none"> • Per capita consumption of energy from all sources by tourist sector • Percentage of business participating in energy conservation programme • Percentage of energy consumption from renewable sources



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Water availability and conservation	<ul style="list-style-type: none"> • Water use • Water saving
Drinking water quality	<ul style="list-style-type: none"> • Percentage of tourism establishment with water treated to international potable standards • Frequency of water borne diseases
Sewage treatment	<ul style="list-style-type: none"> • Waste volumes produced by destinations • Volume of waste recycled • Quantity of waste strewn in public areas
Development control	<ul style="list-style-type: none"> • Existence of land use or development planning process, including tourism • Percentage of area subject to control
Controlling use intensity	<ul style="list-style-type: none"> • Total number of tourist arrivals • Number of tourist per square metre of the site

Source: Keyser, (2009)

Tanguaya, Rajaonson, and Therrien (2013) argues the fact that generally accepting that sustainable tourism indicators should be developed as per destination is risky and full of ignorance due to the fact that tourism is dependent on competitiveness and attractiveness and as such it may be desirable to have a minimum level of consistency in the assessment of sustainable tourism, through the use of basic core indicators.

3. Benefits of sustainable tourism indicators

WTO (2004) identified the following benefits of good indicators:

- better decision-making - lowering risks or costs
- identification of emerging issues - allowing prevention
- identification of impacts - allowing corrective action when needed
- performance measurement of the implementation of plans and management activities – evaluating progress in the sustainable development of tourism
- reduced risk of planning mistakes - identifying limits and opportunities
- greater accountability - credible information for the public and other stakeholders of tourism fosters accountability for its wise use in decision-making
- constant monitoring can lead to continuous improvement - building solutions into management

Tshipala, Coetzee and Potgieter (2011) informs us that sustainable tourism indicators provides an operational and cost-effective means of supplying tourism managers with the information they need for decision-making purposes, Using indicators can provide greater benefits because indicators can assist in identifying problems and they also assist in forming policies and the use of indicators would enable the monitoring of the current state of tourism, together with anticipated development. It therefore becomes clear that sustainable tourism indicators should be widely used across global tourism destination in order to ensure tourism sustainability. Ngamsomsuke (2011) maintains that, the benefits of good indicators are not only evaluate and co-ordinate sustainable development, but also identify the limits and opportunities over time.

Methodology

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The study is quantitative in nature, using a survey technique as research design. Research methodology will be discussed under two headings: (1) sampling method, survey and questionnaire and (2) statistical analysis.

This study is based on a quantitative approach and a self-completing questionnaire was utilised as the research instrument. Data collection was conducted among the following stakeholders: (1) residents, (2) government employees, (3) tourists and (4) business owners at Waterval Boven. A trained team of four fieldworkers from Emkhazeni FET college studying tourism with an assistance of a field coordinator (a lecturer at TUT) administered the surveys in major areas of Waterval Boven in Mpumalanga Province South Africa. A total of N=500 responses were envisaged but only 462 were obtained.

Research instrument

A fixed-choice self-administered questionnaire was used across areas of Waterval Boven. The questionnaire was printed in three languages (Seswati, English and Afrikaans) and developed to examine respondents' ratings regarding the importance placed on sustainable tourism indicators which could be used to advocate the development of sustainable adventure tourism at Waterval Boven. A Likert scale was utilised for the respondents' answers in section two, which dealt with the global sustainable tourism criteria statements. For this section, two types of Likert scale were used: Likert scale one with a five-point scale from 1 = (not important at all) to 5 = (extremely important). The second Likert scale ranged from 1 = (strongly disagree) to 5 = (strongly agree). Regarding Section C and D, participants were requested to respond with a „Yes” or „No” to a set of statements dealing with sustainable tourism. These statements were derived from a review of the United Nations Millennium Development goals, The International Ecotourism Society and the Global Sustainable Tourism Criteria. For the purpose of this study, eight grouped indicators were utilised for the analysis.

Statistical analysis

Microsoft Excel was used for basic data capturing, and data analysis was conducted using SPSS version 20. The demographic profile of the respondents was analysed using descriptive statistics through frequencies and means. Sustainable indicators were analysed using a factor analysis. A pattern matrix using the principal axis factoring extraction method and the Oblimin rotation method was used on 40 indicators constructs, which were sourced from the Global Sustainable Tourism Criteria, the International Ecotourism Society and the Millennium Development Goals. The aim of such a factor analysis is to reduce data and to assist with the interpretation of the data in order to identify the constructs that contribute to a set of sustainable tourism indicators.

Factor analysis is a statistical method used to describe variability among observed, correlated variables in terms of a potentially lower number of unobserved variables called factors. For example, it is possible that variations in six observed variables mainly reflect the variations in two unobserved (underlying) variables. Factor analysis searches for such joint variations in response to unobserved latent variables. The observed variables are modelled as linear combinations of the potential factors, plus "error" terms. The information gained about the interdependencies between observed variables can be used later to reduce the set of variables in a dataset.

In exploratory factor analysis (EFA), most popular methods for dimensionality assessment such as the screeplot, the Kaiser criterion, or-the current gold standard-parallel analysis, are based on eigenvalues of the correlation matrix. To further understanding and development of factor retention



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methods, results on population and sample eigenvalue distributions are introduced based on random matrix theory and Monte Carlo simulations. These results are used to develop a new factor retention method, the Empirical Kaiser Criterion. The performance of the Empirical Kaiser Criterion and parallel analysis is examined in typical research settings, with multiple scales that are desired to be relatively short, but still reliable. Theoretical and simulation results illustrate that the new Empirical Kaiser Criterion performs as well as parallel analysis in typical research settings with uncorrelated scales, but much better when scales are both correlated and short. We conclude that the Empirical Kaiser Criterion is a powerful and promising factor retention method, because it is based on distribution theory of eigenvalues, shows good performance, is easily visualized and computed, and is useful for power analysis and sample size planning for EFA. (PsycINFO Database Record (Braeken, 2016).

Results

The results of the study will be discussed in two sections. The first section will provide an analysis of the basic demographic profile of respondents, whilst the second section will provide a description of the preferred indicators and also clarity on whether participants have used indicators before.

Demographic characteristics of respondents

As indicated in Table 2, there were 47.3 percent males and 41 percent females who participated in the study. Most of the respondents were aged between 21 and 40 years. Of these respondents, about 20 (19.9%) percent were tourists. Most respondents (41.2%) were educated with a degree or certificate from college, and 31.8% were employed.

Table 2: Demographic profile

Variable	%	Age	%
Gender		16-20	10.2
Male	43.7	21-40	39.1
Female	41	41-60	28.1
		ABOVE 60	12.3
Category	%	Nationality	%
Tourist	19.9	Other African countries	85.7
Resident	40.8	Europe	2.3
Business owner	9.4	N & S America	2
Government employee	11.9	Asia	0
other	5.3	Australasia	0
Education	%	Occupation status	%
Never went to school	4.7	Student	20.7

Primary school	5.1	Employed	31.8
High school	29.1	Own business	10.9
College or varsity	41.2	Unemployed	12.4
other	9.4	Retired	8.8

Results of the factor analysis

The factor analysis revealed three factors that accounted for 41% of the total variance on the sustainable indicators at Waterval Boven. The Kaiser-Meyer-Olkin measure of sampling adequacy yielded 0.834, which indicates that the patterns of correlation are relatively compact and presented distinct and reliable factors (Field, 2009; Pallant, 2013). Barlett's test of sphericity also showed statistical significance ($p < 0.000$), supporting the factorability of the correlation matrix (Field, 2009; Pallant, 2013). In addition, all six out of the seven factors had high reliability coefficients ranging from 0.259 to 0.728. Only one factor had a low coefficient at 0.378. These reliability coefficients test the data's ability to produce consistent results when the data is measured under different conditions (Field, 2009). The factors were labelled according to the factors 'characteristics, and the order in which these factors are presented is based on output given from the pattern matrix. The factor scores were calculated as the average of all items contributing to a specific factor so that they could be interpreted on the original five-point Likert scale. These three factors are: Factor 1: Conserving Resources, Factor 2: Reducing Pollution and Factor 3: Conserving biodiversity, ecosystems and landscapes. These factors are presented in Table 2.



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Table 2: Results of the factor analysis

<i>Key indicators</i>	<i>Factor loading</i>	<i>Mean Value</i>	<i>Reliability coefficient Cronbach Alpha</i>
<i>Factor 1: Conserving resources</i>		4.27	0.757
Wildlife species are only harvested for sustainable utilisation	.669		
No captive wildlife is held, except for properly regulated activities	.669		
Using indigenous species of flora for landscaping and restoration	.728		
Contribute to the support of biodiversity and conservation	.564		
<i>Factor 2: Reducing pollution</i>		4.30	0.716
Controlling Greenhouse gas emissions.	.724		
Re-using wastewater			
Implementing a solid waste management plan.	.475		
Minimizing the use of harmful chemicals.	.483		
Implementing practices to reduce all forms of pollution	.463		
<i>Factor 3: Conserving biodiversity, ecosystems, and landscapes</i>		4.26	0.718
Developing policies that favour environmentally friendly products	-.259		
Purchasing environmentally friendly products, and seeks ways to reduce their use	-.688		
Measuring energy consumption and encourage the use of renewable energy	-.506		
Measuring water consumption and adopting measures to decrease consumption	-.716		
<i>Statistics</i>			
Total Variance explained	41%		
Kaiser-Meyer-Olkin Measure of Sampling	0.834		

Respondents' willingness to apply sustainable adventure tourism indicators

This section seeks to answer objective two for this research as illustrated in Figure 1. Respondents were requested to state whether they would consider applying sustainable adventure tourism indicators if these were made available to them in the future. To answer this question, respondents had to select whether they would do that occasionally, seldom, never or frequently.

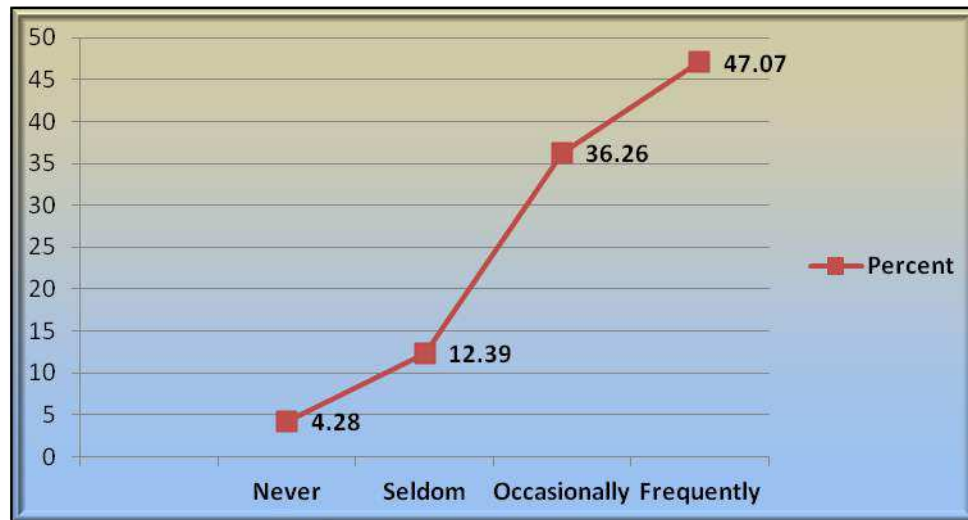


Figure 1: Respondents' willingness to consider applying sustainable adventure tourism indicators

Just less than half (47.07%) of the respondents, as illustrated in Figure 1, indicated that they would frequently use sustainable adventure tourism indicators if these were made available to them. Over thirty six per cent (36.26%) also stated they would occasionally make use of the indicators, whilst 12.39% respondents stated that they would seldom make use of these. There was also a small percentage (4.28%) of respondents who stated that they will never use sustainable adventure tourism indicators even if these were made available to them.

Respondents' previous use of sustainable tourism management practices

To clarify whether respondents have previously used sustainable tourism management practices as part of answering objective 8 of this study (as illustrated in Figure 2), a statistical analysis was conducted. To answer this question, respondents had to indicate whether they would do that occasionally, seldom, never or frequently. The results that relate to this objective will be presented beginning with frequency and percentage statistics followed by a cross-comparison that indicates whether respondents have used sustainable tourism management practices before versus their demographic description. This is followed by a cross-comparison of the clusters. Figure 2 illustrates the respondents' answers regarding previous involvement with sustainable tourism management practices.



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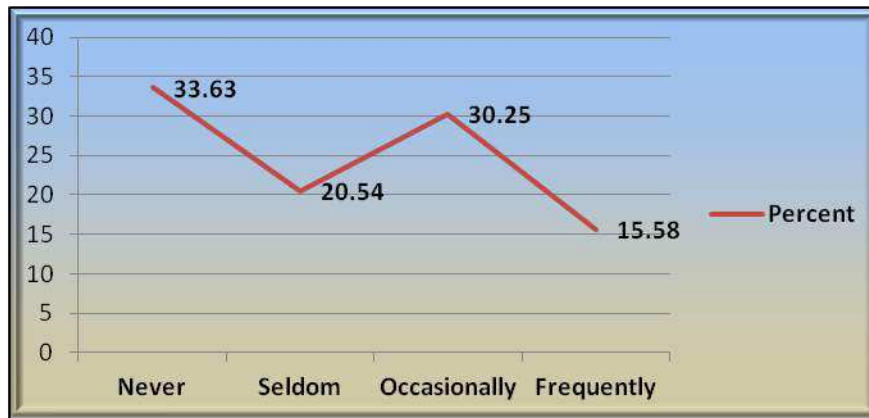


Figure 2: Respondents' previous use of sustainable tourism management practices

As illustrated in Figure 2, 33.63% of the respondents had never used sustainable tourism management practices before, while 20.54% stated that they have done so rarely. Over thirty per cent (30.25%) of respondents mentioned that they have on some occasion used such practices, with another 15.58% stating that they have frequently done so.

Discussion

The purpose of this research were firstly to determine the main indicators for the development of sustainable adventure tourism, secondly, if respondents are willing to utilize the indicators and lastly to also examine if respondents have used the indicators before.

Regarding the demographic profile of the participants, both males and females were almost equally represented and most educated. Respondents were mostly aged between 20-60 years of age and mostly residing in South Africa with North and South America as well as Europe represented by about 2% each.

Based on the first objective, 3 sets of indicators were identified from the participants at Waterval Boven there are in their order of importance, Factor 1: Conserving Resources, Factor 2: Reducing Pollution and Factor 3: Conserving biodiversity, ecosystems and landscapes. These indicators are also supported by previous studies on sustainable development sustainable indicators for tourism development by UNWTO (2004), Keyser (2009), Tanguaya *et al.*, 2013 as well as Ruiziene 2014.

It is important to note based on the findings of the second objective that the majority of participants indicated that they would frequently use sustainable adventure tourism indicators if they were made available to them. Whilst few participants had made use of the sustainable indicators before and thus strengthening the need for such indicators to be made available to adventure tourism destinations.

Conclusion and recommendations

Waterval Boven is regarded as the climbing heaven of South Africa and recognised in many climbing magazines around the globe. As South Africa advertises itself as an adventure destination due to its offering, it is important for South African tourism to sustain adventure tourism development. Waterval Boven – ‘Boven is arguably South Africa’s best sport climbing area. These crags attract year round international visitors and has become famous for its good selection of great quality routes (over 850 of them!) of all grades that are easily accessible (Climbing ZA, 2017). It is therefore imperative for those involved in tourism development to adopt the sustainable strategy for the adventure tourism industry.

Through the literature, there is evidence that the world needs to adopt more sustainable strategies in almost all aspects of development. However, there is deficient sustainable strategies on information on sustainable adventure tourism. It is recommended that areas like Waterval Boven adopts indicators for sustainable development in order to keep the industry contributing to the lives of the locals as well as tourism in general. It is also positive to note that participants have shown a great level of interest regarding utilising sustainable indicators in order to sustain the industry as well as the fact that there are elements of sustainable practices from participants at Waterval Boven.

It is also advised that all development around adventure tourism should be about conservation, renewable energy, conserving fauna and flora, good solid waste plan and use of environmentally friendly products. Adventure tourism is dependent on the environment, and the destruction of the environment is certainly the destruction of the industry. With this in mind, sustainable indicators that creates harmony between the three pillars of sustainable development would go a long way in changing the adventure industry into a sustainable path in South Africa.

Finally this study revealed the need for more sustainable strategies to be adopted at all adventure tourism attractions in order to sustain the industry. Current research in adventure tourism as always focused on customer satisfaction, profile of adventure travelers, employment conditions, expenditure patterns and behavior and thus a need for more sustainable approaches for such a lucrative industry is important.

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The Effect of CSR on Consumer Response in Service and Product Failure

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ABSTRACT

This research aims to determine whether CSR activities conducted by companies experiencing service and product failure can affect attitudes, corporate image, consumer perceptions, and loyalty intentions. This research uses experimental design method of subject and Manova for data processing. The result of this research is CSR have an effect on attitude, corporate image, consumer perceptions, and loyalty intentions when the company experience the service of failed product. The conclusion that can be taken from this research is CSR can give good effect on consumer response when company is failing either service or product fail. From this research can be seen that CSR is very useful to overcome the crisis conditions experienced by the company. The company that do CSR will still have a good image even though being a failure.

Keywords: CSR, Service Failure, Product Failure, Consumer Response

INTRODUCTION

Corporate Social Responsibility (CSR) is an obligation that must be done by the company at this time. CSR is done to show a positive image of its stakeholders. CSR emphasizes that a company not only cares about profit but also cares about the environment and society. Benefit that can be obtained when the company performs CSR activities well in accordance with the needs of the community such as, able to increase brand image (Ganesan et al., 2009) and attract new customers and retain existing customers (Sen et al., 2009). In addition CSR is also able to build a positive attitude, satisfaction, preference, image, purchase intention, and increase brand equity (Wu, 2014, Chai et al., 2015; Wongpitch et al., 2016; Esmailpour & Barjoei, 2016; Periyayya et al., 2016). In research Mahanani & Premananto (2011) type of CSR initiative will also affect brand preference. The type of CSR divides into six types according to Kotler & Lee (2005). In addition to the benefits of a marketing perspective that can be gained, benefits from a financial and human resources perspective can also be achieved, including the impact on CSR disclosure on corporate value (Ghergina & Vintila, 2016), and from a human resource perspective that is related to employee intent to stop or move to another company (Yoo & Chon, 2015).

Current conditions illustrate the increasingly intense competition among firms, in which consumers have high demands on corporate services. In addition, the impact on intense competition, company must be wary of the negative publicity that can be caused by external. In those negative conditions the benefits of CSR can be felt if the company has done CSR well, sincere, and in accordance with what is needed by society and environment. When the company gets negative publicity, CSR can help company to increase consumer resistance to negative



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publicity (Eisingerich et al., 2011; Klein & Dewar, 2004; Yoon et al., 2006). On the other hand, CSR can produce negative impacts when company does not conduct good business processes in accordance with CSR programs that have been implemented, consumers will assume the company is inconsistent between what has been declared and done, this is called corporate hypocrisy (Wagner et al., 2009). In research Mahanani & Premananto (2013) corporate hypocrisy also can influence to consumer attitude at company and consumer belief on CSR activity which have been done by company.

In the business process, not infrequently companies experience service or product fails, this failure can certainly affect the attitude, image, consumer perceptions and even customer loyalty to the company. Companies that experience failure, both in products and services will be helped by CSR activities that have been done by the company (Bolton & Mattila, 2015). This research is a development of Bolton & Mattila research (2015), which in this study wanted to know whether CSR more impacts on the failure of the field services or manufacturing.

Based on the background of problems that has been presented before, then the formulation of problems:

1. Does CSR affect the attitudes, corporate image, consumer perceptions, and loyalty intentions when the company experiences service failure?
2. Does CSR affect the attitudes, corporate image, consumer perceptions, and loyalty intentions when the company experiences a product failure?

THEORETICAL BACKGROUND

Corporate Social Responsibility

The definition of CSR is delivered in a variety of ways by some who have formulated the concept of CSR, among others, according to Kotler & Lee (2005) Corporate Social Responsibility is a commitment to improve the well being of the community through the wisdom of business practices and the contribution of company resources. The well being of the community in this case is the well being of people and their environment.

Kotler & Lee (2005) uses the term corporate social initiatives to describe the most important effort under the CSR role. Corporate social initiatives are the main activities undertaken by companies to support social problems and fulfill commitments to corporate social responsibility. Initiative of CSR is divided into six categories: cause promotion, cause related marketing, corporate social marketing, corporate philanthropy, community volunteering, and socially responsible business practices

Service and Product Failure

Service failures can occur because many of these things are when the services offered are not available as promised, when the service is delayed, the results are incorrect or improperly performed, and when the employee serves roughly or indifferently (Wirtz & Mattila, 2004). Service failure is something that can not be avoided perfectly by the company, often service failure occurs

suddenly and can not be avoided even though the company has done its best to provide good service.

The product failure according to Folkes (1984) is a product failure that can occur either internally or externally. Internal damage is the damage we can safeguard in the corporate environment, whereas external failure is the damage that occurs when the goods on the way to the customer.

More details revealed by Assauri (1999) that the failure of the product is the factors contained in an item or that cause the goods were not in accordance with the purpose for what the item is intended or needed.

Attitude

Allport (1954) defines attitudes as a tendency to behave in a certain way in social situations. Attitude refers to the evaluation of the individual against various aspects of the social world and how the evaluation brings out the flavor of love or dislike of the individual against the issues, ideas, people, social groups, and other objects. The definition put forward by the Allport (1954) contains the meaning of that attitude is studying the trend of giving response to an objects either tolerated or not tolerated consistently.

Corporate Image

The pre-established corporate image will be stronger as the company often raises their name in a social activity that benefits the environment and society, as a form of corporate social responsibility. When the company is known as a company with good quality products at comparable prices and coupled with a high sense of concern for existing social issues, this will reinforce the positive image of a company (Kotler & Lee, 2005).

Consumer Perceptions

Consumer perception in this research is divided into two types namely, warmth and competence. Warmth and competence is a dimension of social perceptions. Warmth describes a caring or helpful nature, while competence is more about the capability possessed or the skill to produce something. Warmth in this case is more on personal relationships (Fiske et al., 2007). While competence is more to commercial relations (Aaker et al., 2010).

Loyalty Intentions

Interpretation of consumer loyalty intentions by Kim & Han (2008) the desire of consumers to commit to a brand, store, or supplier based on a very positive attitude and is reflected in consistent repeat purchases. Consumer loyalty can also be called a manifestation of the fundamental human need to own, support, gain security, and build attachment and create emotional attachment. In this research will be measured how much consumer desire to be loyal to the company when a failure occurs in the company.

HYPOTHESIS



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The hypothesis proposed in this study is a concise statement concluded from the theoretical foundation, prior research, and is a provisional description of the problems that need to be reexamined. A hypothesis will be accepted if the empirical data analysis results prove that the hypothesis is true

Wu & Wang (2014) stated in his research that CSR is able to create a positive attitude on the company. CSR is an activity undertaken by the company to the public and the environment as a form of corporate concern to the environment. CSR activities should be done with sincere and full awareness of the company, so that the benefits derived by the people can really be felt by them. CSR activities are positive and has an impact on the welfare of society will certainly bring a positive attitude of society to the company.

In addition Kotler & Lee (2005) stated that some of the benefits of CSR for companies such as is able to strengthen corporate image and improve customer loyalty. When CSR activities that have a positive impact on the welfare of the community can be done well, the image of the company will certainly increase along with the positive attitude that arises from the community. Positive attitudes and images that occur will encourage consumers have a desire to be loyal to the company.

In certain conditions such as service and product failures experienced by the company, CSR can have a positive impact on the company that CSR can retain consumers and return a positive attitude of consumers to the company. Besides consumer perceptions on the company can also be influenced by the service or product failure, the consumer will assess whether the company is a competent company in the business or company only concerned with the welfare of the community but has no competence in running the business, all these things can be influenced by the existence of CSR that has been done by the company (Bolton & Mattila, 2015). It is expected by CSR that has been done by the company when the company experienced service or product failure that is unexpected: CSR can play a role to maintain positive attitude of consumer at company, create positive image for company, create positive consumer perception on company, and capable of causing the desire in the consumer self to be loyal to the company.

From some of the exposure related to the benefits of CSR and its impact to the company, finally, it underlies the formation of the first and second hypotheses:

H₁: CSR affects attitudes, corporate image, consumer perceptions, and loyalty intentions when companies experiences service failure.

H₂: CSR affects attitudes, corporate image, consumer perceptions, and loyalty intentions when the company experiences a product failure.

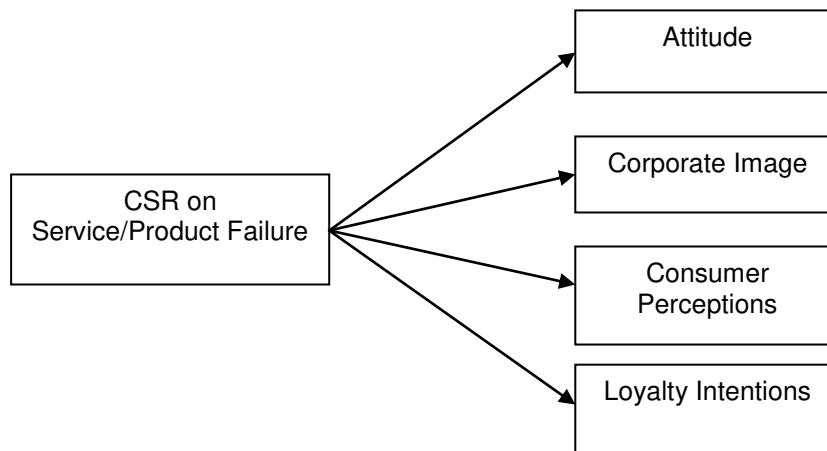


Figure 1: Conceptual Model

The conceptual model shows the effect of CSR on service failure and product failure, to attitude, corporate image, consumer perceptions, and loyalty intentions. The variables and detail of the research design are listed in the table below:

Table 1 Variable Category

Independent Variable		Dependent Variable
Service Failure	Non CSR	Attitude
		Corporate Image
		Consumer Perceptions
		Loyalty Intentions
	CSR	Attitude
		Corporate Image
		Consumer Perceptions
		Loyalty Intentions
Product Failure	Non CSR	Attitude
		Corporate Image
		Consumer Perceptions
		Loyalty Intentions
	CSR	Attitude
		Corporate Image
		Consumer Perceptions
		Loyalty Intentions



METHODS

Experimental Design

This research is using the experimental design, with this laboratory experiment design that use between subject. This research is manipulating free variable, which are service and product failure. The failure is manipulated to an information of an article that explain about the gripe of the customers of an e-commerce company that related to a service and product failure that has happen. Whereas, variable CSR is manipulated into an article in a newspaper explain CRS activity that has been doing by an e-commerce company that has experienced in service and product failure. In this research using a test between subject it means, a different participant will be observed by two different failure information which are service and product failure, so there will be two groups participants, one group is for service information and the other one is for product failure that has been done by the company.

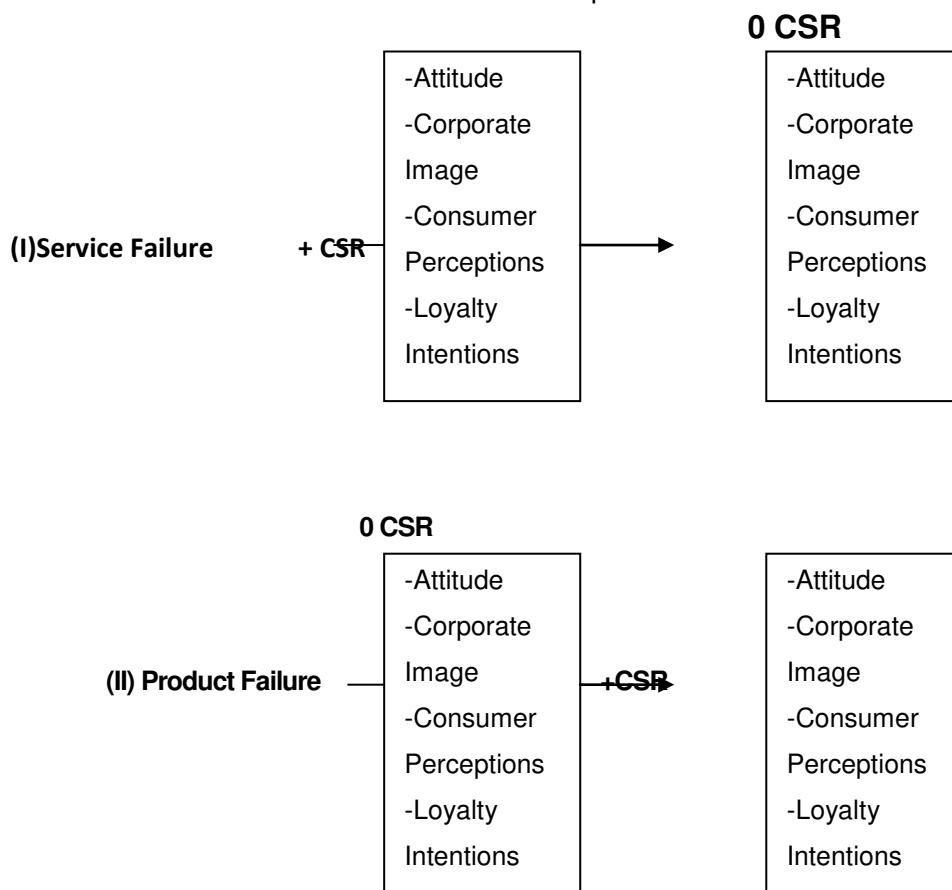


Figure 2: Experimental Design from Service and Product Failure

Participant

Participant for this research is 60 bachelor students of Economic and Business from UNUSA (University of Nahdlatul Ulama Surabaya) that ever made a purchase from X, an e-commerce company. The participants is selected with combined method between purposive sampling by convenience sampling. Purposive sampling method is a directional sampling by choosing a population which is the bachelor students of Economic and Business of UNUSA who have the same characteristic from the participants who are not working in the e-commerce company, and ever made a purchase in that company. Meanwhile, convenience sampling is a method that gives researchers the freedom to choose someone who they meet, to be the participants (Cooper & Schindler, 2001).

Manipulation Check

Manipulation checks are performed to determine whether the manipulations carried out in this study are in accordance with participants perceptions and to ensure that participants understand what is intended in this research. Manipulation checks are performed on independent variables by asking questions to participants about information that implies service and product failure.

Measurements in the manipulation checks on the definition of service and product failure are measured using a nominal scale with an alternative answer yes and no. The weights were given for each alternative answer are yes=1 and no=0. The indicators used to check this manipulation include:

1. Do you think the e-commerce company X experienced a service failure with customer complaints that were not responded for nearly 1 month and the customer's money did not return when the goods did not exist?
2. Do you think the e-commerce company X suffered a product failure when it came to delivering a defective product and could not function properly?
3. Do you believe that the above article is a newspaper article?

Descriptive statistics in the form of frequency calculations are used to find out the manipulation checks, to what extent the manipulation is able to be understood by the participants. In addition, the paired sample t-test is used in a manipulation check, to determine whether the given manipulation has differences based on participant's perceptions. In this research will use analysis technique of Multivariate Analysis of Variance (MANOVA), where software that will be used is IBM SPSS Statistics 20.

RESULTS AND ANALYSIS

Check Manipulation

Based on the results of the distribution of participant's answers to articles with information service failure, it can be seen that on average 80% more participants answered "Yes" which means agree that the article provided is an article containing information service failure experienced by the company, and 100% believe that the article is a newspaper article.

Based on the results of the distribution of participant's answers to articles with product failure information, it can be seen that on average 80% of participants answered "Yes" which means agree that the article provided is an article containing product failure information experienced by the company, and 96.7% believe that the article is a newspaper article.



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From the results of paired sample t-test can also be seen that the value of significance for the article service failure and product failure is 0.000, meaning there is a difference in the perception of participants between the two articles.

The Test of Hypothesis

The statistical test results from hypothesis one are in table two below, where the value of Box's M test is 18,187 and F test value equal to 1,683 with level of significance 0,078 which far above 0,10 so that first hypothesis expressing CSR influence to attitude, corporate image, consumer perceptions, and loyalty intentions when the company experiences service failure, accepted.

Table 2 Box Test for the First Hypothesis

Box's Test of Equality of Covariance Matrices^a	
Box's M	18,187
F	1,683
df1	10
df2	16082,869
Sig.	,078**

*Sig.Lev.0,05
 **Sig.Lev.0,10

The effect of independent variables on each dependent variable can be seen in Table 3 the values of significance for the three dependent variables of attitude, corporate image, and consumer perceptions are significant. this shows that the three variables will affect when there is a change in the independent variable that is CSR. In this case, loyalty intentions can not be affected even if there is CSR activity when service failure occurs

Table 3 Tests of Between-Subjects Effects for the First Hypothesis

Dependen Var.	Attitude	Corporate Image	Consumer Perceptions	Loyalty Intentions
Non CSR	3,267	3,140	2,767	2,542
CSR	4,778	4,740	2,975	2,642
Significance	0,000*	0,000*	0,099**	0,547 ^{ns}

*Sig.Lev.0,05
 **Sig.Lev.0,10

The statistical test results from the second hypothesis are in table four below, where the value of Box's M test is 23.874 and the F test value is 2,209.

with a 0.015 significance level that is below 0.05 so that the second hypothesis that CSR affects the attitudes, corporate image, consumer perceptions, and loyalty intentions when the company experiences a product failure, is accepted.

Table 4 Box Test for the Second Hypothesis

Box's Test of Equality of Covariance Matrices^a	
Box's M	23,874
F	2,209
df1	10
df2	16082,869
Sig.	,015

*Sig.Lev.0,05

**Sig.Lev.0,10

In addition to the values that can be seen from Table 4, the effect of the independent variables in the second hypothesis on each dependent variable can be seen in Table 5, where the significance values for the three dependent variables, which are attitude, corporate image, and consumer perceptions are significant. this is showing that the three variables will have an effect when there is a change in the independent variable that is CSR, but CSR does not affect the loyalty intentions when the product failure occurs.

Table 5 Tests of Between-Subjects Effects for the Second Hypothesis

Dependen Var.	Attitude	Corporate Image	Consumer Perceptions	Loyalty Intentions
Non CSR	3,165	3,678	2,456	2,654
CSR	4,987	4,870	2,698	2,712
Significance	0,000*	0,000*	0,003*	0,604 ^{ns}

*Sig.Lev.0,05

**Sig.Lev.0,10

Based on Tables 3 and 5, it can be deducted that CSR can not affect loyalty intentions when service or product failure occurs.

After going through a series of data collection and testing process, the summary of the results of this study is shown below:

Table 6 The Summary of The Results

No	Hypothesis	Conclusion
1	The CSR effect on attitudes, corporate image, consumer perceptions, and loyalty intentions when the company experienced service failure.	Accepted
2	The CSR effect on attitudes, corporate image, consumer perceptions, and loyalty intentions when the company experienced product failure.	Accepted

Source: The Data Processed

DISCUSSION

The Influence of CSR on Attitudes, Corporate Image, Consumer Perceptions, and Loyalty Intentions When Companies Experience Service and Product Failure

Based on the results of data analysis, it is known that both hypotheses in this research are accepted, in other words, CSR have an effect on attitude, corporate image, consumer perceptions,



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and loyalty intentions together when company experience service and product failure. The results of this research is in line with previous research results of Bolton & Mattila (2015), that CSR will have a positive impact on consumer response, especially in the service business. From this research also can be known that CSR not only useful at condition of service failure but also at product failure.

Partial test is also done in this research, where the result is not all consumer response has good impact when failure occurs despite CSR activity, that variable is loyalty intentions. From these conditions can be connected with the theory underlying the happening of loyalty that is satisfaction (Bearden & Teel, 1983), when there is no satisfaction that emerged from a service, loyalty also can not happen, while in this research does not generate satisfaction factor that can lead loyalty, so it is allegedly affected so that no loyalty intentions occur in this condition. In addition, some things that are suspected to affect the non-loyalty intentions are in e-commerce consumers have the power to be able to choose similar products with quality and price vary, so with the condition loyalty intentions in e-commerce can not be influenced only by CSR, factors such as product prices and quality of goods are thought to have more influence on loyalty intentions.

IMPLICATIONS

Theoretical Implications

This research uses the students as respondents so that the age categories of respondents are the same, this is because this research uses experimental design as a method of research. This causes the results of this study to have low external validity, so the results can not be generalized to other objects. In the next study it is advisable to take respondents in different age categories in order to describe the actual conditions that occur. In addition to the age group, companies used as objects of research may be replaced with other companies that may have different characteristics from the company used as the object of this research as well as Bolton & Mattila (2015).

Managerial Implications

Benefits that companies can gain when they perform CSR are present in the exposure of several theories such as Kotler & Lee (2005). The theory is supported by the results of this research which states that CSR is able to overcome the crisis conditions where when there is some failure of service and product responses to the consumer company can be controlled to remain good with the CSR activities that have been done by the company. From this result it can be seen that CSR is able to give a good impression even though the company is in a state of crisis due to failure or other crisis conditions.

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Landscape Planning of Tetebatu Ecotourism Area, Mount Rinjani National Park

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ABSTRACT

Tetebatu with the northern part of its area becomes part of Mount Rinjani National Park's Utilization Zone and as a whole becomes a destination especially for tourists with the intention of enjoying natural and rural environment. There are various attractions offered by its natural resources completed with the culture of the community within which makes Tetebatu Area potential to be developed as ecotourism area. Not fully supported by adequate tourism development facilities, the ecotourism performance of Tetebatu area needs to be improved by landscape planning that integrates the existing potentials adapted to the ecological conditions of the area in maintaining its function as buffer for the national park. The objective of this research is to create ecotourism landscape planning of Tetebatu Area base on by Ecotourism Opportunity Spectrum (ECOS) framework approach developed by Boyd and Butler (1994) that prioritizes environmental sustainability. Method was done by classifying the area, based on its land covers and land vulnerability, into three different categories namely eco-specialist, intermediate and eco-generalist which became a reference in the area development. The ecotourism landscape planning of Tetebatu, Mount Rinjani National Park produces landscape plan, activity and facility plan, circulation and interpretation path plan, and vegetation plan.

Keywords: ECOS, ecotourism, landscape planning and Tetebatu area

1. INTRODUCTION

The potential of natural tourism makes Lombok as one of the domestic and foreign tourist destinations in Indonesia. The high level of interest of tourists to nature tourism in Lombok causing visits to natural attractions increased. Based on data from 2008 to 2013, the number of tourist visits of West Nusa Tenggara by domestic and foreign tourists increased by 300% from 457 379 to 1 357 602 (Universitas Mataram, 2015). Tetebatu Village is one of the tourist destinations in West Nusa Tenggara. This area has tourism potential in the form of terrace paddy field, waterfalls and monkey forest. Waterfalls are sourced from Mount Rinjani which supplies almost 90% of water needs for the island of Lombok (Abbas, 2005). One potential resource of tourist attraction of this area is located on the north side of the village which is long-tailed monkey (*Macaca fascicularis*) and black ape (*Tracyphitecus auratus*) habitat which play an important role as umbrella species in the region. The existence of natural resources, culture and rural condition of Tetebatu makes it potential to be developed as an ecotourism area. It needs to be maintained in preserving the strong character that



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has been owned so as in protecting the natural resources and improving not only the welfare of its people, but also the value of the village and Lombok itself as a domestic and foreign tourist destination. Therefore, it is necessary to have an landscape planning that considers the carrying capacity, economic development and attractiveness of Tetebatu, as well as the anticipation of impacts due to tourism activities. The objective of this research is to create ecotourism landscape planning of Tetebatu Area.

2. METHODOLOGY

2.1. Research Location

The research was conducted in Tetebatu area, sub-district of Sikur, East Lombok, regency of West Nusa Tenggara, Indonesia. The boundaries of research area is the area of Tetebatu which also includes the Utilization Zone of Mount Rinjani National Park (TNGR).

2.2. Research Methodology

Planning stages include research preparation, inventory, data analysis which consists of spatial and descriptive analysis, synthesis, concept development and landscape planning of ecotourism area (Figure 2).

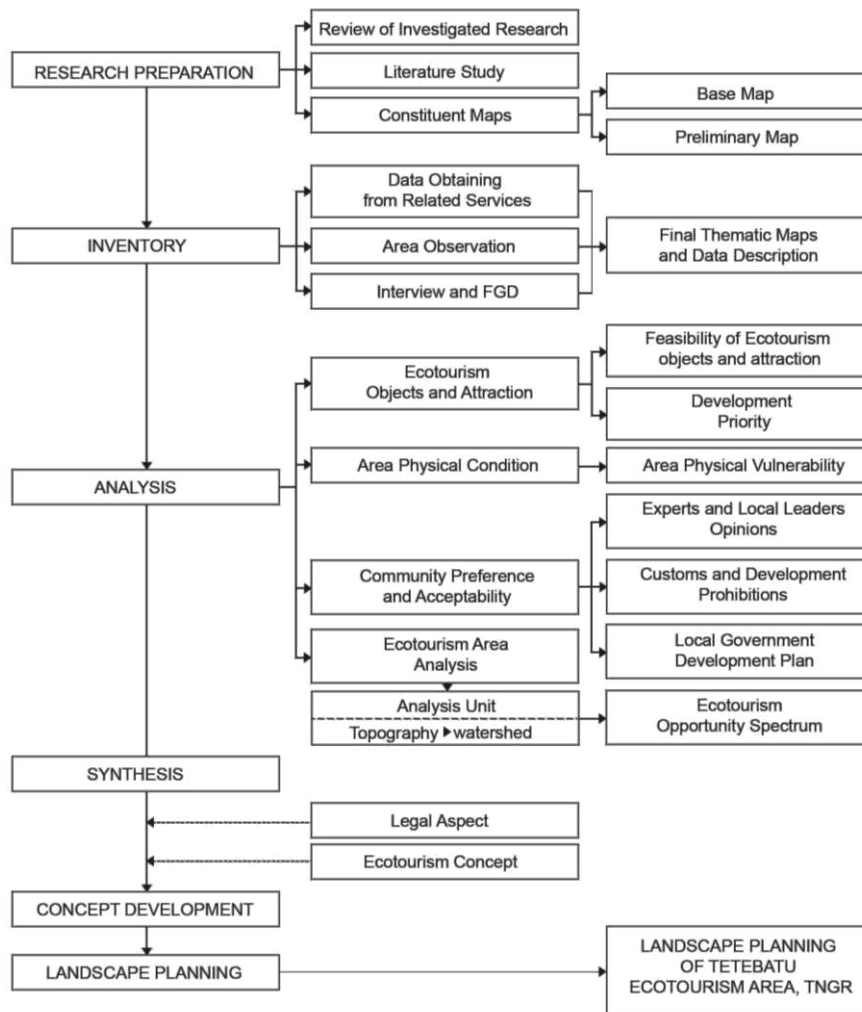


Figure 2: Landscape Planning Stage

2.2.1 Research Preparation

The preparatory phase of the research includes designate the location of research area, preparation of research proposal, details of research activity, initial survey, issuing permits to related parties, preparing questionnaires, supporting maps, equipment and materials needs, and reviewing existing related publication through literature study.

2.2.2 Inventory

Inventory method used in data collecting were field survey and secondary data collection. Primary data were obtained through direct survey sites, focus group discussion (FGD) approaches and in-depth interviews with community leaders, regional leaders, institutions, and business-related communities in Tetebatu village. Secondary data include biophysical, demographic, socio-economic-cultural condition of community and other supporting data.

2.2.3 Data Analysis (Spatial and Descriptive Analysis)

2.2.3.1 Ecotourism Object and Attraction Analysis



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The analysis of tourism objects and attractions of natural resources were based on the criteria of object and natural tourist attraction assessment developed by Directorate General of Forest Protection and Nature Conservation (2003). The analysis was done based on criteria with several aspects of assessment, namely attractiveness, accessibility, accommodation and supporting facilities and infrastructure.

2.2.3.2 Priority Assessment Analysis on Development of Objects and Attraction

The potential of tourism objects and attractions present within the area to be developed would be categorized into main and supported tourism objects and attractions categories. The method of valuation based on the modified Inskeep (1991) criterion.

2.2.3.3 Regional Physical Vulnerability Analysis

Physical aspect was analyzed to discover the physical vulnerability of the area based on slope, soil type, and rainfall. Analysis of physical vulnerability base on criteria specified in Minister of Agriculture Decree No. 837/Kpts/Um/11/1980 and No. 683/Kpts/Um/8/1981 on The Criteria and Procedures for the Establishment of Protected Forests.

2.2.3.3 Preference and Acceptability of Society Analysis

This analysis was done by interviewing those who know about the culture, tourism, and development of Tetebatu area. Respondents consist of Pokdarwis (Tourism Conscious Group) members of Tetebatu, head of local hamlet, Mount Rinjani National Park parliament, and Department of Culture and Tourism of East Lombok. The analysis was conducted to determine the current condition of Tetebatu area, the development plan as tourist area and the impact of tourism activity to the local community.

2.2.3.3 Ecotourism Opportunity Spectrum Analysis

The Ecotourism Opportunity Spectrum (ECOS) framework (Boyd and Butler, 1996) was determined base on interpretation of ecotourism analysis unit. Ecotourism analysis unit was classified based on ecological limits that have or given ecological influence to ecotourism objects and attractions that is in the form of physiographic and hydrological characteristic of watershed. Moreover, each sub-watershed unit was classified based on physical vulnerability and land cover.

2.2.4 Synthesis

Synthesis is a stage of processing the result of data analysis and was used as a reference in the determination of area that will be developed to solve the problems and utilized the pontency on the site. The result will be proceeded in a form of a block plan model. Those block plan was developed specifically for various ecotourism activities depicted in a zonation map.

2.2.4 Concept Development

Concept development refers to the criterias in the ECOS framework which is the basis of this landscape planning. There are four development concepts conducted namely space concept, activity and tourism facility concept, accessibility and tourist route concept, and vegetation concept.

2.2.5 Landscape Planning

The landscape planning of this ecotourism area is arranged in the form of functional eco-spaces. The result of this ecotourism area planning of Tetebatu, Mount Rinjani National Park is

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presented in the form of a map that includes a conceptual plan, landscape plan and touring plan. In addition, the results of this plan are also presented in several written plans, such as on the tourist room plan, activity plan, facility plan, accessibility plan, tour route plan. The calculation of carrying capacity of the ecotourism area is carried out using the standard mentioned by Boulon (*in*, Elwalid, 2016).

3. RESULTS AND DISCUSSION

3.1 General Condition

The research area is located in Sikur District, East Lombok Regency, NTB. Geographically, the northern part of the Tetebatu region is part of the TNGR Utilization Zone and it laid between 8°30'30"S to 8°34'0"S and between 116°24'0"E to 116°26'0"E. Boundary of the region is determined based on consideration of the region's physiographical units and natural tourism resources in it. The research area is located at an altitude of 700 meters above sea level with a total area of 900 ha. There are 38 units of spring water in this village and 3 main rivers are included in Tetebatu area with medium discharge category. Active waterfalls are Tibu Topat Waterfall, Burung Walet Waterfall and Kokok Duren waterfall. The minimum average temperature of this area is 19° C and the average temperature reaches a maximum of 23° C. Tetebatu area has objects and natural attractions namely monkey forest, waterfalls, bat caves, dam, and terraced paddy fields. Especially in Orong Gerisak Hamlet that has been opened as a tourist village The objects and attractions contained in it has attracted tourists to visit.

3.2 Analysis

3.2.1 Ecotourism Objects and Attraction Analysis

Operating potential natural resources as tourism objects and attractions are mainly located in Orong Gerisak Hamlet. Tourism objects and attractions that exist in this hamlet are mostly managed on the cooperation of local Pokdarwis (Tourism Conscious Group) with Mounnt Rinjani National Park parliament. Further details of existing tourism objects in the study site can be seen in Table 1.

Tabel 1 Tourism objects of Tetebatu

No	Tourism objects	Location	Information
1	Tibu Topat Waterfall	Orong Gerisak Hamlet	Managed
2	Burung Walet Waterfall	Orong Gerisak Hamlet	Managed
3	Kokok Duren Waterfall	Orong Gerisak Hamlet	Managed
4	Bat cave	Orong Gerisak Hamlet	Managed
5	Monkey Forest	Orong Gerisak Hamlet	Managed
6	Terraced paddy field	Orong Gerisak Hamlet	Managed
7	Tetebatu Dam	Orong Gerisak Hamlet	Not functional
8	Plantation area	Orong Gerisak Hamlet	Managed



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3.2.1.1. Ecotourism Object and Attraction Feasibility Analysis

The assessment of the four aspects of ecotourism objects and attractiveness shows that the attractiveness aspect has a development feasibility index of 94.44, accessibility aspect of 73.33, accommodation aspect of 75, and facilities and infrastructure aspects of 130. Overall objects and attractions of ecotourism in Tetebatu obtained a value of 93.19 development feasibility index so that based on the assessment of the four aspects, Tetebatu area is categorized as "Feasible in development" (Table 2).

Tabel 2 Feasibility Index

Criteria	Weight	Value	Score	Max Score	Index	Feasibility
Attractiveness	6	170	1020	1080	94.44	Feasible
Accessibility	5	88	440	600	73.33	Feasible
Accommodation	3	45	135	180	75	Feasible
Supporting facilities and infrastructure	3	26	78	120	100	Feasible
Average					93.19	Feasible in development

3.2.3 Priority Assessment Analysis on Development of Tourism Objects and Attraction

Based on the priority assessment on development of the six objects and attractions of Tetebatu area, there are 4 (four) tourist objects that classified as the main tourist objects and 4 (four) supporting tourist objects (Table 3). The main tourist attractions of Tetebatu are Tibu Topat waterfall, Burung Walet waterfall, Monkey Forest and terraced paddy field. Supporting tourist attractions Tetebatu are Kokok Duren waterfall, plantation area, bat caves and dam.

Tabel 3 Priority Assessment Analysis on Development of Tourism Objects and Attraction

Tourism object	Parameter					Object status
	I	II	III	IV	Total	
Tibu Topat waterfall	20	90	30	90	230	Main
Burung Walet waterfall	20	90	30	90	230	Main
Kokok Duren waterfall	20	90	10	60	180	Supporting
Bat Cave	20	60	30	30	140	Supporting
Monkey Forest	40	90	30	90	250	Main
Terraced Paddy Field	40	60	30	90	220	Main
Bendungan	40	90	20	30	180	Supporting
Plantation area	40	60	20	60	180	Supporting

3.2.4 Physical Vulnerability Analysis

Categorizing of physical vulnerability analysis was proceeded based on interpretation as a result of the determination of protected forest area. By overlaid three physical factors, i.e slope, soil type, and rainfall factors, the protected forest area can be classified as Protected Forest Area, Limited Production Forest Areas and Production Forest Area. Protected Forest Areas in terms of their functions are still interpreted as Protected Areas with categories as High Vulnerability, Limited Production Forest Areas are limited to areas with Medium Vulnerability and Production Forest Areas are interpreted as Low Vulnerability areas. There are two categories of physical vulnerability in Tetebatu as mentioned in Table 4.

Tabel 4 Physical Vulnerability base on Criteria and Procedures for the Establishment of Protected Forests

Category	Score Interval	Area (ha)	Percentage
High Vulnerability	166 - 225	-	-
Medium Vulnerability	106 - 165	556.19	61.80%
Low Vulnerability	45 - 105	343.89	38.20%
Total		900.08	100%

3.2.5 Preference and Acceptability of Society Analysis



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Objects and attractions as well as tourism activities that exist are source of welfare in economic terms for the community. Based on the results of a survey conducted on regional figures, known as 100% of respondents agreed in the development of the area as a Tetebatu ecotourism area by utilizing existing natural resources and human resources in the form of local communities in the provision of services.

Referring to Spatial and Regional Planning (RTRW) of East Lombok regency of 2012-2032 which has been arranged by Regional Development Agency, Tetebatu Area is categorized into tourism designation area. Based on the potential of natural resources, the type of tourism developed in the area of Tetebatu in the form of natural tourism.

3.2.6 Ecotourism Area Analysis

The existing physiographic and hydrological unit within Tetebatu area can be divided the into five sub-watersheds of Menanga as ecotourism analysis unit. Each ecotourism analysis unit (sub-watershed) has landscape characteristic determined by physical vulnerability and land cover factors. Based on those ecotourism analysis unit can be arranged ecotourism area into three categorize of Ecotourism Opportunity Spectrum, i.e. eco-specialist, intermediate and eco-generalist (Table 5). Moreover, the ecotourism areas that have been categorized by ECOS system will become a reference to be directed the development of the areas using criteria by ECOS framework.

Table 5 Matrix of Ecotourism Opportunity Spectrum for Tetebatu Area

Physical Vulnerability	Landcover				
	Settlement	Paddy Field	Mixed Garden	Water Body	Forest
Low Vulnerability	<i>Eco-generalist</i>	<i>Eco-generalist</i>	<i>Eco-generalist</i>	<i>Intermediate</i>	<i>Intermediate</i>
Medium Vulnerability	<i>Eco-generalist</i>	<i>Intermediate</i>	<i>Intermediate</i>	<i>Eco-specialist</i>	<i>Eco-specialist</i>
Protected Area	<i>Eco-specialist</i>	<i>Eco-specialist</i>	<i>Eco-specialist</i>	<i>Eco-specialist</i>	<i>Eco-specialist</i>

3.3 Landscape Planning Concept

The concept of landscape planning of Tetebatu ecotourism area, Mount Rinjani National Park was based on the concept of ecotourism that utilizes natural resources as tourist attractions with local culture as a complementary attraction of the ecotourism. Referring to the ECOS framework, landscape planning does not alter the existing conditions and retain existing natural resources, so this plan does not disrupt the natural resources and the ecosystem of the region. Planning involves the community in managing the area, so as to improve the welfare of the community and preserve the environment sustainably.

3.4 Development Concepts

The concept of space was developed into five main areas namely Conservation Area, Agricultural Cultivation Area, Kampong Area, Main Tourism Area and Supporting Tourism Area. Those five area were categorized into three ECOS setting areas namely eco-specialist, intermediate and eco-generalist (Figure 3). Referring to the analysis of ecotourism areas, the application of spatial distribution is done with efforts to protect the environment while facilitating the management.

The concept of ecotourism activities is developed based on activities related to other existing resources, social interaction of both interaction between tourists and local community and interactions among tourists. It is as well developed based on the level of knowledge and skills required in the activities in each unit of analysis. The concept of facilities developed is that supports the activities undertaken in the ecotourism area.

Referring to the framework of ecotourism opportunity spectrum, the concept of circulation is developed according to the ecotourism spectrum in each ecotourism analysis unit based on the level of difficulty for accessibility, accessibility system and means of transportation.

Areas classified as eco-specialist are areas with high natural level of environment and low development orientation. Since the areas occupied by woodland (forest land), any planting plan are not required. Meanwhile the area without existing tree stands require planting plan in the context for conservation as an effort to enrich the existing natural resources. Planting plan requires in areas classified as intermediate and eco-generalist. The planting concept developed in intermediate and eco-generalist areas aims to enrich and fulfill the ecological, cultivation and the aesthetic functions of Tetebatu area.

3.5 Landscape Planning

The landscape planning of Tetebatu ecotourism area (Figure 4) is proceeded based on the development concept. Landscape plan is developed into spatial arrangement (Conservation Area, Main Tourism Area, Supporting Tourism Area, Agricultural Cultivation Area, Kampong Area), circulation and interpretation path plan. That planning arrangement were intended so that ecotourism activity in Tetebatu area does not cause environmental degradation. Landscape Plan for Tetebatu Ecotourism Area is presented in Figure 4.

3.5.1 Conservation Area

Conservation area is an area that designated to preserve the environment of Tetebatu area through prevention of erosion, protection of vegetation, wildlife, water and soil resouces. Actions taken on this area are in the form of restrictions of activity and construction of facilities. Conservation area consists of a Utilization Zone in Mount Rinjani National Park which is developed as Monkey Forest and river greenbelt area that designated to preserve the function of the river basin. This greenbelt area is setback of river corridor in the minimum of 50 m within the left and right of the river bank and within radius of 200 m surrounding the water springs.

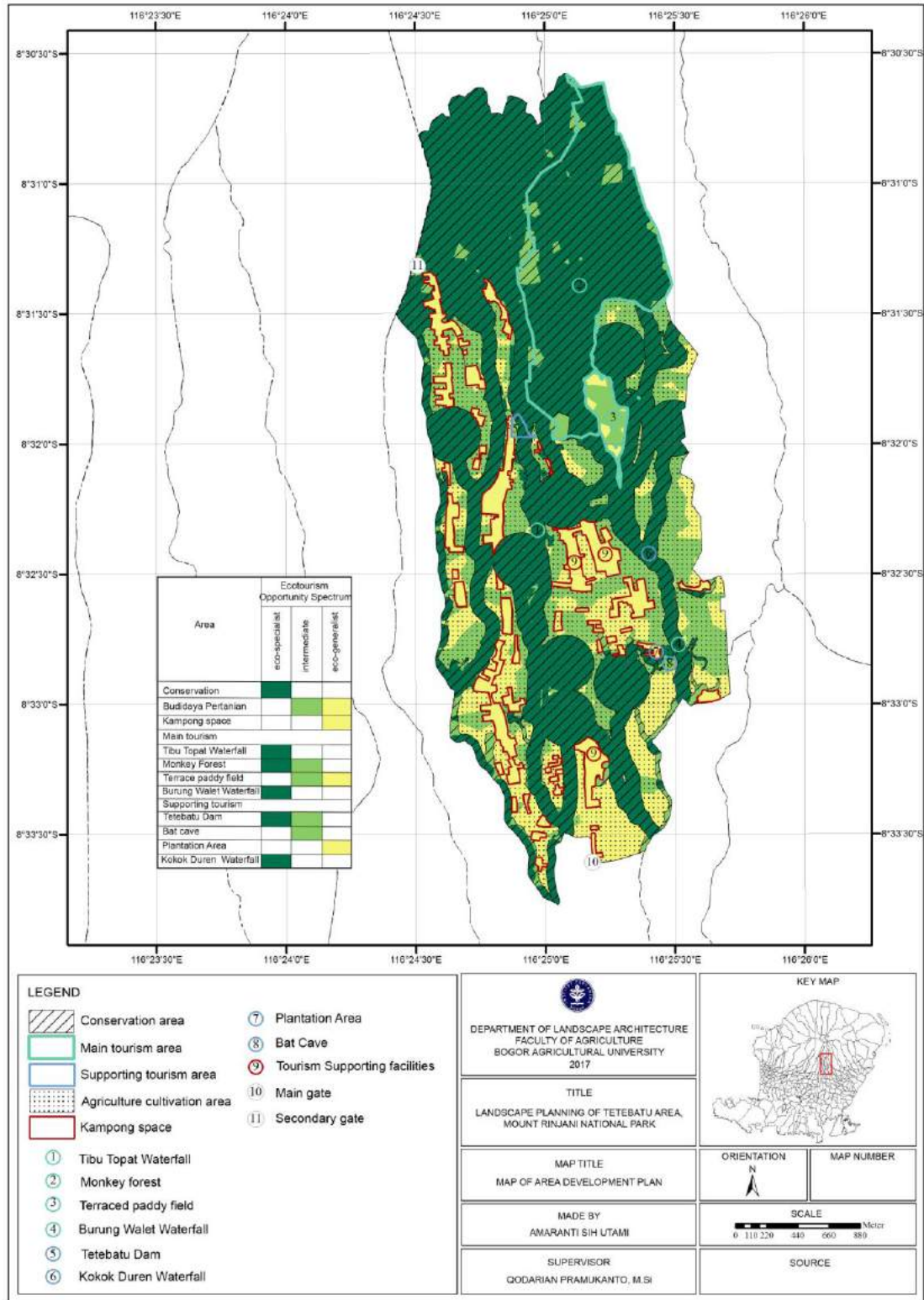
3.5.2 Main Tourism Area

It is tourism area developed in the ecotourism analysis unit that consists of tourism objects and attraction with priority development and classified as main tourism objects. The main ecotourism area consists of Monkey Forest, Tibu Topat waterfall, Burung Walet waterfall and terraced paddy fields.



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Figure 3 Development Map of Tetebatu ecotourism area,
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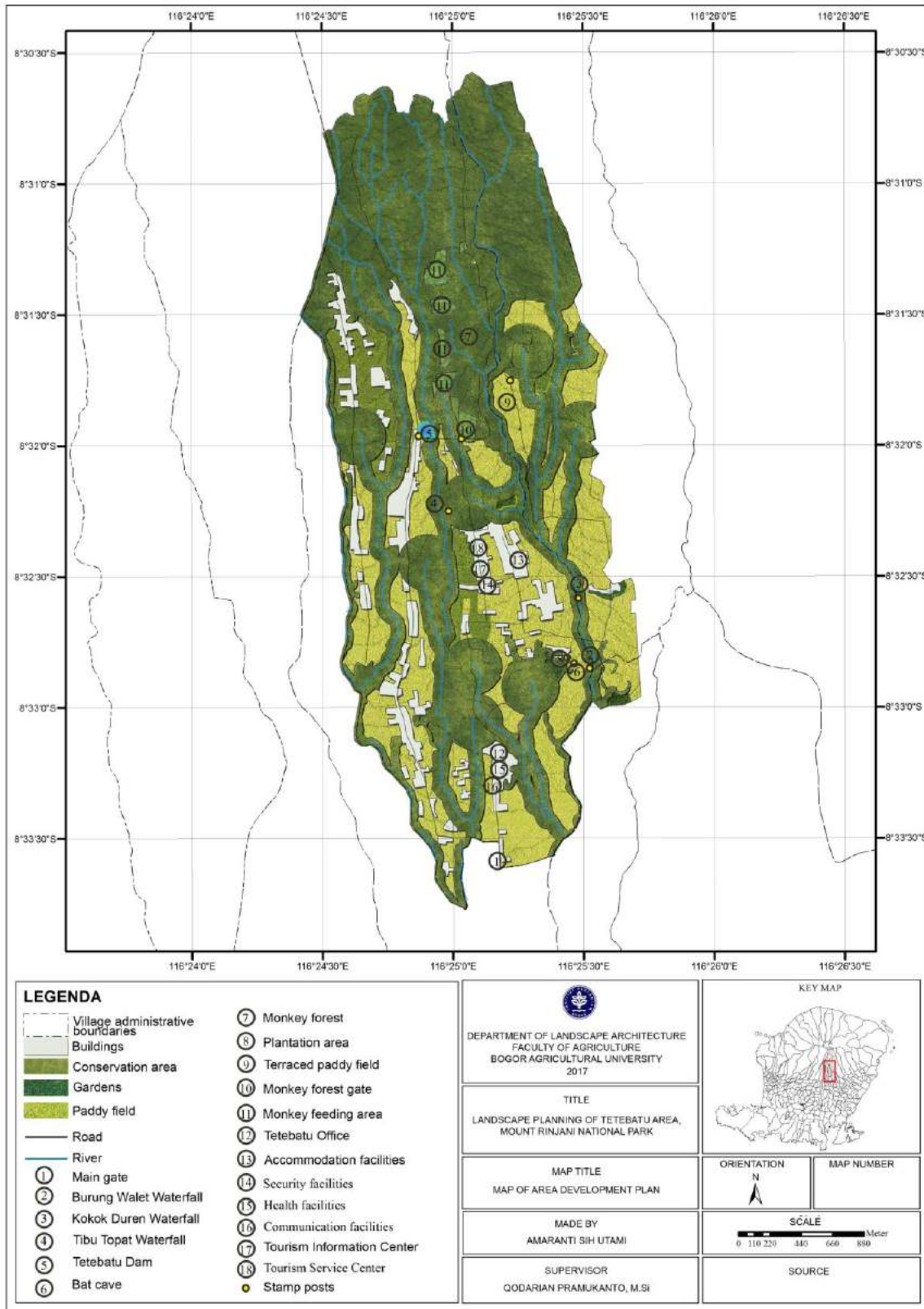


Figure 4 Landscape Planning of Tetebatu Ecotourism Area, Mount Rinjani National Park

3.5.3 Supporting Tourism Area

It is a tourism area developed in the ecotourism analysis unit that consists of tourism objects and attraction with priority development classified as supporting tourism objects. Supporting tourism area consists of Kokok Duren waterfall, Tetebatu Dam, planting area, and Bat Cave.

3.5.4 Agricultural Cultivation Area

Agricultural Cultivation is an area composed of paddy fields and gardens owned by the community in supporting the food and economic needs of local community. The agricultural cultivation area lies in the intermediate and eco-generalist areas of the Tetebatu. This area is scattered throughout the ecotourism unit of analysis. Visitors can enjoy the agricultural landscape by cycling through the village main road, while on foot can be done through the paddy fields.

3.5.5 Kampong Area

Kampong Area is the living area of the local community. The daily activities of the community contained in them are the potential of attraction in conducting the development of the site. This area consists of the residential area of the local community also facilities and infrastructure that support on both tourism and community life in it.

4 CONCLUSIONS AND SUGGESTIONS

4.1 Conclusion

1. Based on the analysis of tourism objects and attraction, there are eight potential objects and attractions in Tetebatu that include Tibu Topat waterfall, Burung Walet waterfall, Monkey Forest and terraced paddy fields as main tourism objects as well as Kokok Duren waterfall, Tetebatu Dam, Bat Cave and plantation area as supporting tourism objects. The area of Tetebatu obtains a feasibility index of 93.19 with the object status and attractiveness of the area classified as feasible in development.
2. The landscape of Tetebatu can be characterized base on physical vulnerability and land cover. Almost 61.80 % (556.19 ha) of Tetebatu area has landscape characteristic categorized as medium physical vulnerability and low physical vulnerability area of Tetebatu occupied an area of 38.20 % (343.89 ha) of the total area. Meanwhile, there are five types of land cover, i.e. Settlement, Paddy Field, Mixed Garden, Water Body and Forest.
3. Tourism activities in Tetebatu become a source of welfare in economic term for the local community. Based on the results of survey conducted on local figures, known as 100% of respondents agree in the development of Tetebatu area as an ecotourism area by utilizing existing natural resources and human resources in the form of local communities in the provision of services.
4. Landscape planning of Tetebatu Ecotourism Area can be developed based on integrating the natural (biophysical), cultural resources and the ECOS framework. The landscape plan of



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ecotourism was arranged into five area, i.e. Conservation Area, Main Tourism Area, Supporting Tourism Area, Agricultural Cultivation Area, Kampong Area. Moreover those five area were categorized into three ECOS setting areas namely eco-specialist, intermediate and eco-generalist.

4.2 Suggestion

The development of Tetebatu area as an ecotourism area requires provision of supporting facilities and infrastructure. Development needs to be taken into consideration of the biophysical character and the carrying capacity of the region in order to maintain the environment and natural resources continuously. Community empowerment as operator and tourism services are needed in the sustainability of tourism in order to improve the quality of life and welfare of the community. It is necessary to provide procurement training on village tourism management, community engagement, community development, and community understanding in maintaining the environment.

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Restaurant Management’s Perspective on Halal Certification: An Exploratory Study in Surabaya

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ABSTRACT

As the world’s largest Moslem population of the world, Indonesia has been practicing halal principles in all aspects of the country’s life. In foodservice business sector, halal accreditation acts as the assurance of food and beverage safety and quality that is legitimized by the government or the relevant Moslem religious bodies. This paper aims to examine the knowledge and attitudes of restaurant business operators in Surabaya toward halal certification. Applying a qualitative approach, the data were collected through in-depth interviews to eight informants who are owners or managers of the restaurants in Surabaya. The findings showed that despite the positive attitude towards halal certification, the informants admitted that their level of knowledge about halal certification was still very low due to lack of information they officially received from the relevant organizations regarding the certification.

Keywords: Halal certification, Chinese food restaurant, management, perceptions, attitude.

1. INTRODUCTION

Food is an essential need of human and there are various factors that influence human’s choice of food; involving cultures, politics, economy, environment, nature, and religion. Religion, in this case, own a very essential role in the food selection within a particular social environment (Marzuki, Hall, & Ballantine, 2012). Spiritual value, as well as its standardization, have an important role that is very influential upon costumers; besides, spiritual value also affects on human’s lifestyles, which will interfere their action towards the pre-consumed foods (Essoo & Dibb, 2004). A devout individual tends to purchase a particular kind of cuisine that is allowed to be consumed according to his/her religion, in order to avoid breaking a divine rule set by his/her religion (Haider, 2015).

Islam is one of the largest religions in the world. Since 2010, there has been 1,599,700,000 Moslems from total 6,895,850,000 or 23.2 % of the whole world population, according to the statistics released by the Pew Research Center in the Pew-Templeton Global Religious Future project (Hackett, Connor, Stonawski, Skirbekk, Potancoková, & Abel, 2015). More specifically, in terms of the Moslem diaspora around the world, Indonesia is known as the biggest Moslem populated country in the world, with 207,176,162 Moslem from 237,641,236 of the Indonesia population. The data reflects the fact that 87,2 % of the Indonesian population are Moslem, according to Central Bureau of Statistics



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in 2010. Surabaya is the second biggest business city in Indonesia. Referring to the recorded data, there has been 2,373,720 Moslem population in Surabaya (Surabaya Central Bureau of Statistics, 2010). This shows that 85,8 % of Surabaya population are Moslems.

During the recent years, halal tourism has been growing as one of the emerging sectors in tourism industry. Halal tourism is aimed towards Moslem segment by offering tour packages, particular destinations, accommodation, and food products which in accord with Islam beliefs and laws (Fitri, 2016). In spite of the phenomenon, Indonesia has only been able to gain 1.2 % market, left far behind Malaysia and Thailand which has respectively 25 % and 24 % of the world halal tourism market (Law and Public Communication Bureau, 2016).

In relation to the fact mentioned above, Indonesia can be illustrated as having a “hidden treasure”, which its potential in halal tourism market is expected to be “extracted”. This goes in-line with the current increase in both economy and politics sectors, signalled by the rising of well-educated middle class society who has a strong concern towards Islam tradition (Prabowo, Abd Rahman, Ab Rahman, & Samah, 2015). The rising of middle-class society in Indonesia has triggered several industries to conduct business transformation. Transformation into halal tourism is one of the effort done by culinary industries in order to expand their market share. Tjahyono Haryono, the head of Indonesian Café and Restaurant Entrepreneurs (APKRINDO) for East Java region, has stated that the increasing number of middle class society that used to be illustrated as the middle part of a pyramid, could nowadays be portrayed as a house with expanding middle part (Lestari, 2015). In fact, middle class society that are currently increasing are dominated by Moslems, as explained by him. There has been 20% restaurant in East Java which converted their non-halal cuisine business into halal ones (Lestari, 2015).

Indonesian Council of Ulama (*Majelis Ulama Indonesia / MUI*) is the organization responsible to regulate halal standardization for both food produces and providers in Indonesia. Established on July 26th 1975 in Jakarta, Indonesia, MUI is classified as a Non-Governmental Organization (NGO) embodies Indonesian clerics (*ulama*), *zu'ama*, and Moslem aimed to provide guidance, teaching, and security towards Moslem population in Indonesia.

This research was aimed to analyse the occurring phenomenon related with halal certification, especially in Surabaya. The researchers were eager to deeper elaborate several foods and beverages business organizers' views towards the fact that there are (still) several business organizers not applying halal certification, despite of a great market opportunity. Considering the vast number of restaurants in Surabaya, the researcher has decided to limit the scope only in Chinese cuisine restaurants. The limitation was determined due to the fact that Chinese cuisine restaurants are one of the most dominant cuisines sold by the restaurant providers in Surabaya. Chinese cuisine restaurants ranks second in the whole Indonesian restaurants, behind Indonesian cuisine restaurants (Surabaya Department of Culture and Tourism, 2012). Based on that fact, the researchers aimed to find the connection between restaurant organizers' views toward halal certification in Chinese cuisine restaurants in Surabaya.

2. LITERATURE REVIEW

2.1. Halal Concept

Esso and Dibb (2004) has argued that religion influences costumers' alternate choice towards daily food, as well as food materials. Spiritual values also interfere lifestyle, which then influences the costumers' actions (Ahmed, 2008). Therefore, perception towards spiritual values becomes a very significant aspect which influences actions taken in consuming something (Esso and Dibb, 2004). According to Bahariddin, Kasim, Nordin, and Buyong (2015), halal is a term exclusively used in Islam which means permitted or lawful. Halal and non-Halal covers all spectrums of Muslim life, not limited to foods and drinks only, but also for safety, animal welfare, social justice and sustainable environment. With regard to food, the basic issue in halal food production is cleanliness, free from 'contamination' and healthy food as defined in the Quran.

A number of devout costumers will tend to purchase halal cuisine as a regard of their religious perception and prevent themselves involved in actions conflicting with their religious values (Masnono, 2005). As a result, costumers' belief in religion has become an important part in marketing, especially in advertising (Froehle, 1994). Religiosity also shares an effect towards costumers' behaviours and actions in selecting halal foods (Weaver & Agle, 2002). Individual's levels of positive religiosity may influence their attitude towards halal products (Mukhtar & Butt, 2012).

2.2. Halal Certification

Halal certification is an important factor for Moslem, in order to determine their purchasing selection. Not only ensuring that a particular food product is safe to be consumed in accord with Islamic rules, a certification in form of a logo accompanied by 'halal' writing, also become a challenge to ensure that the production process and quality are both halal (Haider, 2015). Halal logo has become a tool to convince Moslems in many part of the world. The certification obliges the existence of quality control process in order to supervise the effective production process required to guarantee the food standard quality (Riaz & Chaudry, 2004).

There has been a lot of halal certification requests for Moslem costumers' foods, regardless of their countries. This indicates the need of halal certified food products as it seems to be a significant factor that determines Moslem decision before buying (Haider, 2015).

There is a particular organisation issuing halal certification in Indonesia. Established by the Indonesian government on Rajab 7th 1395 Hijriah or July 26th 1975 in Jakarta, Indonesia; Indonesian Council of Ulama (*Majelis Ulama Indonesia*, abbreviated as MUI) is a council embodies Indonesian clerics (*ulama*), *zu'ama*, and Moslem aimed to provide guidance, teaching, and security towards Moslem population in Indonesia (Deliberation Council, 2013). In Indonesia, halal labelling or halal certification process in conducted by the Assessment Institute for Foods, Drugs and Cosmetics, the Indonesian Council of Ulama (*Lembaga Pengkajian Pangan, Obat-obatan, dan Kosmetika Majelis Ulama Indonesia*, abbreviated as LPPOM MUI). Since March 2012, halal warranty series system has officially been introduced as HAS 23000, a compilation of rules need to be obeyed in order to receive halal certification form LPPOM MUI. HAS 23000 is a management system integration which is compiled, implemented, and maintained to regulate the materials, production process, products, human resources, and procedures to keep halal production process, according to the requirements



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issued by broad members of certification council through halal documents standards (LPPOM MUI in HAS 23001 document). HAS 23000 has been internationally acknowledged, and has also become a reference in several other countries (Prabowo et al., 2015).

2.3. Perceptions, Attitudes, and Behaviour

As a social being, human considers the implication of his/her action before deciding to be or not to be involved in a particular behaviour (Ajzen & Fishbein, 1980). If someone considers that the result of getting involved in a particular action is positive, then the possibility for him/her to get involved in that action is also positive, the same goes vice-versa. If someone-related observes the positive behaviour of that individual, thus having the same motivation, then a subjective-positive norm will be established, it also works the vice-versa. The Theory of Reasoned Action (TRA) works best upon applied to the individual having a full-conscience towards his/her behaviour.

In a more specific scope, TRA emphasizes that there are two kinds individuals' objectives in purchasing a particular product. Personality is the first, while the reflection from the social environment around an individual is the second. Actions from an individual may be either positive or negative in several behaviours. This factor is related with the attitude towards a behaviour (Mukhtar & Butt, 2012). The second factor is related with the perception in a social environment, which triggers that individual to either commit an action or not. A behaviour in consuming halal products, in this case foods, is a belief which motivates someone's behaviour into his/her attitude. In short, an individual will consider whether his/her attitude will be accepted in a particular community or not (Mukhtar & Butt, 2012). It can be concluded that according to TRA, someone may accept halal products, yet still not buying them. The role of the subjective norms is the second, in this case, the surrounding neighbourhood. An individual may not having a positive behaviour towards halal products, yet his/her attitude in consuming halal products is driven by his neighbourhood (Mukhtar & Butt, 2012), especially due to his/her fear of being rejected by his/her community upon not consuming halal products.

2.4. Restaurant Operational Cycle

According to the decree number KM 95/HK.103/MPPT-87 issued by the Ministry of Tourism, Post, and Telecommunication, a restaurant can be defined as a kind of food industries located in a part or a whole part of a permanent building equipped with tools and equipment in purpose of running the food and beverages production process, storage, serving, and selling for public; it should, as well, meet the requirements set within the decree. All kind of restaurants, regardless of their sizes and shapes, has an identical particular process. Whether it is in form of a fast food or a company, a restaurant is obliged to have a supplier; contacted either through phone calls, email, mail, or a direct sales. Both kind of restaurants should receive the supplied goods upon their arrival, and somebody has to ensure that their quality, quantity, and price meets with the order. The supplies should be stored in a dry or cold storage, or freezer. Upon needed, the supplies should be obtained from the storage and be prepared for a customer ordering for it, until eventually he/she is able to receive it.

3. RESEARCH METHOD

This research was an exploratory study in its nature. Qualitative approach was adopted by the researchers as they aimed to elaborate the empirical reality behind this phenomenon in deep, detail, and thorough (Moleong, 2014). In this research, eight informants had been selected; four of whom selling halal cuisine, three selling both halal and non halal cuisine, and one selling only non-halal cuisine. The informants were then divided according to the restaurant classifications: three stars, two stars, one star, and no star. This classification is in accord with the decree issued by Indonesian Ministry of Tourism and Creative Economy number 11, 2014 about the Restaurant Business Standards (Ministry of Tourism and Creative Economy number 11, 2014).

In this research, the researchers utilized semi-structure in-depth interviews allowing the informants to respond to the provided answers by using their own means, in order to determine the next question. Besides semi-structured interview, the researchers also utilized a direct conversation in order to ask several unclear questions, as well as to triangulate the interview results. Halal certification, the Theory of Reasoned Action (TRA), and the restaurant operational cycle dimensions are the conceptual bases in developing the questions during the semi-structured interview.

4. RESULT AND DISCUSSIONS

4.1. Informant Profiles

The following table contains the informants' demographical profiles in this research.

Table 1 Informant Demographical Profiles

Informant	Gender	Age	Food sold	Position	Restaurant category
1	Male	45	Halal	Manager	3-star
2	Male	42	Halal	Manager	2-star
3	Male	37	Halal	Supervisor	1-star
4	Female	46	Halal	Owner	Non-starred
5	Female	29	Halal and non-halal	Manager	3-star
6	Male	25	Halal and non-halal	Owner	2-star
7	Male	21	Halal and non-halal	Owner	1-star
8	Male	23	Halal and non-halal	Owner	Non-starred

As mentioned, there were eight informants involved in this research; four of whom selling halal cuisine, three selling both halal and non halal cuisine, and one selling only non-halal cuisine. Two are females while the rest are males. The participants are coming from various backgrounds: restaurant owners, managers, and supervisors. Both managers and supervisors are considered representable, as the owners are usually not standing-by in the restaurant.

Informant #1 is a 45-year-old male working in a starred restaurant. He has been working there for ten years as a manager. The restaurant whom he is working is not (yet) halal certified, yet all of the cuisines sold are halal. Working in a cruise for two years before finally moved to a restaurant, informant #1 is known for his abundant experience in food and beverage sector. Informant #2 is a



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42-year-old male, who is also working in a starred, not (yet) halal-certified restaurant but selling halal cuisines only. Informant #3 is a 37-year-old male working as a supervisor in a starred restaurant selling halal cuisines. The restaurant itself sells some cuisines ranged between IDR 30,000 – IDR 50,000. Informant #4 is a 46-year-old female, who has been running a restaurant for 13 years. Her restaurant is neither starred nor halal certified. Informant five is a 29-year-old female working as a manager in a starred restaurant. Selling both halal and non-halal cuisines, the restaurant whom she is working was established in 2013; informant #5 has been working there ever since. Informant#6 is a 25-year-old male owning a starred restaurant selling both halal and non-halal cuisines. The restaurant itself has been running for eight years, yet the informant has only been working there for four years, as he should have finished his study in the United States for the previous four years. Informant #7 is a 21-year-old male owning a starred restaurant. The restaurant has been running for 15 years, yet he has banded there for only seven years. The cuisines sold are both halal and non-halal. The informant argued that the decision in selling cuisines containing non-halal products was made due to the fact that his restaurant was located in area which population tend to consume non-halal cuisines. The last research subject, informant #8, is a 23-year-old male owning a non-starred restaurant. His restaurant has opened for a year and selling only cuisines containing non-halal products. Higher buying ability owned by non-halal products costumers, compared with halal-ones, becomes the main reason in setting the sales segment; nevertheless, the restaurant itself does not sell a vast variety of cuisines.

4.2. Discussion

With regards to the participants' knowledge towards halal certification, the interviews revealed that there were a lot of occurring varieties toward society's knowledge on halal certification. Seven of eight informants assumed that halal certification is a certification acquired by a business organizer upon not selling non-halal products; such us pork, alcohol, beasts' meat, and animals living in two kind of environment. The statement goes in-line with a decree issued by Indonesian Ministry of Health number 82/MENKES/SK/I/1996 about the regulation of citation (Sujudi, 1996). Not only in accord with the decree, the statement also agrees with the statement of informant one, saying, "Halal certification is acquired by not selling alcoholic products, beasts' and two-environment animals products". The regulation is proposed in order to provide security towards costumers in halal segment. From all of the informants; only informant #1, #2, #3, and #8 were well informed about the way to acquire halal certification. Nevertheless, the amount of information acquired by them is superficial. Informant #1, #5, #6, and #7 do not even have any knowledge regarding the way to acquire halal certification.

After being questioned about the level of knowledge on halal certification, the following part of the interviews was identifying the informants' attitude towards the certification. Upon being questioned regarding their opinion towards the fact that most of the Indonesian population is dominated by Moslems, the informants shared various argumentations. Informant two working in a halal

restaurant) argued, “There is nothing wrong in aiming for non-halal segmentation, due to the fact that this segment has a good purchasing power, despite of their few quantity”. The opinion goes parallel with the ones delivered by informants working in non-halal segmentation. Informant six also confirmed that “non-halal segment has better purchasing power compared with halal segment”. Informant seven and eight also admitted that the number of Moslems consuming non halal cuisines in their restaurants is not small. Upon seen through TRA point of view, which argues that human always considers the implication of his/her action before getting involved in a particular action (Ajzen and Fishbein, 1980), added with a statement saying that there are two objectives (personality and reflection from the social environment) that influences someone in purchasing a product (Mukhtar & Butt, 2012), it can be implied that halal segment costumers are surrounded by a social environment that supports his/her behaviour; therefore, there is no meaningful implication received in consuming non-halal products, as forbidden by Islamic teachings. The informants also have no desire to convert their restaurants into halal ones, like argued by informant 8, “indeed there is a desire [to have a halal restaurant], yet it is to add instead to convert, if there’s an opportunity”. This reflects the fact that there is no pressure to convert into halal segment.

Furthermore, all of the informants stated that despite of selling either halal or non-halal products, the restaurants whom they were working was all not (yet) halal-certified. From eight informants, informant three’s restaurant was the only one checked for its halal certification by MUI representative. This goes in contrary with a fact saying that Indonesian Council of Ulama (*Majelis Ulama Indonesia / MUI*) is an NGO embodies of clerics, *zu’ama*, and Moslem scholars in Indonesia in purpose of guiding, teaching, and securing Moslem population in Indonesia. Already established on July 26th 1975 in Jakarta, Indonesia (Prabowo et al., 2015), MUI should have had enough time to prevent the number of halal certified restaurant being this low, as shown by the fact. The fact also goes in contrary with a statement saying that several highly Moslem populated countries such as Indonesia and Malaysia, has already delegated officials to set food control (Haider, 2015). Informant three had started applying for halal certification ever since hearing that statement. From the costumers’ point of view, it is known that most of the costumers only ask whether the restaurant sells pork or not. The informants admitted that the question came often, and they answered it as it was.

While the other seven informants had their own criteria and standards, informant #4 was the only one known of not having criteria toward raw material and operational apparatus; instead, she prioritized on goods and equipment procurement. Informant #4 was also known of not owning a supplier, arguing that her restaurant was located near a traditional market and she used to purchase in a small quantity. Meanwhile, informant #6 owned a supplier, yet also purchased some particular materials by himself. Both informants #1 and #4 did not use any supplier for cost-saving; besides, they insisted that they could buy them themselves. Since they had no supplier, inspection was conducted by using only material check to meet the standard. Further, informant #4 had already subscribed in a store to prevent her from having any problem in fulfilling the supply. All of the other informants had more than one suppliers, usually two or three, in order to control the cost and acting as a backup if one of the suppliers was unavailable. Control was also performed through both physical examination and standardization.

From four non-halal restaurants, only informants #5 and #7 who have initiated a separation between halal and non-halal separation. Two other informants did not conduct a separation regulated by



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Indonesian Ministry of Health’s decree number 82/MENKES/SK/I/1996 about citation (Sujudi, 1996). The other informants conducted a separation based on whether of the material was dry, wet, and the temperature. This is in accord with a theory classifying food materials into two, either perishable or non-perishable, in which each of them has their own storage method (Dittmer and Keefe, 2006). From eight interviewees, only informants #1, #4, and #7 conducted daily audit. The audit was intended to check what menu is more saleable, also to check the supply available for the next day. The rest of the informants conducted an audit either weekly or monthly in both outlet and main office scale.

5. CONCLUSION

The researchers conclude that halal certification is still a lay phenomenon for restaurant organizers, especially for a small restaurant organizers. It is obvious that many of the restaurant business owners have a little knowledge regarding halal certification, Indonesian Council of Ulama (Majelis Ulama Indonesia/MUI), and the definition of halal itself. MUI role in socializing halal certification to the restaurant organizers, especially for small restaurant, is arguably still low. It is better to equate the rule with the one applied to big restaurants, which are obliged to administer halal certification, if needed, like done by KFC, Burger King, and Taco Bell; as confirmed by the 20 percent sales increase acquired by them post-certification (Haider, 2015). Those names refer to big franchise restaurants which has already obtained halal certification.

Nevertheless, it is inevitable that the customers themselves do not being overly sensitive toward this matter. The interview has confirmed that the costumers only asked whether a food product contained pork, as uttered by the business organizers. This becomes, as assessed by the researchers, a factor that makes many restaurants selling halal product, has yet obtained halal certificate. The organizers has assessed that the demand for non-halal product is still low. This eventually results in the imbalance between the knowledge owned with the action taken.

In relation with operational, business owners has arguably ran their business well, as seen from the way they classify the materials based on the temperature, type, and procurement efficiency. Nevertheless, consideration towards halal and non-halal materials storing separation is still low, as shown by the fact that only one restaurant known to apply this kind of separation. In general, business organizers use suppliers service. Therefore, certification not only should be conducted towards the restaurant, but also toward the suppliers due to the fact that suppliers themselves determine whether a restaurant can be classified as halal. Audit has performed routinely by the restaurants, starred or not, in a good scale. It is sure that if there is any complain delivered on whether a product is halal or not, the management will be well informed about it.

Restaurant business organizers’ perceptions toward halal certification is a very broad topic. Researches conducted beyond Surabaya are really suggested. For more accurate data, the number of informants can be increased. Not only toward Chinese cuisine restaurants, further researches can also be conducted upon other types of restaurant.

One difficulty faced by the researchers during the research is related with the sensitivity nature of the research. It was very difficult for the researchers to obtain an interview permit with the restaurant representatives. Therefore, support from an official organization such as Public Health Office and the Ministry of Religion will be beneficial to encourage further researcher in obtaining interview permit easier. Besides, the amount of journal elevating this topic from producers' point of view is very low.

Suggestion to conduct more elucidation through direct meeting or social media is intended especially toward the government officials, especially MUI, which directly associated with this research. Based on the data obtained, it has been revealed that actually business organizers (especially the ones working in halal segmentation) are being cooperative toward halal certification, nevertheless, the information received is insufficient. If the certification can run well in every halal restaurants, positive impact in tourism sector is highly achievable which in return, also positively impacts the national economy.

To conclude, it is recommended that halal governing body in Indonesia should provide more information on halal food due to high demands and needs in producing halal goods. However, it should be ensured that all the information pertaining to halal food and halal certification by MUI could be easily accessible in order to fulfill the management's information needs.

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Development Strategies of Kampung Lawas Maspati as The New Tourist Destination in Surabaya

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ABSTRACT

This paper aims to identify and analyze the potentials and obstacles and formulate the strategies that may be applied to boost the existence of Kampung Lawas Maspati; so that it would be more stable and well-known in the tourism map destination in Surabaya. This research used a qualitative approach with the result of the in-depth interview as the primer data. The result of the in-depth interview will be analyzed as the qualitative descriptive with using the matrix analysis SWOT: Strengths, Weakness, Opportunities, and Threats. The result of the research showed that Kampung Lawas Maspati has many potentials that are ready to be developed; such as the potential historical and social culture tourism. However, the weakness that serves as the obstacle, is the low quality of human resources and tourism management. The result of the data analysis showed the strategy that can be developed in Kampung Lawas Maspati is strategy of excellent service training and management foreign language to the community in Kampung Lawas Maspati as an effort to improve the competence of human resources in the village.

Keywords: Development Strategy, Tourist Destination, Tourist Town

INTRODUCTION

Tourism is one of the important industrial sectors that has good potential and opportunity to be developed. Indonesian government keeps on developing the tourism sector which is perceived to be the new primadonna in national development. This sector is considered to be one of the biggest contributors for the nation's forex (foreign exchange). The data from World Tourism Organization in 1994 stated that in the 21th century, tourism will become one of the important social-economic supporters and one of the biggest export industries in the world (Nugroho, 2001).

The growth of tourism in Indonesia is very significant. The Ministry of tourism and creative economy stated that the growth of tourism is even higher than the growth of Indonesian economy as whole (Prihtiyani, 2012). Nowadays, the tourism in Indonesia is increasing along with the Indonesia government's target to have 20 million worldwide tourists in 2020. To actualize the target, the government often promotes Indonesian tourism to various countries; such as promoting Indonesia during the World Culture Festival (WCF) in New Delhi, India (www.kemenpar.go.id).

The tourism in East Java also gives an impact to the tourism in Surabaya. The development of tourism in Surabaya already increased; this can be seen by the number of tourists. Based on BPS Surabaya from 2008-2013, the number increased—both foreigner and domestic tourists contributed to this growing number. The foreign tourists from 2008 until 2013 kept increasing, respectively; 137,274; 154,866; 168,804; 279,230; 323,037; and 350,017 (BPS Surabaya 2014). Meanwhile the



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domestic tourists that visited Surabaya from 2008-2013, also experienced the same increase: 7,017,011; 7,230,202; 7,544,997; 9,194,116; 9,561,881; and 11,122,194 (BPS Surabaya, 2014)

Based on the data taken from the Surabaya government in 2015, Surabaya has many tourism potentials; there are 36 tourist destinations that consist of religious tourism, monuments and museums, parks, the shopping centers, culinary tourism, and other tourism sites and theme parks. Adding to that, Surabaya also has 75 tourist-friendly hotels throughout the city. Furthermore, the city offers the various kinds of culinary tourism that could be a favor for tourists and food hunters—38 restaurants, 27 cafes, and more than 50 dinner that can be found in Surabaya (www.surabaya.go.id).

In this autonomi era, the region has the power to increase the income by expanding various sectors that are strong and sustainable, which is an effective collaboration among the utilization of resources, society, and government (Satria: 2009). Surabaya government is not only focusing on the industrial sector but also starting to maximize the potential of the city of heroes. One of them is developing the tourism sector. The rising of the new tourist destinations, which can be managed by the government, private institutions, or the local people, offers many options for tourist destinations that cause them to stay longer in Surabaya.

The target to increase the tourists in Surabaya is one of the purposes of Surabaya's Cultural and Tourism Department. Aside from introducing the potential of Surabaya to the world, the increasing number of tourist also gives the same impact towards people's income and developing the local businesses in Surabaya.

However, looking at the natural resources of Surabaya, there is a limited potential that can be developed. This condition is a certain problem in the big cities like Surabaya—a combination between trade city and service city. Even though there is no wonderful natural landscape, Surabaya develops another kind of nature tourism by creating the green open space, taking care of the parks, and developing the city (Buku Profil Surabaya 2016: 116). With the big potential in cultural and social section, Surabaya can be developed as a cultural tourism center. One of the potential places that can be developed is Kampung Lawas Maspati that, since 24 January 2016, has been declared as the recent prominent tourism destination by the Mayor of Surabaya.

Kampung Lawas Maspati is located in the center of Surabaya, 500 meters from the Tugu Pahlawan monument. This area is located in RW VIII of Kelurahan Bubutan that consists of 6 neighborhoods with 350 families and 1,350 population. There are more than 300 crowded inhabited houses in the alley that cannot be reached by using a car. Most of the people are the families of the veterans, especially those who joined in the notorious battle of 10th November. We can witness many historical buildings from urban Surabaya, that is still standing strong until now where.

This area is surrounded by the modern, cultural, and historical buildings. Despite being located in the center of the city, the local wisdom and the local tradition is still maintained. The buildings and objects which are remains of Mataram kingdom, are still well maintained until now (Booklet Kampung Wisata Lawas Maspati page 4).

Kampung Lawas Maspati is suitable to become the tourist site because this place has a historical background. This area displays the history of Surabaya in colonial era (www.kompas.com). The unique aspects can be seen from the historical buildings that can be considered a lot and still maintained by the people which become the attraction of this area. This site attracts visitors who are not only the domestic, but also the worldwide tourists.

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The rise of Kampung Lawas Maspati can not be separated from the Surabaya Green and Clean program that is held by Surabaya government to make the suburban area cleaner and healthier. Now, the area in Kampung Lawas Maspati is not only healthy and clean because of the habits in taking care the cleanness and healthness of the environment by greening, planting, and urban farming, but it also attracts the tourists to visit there. Kampung Lawas Maspati is a tourism site that relies on the neighborhood and its inhabitants to create their living environments as a tourism site in Surabaya.

Several of the tourist attractions that is offered in there are; visiting the historical buildings, visiting the local places in a traditional outfit, enjoying the culture and local wisdom of the people in the form of patrol art and Remo dance, and the original culinary dish of Surabaya while enjoying the urban farming and the green condition in the alley of Kampung Lawas Maspati.

Reckoning Kampung Lawas Maspati as a tourism site in Surabaya means that it is necessary to review the better development for the area—so that it can compete with other tourism sites in Surabaya, and still focus on the sustainable aspects. The historical and social culture potentials are some of the potentials that can be developed as the main attraction that can support the tourism in Surabaya in general.

This writing has the purpose to identify the potentials and arrange the strategy that can improve the development of Kampung Lawas Maspati as the recent prominent tourist destination in Surabaya—hoping that it can give the positive impact and contribution for tourism in both Surabaya and Indonesia.

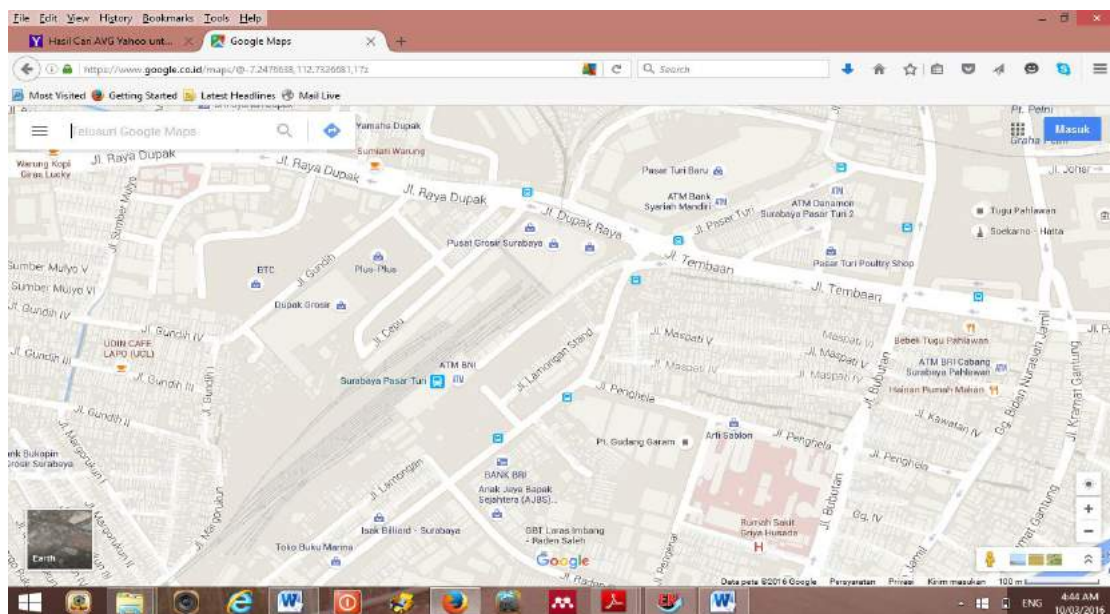


Fig.1. Map of Kampung Lawas Maspati

LITERATURE STUDY

Kampung Lawas Maspati has the predicate as a tourist town. The definition of the tourist town, according to Wiendu, is a form of integration between attraction, accommodation, and supporting facilities that are served in a living society structure that can merge with the etiquette and tradition that is applied in the area (Nuryanti, 2003). The area is also known for Indonesia's traditional kinship



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bond, which is marked by the characteristic that close family ties exist in a town environment (Suryandari, 2007).

Pariwisata Inti Rakyat (PIR) (Hadiwijoyo, 2012) defined the tourist town as a town area that reflects the originality of the town from the social-economic, social-culture, customs, daily practices, architecture and the structure of the typical town layout, or the economic activities that are unique and interesting—that also have the potential to be developed into various components.

The tourist town in Surabaya is identical with the idea of the tourist village. Even though it is not the literal meaning, the typical town in the center of the urban has the same tourism atmosphere revolving around; traditional aspect, the uniqueness, and the attraction of local living style. Because, as the fundamental requirement of tourism site and attraction, the tourist town should allow the tourist to see interesting things, experience something that can be done only once, and buy the souvenirs (something to see, to buy, to do) (Maryani, 1991:11).

The tourist town and the tourist village both have the similar concept and criteria. Both of them have the same purpose and wish; they want to introduce their own cultures and attractions. The tourists or visitors do not only come to see these cultures, but they are also expected to do and join cultural activities in the area.

The tourist town is a combination between attraction, accommodation, and accessibility that is shown in the society structure. Most notably, it unites the condition and needs of the local people. According to Kuncoroyekti in Yunia Nursita Sari (2010), the criteria of a tourist town consist of several aspects which are: (1) The tourist attraction covers all the natural condition, local art and culture, the craft production—process of making batik and silver, and the most interesting, unique, and attractive in the area; (2) The mileage covers the distance from the tourist town, especially the tourist lodge, to the distance from the capital city of the province and state; (3) The information of town covers the problems of the numbers of the houses, population, characteristic and width of the town. This criteria relates to the town's ability in supporting the neighborhood as a tourist attraction; (4) The faith and social system are the important aspects because there are some unique rules in a town community; (5) The availability of the infrastructure covers the transportation facility and service, the electricity facility, the clean water, drainage, telephone, and so on.

Meanwhile according to Butler (1980) there are six steps of the sustain tourist development that bring out the implication and different impacts to the tourism such as: (1) Exploration step; the spontaneous growth, and exploration, (2) Involvement step, (3) Development step, (4) Consolidation step, (5) Stagnation step, and (6) Decline and Rejuvenation step. In this context, Kampung Lawas Maspati is on the development step to become the prime tourist attraction in Surabaya.

In order to actualize interesting tourist activities, the destination development concept is needed. In the Hadiwijoyo (2012: 57), Munasef (1995: 1) stated that the tourist development revolves around the activities and efforts that are coordinated to attract the tourists by providing the facilities and infrastructures, things and services, and facilities that meet the tourists' needs. Meanwhile Marpaung (2007: 79) stated that the things that need to be looked out for the development of tourist attraction's potential should be researched before developing the tourist facilities. Those are the most crucial things in developing a tourist attraction so that it will be suitable with the public interest, and it enables us to do the right and suitable development towards the area (Hadiwijoyo, 2012: 58).

The development concept that can be used is 3A theory, which means the components that will produce a tourism product that can be offered to the tourist when all three components are united. Demanik and Weber (2006:11) stated that 3A components consist of: (a) Attraction. Attraction means that the tourism site gives the tourists enjoyment; (b) Amenities. Amenities means all the facilities and infrastructures that are needed by the tourists when they stay in the destination, this includes the additional services that indirectly relate to tourism, yet later become a primary need such as bank, money exchange, communication service, rental, publisher and seller of the tourist guidance book, arts (theater, movie cinema, pub, etc); (c) Accessibility. Accessibility is the major point of the transportation infrastructure that connects the tourist destination area, be it a land transportation, sea, and air. This access is not only related to the quality aspect but also inclusive quality, timeliness, comfort, and safety.

A destination can develop its tourism if, in the previous time, there is a tourist activity in the area. To increase its tourist potential, people need to plan the tourism development so that it can be better. There are three main principals in the sustainability development (McIntyre, 1993: 10); (a) Ecological Sustainability—ensures that the development match the process of ecology, biology, and various ecological resources; (b) Social and Cultural Sustainability—ensures that the development has the positive impact on the local people and match the culture and its customs; (c) Economic Sustainability ensures that the development is efficient in the term of economy and the resources that are used can still be found in the future.

METHOD

This research used a qualitative descriptive method which is used to identify the various resources. The focus of this research is analyzing all the components of the tourist attractions so a development strategy to emerge Kampung Lawas Maspati's tourism potential could be maximized. The data for this research are gathered using two techniques, which are: (a) Primary data from the field observation and the interview with local society, (b) Secondary data from the literary study.

According to Sugiyono (2013: 244) data analysis is the process of finding and arranging data from the interview, questionnaire, field notes, and other objects in a systematic way so that it could be understood easily, and the findings could serve as an information towards other readers. Data analysis uses qualitative descriptive analysis and SWOT matrix analysis (Strengths, Weakness, Opportunities, Threats).

According to Rangkuti (2005), SWOT analysis is one of the methods to portray a condition and evaluating a problem, project, or business concept based on the internal factors and external factors. However, it should be notes that SWOT analysis is used only to portray a situation and is not used to solve a problem. In this context, SWOT analysis is used to identify the potentials, strengths, weaknesses, opportunities, and threats of the Kampung Lawas Maspati for both the internal or external factors within the development of Kampung Lawas Maspati. The result of analysis can be directed to show how the development strategy of Kampung Lawas Maspati as the recent prime tourism in Surabaya.

In utilizing SWOT, there were some alternatives based on the combination, of the following aspects, namely:

- a. SO strategy, utilizing optimal strength (S) to get opportunity (O)



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- b. WO strategy, minimizing weakness (W) to get opportunity (O)
- c. ST strategy, utilizing optimal strength (S) to anticipate or deal with the threat (T) and turning the threat into opportunity
- d. WT strategy, minimizing weakness (W) to avoid the threat (T) better.

RESULT AND FINDINGS

THE POTENTIAL OF KAMPUNG LAWAS MASPATI

The tourism potential consists of various resources that can be found in a certain place—not only those which can be developed into tourist attraction—but also includes various resources that may improve the economic sectors of an area as well as other growing aspects (Pandit 1999: 21).

The tourism potential of a tourist destination is the main attraction of a place that enables it to be developed as a tourist site. However, the place tends to be not well-managed yet, which is why it needs to be developed or enhanced (Soekidjo 1996: 61). The potential of Kampung Lawas Maspati is in its historical and social culture values.

4.1.1. The historical tourism potential

The historical tourism potential in Kampung Lawas Maspati is the old historical buildings that are standing strong until now, such as the grave of Mbah Buyut Suruh, the residence of Raden Soemiharjo, “Ongko Loro” school, and Asri inn; which still serves as the inn for tourists. Aside from these, there are houses with old Netherland architecture that we can see throughout the alleys of Kampung Lawas Maspati.

Kampung Lawas Maspati already portrays an image that it is to create a tourist site which is a place that located on Maspati street, then something that can be highlighted is the village that has the history in the past before the independence of Indonesia. There are many buildings in Kampung Lawas Maspati that are renovated by the owners, which may serve the purpose to make it more beautiful, however, there are some buildings that are left as the old building. Besides those, some buildings are emptied and never been renovated even though they are standing. So, we can say that the old buildings in there are the buildings that were built since a long time ago.

The old historical buildings in there, such as the tomb of Mbah Buyut Suruh: two graves of the couple that also the grandparents of Sawunggaling, the residence of Raden Soemiharjo who was a figure from Surakarta palace and known as Ndoro Mantri from the people in Kampung Lawas Maspati, the residence of Soemargono, the shoe factory that was owned by H. Soemargono – where in 1930s many Dutch East Indies people ordered the shoes and the Indonesia soldiers used it as the basecamp–, the school from colonial era that is called as “Ongko Loro” or Vervolgschool”. The village school or Volkschool was the school for the village children for 3 years. After graduating, they could go to the next school which was Vervolgschool where they studied until graduated in 5th grade. There are some inns for tourists, one of them is Losmen Asri, which in the 1940s, became the bread factory owned by Haji Iskak. In the battle of 10 November 1945, this house was used for the public kitchen to help the food logistics for the fighters. In 1958, the house was used as Asri, the lodging, and inn for the tourists.



Figure 2. (a) The residence of Soemargono, (b) Ongko Loro School, (c) The residence of Raden Soemiharjo (d) the tomb of Mbah Buyut Suruh (e) Losmen Asri, (f) The Old Bulding in Kampung Lawas Maspati

4. 1. 2. Potential Social and cultural environment

Natural life activity and social and cultural life of the people in Kampung Lawas Maspati is a potential tourist attraction that can support Surabaya tourism. The Kampung Lawas Maspati people live a life that can be considered as a potential social-cultural Society. Located in the middle of the modern city (Surabaya as a metropolis city) until now, Kampung Lawas Maspati still conserves its traditions, customs, and culture. Such kind of lifestyle contributes the area as a tourist attraction, especially foreign tourists.

The potential social-culture aspect that became one of the benefits of Kampung Lawas Maspati is the daily life of the people that could become the main attraction and is able to attract



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tourists to visit. With the term *blusukan* or traveling around the town through narrow alleys and see the activities of citizens, both domestic and foreign tourists can enjoy the tour in the Kampung Lawas Maspati.

Daily activities of Kampung Lawas Maspati are very natural, when there are tourists visiting and coincidentally there are residents who carry out khitanan or wedding ceremony, tourists can join the activity—tourism activities in Kampung Lawas Maspati does not depend on certain performances, but also the natural conditions of the society at that time can be an attraction offered to tourists.

Until now tourists who visit Kampung Lawas Maspati are averagely dominated by local and partly international tourists. Attractions that are preferred and offered to local tourists are urban farming and greening. As for the attractions offered for international tourists is a natural community activity that is rarely found in their origin country.

Despite having most of the activities done spontaneously, there is also an event held annually and is expected to attract tourists, the routine agenda is held in May every year: Festival Kampung Lawas Maspati is held independently by the neighborhood. The festival displayed various activities, with the main aim which is to promote Kampung Lawas Maspati. Festival Kampung Lawas Maspati began in 2014 and is still being held up until now.

The festival is filled with a number of activities such as traditional game competitions, photography exhibitions, local product and various vintage items and craft bazaars. Various culinary industries can be purchased directly from the event, ranging from syrup, candied belimbing wuluh, candied tomatoes, aloe vera, passion fruit and tamarind syrup.

In addition to the potential uniqueness of tradition and culture in Kampung Lawas Maspati, there is another potential aspect that is crucially needed and important in tourism activities which is a friendly attitude of the people—both towards the guest and environment. Almost all of the alleys in Kampung Lawas Maspati looks green with its various plants. Visitors can learn and enjoy urban farming, Waste Bank, and recycled house. The existence of Kampung Lawas Maspati can also be an alternative tourism—a form of tourism that arises as a reaction towards the negative impacts of development and the growth of conventional tourism to support environmental sustainability (Suwanto, 1997: 75). From this, it could be taken that an alternative tourism is the type of tourism that cares and supports environmental preservation, more precisely environmental sustainability as in Kampung Lawas Maspati. With the potential mentioned, it will complement the existing tourist attraction in Kampung Lawas Maspati including its natural potential so that tourists will feel comfortable, and would like to visit again in the future.

In addition, the community of Kampung Lawas Maspati also conserves its art attraction. Forms of art that still survive and continue to be developed is music patrol and Remo. The art performances are managed by the community itself, especially the youths of Kampung Lawas Maspati. Usually, the art show will be held when there are tourist visits, both locally and internationally. In addition, other tourist attractions that can be enjoyed by visitors is the attraction of *dolanan lawas*. Kampung Lawas Maspati managers provide a variety of old games that can be played when tourists visit.

Involvement of the community resources is not only in the arts and social life, but the people who do business are also involved in tourism activities in Kampung Lawas Maspati. Community activities in Kampung Lawas Maspati culinary field is one of the potential community products that can be developed into a reliable micro-middle scale business with some products such as: herbal

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drinks (Passionfruit, *kencur*, *sinom*, *cincau*, ginger, etc), various snacks that can only be found in Maspati area, various food and handicraft (*dolanan lawas*, batik, souvenirs, etc). In fact, each *RT* has excellent products; *RT 1 Cincau*, *RT 2 Aloe Vera* and starfruit Syrup, *RT 3 Ginger* and batik, *RT 4 Karet buffalo*, *RT 5 Passionfruit*, and *RT 6 starfruit*. Visiting tourists can learn how to make excellent products in the village, such as making passion fruit syrup or *cincau*.



Figure 3.(a) natural scenery, (b) Patrol Music (c) Souvenir Shop (d) Some Local Product

4.2 Obstacles in the Development of Kampung Lawas Maspati

The development of a tourist destination certainly faces obstacles that could hinder its development. Overcoming these obstacles should be done as possible so that it will impact on the sustainability of tourism destinations. In developing a tourist destination, an identification towards the obstacles should be done in order to overcome it. Here are some obstacles that could hamper Kampung Lawas Maspati as a new tourist destination in Surabaya, such as Human Resources (HR), especially the tourism sector, management of tourism destinations is still lacking—especially on public awareness in maintaining homes and historic sites.

4.2.1 Human Resources



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The low human resources (HR) both in quality and quantity is one of the reason that could interfere with the development of Kampung Lawas Maspati as a new tourist destination in Surabaya. Human resources is one of the vital components in tourism development. Human resources factors determine the existence of tourism. As one service industry, the attitude and capability of staff will have a crucial impact on how tourism services provided to tourists will directly impact on the comfort, satisfaction and impression of tourism activities that it does (Pitana in Diarta, 2009: 72).

Community participation in the development of tourist destinations gives an obvious contribution in the operational development of tourist destinations; presenting the beauty of the residence. Knowledge and community participation is important for the area to compete with other tourist destination. The condition of capital resources in a region contributes to Kampung Lawas Maspati's competitiveness.

Most of those who are directly involved in tourism activities in Kampung Lawas Maspati and many of those interacting directly with tourists have never been to a higher education institution. Based on interviews with the Chairman of RW VIII Sabar Soewastono, most of the managers of Kampung Lawas Maspati have a below-average education background, therefore they do not have knowledge about the management of tourist destinations and foreign language abilities. As a result, when there is an international tourist visit, the manager of Kampung Lawas Maspati often experience difficulties in communicating with foreign tourists.

In addition to communication skills—in this case, the foreign language communication—Human Resources weakness is in the tourist service. Services provided by the community to visitors of Kampung Lawas Maspati haven't meet accordance with services of good quality or often referred to as excellent service. This tourist service still does not have the standard, do not even follow the international standard, and everything is still done manually. Excellent service in tourism aims to satisfy the needs of tourists and their expectation of visiting back to tourist destinations, it is necessary to do the right destination management.

4.2 Tourism Management

One of the obstacles to the development of Kampung Lawas Maspati is the management of traditional tourist management. Village Tourism Manager Maspati Lawas has not had the knowledge of village tour management, how to guide and serve tourists. Though the ability to manage is needed so that the tourists desire can be fulfilled, feel satisfied and will come back to visit the attractions.

So far, the manager of Kampung Lawas Maspati already has a board consisting of members of the community and the head of the RT—from RT 1 to RT 6. The manager will serve if anyone comes visit Kampung Lawas Maspati. To enter the area of this tourist village the managers and the committee has set no cost in any case.

The manager of the Kampung himself actually has been able to capture tourism opportunities in the region. Managers and administrators of Kampung Lawas Maspati have prepared and offered special tour packages to suit the tastes of tourists. The managers have created a certain pricing package for tourist visitors. Information about the price of this tour package is socialized through booklets, web, blogs, and other social media. This tour package contains pricing details, facilities, and attractions that can be enjoyed.

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Here are the packages offered at Kampung Lawas Maspati: Package 1 with the price of Rp. 5.000 (minimum 5 people) where there are no facilities for visitors. Visitors who come may travel around alone without accompanied by a guide. Package II with a price of Rp.15.000 minimum 10 people with facilities in the form of tour guide accompanied. Package III with a price of Rp.20.000 minimum 10 people with facilities accompanied by a tour guide, enter the old building and enter the game arena Kampung Lawa Maspati. Special Package is targeted for groups (*Rombongan*) with price Rp.2.000.000, - with tour guide facility, Music Patrol, Entrance to Old Houses, Enter the house of superior product production, Recycle House, traditional games, and Souvenir. The most selected package, which requires readiness from the management Kampung Lawas Maspati is the special package. In this package, the organizers and the committee will, in detail and cooperatively, explain what is in the Kampung Lawas Maspati and why it becomes one of the tourist villages in Surabaya. In addition, tourists can also enjoy the facilities and services provided by the manager and the village committee during the visit.

However, the management is still simple during this time, guests or visitors who will come to Kampung Lawas Maspati will usually contact the head of RW for he/she also serves as the head manager of Kampung Lawas Maspati—the activities will be coordinated by him/her, by preparing and dividing tasks for welcoming, the visit until the return of guests. Prior to the time visit time, the committee has prepared all the necessary needs at once that will be given to the visitors. After the tour, which usually done in 2 to 3 hours package, the manager will directly share the profit directly to the entire tourism committee without certain financial mechanism and management.

In the management of Kampung Lawas Maspati tour, the existence of a guide or tour guide is also still limited, in number. In addition to being limited, they also do not master any foreign language. The society still has a low awareness that Kampung Lawas Maspati is now a tourist destination. This is contrary to the fact that public awareness plays a major role in tourism activities as something that is important for the development of Kampung Lawas Maspati as a tourism destination; the basic principle of tourism in this village is based on the social life of society.

Based on the research, it can be seen that the knowledge of Kampung Lawas Maspati community towards the tourism awareness or knowledge about tourism is very little. Awareness is still less visible from the residents who are still reluctant to come in a training program or participate in tourism activities in Kampung Lawas Maspati. The traditional mindset results in them think traditionally in the tourism management that keeps developing nowadays. They may feel that what they are doing now is already enough and do not need to do other things beyond what has been done at this time. This mindset might also interfere with the potential development of Kampung Lawas Maspati as a tourist village.

5. DEVELOPMENT STRATEGY

Barry in Tedjo Tripomo (2005) gives the definition that strategy is a plan, determining what to achieve or want to become what an organization in the future (direction), and how to achieve the desired conditions. While Tedjo Tripomo (2005) defines strategy as a framework or plan that integrates with the goals of the organization's policies and actions.

Meanwhile, Bryson (1999) defines strategy as follows: "Strategy can be thought of as a pattern of goals, policies, programs, decision actions or allocation of resources that indicate an organization's identity, the things it does, and the reason for doing things. Thus the strategy is an



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extension of the mission to bridge between the organization and its environment. Strategies are generally created to address strategic issues, which outline the organization's response to fundamental policy choices. When the general purpose approach is adopted, then the strategy is formulated to achieve that goal and to achieve that vision.

Strategic management deals with the process of choosing strategies and policies to achieve organizational goals and objectives by maximizing the potential or resources of the organization. Amirullah & Budiyo (2005) provides the understanding that strategic management is a collection of decisions in the form of actions which must be done by an organization to survive and achieve its goals

Development is a process, a way, the act of making something better, advanced, perfect and useful. Development is a process/activity to move something that is considered necessary to be arranged in such a way by rejuvenating or preserving things that are already developed to become more interesting and growing (Alwi, et al., 2005: 538).

Determination of the strategy to develop Kampung Lawas Maspati is done based on SWOT analysis. In general, the condition of tourism potential that exists in Kampung Lawas Maspati is good. Facilities and infrastructure to facilitate and support tourism activities are available such as homestays, tourist attractions, and good infrastructure conditions.

5.1 Internal and External Environment Conditions

The internal and external environmental conditions of Kampung Lawas Maspati as Surabaya's new tourist destination consists of factors that can be strengths, weaknesses, opportunities, and threats. The following factors that can be strengthened are: based on strength research / Strengths (S), Kampung Lawas Maspati is (1) Access to easy tourism object; (2) Has high historical value; (3) Availability of supporting facilities and infrastructure; (4) Support from local communities; (5) Strategic location with other attractions and downtown; (6) The potential of economic tourism that can improve the economy of the surrounding community; (7) People's hospitality; (8) Cultural values that are still upheld. (9) There is already cooperation with other parties to develop a tourist village. Then the weakness / Weakness (W) is; (1) Weak Human Resource (SDM) (2) Management of traditional tourist management.

In addition, there are factors that can be strengths and weaknesses, there are also factors that can be opportunities and threats in the development of Kampung Lawas Maspati as a new tourist destination of Surabaya. Here are some factors that can be opportunities / Opportunity (O) of them are; (1) tourism development as a global trend; (2) technological progress; (3) visits of foreign and domestic tourists; (4) the need for alternative tourism; (5) the establishment of government cooperation, investors, and the community. While the factors that become threat / Threats (T) are: (1) competition with similar attractions in Surabaya; (2) changing the mindset and behavior of the community in participating in developing Maspati Lawas Village.

5.2 The Development Strategy of Kampung Lawas Maspati

Development strategy of Kampung Lawas Maspati as a new tourist destination in Surabaya also begins by describing internal and external factors. Based on the internal and external

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environment conditions obtained a strategy that is general (grand strategy). Then proceeded with SWOT matrix (Strength, Weakness, Opportunities, and Threats) to formulate alternative strategies.

Based on the results of SWOT matrix analysis (Strength, Weakness, Opportunities, and Threats), the strategy using S-O strategy utilizes all the power to seize and exploit the greatest opportunities. Strategies that need to be done are; (1) Creating a strategy of developing the Kampung Lawas Maspati as a new flagship destination in Surabaya. This strategy can be done by designing routes and tour packages. Designing the route in question is a roadmap on the tracking track for tourists so that tourists can travel far / near distance. Tour packages that can be developed is a historical thematic tour package that combines visits to Tugu Pahlawan and Kampung Lawas Maspati. (2) Maintaining the existing attraction in Kampung Lawas Maspati preserved historic old buildings, (3) Promotional strategies that can be done with various promotions and provide complete and clear information about the potential of tourism in Kampung Lawas Maspati either through mass media or interactive media.

While the S-T Strategy emerged from the strength that is used to overcome the weakness. The S-T strategy is a strategy of counseling local community around Kampung Lawas Maspati. Counseling to the local community is done to provide a positive image and understanding to the community about the development of Kampung Lawas Maspati as a tourist destination. So that the participation of the community in the development of Kampung Lawas Maspati can be continuous.

The W-O strategy is the utilization of existing opportunities by minimizing weaknesses. The strategy is done by improving the facilities and infrastructure that support Kampung Lawas Maspati and maintain a good partnership. The main priority in the strategy of developing Kampung Lawas Maspati is to improve public facilities, optimize road conditions for better access, develop or build restaurants and accommodation and develop souvenir shops Facilities and infrastructure that can be developed for Kampung Lawas Maspati as a tourist destination is the presence of toilets, security post, information center, parking lot and so forth that can support tourism. Besides, to increase the variety of attractions can identify the potential of tourism in Kampung Lawas Maspati. It will be concluded that the presence of facilities at tourist attractions is an important component in the process of developing tourist destinations.

The W-T strategy is to minimize weakness and avoid threats that can be done with Strategy of excellent service training and management foreign language to the community in Kampung Lawas Maspati as an effort to improve the competence of human resources in the village.

The effort to overcome these problems is to determine the priority strategy that leads to problem solving. Based on the SWOT analysis the strategy that leads to overcome the problem is the W-T strategy is to minimize weakness and avoid threats. The W-T strategy is to minimize weakness and avoid threats that can be done with strategy of excellent service training and management foreign language to the community in Kampung Lawas Maspati as an effort to improve the competence of human resources in the village.

6. CONCLUSION AND SUGGESTIONS

Social-cultural and historical potential plays a crucial role in supporting the development of Kampung Lawas Maspati Surabaya as a new tourist destination. The results of the analysis shows that the fundamental problems faced by Kampung Lawas Maspati are the low human resources and the management of the tourist destination which is still operated traditionally. If the manager is not



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equipped with various skills, especially in the service and management of Kampung Lawas Maspati, then the sustainability and development of this tourist destination may as well be questioned.

Some of the things that may support the development of Kampung Lawas Maspati and can be done with strategy of excellent service training and management foreign language to the community in Kampung Lawas Maspati as an effort to improve the competence of human resources in the village.

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Understanding Tourist Behavior toward Travel Mobile Application

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ABSTRACT

Background – Nowadays many travelers using mobile technology to make their journey easier. This is support the study by Bressler (2010) that shows 40% of smartphone users searching for travel information through mobile devices. Using travel mobile applications is a process when a tourist deals with search, selection, purchase, use, and evaluation of products or services to fulfill the needs to facilities their travel. The emergence of travel mobile applications is efficient to improve the tourist experience at the destination.

Purpose – The paper aim to examine and explain the variable self-identity, perceived enjoyment, perceived usefulness, tourist behavior and influence between these variables.

Method – The study used a convenience sample. Data collected through a structured questionnaire by online and direct survey.

Results – The findings of this study prove that many tourists more using travel mobile applications to facilitate their travel. There are positive influences of self-identity, perceived enjoyment, perceived usefulness and ease of use on tourist behavior.

Conclusions - Tourists tend to use travel mobile applications to facilities their travel so they can easily get travel information and access services wherever they need it.

Keywords: Self-Identity, Perceived Enjoyment, Perceived Usefulness, Ease of Use, Tourist Behavior

INTRODUCTION

Tourism is one of the sectors producing foreign exchange which has considerable potential to be developed. The tourism sector is currently experiencing rapid growth along with the increasing need for tourism. Tourism is a sector that always follow the pattern of community life that is not fixed. The higher the educational and economic level of a person or society, the need for tourism will be even greater. This is because in the long term the tourism sector has become one of the sectors of the economy that will always grows and develops in line with the progress and dynamics of the world community, so it is not surprising then many countries including Indonesia which then make the tourism sector as the foundation of the source of the economy.

Tourism in the world also continues to show its strategic role in driving the economy, even the United Nation of World Tourism Organization (UNWTO) states that tourism is one of the largest economic sectors in the world with the fastest growth. This sector has also been a key driver of socio-economic progress through the growth of foreign exchange (exports), employment creation, new business creation, and infrastructure development. UNWTO has even predicted that the tourism industry will become the world's largest industry that will grow rapidly. This is indicated by data on the number of tourists in the world is estimated to increase an average of 3.3% per year during the period 2010 to 2030. Over time, the rate of growth in the number of tourists will gradually slow, from 3.8% at the beginning of the period to 2.9% by 2030, but still above the base growth rate. The arrival of international tourists will increase by approximately 43 million per year, compared with an average increase of 28 million per year during the period 1995 to 2010. At the projected growth rate, the number of foreign tourists worldwide is estimated to reach 1.4 billion by 2020 and 1.8 billion in 2030 with foreign exchange reaching US \$ 1.03 billion (UNWTO, 2016). Tourism development is supported by information management that utilizes technology. Utilization of information technology will make it easier for tourists to access information about attractions with supporting facilities and infrastructure, as well as information on tourist destinations. Advances in information technology today can be utilized well in terms of information management of tourism so that tourists can easily access information about tourist destinations.

Technology is very big impact for all aspects of life that makes people want to always connect to one another, this is facilitated by the presence of smartphones. According to International Data Corporation (2013) in Izza (2016) as many as 79% of smartphone users always carry the phone in various situations, except two hours a day during the wake, and it is said that things like this will continue to grow. This technology is used by the tourism industry because it will facilitate travel. This is further supported by Bressler's (2010) study which shows that 40% of travelers use technology to search travel information through travel applications. Travel applications are often associated with the use of technology and the internet. Technology and the internet itself is a supporter for the running of a travel application.

LITERATURE REVIEW

Tourism

Tourism is defined as a temporary transfers carried out by humans to destinations outside their place of residence and place of work, activities undertaken during settlement in the destination area, and facilities created to meet the needs (Cook, Yale, and Marqua, 2010). While according to (Meyers, 2009) tourism is a temporary travel activity from the original residence to the destination for the reason not to settle or earn a living but only to satisfy curiosity, to spend leisure or holiday and other purposes.

The Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM) is one of the models built to analyze and understand the factors influencing the acceptance of the use of computer technology first introduced by Fred Davis in 1986. TAM's main objective is to establish a basis for tracking the influence of external factors on trust, attitudes (personalization), and computer user goals (Davis, 1989). TAM uses the following five variables:



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- **Self-Identity**
Self-identity is self-perception that refers to the relatively persisting characteristics that people perceive as themselves (Sparks and Guthrie, 1998). Identity is influenced by trust, values, and repetitive behavior or behavior of a person. Therefore, the individual's perception of the use of certain technologies can affect a person's own identity (Chang et al., 1988).
- **Perceived Usefulness**
Perceived usefulness is a level where one believes that using the system can improve its performance in work (Davis, 1989).
- **Perceived Enjoyment**
Perceived enjoyment can be defined as the value that arises in the users of technology as a result of the perceived usefulness of technology activity (Davis, Bagozzi, and Warshaw, 1992).
- **Ease of Use**
Ease of use is a level of confidence that a computer can be easily understood (Davis, 1989). A study explaining some of the indicators of ease of use include information technology is very easy to learn, easily skilled in the use of information technology, information technology is very easy to operate (Lee and Wan, 2010).
- **Attitude**
Attitude is an act that represents a hidden feeling to the joy or dislike that leads to an object, a person, a problem or a behavior (Lutz, 1981). Recent studies conducted by (Saade, Nebebe, and Tan, 2007) show that attitude has a significant positive influence on intention.

Tourist Behavior

According to Morrison (2010) tourist behavior is the process and activity involved when people seek, choose, use, evaluate, and dispose of products and services to satisfy their needs and desires. Tourist behavior is study of how individuals, groups, and organization select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their (Kotler and Keller, 2012).

Based on the literature review, the conceptual model proposed is:

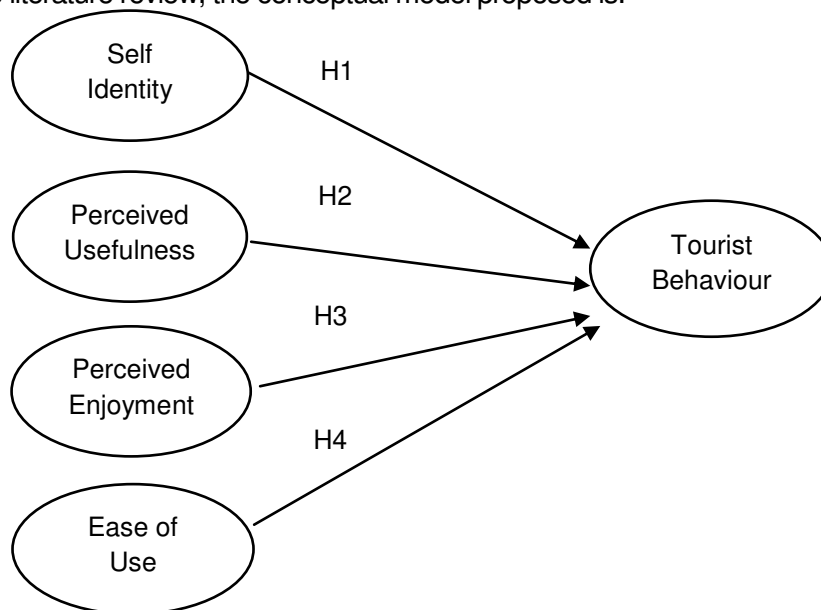


Figure 1. Structural model

The proposed hypotheses are:

- H1 : The self-identity has a positive impact on tourist behaviour
- H2 : The perceived usefulness has a positive impact on tourist behaviour
- H3 : The perceived enjoyment has a positive impact on tourist behaviour
- H4 : The ease of use has a positive impact on tourist behaviour

Methodology

The data collected data through a structured questionnaire based on the review of relevant literatures and an overview of the theories. Indicators were used to explain the construct in research model by using Likert Scale 1 – 6. Each variable is operationalized in order to do the statistical analyses. The sources of each adapted indicators are presented in Table 1.

Table 1. Variables and Operational Indicators

Variables	Indicators	
Self Identity	1	Using travel apps to follow trends
	2	Travel apps is more reliable because it provides clear information
	3	Travel apps is easy to use
	4	Travel apps provides many options
	5	Using travel apps is easy to use
Perceived Usefulness	1	Travel app really helpful while traveling
	2	Travel apps improve the quality of the trips
	3	The travel apps help to have a more comfortable journey
	4	Using travel apps increases the productivity while travelling
	5	Travel apps is faster to access information
Perceived Enjoyment	1	Travel apps is fun to use
	2	Travel apps is an interesting apps
	3	Travel apps makes it easy in payment process
	4	Travel apps can be use to find information in free time
	5	Using travel apps is the right choice to organize trips
Ease of Use	1	Using travel apps is understandable
	2	Travel apps are easy to understand
	3	Studying travel apps is very easy
	4	Travel apps can always access full information every time
	5	The appearance of travel apps is really helpful
Tourist Behaviour	1	Using travel apps is a good idea
	2	Travel apps are more likely to be used
	3	Travel apps make it easier to travel
	4	Travel apps can save time in searching for information
	5	Travel apps affect experience while travelling

FINDINGS AND DISCUSSION

Respondent Profile



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The respondents who participated in this study was 225 persons. Respondents were divided in socio-economic profile including gender, age, marital status, education level and occupation as illustrated in table below. Female respondents represent 48 percent (n=108) while the male is 52 percent (n=117) respondents of this study. Table 2 shows most of the respondents age falls between 16-21 years old which amounts to 44.4 percent (n=100). Meanwhile, 34.2 percent (n=77) of the respondents age falls between 22-27 years old, 8.4 percent (n=19) respondents are age between 28-32 years old, 4.4 percent (n=10) respondents are age between 33-37 years old, 2.6 percent (n=6) respondents are age between 38-42 years old, and 5.7 percent (n=13) respondents are more than 42 years old.

Based on the table, it shows that majority that has been involved in this study are among those who age 17-21 years old. Most of them are the university students and the respondents of this study were achieved as it is focusing on generation that use technology. Table shows that 37.7 percent (n=85) respondents lives in Jakarta, 24.9 percent (n=56) lives in Tangerang, 3.5 percent (n=8) lives in Bekasi and 33.8 percent (n=76) lives in other places.

As shown in Table 2 also shows that the majority of respondents are from high school with 49.3 percent (n=111), respondents whilst diploma 1-3 are 3.5 percent (n=8), certificate/diploma holder 40.4 percent (n=91) respondent. Bachelor degree 5.3 percent (n=12) respondents, none of the respondents hold master degree, and 1.3 percent (n=3) respondents choose other education. The majority of respondents are student with 53.7 percent (n=121), entrepreneur 10.6 percent (n=24), government employees 4.4 percent (n=10), housewives 3.5 percent (n=8), private employees 23.1 percent (n=52) and 4.4 percent (n=10) choose other occupation.

Table 2. Respondent Profile

Description	Frequency	Percent
<i>Gender</i>		
Male	117	52
Female	108	48
<i>Age</i>		
17-21 year	100	44.4
22 -27 year	77	34.2
28-32 year	19	8.4
33-37 year	10	4.4
38-42 year	6	2.6
More than 42 year	13	5.7
<i>Domicile</i>		
Jakarta	85	37.7
Tangerang	56	24.9
Bekasi	8	3.5
Others	76	33.8
<i>Educational Level</i>		
High School	111	49.3
Diploma (D1-3)	8	3.5
Certificate/Diploma	91	40.4
Bachelor Degree	12	5.3

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Description	Frequency	Percent
Master Degree	0	0
Others	3	1.3
<i>Occupation</i>		
Students	121	53.7
Entrepreneur	24	10.6
Government Employees	10	4.4
Housewives	8	3.5
Private employees	52	23.1
Other	10	4.4

Reliability Analysis

Reliability test was performed to measure the internal consistency of the scale used in this study. The minimum value requirement of Cronbach Alpha is 0.70. Table 3 shows the Cronbach Alpha values of the study variables, ranging from 0.840 to 0.893, all of which exceeds the recommended level of 0.70.

Table 3. Reliability Analysis

Variables	N	Cronbach Alpha
Self Identity	5	0.842
Perceived Usefulness	5	0.870
Perceived Enjoyment	5	0.840
Ease of Use	5	0.884
Tourist Behaviour	5	0.893

Descriptive Statistics

Table 4 provides a summary of the descriptive statistics for self identity (SI), perceived usefulness (PU), perceived enjoyment (PE), ease of use (EoU) and tourist behaviour (TB). As regards the measure of central tendency (mean values) of these factors, it appears that most of these values cluster around point four (somewhat agree) on the instrument scale and low standard deviation value. It is indicating that most of the respondents have a positive perception and relatively consistent regarding the tourist behaviour towards travel mobile application.

Table 4. Descriptive Statistics

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Self Identity 1	225	1	6	4.47	1.184
Self Identity 2	225	1	6	4.63	1.001
Self Identity 3	225	1	6	5.02	0.963
Self Identity 4	225	1	6	5.01	0.866
Self Identity 5	225	1	6	5.04	0.932
Perceived Usefulness 1	225	1	6	4.90	0.916
Perceived Usefulness 2	225	1	6	4.48	0.950
Perceived Usefulness 3	225	1	6	4.61	0.944
Perceived Usefulness 4	225	1	6	4.56	0.986
Perceived Usefulness 5	225	1	6	5.05	0.870



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Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Perceived Enjoyment 1	225	1	6	4.64	0.991
Perceived Enjoyment 2	225	1	6	4.70	0.938
Perceived Enjoyment 3	225	1	6	4.85	0.961
Perceived Enjoyment 4	225	1	6	4.40	1.229
Perceived Enjoyment 5	225	1	6	4.78	0.931
Ease of Use 1	225	1	6	5.00	0.966
Ease of Use 2	225	1	6	4.96	0.920
Ease of Use 3	225	1	6	4.90	0.925
Ease of Use 4	225	1	6	4.80	0.970
Ease of Use 5	225	1	6	5.06	0.835
Tourist Behaviour 1	225	1	6	4.91	0.837
Tourist Behaviour 2	225	1	6	4.73	1.013
Tourist Behaviour 3	225	1	6	4.90	0.896
Tourist Behaviour 4	225	1	6	4.99	0.868
Tourist Behaviour 5	225	1	6	4,71	0.970
Valid N (listwise)	225				

Regression Analysis

The output for self identity as independent variable and tourist behaviour as dependent variable (H1) shows the calculation of adjusted R square of 0.544, meaning 54.4% variable of self identity can be explained by the variable of tourist behaviour, while the rest (45.6%) is explained by other variables. The output for perceived usefulness as independent variable and tourist behaviour as dependent variable (H2) shows the calculation of adjusted R square of 0.619, meaning 61.9% variable of perceived usefulness can be explained by the variable of tourist behaviour, while the rest (38.1%) is explained by other variables. The output for perceived enjoyment as independent variable and tourist behaviour as dependent variable (H3) shows the calculation of adjusted R square of 0.623, meaning 62.3% variable of perceived enjoyment can be explained by the variable of tourist behaviour, while the rest (37.7%) is explained by other variables. The output for ease of use as independent variable and tourist behaviour as dependent variable (H4) shows the calculation of adjusted R square of 0.643, meaning 64.3% variable of ease of use can be explained by the variable of tourist behaviour, while the rest (35.7%) is explained by other variables.

F value for self identity as independent variable and tourist behaviour as dependent variable (H1) equal to 268.746 with a significant level of 0.000 is smaller than 0.005, the regression model can be used to predict self identity and tourist behaviour. F value for perceived usefulness as independent variable and tourist behaviour as dependent variable (H2) equal to 364.345 with a significant level of 0.000 is smaller than 0.005, the regression model can be used to predict perceived usefulness and tourist behaviour. F value for perceived enjoyment as independent variable and tourist behaviour as dependent variable (H3) equal to 371.823 with a significant level of 0.000 is smaller than 0.005, the regression model can be used to predict perceived enjoyment and tourist behaviour. F value for ease of use as independent variable and tourist behaviour as dependent variable (H4) equal to

404.032 with a significant level of 0.000 is smaller than 0.005, the regression model can be used to predict ease of use and tourist behaviour.

Table 5. Regression Analysis

Independent Variables	Dependent Variables	Adjusted R Square	F	Sig.
Self Identity	Tourist Behaviour	0.544	268.746	0.000
Perceived Usefulness	Tourist Behaviour	0.619	364.345	0.000
Perceived Enjoyment	Tourist Behaviour	0.623	371.823	0.000
Ease of Use	Tourist Behaviour	0.643	404.032	0.000

Discussion

The purpose of this study is to understanding tourist behaviour toward travel mobile application of self identity, perceived usefulness, perceived enjoyment, ease of use has an impacts on tourist behaviour.

Through this study, it is empirically verified that tourist behaviour toward travel mobile application of self identity has a positive impact on tourist behaviour. Franken (1994) stated that there is a great deal of research which shows that the self-concept is, perhaps, the basis for all motivated behavior. It is the self-concept that gives rise to possible selves, and it is possible selves that create the motivation for behavior. This finding is also supporting the previous studies that indicating self identity play a role in shaping behaviour in using travel mobile application. It is also investigate how relationships of motivaton, self identity, and behaviour are different based on the years of exerieence in using other functionally similar technologies, general mobile applications (Im and Hancer, 2014).

The tourist behaviour of perceived usefulness toward travel business application has positive impact of their tourist behaviour. The perceived usefulness is defined as the subjective probability that the user will increase its productivity using a specific application in its work. In turn this application will help them do a better job, more efficiently (Davis, Bagozzi, and Warshaw, 1989). This findings is supporting the previous studies indicating applications should include sufficient and detailed information about the products and services for consumers. Because products and services in the hospitality are intangible, providing sufficient information is important (O'Neill and Mattila, 2010).

The perceived enjoyment has a positive impact to tourist behaviour. The enjoyment comes from the experience itself and its consequences; this is more enjoyable because we experience the use of the computer and the technical system that we can control (Monswé, Dellaerty and Ruyter, 2004). This findings is supporting the previous studies indicating perceived enjoymeny is either a more powerful influencing factor than perceived usefulness (Bruner and Kumar, 2005) or has a positive relationship with attitude (Moon and Kim, 2001).

The ease of use concept has positive impact to tourist behaviour. This findings indicating that ease of use is an important factor in building a favorable behaviour both directly and indirectly in using travel mobile applications (Im and Hancer, 2014). It supported previous research that user attitude has a strong, direct and positive effect on the real consumer intentions by using a new system or technology (Bobbitt and Dabholkar, 2001; Dishaw and Strong, 1999; Venkatech and Davis, 1996).

Limitations and Future Research

Limitations in this study relate to the number of variables. Limitations are derived from 4 variables used by researchers. Therefore for further research there will be the possibility of adding the number



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of new variables to be researched and more diverse in order to obtain new results in accordance with the purpose of the study. Suggestions for further research to add an external variable such as control to reveal new results. Control refers to the availability of resources, opportunities and knowledge to have a specific behaviour (Monswé, Dellaerty and Ruyter, 2004).

CONCLUSION

In conclusion, the result of this study will extend the knowledge about the role of self identity, perceived usefulness, perceived enjoyment and ease of use that may impacting their perception on tourist behaviour. The knowledge about understanding tourist behaviour toward travel mobile application regarding the self identity, perceived usefulness, perceived enjoyment and ease of use can be a managerial tool to determine level of the importance placed on tourist behaviour toward travel mobile application. With the development of this era more and more tourists who take advantage of mobile travel applications in facilitating them to travel and help them in preparing their travel itinerary. Mobile travel application is very useful for those who want the ease of travel so they can arrange the tour schedule in accordance with what they want. This study will add more reference on tourist behaviour toward travel mobile application.

This study provides a better understanding of tourist behavior toward travel mobile application. It also offers an understanding of how users adopt the new technology based on their personal level of experience in using travel mobile applications. It provides useful ideas for practitioners in the hospitality and tourism in developing and managing travel mobile applications as their communication and marketing channels to their targeted users.

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The Effect of Packaging, Brand Image and Brand Trust on Consumers' Buying Interest of Sharie Radjanya Durian Pancake in Mataram

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ABSTRACT

This study examines the various aspects of marketing that will impact the future increase in sales results in the development of Micro Small Medium Enterprises (UMKM) in durian pancake products business. The purpose of this study is to determine the effect of packaging, brand image and brand trust toward community members who already knew and recognized Pancake Durian products. This study focused on durian pancake products with brand Sharie Radjanya in Mataram. Researchers took 100 respondents in this study sampled by accidental sampling technique which is a sampling procedure to select a sample that is the most easily found or accessed. It refers to the opinion of Roscoe (1975) about the sample size. This study was aided by SPSS by using multiple linear regression analysis which determined the effect of independent variables to the dependent party.

The results showed that: (1) packaging variable had insignificant effect on buying interest of Sharie Radjanya Durian Pancake product in Mataram. (2) brand image variable significantly influenced buying interest of the Sharie Radjanya Durian Pancake product in Mataram. (3) brand trust variable significantly influenced buying interest of the Sharie Radjanya Pancake products in Mataram.

Keywords: Packaging, Brand Image, Brand Trust, Buying Interest.

1. INTRODUCTION

An easy-to-remember brand or an attractive packaging will influence the buying decision process (Nento, 2013: 2). A brand that is easy to remember has a positive image and tends to be the first priority of consumer choice in the category of food products. Similarly, the packaging that is well designed, attractive and practical will have a positive image and can also encourage buying interest. If the packaging does not have the innovation although it looks attractive, it will gradually look outdated and no longer attractive to consumers. It can turn off sales of the products. Those symptoms are caused by changing social conditions and lifestyles of consumers, the development of packaging technology, or the emergence of competitors with superior packaging, and various possibilities in accordance with the running conditions.

Previous studies on the effect of packaging towards buying interest showed inconsistent results. A research conducted by Widyaningrum (2011) suggested that packaging has an effect on consumer buying interest. Research by Wardani (2012) examined the influence of consumer buying

behavior by looking at the effect of product packaging. The results of the research indicated that the packaging of products that consist of colors, shapes, logos/brands, image illustrations, typography, and layout simultaneously only have insignificant effect on consumer buying interest. In the other hand, it also partially suggested that the colors, shapes, illustrations of images, typography, layout have a significant effect on consumer buying interest. Meanwhile, research conducted by Rosandi and Sudarwanto (2014) suggested that the packaging design becomes a variable that has little influence in forming buying interest of the examined product. This is because the examined product is already famous in Indonesia and has a quality that can make it stand out from its competitors.

Branding is a process of creating brand image that involves the hearts and minds of consumers. On the other hand the brand image is an impression created by the feelings and experiences of a brand that is assimilated in a perception or impression of the brand (Duncan, 2005). Such perceptions are created from time to time through direct and indirect experience to the brand (Perry and Wisdom, 2003).

The research on brand image of buying interest has been done by Ambarwati, Sunarti and Marwadi (2015) which stated that brand image consisting of corporate image, consumer image, and product image that simultaneously have a significant positive effect on buying interest. In addition, while in partial test, both Consumer Image and Product Image have significant influences to Buying Interest. However, Corporate Image does not contribute positively to Consumer Buying Interest. From several researches, the results related to brand image toward consumer buying interest suggests inconsistent results. Therefore, it needs to be studied further. Another study was also conducted by Rosandi and Sudarwanto (2014) who argued that brand image is the most important variable that affects consumer buying interest. Research from Pradipta and Mashariono (2015) also has the same result that there is an influence of brand image towards consumer buying interest. The research also conducted by Samuel and Lianto (2014), Sindapati, Syarif and Septayuda (2015), and Aprianitasari and Wibowo (2015), their research showed that brand image has significant influence both simultaneously and partially on consumer buying interest.

While research conducted by Wijayanti, Suharyono, and Suyadi (2013) suggests the incorporated “store” image have influence towards buying interest. However, research conducted by Ambarwati, Sunarti, and Marwadi (2015) suggests a different result that the brand image has no effect on buying interest.

Research conducted by Ambarwati, Sunarti and Marwadi (2015), Rosandi and Sudarwanto (2014), Pradipta and Mashariono (2015), Samuel and Lianto (2014) Sindapati, Syarif and Septayuda (2015), and Aprianitasari and Wibowo (2015) have different results from research conducted by Wijayanti, Suharyono, and Suyadi (2013). In the previous research, there are similarities of brand image variables with research that researchers do, that is measuring how brand image variables affect consumer buying interest. However, some of the previous studies have suggested that the results are not the same, therefore, it needs to be studied further. Research related brand image and buying interest is already widely studied.

Previous studies have examined brand trusts against buying interest. Empirical research conducted by Lestari (2015) suggests that brand trust has an effect on buying interest. The results suggest that brand trust has a positive and significant influence on buying interest. Research has also been done by Laksmana and Kusuma, (2015) which suggests that Brand Trust has a positive effect on Buying Interest. Similarly, research conducted by Desiarista and Triastuti (2011) and Samuel and Lianto (2014) also suggested that brand trust has a positive effect on buying interest.



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Sharie Radjanya is one of the Medanese Durian Pancake company that is able to compete in Lombok. It has passed the test of borax, preservatives, dyes, and other harmful chemicals. This product already has official permission from the Ministry of Health and MUI (The Council of Indonesian Ulama). This durian Pancake is made from durian from Medan with thin skin, soft whipe cream, and different from other durian Pancakes. In addition, Pancake Durian Sharie Radjanya provides frozen and peeled durian meat.

Pancake durian Sharie Radjanya has different packaging with other durian pancake products. The packaging itself has been changed 3 times. The decision was taken with several reasons such as innovation, customer satisfaction and more importantly, Sharie Radjanya wanted to become a large company. For that, innovation and modification is always conducted periodically. The table below presents the sales data of durian Sharie Radjanya pancake for the last five years.

Table 1. Data sales of Sharie Radjanya pancake in Mataram,2012-2016.

Year	Sales (Rp)	Sales Presentage (%)
2012	785.200.000	19,83
2013	772.550.000	19,51
2014	768.400.000	19,41
2015	784.950.000	19,82
2016	848.250.000	21,42
Total	3.959.350.000	100%

(Source: processed primary data)

The table above shows that the selling rate of Sharie Radjanyadurian pancake from 2012-2016 continues to fluctuate. In 2012, the sales numberis aroundRp. 785.200.000 which is then decreased to Rp. 772,550,000 in 2013 and Rp. 768.4 million in 2014. However, in 2015-2016 the level of sales continues to increase from Rp. 784,950,000 to Rp. 848,250,000. The ups and downs of the selling rate is an indication of the emergence of other competitors that led to a decline in 2014. Therefore, the company has been trying to attract consumers' buying interest by doing packaging improvements in the last 2 years. Therefore, it is expected that it can give a positive influence on sales, in addition to increasing brand image of Sharie Radjanya.

2. RESEARCH OBJECTIVE

To know the effect of packaging, brand image and brand trust on consumer buying interest of Sharie Radjanya Durian Pancake in Mataram.

3. THEORETICAL BASIS

3.1. Packaging

Packaging has a very broad sense. According to Kotler and Armstrong (2012) "packaging involves designing and producing the container or wrapper for a product". But it is different from the view of Lamb *et al* (2001), that packaging is a container used to promote a product and make it easier and safer to use. There are three rules that must be met in designing and producing the packaging of a product: (a); Fulfill security objectives and benefits. (B); Assist the company's

marketing program. (C); Increase the volume and profit of the company (William J. Stanton in his book Sunyoto, 2012). But Schulz (2003: 114) states the best way to convey to consumers the most exciting and undeniable reason is to buy the product.

According TitikWijayanti (2012), Packaging has a purpose and function in the manufacture of products, namely: (a) Beautify the product with packaging according to product category. (B) Provide product safety to avoid damage when displayed in store. (C) Providing product safety at the time of product distribution. (D) Inform consumers about the product itself in the form of labeling. (E) It is the result of the product design showing the product.

3.2. Packaging Indicators

According to IwanWirya (1999), packaging indicators can be classified into two, namely visual appeal and practical appeal:

a) Visual Appeal

Visual Appeal refers to the appearance of the packaging or label of a product, which includes colors, shapes, brands, illustrations, letters, layouts, and all aspects combined to create an overall impression for providing the optimal quality of visual appeal.

b) Practical Appeal

Practical appeal is the effectiveness and efficiency contained in a package addressed to consumers and distributors. For example, various conveniences that allow packaging to be easy to display, carry, and open. Some other practical appeal, for example:

- 1) Packaging that guarantees and protects the product.
- 2) Packaging that is easy to open or close for storage.
- 3) Packaging with the appropriate portion for food / beverage products, or with an alternative volume for retail purchase.
- 4) Reusable packaging.
- 5) Packaging that is easy to carry.
- 6) Packaging should allow the user to spend or retrieve the contents and refill for the type of rechargeable product.
- 7) And other practical appeals based on the consideration of the needs and the nature of the product itself.

3.3. Brand Image

According to Hidayati, *et.al*, (2013: 163) Brand Image is one of the important attributes of a product whose use is already widespread. Brand differentiates a product from other products. This allows consumers to determine the products to be consumed based on various considerations and lead to loyalty to a brand. In addition, the American Marketing Association in Kotler (2002: 460) describes a brand as a name, term, sign, symbol, design, or combination of such matters, intended to identify the goods or services of a seller or group and to distinguish them from competing products. Brand image can be considered as the kind of association that arises in the minds of consumers when considering a particular brand. Such associations can simply appear in the form of a particular thought or image associated with a brand, just as we think about others. This association can be conceptualized by type, support, strength and uniqueness (Hidayati, *et.al*, 2013: 164).

Brand perception is a reflection of consumer memory associated with the brand. For the company, image means public perception of the company's identity. This perception is based on



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what the public knows or thinks about the company. Therefore, the same company does not necessarily have the same image for the people (Keller in Ferrinadewi, 2008: 165).

3.4. *Brand Image Indicators*

According to Biel (in Evawati, 2012: 187) the indicators forming the Brand image are:

a. Corporate Image

The image is within the company itself. The company is always trying to build a good image. It affects everything that the company does.

b. Product Image

Consumer image of a product can have positive or negative impact related to consumer's need, desire, and expectation. Image of the product can support the creation of a brand image.

c. User Image

User Image can be directly formed from experience and contact with the brand user. The benefit or usage is personal value for consumers put on the attribute of product or service which means what the consumers think of the benefit that they can gain from the product or service.

3.5. *Brand Trust*

There are many definitions of brand trust, but there are 4 main definitions that will be discussed in this research:

The individual's willingness to trust the brand's ability to satisfy her or his needs is a brand trust (Kumar, 2008: 69). Brand trust includes the intention to trust and play the role of facilitator in the buying process (Luk and Yip, 2008: 453). There is a high probability that the brand will lead to a positive outcome for consumers. Therefore, companies need to build and maintain consumer confidence in order to create consumer commitment from now to the future (Delgado (2005: 2).

3.6. *Brand Trust Indicators*

According to Lau and Lee, (1999 in Arista, 2011: 45) brand trust can be measured through the following indicators:

a. The suitability between consumer self-concept and the personality of a brand.

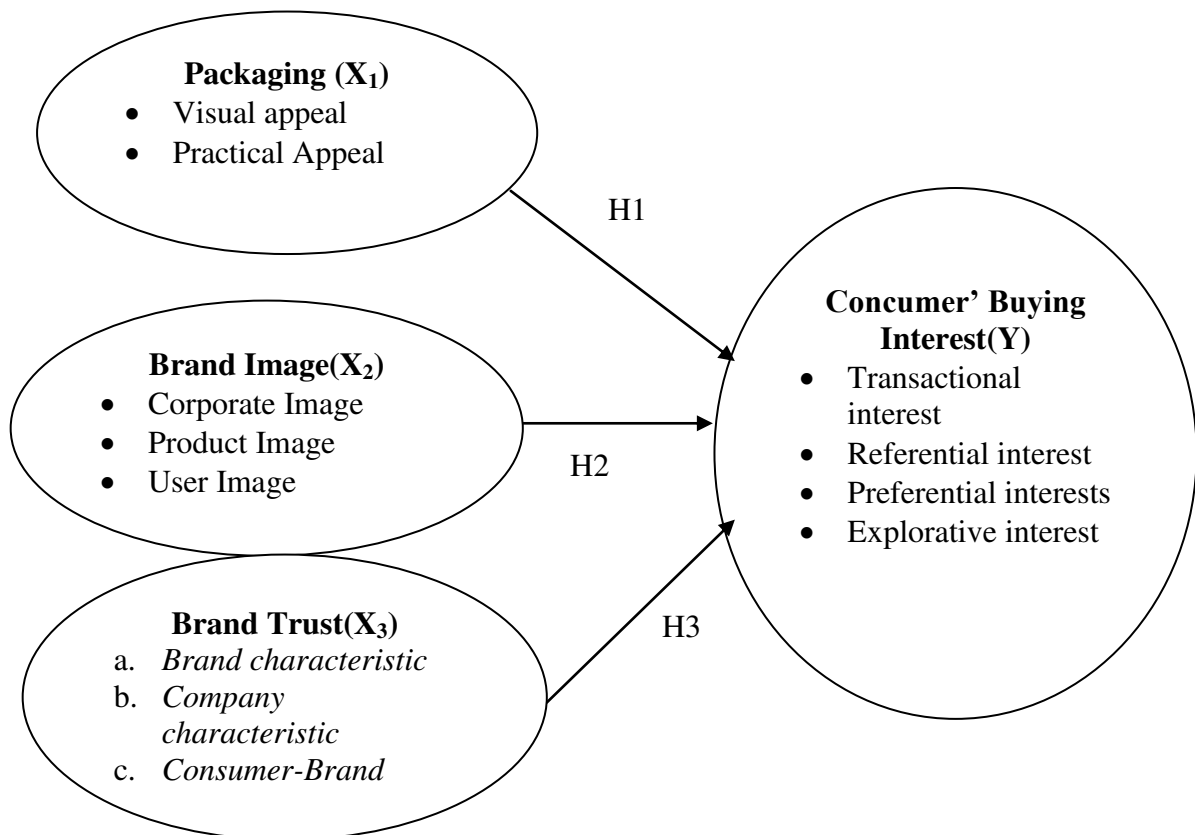
b. Consumers who provide information to others about the product's superiority in the brand.

c. Consumers trust the brand because of its reliability.

4. CONCEPTUAL FRAMEWORK

(a). Conceptual framework

Figure 1. Conceptual Framework



5. RESEARCH METHOD

The population in this study is the community members who are familiar with Durian Pancake product of Sharie Radjanya in Mataram. In addition, the accidental sampling technique is used for the sampling procedure since the population is very large and unknown. According to Santoso and Tjiptono (2001), accidental sampling is a sampling procedure that selects samples from the most accessible person or unit. Therefore, the sample was determined by the researchers as many as 100 people, which was appropriate according to Roscoe (1975) who provided some guidelines for determining sample sizes in which sample sizes should be greater than 30 and less than 500. The sample is part of the population to be studied which is seen as an estimate of the population, but not the population itself. Samples are considered representative of the population whose results represent the overall observed phenomenon. The analysis used in this research is multiple linear regression analysis.

6. RESULT OF RESEARCH

6.1. Characteristics of Respondents

Characteristics of respondents Pancake Durian Sharie Radjanya based on sex, age, occupation and product information can be seen in Table 4.1:



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Table 4.1 Characteristics of Respondents by Sex, Age, Occupation and Product Information

Profile of Respondents		Total (person)	Percentage (%)
Sex	Male	30	30
	Female	70	70
Age (Year)	< 21	9	9
	21-30	39	39
	31-40	38	38
	>40	14	14
Occupation	Student	4	4
	College student	17	17
	Civil Servants	19	19
	Private employees	30	30
	Entrepreneur	30	30
Product Information	Friend/ Family	86	86
	Advertisement/Social Media	12	12
	etc	2	2
Total		100	100

Source: Appendix 3

Based on Table 4.1 it can be seen that the majority is dominated by female respondents with the number of 70 from 100 respondents or about 70%. While the male respondents amounted to 30 respondents or about 30% of the total respondents.

The characteristics of respondents in this study are mostly female respondents, because female respondents tend to have a strong desire to shop in stores, minimarkets or in outlets, where women are basically shopping not just for themselves. When shopping, women tend to buy goods or food for all people at home. Buying behavior is identical to the shopping behavior performed by women for everyday purposes, so women are more dominant and directly know the product of Sharie Radjanya durian pancake in Mataram.

Table 4.1 also shows that all age categories, started from less than 21 years old until up to 40 years old, have interest in Durian Pancake, which this study showed as <21 years old as many as 9 people, 21-30 years old as many as 39 people, 31-40 years old as many as 38 people and 40 years old and over as many as 14 people. So, it seems that most respondents who have interest in purchasing the product of Sharie Radjanyadurian pancake in Mataram is in the range age of 21 to 30 years old and then followed by the age of 31 to 40 years old which is 38% of the 100 respondents studied. Therefore, it can be said that all age groups have buying interest, but the dominant age range is 20-31 years old. People who are in that age range are still active in consuming durian pancakes, so the company Sharie Kingja making 20-30-year-old

consumers as the target market of Sharie Radjadurian pancake in order to increase the number of customers.

Table 4.1 indicates that all respondents have varied occupations ranging from students, university students, civil servants, private employees and entrepreneurs with different numbers, which are 4 students, 17 university students, 19 civil servants, 30 private employees and 30 entrepreneurs. In the table, it appears that type of jobs, private employees and entrepreneur, have the same number of respondents. Related to the occupations characteristics, the most dominant respondents knowing Sharie Radja durian pancake products are private employees and entrepreneurs. It was found by researchers, since private employees and entrepreneurs is responding more and knowing more about the product of Sharie Radjanyadurian pancake.

Durian pancake products can be found in big and small cities. The information about durian pancake of Sharie Radjanya in Mataram from the table shows that most respondents know the information about Sharie Radjanya products from family members or friends as well as in advertisements or social media and a few of them know from other sources. It also showed that respondents know information about durian Sharie Radjanya pancake product mostly from friends or family as much as 86 respondents from 100 respondents. This means that 86% of members of the community who have interest in Sharie Radjanya products firstly know from friends or family members who already know and recognize the quality of Sharie Radjanya products, so the recommendation from friends and family can influence the buying interest of community members, especially in Kota Mataram.

6.2. Multiple Linear Regression Analysis

Based on the results of the analysis, then obtained multiple linear regression equation, as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$
$$Y = 0.737 + 0.013 (X_1) + 0.353 (X_2) + 0.474 (X_3) + e$$

Y is buying interest, (X_1) is packaging, (X_2) is brand image, (X_3) is brand trust. From the above equation, can be analyzed several things, which are:

- a). Constant value amounted 0.737 means that if the free variable of packaging, brand image and brand trust is assumed fixed or does not exist then the value of α is 0.737 which means there is no buying interest. This interpretation refers to the interval scale used in Likert scale, where the buying interest is very low in the range below 1-1,80, while the constant is amounted 0.737 which means there is no buying interest.
- a). The regression coefficient for packaging variable (X_1) is 0.013; means that if there is an increase in the packaging variable by 100%, it will also increase buying interest by 0.13% assuming the brand image and brand trust variables are fixed or unchanged.
- b). The regression coefficient for brand image variable (X_2) is 0.353; means that if there is an increase in brand image variables by 100% it will also increase in the buying interest by 35.3% assuming the variable packaging and brand trust are fixed or unchanged.
- c). The regression coefficient for brand trust variable (X_3) is 0.474; means that if there is an increase in brand trust variables by 100% it will also increase in the buying interest by 47.4% assuming that the packaging and brand image variables are fixed or unchanged.



6.3. Partial test results (t-test)

T_{test} was done by comparing t_{count} and t_{table} which can be seen in the following table:

Table 6. Partial Linear Regression Test Results

Model	T	Sig	α (0.05)
Packaging (X1)	.105	.917	Insignificant
Brand Image (X2)	3.019	.003	Significant
Brand Trust (X3)	4.410	.000	Significant

Source: Appendix 7

The table above would prove whether each from the three independent variables are significance or not, which explained as follows:

1. The Effect of Packaging on Buy Interest

From Table 6. it can be seen that the results of hypothesis testing toward the packaging show t_{count} value amounted 105 which is smaller than the t_{table} value ($t_{(\alpha/2)(n-2)} = t_{(0.05/2)(100-2)} = t_{(0.025, 98)} = t_{\text{table}} 1.984$). Thus, it can be concluded that the packaging variable has a positive and insignificant effect on buying interest.

Both of these variables are interrelated and unidirectional which means that the packaging has relationship with same direction but it is not able to affect buying interest. This means that the more interesting the packaging, the higher the relationship to the buying interest of Sharie Radjanya durian pancake product in Mataram.

2. The Effect of Brand Image on Buy Interest

From Table 6. it can be seen that the result of hypothesis testing on brand image variable shows a t_{count} value amounted 3,019 which is bigger than t_{table} ($t_{(\alpha/2)(n-2)} = t_{(0.05/2)(100-2)} = t_{(0.025, 98)} = t_{\text{table}} 1.984$). Thus, it can be concluded that the brand image variables positively and significantly affect the buying interest.

Both of these variables are interrelated and unidirectional which means that brand image is able to influence buying interest. This means that the better the company provides information or promotes the product and the community knowing information through friends / family, social media and other media or by simply look directly at the nearest outlets, the higher the buying interest.

3. The Effect of Brand Trust on Buy Interest

From Table 6., it can be seen that the result of hypothesis testing on brand trust variable shows the value of t_{count} 4,410 which is bigger than the value of t_{table} ($t_{(\alpha/2)(n-2)} = t_{(0.05/2)(100-2)} = t_{(0.025, 98)} = t_{\text{table}} 1.984$). Thus, it can be concluded that brand trust variables have a positive and significant effect on buying interest.

Both of these variables are interrelated and unidirectional which means brand trust is able to influence buying interest. This also means that the better the consumer confidence in the company, the higher the buying interest of the society to the Sharie Radjanyadurian pancake product in Mataram.

7. DISCUSSION

A. The Effect of Packaging on Buying Interest

The findings of this study prove that the packaging has insignificant effect on the buying interest of Sharie Radjanya durian pancake product in Mataram. This research supports the research conducted by Widyaningrum(2011), which suggests that packaging influences consumer buying interest.

Although the packaging has been replaced 3 times, the tendency or interest of consumers to buy the product is still high because the consumers already attach to the taste. From interviews conducted with respondents, it is very rare for consumers to be loyal on only one brand because of their desire to try a new type of food products, which might depend on the consumers' mood in choosing food products. Related to food products, they are more often feeling curious to try new product.

Based on the respondent's characteristic, they mostly get information about the product from friends or family and also testimony or recommendation from others. These testimonials will increase WOM and can affect the buying interest of a person before deciding to buy a product. Therefore, most of consumers tend not to pay too much attention to packaging.

Brand of Sharie Radjanya already has its own unique identity with the shocking pink as the basic color of packaging. It already has its own identification compared to other competitors with its beautiful packaging and different colors as it has a bright color to attract consumers. The company beautify the packaging in order to expand the marketing network. Packaging is also used by companies for attracting new customers, differentiating their products with other products, and becoming the identity and characteristics of a product. For instance, if there are two products with same taste and price but different packaging, the consumers will certainly prefer a more attractive packaging. It turns out that local brands are not inferior to national brands since local brands also can create brand image and brand trust to consumers. So, it can be concluded that the success of a packaging in attracting consumers really depends on consumer perceptions of the brand and the design of the packaging. Therefore, Sharie Radjanya company should be able to create the advantages of their packaging so that it can show the benefits of products which is suitable with the wants and needs of consumers. Thus, the company must be ready to face market competition and should continue to strive to influence consumer buying interest in order to increase the level of sales and make consumers remain loyal to the company. Not only that, the company must also be able to achieve its target to provide satisfaction to general consumers by giving affordability of a Sharie Radjanya products.

According to Christy (2015), the dimensions of the packaging have their own respective roles to produce a good and attractive packaging, because the more attractive the packaging the more it can attract the attention of consumers.

In this case, the Sharie Radjanya durian pancake packaging has been redesigned three times by changing its size and shape. This research focuses on respondents who already know and recognize the products of Sharie Radjanya, so all forms of information about Sharie Radjanya is already known, although there are changes of the packaging, it will not affect their responds. Where most respondents are more interested in knowing more detailed information about the quality of Sharie Radjanyadurian pancake brand compared with other similar brand. It has been strongly recognized by members of the community that have high



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interest toward durian pancakes in Mataram that Sharie Radjanya brand already has a good image in consumers' perspective.

Packaging, therefore, is one of marketing strategy especially product strategy that can be done by improving the outer form of product such as wrapping, ethics, color, logo, and more in order to attract consumer attention and can give the impression that the product has good quality. In addition to providing benefits to producers, product packaging also has meaning for consumers (Buchari Alma, 2007: 153). The uniqueness of a product packaging can be an added value in attracting consumers. Unique packaging is difficult to find and often cultivate a sense of curiosity or interest in consumers. When consumers see a unique packaging of food or beverage products that have never been met, it might trigger the desire to buy the product (Oktriani, 2016).

B. The Influence of Brand Image on Buy Interest

In this study, brand image variable, statistically, was proved to have a significant effect on buying interest with a t_{count} amounted 3,019 and significance level of 0.003 with a significant description. In conclusion, brand image partially has significant effect on buying interest. This statement is supported by research conducted by Desiarista and Triastuti, (2011), Rosandi and Sudarwanto, (2014), Sindapati, Syarif, and Septayuda, (2015) with result of the studies that showed that brand image has significant influence to consumer buying interest.

The results of research on *brand image* variables provided a lot of positive responses regarding dimensions of corporate image, product image and user image with good category. This means that the brand image of the Sharie Radjanya company is more renowned than its competitors. The Sharie Radjanya durian pancake company is well known as a company that has no pollution problem around the production site and has no problem with permits and laws. The Sharie Radjanya durian pancake products are very easy to get in the many outlets in Mataram. It is already known that Sharie Radjanya pancake products offer competitive prices, have excellent and maintained quality, and importantly have a delicious and addictive taste. In addition, the products are already certified with hygienic production process from MUI license. For the consumer, the process of delivery service is fast. The product has an attractive design and simple yet luxurious as well as easy to carry model.

According to Sutisna (2001), a positive brand image will influence the perception of the consumers, the more positive image of a brand, the more likely to make consumers have a high buying interest. According to Kotler (2003) in Krisyatmoko (2013), the formation of buying interest lies in the effective stage after passing the stage of thinking ability, considering everything that concerns the activity of the consumer's brain. The main components of brand knowledge consist of brand awareness and brand image. Brand image is a set of brand associations formed in consumer minds (Rangkuti, 2009). Brand image is as a set of specific attributes that relate to the product, brand, and consumer knowledge, feelings, as well as attitudes toward the brand that individuals store in memory. This series of consumer feelings, ideas, and attitudes toward a brand is an important aspect of buying behavior.

C. The Influence of Brand Trust on Buy Interest

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In this study, the variable brand trust proved to have a significantly strong influence on the buying interest with a t_{count} value amounted 4,410 and the significance level of 0.000 with a significant description. In conclusion, brand trust partially has a significant effect on buying interest. Both of these variables are interrelated and unidirectional, where the more increasing trust owned by the society on the product, the higher the buying interest of the individual or society in Mataram on Sharie Radjaya product and brand.

Increased trust of individuals or society on the Sharie Radjanyaproduct and brand, due to the trust and confidence of respondents to the Sharie RadjanyaDurian Pancake brand in both the uniqueness and specifically satisfying demand for the products Pancake Durian Sharie Radjanya in Mataram marked by hope or possibility high that the brand will lead to positive results for consumers about the advantages of the product on the brand and consumers trust the brand Pancake Durian Sharie Radjanya because of the reliability of its brand as a complete function, quality assurance, and service after the sale. This means Sharie Radjanyabrand is able to make consumers or society who already know and recognize the brand to trust the brand and company.

Consumers' purchasing behavior is often initiated and influenced by many influences from outside, wether it is from marketing impacts or environmental impacts. These influences are then processed within a person according to his / her personal characteristics, before a purchase decision is finally made. The personal characteristics of consumers used to process those influences are very complex, and one of them is consumers' buying motivation. Buying interest is the tendency of consumers to buy a brand or take action related to the purchase of which is measured by the level of likelihood that consumers make purchases (Assael 2001).

According to Simamora (2013) buying interest arises because of a positive stimulus about an object that raises consumers' interest in a product.

Lau & Lee (1999) state that if individuals trust other parties, then the possibility of the formation of positive behavioral intention to the other party will be greater. Thus, when consumers trust a brand it will form a positive buying interest which is getting bigger. *Brand Trust* has an enormous influence on consumer buying interest, because if a brand is no longer trusted by the consumer, then the consumer purchase interest in products of the brand will be low. However, if a brand has been trusted by consumers, then the consumer's buying interest in products of the brand will be high. Thus, brand trust will affect the high level of consumer buying interest. If the trust toward the brand is denied or broken by the brand owner, it will be difficult for the consumer to be interested in repurchasing the product (Semuel and Lianto, 2014).

8. CONCLUSION

There are significant influences of *Brand Image* and *Brand Trust* on Buying Interest of Sharie Radjanya Durian Pancake Product in Mataram. These results indicate that buying interest can be increased by increasing these variables. While the packaging variable proved to have a positive effect, which is insignificant to the buying interest of Sharie RadjanyaDurian Pancake in Mataram. These results are in accordance with the results of research Wardani, (2012) and Rosandi&Sudarwanto, (2014).



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9. SUGGESTIONS

Suggestions are given by the researcher that can be used as input to Sharie Radjanya company in Mataram in order to increase Durian Pancake sales, by considering the things as follows:

- a) The results showed the influence of brand image on buying interest. This means that Sharie Radjanya brand image in durian pancake products can influence or give an impression to society in Mataram who are interested in consuming Sharie Radjanyadurian pancake products. So, Sharie Radjanya company is expected to maintain a brand that has been known and recognized by the people in Mataram.
- b) The results show the influence of brand trust on buying interest. This means that the level of understanding of what people in Mataram know about the quality of Sharie Radjanya brand affects the level of buying interest. Society who already know want to re-consuming products of Sharie Radjanya because they believe the quality of the product. It is proved that various element of society who consume Sharie Radjanya products based on their occupation and so does the age, where all ages less than twenty-one years up to over forty years have the interest to buy on Sharie Radjanya durian pancake products. However, in this study women are more commonly found in purchasing Sharie Radjanya products. It is hoped that the company will give more effort to promote the product to men so that the sale is evenly distributed and not just to the female consumers only.
- c) In this study, packaging variable has positive but insignificant effect on buying interest. The packaging indicators used in this research are visual appeal and practical appeal. Consumers are usually attracted by outside packaging products, so it can be said Sharie Radjanya product still lacks variations in packaging of the sold product.

In designing the product packaging, Sharie Radjanya need to adjust based on the targeted consumers, for example, products for men, women, housewives, family and other would be differentiated to fit the character of each consumer. Therefore, the product and its packaging really represent their interest.

In addition, a clear and complete information about the specification of product is needed to be included in the packaging. Thus, after the product is viewed by consumers, then they will be able to look for various information on the packaging of products and packaging. Included information might be the product type, price, composition, how to use, and the expiry date. Therefore, it is very important for Sharie Radjanya company to include information on the packaging as clearly as possible with the language that is easily understood in accordance with the contents.

- d) Advice to the next researcher.

For further research, it is suggested to review the Packaging variables that are suspected to affect buying interest. This research can also be used as a reference for researchers who will examine the same thing. The results of this study is expected to be used as reference and additional knowledge in the development of marketing management related to consumer buying interest in consuming durian pancake products.

- e) Limitations of the study.

Sample determination in this research is using accidental sampling technique where the sample used is respondent who happened to be met. So, it might include respondents who previously had purchased Sharie Radjanya durian pancake products or respondents who have felt the deliciousness of Sharie Radjanyadurian pancake products that are recognized to have a delicious

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taste and made from the original durian. Therefore, the next research is expected can use purposive sampling technique so that the selected respondent will be suitable with the purpose of research. Respondent's characteristic which was 86% are most of whom got information from friends or family that emerged from the testimony which enabled positive WOM image to appear on the product before looking directly at the packaging. Positive testimonies can certainly affect buying interest (Corry Aruan, 2012). This indicates the possibility of WOM variables included in independent variables that may affect buying interest in subsequent research and can also be developed with field survey techniques to observe the real condition, so that the data obtained will be more complete and can reduce the subjective data. The next study might be conducted not only on one food product (durian pancakes) but it is advisable to examine more than one food products in order to make the results more comparable.

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The Role of Public Figures in Food Branding: A Case Study

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ABSTRACT

To make the experiences of visiting tourist destination become tangible, tourists are inclined to bring some souvenirs for their family and friends. Such big target market is enough reason to make businesses which provide souvenirs such as goods and foods in the tourist destinations. At the moment, there is an ongoing trend in Indonesia which uses celebrity or famous public figures' names as a part of the souvenirs' marketing appeal. Malang Strudel, Jogja Scrummy, and Surabaya Snowcake are a few examples of foods, especially pastries, as souvenir that are specifically marketed for the visitors of a particular city, and use famous actors and actresses' as owner and their brand ambassadors. The construction of foods identity and products branding of food as souvenir were the focus of this research. The data were collected through interview, documentation, and observation. The results indicate that public figures are extremely important in creating the identity of food as the souvenir of a particular city, although the product itself is not originally from the city. Moreover, tourists who buy the food as souvenir were influenced by the public figures' name.

Keywords: souvenir, food identity, food branding, marketing, public figure

1. INTRODUCTION

To make the experiences of visiting tourist destination become tangible, tourists are inclined to bring some souvenirs for their family and friends. Such big target market is enough reason to make businesses which provide souvenirs in tourist destination such as goods and foods in the destination. Love & Sheldon (1998) conducted study of various types of souvenirs in tourist destinations.

There are several studies that discuss tourists' motivation in purchasing souvenirs (Kim & Littrell: 2001; Wilkins (2011). Kim & Littrell (2001) stated that tourists purchase souvenirs for themselves and as a gift for family and colleagues. Furthermore, the desire to purchase a souvenir is influenced by previous travel experience (Kim & Littrell, 2001). Souvenirs are important to tourists as an evidence, a memento, or a gift (Wilkins, 2011). Another study about souvenirs in relation with gift-giving behavior for self and others was conducted by Ward & Tran (2007).

Swanson & Horridge (2002) said that tourists have expectations for retailers. Tourists typically bring home souvenirs assortments of souvenirs ranging from local foods and fine jewelry. Tourists take into account several factors when selecting souvenirs to buy, such as the motive or design of the product, and the craftsperson's reputation or image. It is also emphasized that the store location should be in high pedestrian traffic areas. The craftsperson's reputation or image is essential as it implies a sense of trust to the quality of the products. Mittilä & Lepistö (2013) agreed that artists or craftsmen are extremely important to the construction of the identity of a place.



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Purchasing a souvenir is a part of shopping activities that tourists can do in the destination. Kent, Shock, and Snow (1983) made an argument that shopping is almost always included in the activities that tourists participated in while traveling. This finding is supported by Timothy and Butler (1995) who said that shopping is the preferred activity in many tourist destinations.

At the moment, there is an ongoing trend in Indonesia which uses celebrity or famous public figures' names as a part of the souvenirs' marketing appeal. Malang Strudel, Jogja Scrummy, and Surabaya Snowcake are a few examples of foods, especially pastries, as souvenir that are specifically marketed as souvenir for the visitors of a particular city, and use famous actors and actress' as owner and their brand ambassadors. Brand equity has a significant impact on customer's brand choice intention (Lu, Gursoy, & Lu, 2015). Furthermore, Lu, Gursoy, & Lu (2015) said that a strong brand image enables customers to better recognize and understand intangible products and services. That's why this study need to be done in order to examine the roles of public figures in food branding, especially food as souvenir.

2. METHODS

This case study can be considered as research strategy because it involves the investigation of multiple cases in order to arrive to conclusion on the role of public figures in food branding. The construction of foods identity and products branding of food as souvenir were the focus of this research.

The data were obtained through interviews, observation, and documentation. Respondents were selected through purposive method to obtain credible subjects, in accordance with the predetermined criteria (Strauss & Corbin, 1990). In this study, respondents were the informants from both the management of the food brands, and tourists or visitors who bought the products as souvenir.

All interviews conducted on the respondents were recorded and transcribed. The interviews were semi-structured. In addition, secondary data consisting of marketing material and online information about different research locations were also collected.

The data were then analyzed through the descriptive method. Collected data would be organized into several categories and patterns in order to see the correlation between the data, in addition to triangulation data.

3. THEORY

Tourist shopping and souvenirs have significant influence on tourism retailing and may represent the best and easiest way to experience local culture (Lin & Mao: 2015). Food-based products may be established as part of regional cuisine and may be linked to the identity of the tourism area (Hashimoto & Telfer, 2013). Moreover, Gordin & Trabskaya (2013) argued that the basis for a gastronomic brand can be traced to the cultural and historic traditions of the region. Food souvenirs related to local culture, in this case local food used as souvenir.

The link between a city's food brand image and behavioral intention can be considered from several perspectives (Tsai & Wang: 2016). The social perspective explains a customer's tendency to use brands with favorable images in social settings (Tsai & Wang: 2016). Graeff (1998) found that brand image can significantly influence a customer's behavioral intention, especially when the brand will be used publicly or for social purposes. A positive brand image will make marketing program

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would be liked by the customers and be able to produce unique associations in customers' retention (Schiffman & Kanuk, 2010). Forming a positive brand image is becoming increasingly important to be owned by a company because of brand image is often referenced in the psychological aspects of the image or impression that is built into the subconscious of consumers through the expectations and experience of a product or service (Pujadi, 2010).

Actually, a positive brand image it's not only important for a product or service, but also a place. Furthermore, Mittilä & Lepistö (2013) said that artists, in this case a group of stakeholder in a destination, are extremely important to the construction of the identity of a place or place branding; unfold as stories, artifacts and atmosphere as well as entrepreneurs.

4. THE CASE

The research took place in the three cities where each food brand marketed their products as souvenir of its city, Malang (Malang Strudel), Yogyakarta (Jogja Scrummy), and Surabaya (Surabaya Snowcake). Each of this brand had a public figure or famous actors and actress (celebrities) as owner and their brand ambassador, namely Teuku Wisnu for Malang Strudel, Dude Herlino for Jogja Scrummy, and Zaskia Sungkar for Surabaya Snowcake. They was selected as the research location because those three food brands are the first food brands in Java which use famous celebrities, actors and actress' name to promote their products and name themselves as a souvenir of a particular city. In this case, it needs to be noted that the cities are not the hometowns of the celebrities, nor that the product branded as a specialty souvenir for the city is the traditional food originated from the city.

5. FOODS IDENTITY

5.1 Malang Strudel

Strudel is a type of layered pastry with a filling made from fruits. It became popular in Austria in the 18th century. Although Strudel is an Austrian cuisine, it also is common in many European countries especially Germany. In Germany, there is a favorite strudel with apple filling which is called *apfelstrudel* (<https://malangstrudel.com/>).

To relate the food's origin story with the city it is marketed to, there needs to be a background story on the product. In the case of Malang Strudel, it is told that when Teuku Wisnu and his family went to Europe for vacation, they had a tasty strudel and they fell in love with the taste, and thus, Teuku Wisnu was inspired to make strudel in Malang. This product is perfectly marketed in Malang, because one of the city's most famous specialties is the apples. Eventually, the brand develops the strudel and offers other fillings of fruits besides apple. The product is marketed only in Malang to maintain its reputation as a specialty brand for the city.

The business was managed by the actor and partners, as well as working in cooperation with local businessmen. The management said that the strudels are produced using local ingredients. The taste is also adjusted with local taste to make the products accepted by local customers.



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Picture 1: Malang Strudel with Apple Filling
Source: malangstrudel.com

5.2 Jogja Scrummy

The word “scrummy” is a blend of “scrumptious” and “yummy” which means delicious (yourdictionary.com/scrummy). A respondent from Jogja Scrummy management said that their product is a new innovation from steamed brownies. While the usual brownies only have one layer, Jogja Scrummy modified the regular brownie with layers of puff pastry. The layers are an essential characteristic of this product. In some variants, Jogja Scrummy innovates the brownie into two layers with cream filling between the layers. These cakes are produced by Dude Herlino and partners including one from Yogyakarta. As is the case with Malang Strudel, the product is specifically marketed as souvenir from Yogyakarta.

The back story of Jogja Scrummy is that Dude Herlino often visited Yogyakarta either for his acting job, or for vacation, and because of that, he felt a close relationship with the city. He intended to start a business in Yogyakarta, hence, he made Jogja Scrummy.

As the product attracts many resellers and agents or services offering the product for customers in other cities, the management said that they could not take responsibility when problems occurred. The customers are expected to visit the official outlet in Yogyakarta if they want their products guaranteed. The management’s decision not to offer services outside of Yogyakarta is a part of their effort in inviting more visitors to Yogyakarta and contribute to its tourism development.



Picture 2: Jogja Scrummy
Source: jogjascrummy.com

5.3 Surabaya Snowcake

The management of Surabaya Snowcake said that their products are a modification form of *Spikoe*. *Spikoe* is a cake from Surabaya that has three layers, in which the first and third layers are dark brown, and the middle layer is light brown or yellow. Surabaya Snowcake modified it into three layers, where the first and third layers are puff pastry and the second layer was a regular cake modified into various tastes. The name Snowcake refers to the plenty icing sugar that tops the cake, which makes it seem like snow. Zaskia Sungkar, the actress, acts as the brand ambassador and works with local businessmen to build the company. The promotion states that because the weather in Surabaya is hot, Zaskia wanted to bring “snow” to Surabaya to make it cooler.



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Picture 3: Caramel Varian from Surabaya Snowcake
Source: Instagram @surabayasnycake

6. THE ROLE OF PUBLIC FIGURES IN FOOD BRANDING

6.1 Malang Strudel

Malang Strudel is a brand from PT Khasanah Ukhuwah Bertiga. One of the owners of the company is Teuku Wisnu, an actor. The result of the interview with a respondent from the management shows that Teuku Wisnu takes an active part in the promotion of Malang Strudel. In the opening ceremony, he would meet and greet the costumers. Moreover, he did not hesitate to serve the customers directly. He also spent time meeting with the reporters and travel/culinary bloggers/vloggers to promote Malang Strudel. In his social media, Teuku Wisnu (TW) frequently posted stories about Malang Strudel. There is even a special feature called “*Catatan TW*” (TW’s notes) in the Malang Strudel’s website that talks about Malang Strudel from TW’s point of view.

As a public figure, Teuku Wisnu has a lot of fans, followers in social media, and access to mass media. This means that Teuku Wisnu is the best choice to become the icon of Malang Strudel compared to other owners. Respondents who preferred Malang Strudel to other souvenirs said that the product was highly popular in social and mass media. Certainly, this result cannot be separated from Teuku Wisnu’s role as a public figure. On the other hand, other respondents said that Teuku Wisnu was not the reason they bought Malang Strudel, and other respondents did not even know that Malang Strudel was owned by Teuku Wisnu. These respondents simply buy Malang Strudel

because they know about its hype from their friends, directly, or from social media. Nevertheless, Teuku Wisnu's role is undeniably essential in promoting Malang Strudel in social media.

6.2 Jogja Scrummy

Jogja Scrummy is one of the brands of PT Berkah Ukhuwah Berlapan. Besides Jogja Scrummy with Dude Herlino (actor) as the brand ambassador, the company also owns another brand named Bogor Raincake with Shireen Sungkar (actress) as the brand ambassador. Jogja Scrummy is not only owned by Dude Herlino, as he also works with local Yogyakarta businessmen and other partners.

From the interview with the management, as the brand ambassador and one of Jogja Scrummy owners, Dude Herlino rarely visited the business due to his busy schedule as an actor. Dude only visits Jogja Scrummy during special events, such as the brand launching, meet and greet with the customers, press conference, and other promotion events. To promote Jogja Scrummy, the company often uses pictures of Dude Herlino in banners, leaflets, product packaging, etc. In his social media, Dude Herlino, who has a massive amount of followers, frequently promotes Jogja Scrummy. As a result, his followers are familiar with the product and tend to spread the word to their friends and families.

Most of Jogja Scrummy's customers said that Dude Herlino has a big role in promoting the product and make people aware about Jogja Scrummy. They were aware that Jogja Scrummy became well-known as a choice of souvenir from Jogja because of the famous actor, Dude Herlino, promoted the product. Although most of the respondents knew Jogja Scrummy because of Dude Herlino, their decision to buy Jogja Scrummy was not because of the actor's name. Some of them said that Jogja Scrummy was so popular in social media that they became curious about the taste. Some of the respondents who were frequent customers said that the taste is the reason they keep coming back to Jogja Scrummy.

6.3 Surabaya Snowcake

Surabaya Snowcake is one of brands from Jannah Corporation (J.Corp). One of its Chief Executive Officers is Zaskia Sungkar, an actress. In addition to Surabaya Snowcake, the company also owns Medan Napoleon with Irwansyah (actor) as brand ambassador, Vini Vidi Vici with Vidi Aldiano (singer) as brand ambassador, Bandung Makuta with Claudia Chyntia Bella (actress), and many more.

The interview with a respondent showed that Zaskia Sungkar rarely visits Surabaya Snowcake. She comes when there are special occasions like brand and outlet launching or promotion event, which is not much different from that done by Teuku Wisnu and Dude Harlino. Zaskia Sungkar also took part in meet and greet sessions with customers and did not hesitate to serve them directly. She also meets reporters and culinary/travel bloggers/vloggers to promote Surabaya Snowcake. In her social media, Zaskia Sungkar frequently posts stories to promote Surabaya Snowcake. On the official pictures of the Surabaya Snowcake brand, there is always picture of Zaskia Sungkar. She is even nicknamed the "Snow Queen" by the company.

A respondent said that Zaskia Sungkar's popularity as an actress was used by the brand to enter the market. Furthermore, respondents argued that many people are easily interested to Zaskia Sungkar's business, including what they do, what they wear, what they eat, etc. because she is well-



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known. Everything she wears would look beautiful, and everything she eats would look delicious. If she was an ordinary person, nobody would care. This circumstance is absolutely a good opportunity to get customers attention and to increase brand awareness. Therefore, the influence of Zaskia Sungkar as an actress and CEO has a big part in making people interested to buy Surabaya Snowcake.

Most of the respondents knew about Surabaya Snowcake from social media and bought them as souvenir. Frequent customers came back because of the taste. This proves that a famous name is not enough to maintain the popularity of a product and the customers' loyalty. Popularity is required for promotion and increasing people's awareness of the brand, yet does not guarantee the customers' maintained interest. Because the product is food, taste should not be overlooked.

7. DISCUSSION

Malang Strudel, Jogja Scrummy, and Surabaya Snowcake are products of innovation. Although they can be used as souvenirs, or “modern souvenir” from the city, as they marketed themselves, the fact is that none of the product is originated from the city. Nevertheless, the managements argued that even though the product is not originally from the city, it still can enrich the variety of souvenirs from the city, and therefore, allows the city's tourism to develop better. These brands argue that they want to contribute to the city's economy development through tourism by providing job opportunities to the locals.

Those three products, Malang Strudel, Jogja Scrummy, and Surabaya Snowcake, are produced by muslim entrepreneurs but not all products use Halal label from Majelis Ulama Indonesia (MUI); Indonesian council of Ulama. Only two products, Malang Strudel and Jogja Scrummy that use Halal label from MUI. Although it's not from MUI, Surabaya Snowcake uses halal label as a form of claim that their products are safe for consumption by Muslims. From those two products, only Jogja Scrummy which uses that Halal label from MUI in their website. Jogja Scrummy's manajemen said that they concern to two things, hygiene and halal to provide assurance to customers that their products are safe for consumption, especially for Muslims.

Another objective of this study was to enhance the understanding about the different roles of public figures, in this case actors and actresses, in the construction of food branding. As the owner and brand ambassador of their own product, the public figure' name can be used to open the market and introduce their product to prospective customers at the same time. Naturally, famous figures can easily attract the attention and curiosity of the public.

The public figures' names can also be used to create story that support the product branding and marketing, such as the history of the products, the reason they make the product, and the reason they choose the city. The story is imperative in fulfilling the customers' curiosity about the products and make them believe that the idea and motivation to make the products are genuine.

Furthermore, the popularity of the public figures' names is undoubtedly significant in promoting the product. As public figures, they have a close relationship with mass media and the press, which they use to promote their products.

Finally, nowadays it is very easy to reach many people with just one click in social media, especially for the public figures with a huge amount of followers across the country. Once they post a product in social media, everyone will be instantly aware of its existence, and curious to find out more.

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8. CONCLUSIONS

From the discussion, it can be concluded that the three products are a creation or innovation of existing products. Malang Strudel is an innovation of strudel which is famous in Europe. Jogja Scrummy is an innovation of steamed brownies that usually has only one layer. Surabaya Snowcake is an innovation of Spikoe, which is a traditional cake from Surabaya. The managements of all three brands said that they produce their products using local ingredients, by working with local businessmen, and that they only sell the product in one city. These strategies are effective in making customers and the public assume that their products are a specialty souvenir from the city although everyone knows their products are not an original or traditional food from the city.

Public figures, in this case actors and actresses, are extremely important in creating the identity of food as souvenir from a city, as they are supported by sufficient back stories and take an active part in promoting the product in both mass and social media. Tourists who buy their products are influenced by their famous names when choosing souvenirs from the city. In conclusion, their role as the owner and brand ambassador has successfully increased the brand awareness and popularity, as well as the public's interest of their products.

If we see the theory about food souvenirs which usually related to local culture in the form of local food, it can't be seen in this case. These three food souvenirs; Malang Strudel, Jogja Scrummy, dan Surabaya Snowcake, aren't local food from a particular city but that product become populer as food souvenir from its city. So, creative foods can become alternative food souvenirs of a destination which can be chose by tourists. It's a new argument that food souvenir is not only local food, but it can be creative food.

9.SUGGESTIONS

[5] The authors have some suggestions for creative food souvenirs, local food souvenirs, and future research:

- a) Creative food souvenirs need to improve products quality especially the taste to give satisfaction to the customers in order to make them repeater, not only buy cause of the trend.
- b) Creative food souvenirs need to used local material more to give local taste to the products in order to gain strong position as food souvenir of particular tourist destination.
- c) Local food souvenirs need to use social media, publict figure as brand ambassador, and use attractive package to promote the products in order to compete with creative food souvenirs.
- d) Although this study contributes several valuable finding to literature, there is knowledge gape which worthy for further research. It is tourists' motivations to purchase creative food souvenirs.

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The Role of DPS in Providing Food Product Supervision on Sharia Tourism

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ABSTRACT

The development of sharia tourism is a new study in the field of Islamic law, especially when it is related to the principle of halal and consumer protection. Therefore it is necessary to thoroughly examine the investigation of halal supervision and certification and the role of DPS in providing supervision over it, since the majority of Indonesian populations are Moslems who need assurance and protection of food products consumed. The purpose of this study is to determine the urgency of supervision and certification of halal food products; to know the role of DPS in providing supervision of food products in sharia tourism. Approach method used in this research is normative juridical with descriptive research nature of analysis, type of qualitative research. In this research shows that the urgency of supervision and halal certification in food products in the field of sharia tourism is a normative provision for the protection and security for consumers and is a normative provision that requires the provision, in terms of providing supervision DPS has a strategic role because it is a function and task Main, not only in financial products but also in terms of sharia tourism products.

Keywords: Food, Halal Certification, DPS, Sharia Tourism

INTRODUCTION

The issue of halal and haram in Islam has a very urgent position, because it covers almost most of the teachings of Islam. Islam provides explanations on which issues are lawful and which are haram. In the case of food, for example, Islam basically justifies all kinds of good and nutritious food and drink (al-thayyibat) and forbids all kinds of disgusting foods and beverages (al-khabaits). The provisions are then detailed again by Allah SWT in sura al-Baqarah verse 173.

In addition, it turns out the food we eat that mepengaruhi human relationships with God. Haram or illegally harvested food will be a barrier to receiving obnadah and the grace of prayer. This is as the information of the hadith of the Prophet sourced from Abu Hurairah r.a friend narrated by Imam Muslim

Halal food is food which contains no substance or substance which is forbidden or forbidden to be consumed by Moslem, whether related to food raw materials, food additives, auxiliary materials and other auxiliary materials including food obtained through process of genetic engineering and food irradiation, and which its management is done in accordance with the provisions of Islamic religious law

Recently DSN-MUI has issued fatwa No. 108 / DSN-MUI / IX / 2016 on Guidelines for Tourism Delivery Based on Sharia Principles. This fatwa serves as the basis for standardization of halal tourism aspects. Moreover, the mandate of business mandated with sharia principles should have a

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fatwa foundation of the DSN-MUI, including limited liability companies. Therefore, it is necessary to conduct research on the urgency of halal certification in Islam as well as the role of DPS in overseeing the operation of sharia principles, especially in halal tourism as fatwa No. 108 / DSN-MUI / IX / 2016 on Guidelines on Tourism Period Based on Sharia Principles.

Based on the description on the background above, then in this research can be taken identification problem as follows:

- a. How the urgency of supervision and certification of halal food products;
- b. How DPS in providing supervision of food products in sharia tourism.

This study uses a normative juridical approach, that is by reviewing or analyzing secondary data in the form of secondary legal materials by understanding the law as a set of rules or positive norms in the applicable legislation, so this study is understood as a research literature, namely research on materials secondary (Soerjono Soekanto & Sri Mamudji, 1985, 15).

The reason of this research using normative juridical approach is because this research uses secondary data which aims to analyze secondary data in the form of legislation appropriate with the focus of this research.

Besides, this research uses comparative approach or comparison, that is to find equality and difference between various concepts or acceleration about consumer protection according to positive law and Islamic law.

1. Nature of Research

The nature of this research is descriptive analytical research, ie research to illustrate the problems that exist in the present (actual problems), by collecting data, compiling, classifying, analyzing, and interpreting. Descriptive aims to describe the observation data without testing hypotheses (Rianto Adi, 2004, 130).

2. Data Types

Therefore this research is classified as normative juridical research, hence data needed is secondary data. The primary data in this study in the form of interviews only as reinforcement and additional course. Secondary data required is primary legal material originating from primary sources, namely the law relevant to the formulation of the problem. In addition to primary legal materials are also required secondary law material that comes from secondary data, namely books or books (fiqh, hadith, syarah hadis and tafsir) literature certification halal fatwa MUI and other legal writings relevant to the formulation of the problem. Also required tertiary legal material, such as dictionaries and encyclopedias both legal and general Arabic, English and Indonesian.

3. Data Collection Techniques

Based on the type of data to be used in this study, namely secondary data that is qualitative, then the data collection techniques to be pursued is by way of literature study. This literature study can be interpreted as an activity (practical and theoretical) to collect (inventory), and learn (teaching and learning), and understand (reflective, critical and systematic and logical) data in the form of processing of others, in the form of authoritative text (legislation, judgment, treaties, contracts, State Administrative decisions, public policy, etc.), literature or textbooks, journals, articles, archives or documents, dictionaries, encyclopedias and others of a public and private nature.

To obtain the necessary data in this study used tools and ways as follows:

a. Library Studies



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In terms of studying materials that are secondary data, first studying the legislation of the object of research, selected and collected later from the materials selected the principles and rules of law regarding halal certification. After that a systematic shell was chosen to facilitate its analysis.

b. Interview

This interview is shown to the resource person with consideration to strengthen the document data relating to the problem in this research. The source here is Majelis Ulama Indonesia (MUI) West Java. The interview form used is guided interview, which is the question material that has been prepared first before conducting the interview. This interview is merely a supporting or additional material.

Technical data analysis used in this research is qualitative method normatif. The analysis of secondary data that is qualitative is done based on legal theory or legal doctrine contained in the frame of mind, then applied deductively to the identification of the problem of this thesis research, which then will be drawn a conclusion that can answer the problems that become problems in this writing.

DISCUSSION

1. Urgency of Supervision and Halal Certification of Food Products

It was quite a lot of definitions of the supervision that has been submitted by experts. Among them is according to Ranupandojo (Ranupandojo, 2009: 109) supervision is an activity that seeks for the work done in accordance with the established plan and / or desired results. Supervision comes from the word "watch", among others, interpreted as "able to see the good, sharp eyesight, sharp eyes, alert", and others. The word "watching" is interpreted as "seeing and caring". While the word "control" is defined as "bridle", control means "restraint," and the word controller is given the meaning of "leader" or the person in control. The terms supervision and control in Indonesian are obviously different, although in the English-speaking management literature, the two terms are not distinguished and are covered by the word "controlling" which is translated under supervisory terms. So supervision includes control. Control comes from the word control, so control means directing, correcting misdirected activities and straightening it in the right direction.

Supervision is the process of ensuring that all activities are carried out in accordance with what has been planned. The process of ensuring that actual activities conform the planned activities. Supervision is a systematic effort to define a standard performance in planning to plan an information feedback system, to compare actual performance with predetermined standards, and to take the necessary corrective actions to ensure that field implementation is in accordance with established standards and objectives.

According to Siagian in Silalahi (2002: 175), the notion of oversight is a process of observation rather than the exercise of all organizational activities to ensure that all work carried out in accordance with the established plan. Supervision is a systematic effort to define a standard performance in planning to design an information feedback system, to compare actual performance with predetermined standards, to determine whether an irregularity has occurred and to take the necessary remedial measures to ensure that field implementation is appropriate with predetermined standards and objectives.

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Allah SWT through His various words tells us to always consume halal food and thoyyib. The order is contained in sura al-Maidah verse 88; al-Baqarah verse 168, 172; surah al-'Araf verse 160; al-Anfal 69 and al-Nahl 114. Based on that verse, there are two criteria we consume that is kosher and thoyyib.

Halal Label is guided by the rules of Islamic law, as a kosher label is based on Jewish legal principles. Islamic law forbids the consumption of forbidden things. Based on this, it is necessary to have halal guarantee in the form of halal certification that can protect Muslims as consumers from consuming unlawful food. The guarantee is unacceptable when it is produced and produced by the producers who produce the food because it is loaded with various business interests so as to open the shadow of the manipulation, but must be from a competent party that maintained its integrity credibility such as Majelis Ulama Indonesia.

2. The Role of DPS in Providing Supervision on Food Products in Sharia Tourism.

The Sharia Supervisory Board is the body of the Sharia Financial Institution and oversees the implementation of the DSN decision in the Sharia Financial Institution. Sharia Supervisory Board is appointed and dismissed in Sharia Financial Institution through GMS after receiving recommendation from National Sharia Board (DSN).

As the nature of the duties and responsibilities of the Sharia Supervisory Board (DPS) is to solve or resolve various syariah issues related to sharia banking business, the most important requirement for each member of this board is expertise in sharia banking and finance. Basing on that, PBI no. 11/3 / PBI / 2009 concerning Sharia Commercial Banks as well as PBI No. 11/10 / PBI / 2009 concerning Sharia Business Unit, states that Sharia Supervisory Board members must meet the following requirements (1) Integrity; (2) Competence; and (3) Financial Reputation (PBI No. 11/3 / PBI / 2009 concerning Sharia Commercial Banks, Article 34 and PBI No. 11/10 / PBI / 2009 concerning Sharia Business Unit Article 9).

- 1) In order to fulfill the requirements of integrity as required by the above rules, members of the Sharia Supervisory Board must meet the following criteria: Have good character and morals;
- 2) have a commitment to comply with sharia banking regulations and other applicable laws and regulations;
- 3) Commitment to the development of a sound and sustainable bank;
- 4) Not included in the Disqualified List as regulated in the provisions on fit and proper test0 determined by BI.

(PBI No. 11/3/2009 concerning Sharia Commercial Banks, Article 43 (2a) PBI No. 11/10 / PBI / 2009 concerning Sharia Business Unit, Article 9 (2.a))

The second requirement, namely competence, as can be drawn from its meaning, is mostly related to certain aspects that support the capability possessed by DPS. therefore, clarification asserted by the existing regulation also affirms that members of this board or body shall be competent in knowledge and experience in the field of sharia muamalah and general knowledge in banking and / or finance (PBI No. 11/3 / PBI / 2009 (PBI) No. 11/10 / PBI / 2009 concerning Sharia Business Unit, Article 9 (2.b).

Specifically with respect to the third requirement, the requirements relating to financial reputation, has been clearly defined in the existing rules or regulations of two measures or indicators. First, that the concerned is not on the list of people who have a bad history in debt or financing, and



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secondly, the person concerned has never been declared bankrupt or a member of the board of directors or a member of the board of commissioners found guilty of causing the company to go bankrupt, within five years until the nominating candidacy in the DPS (Neneng Nurhasanah, 2015: 250-251).

The nature of the duties and responsibilities of Sharia council members (in this case DPS) in Islamic banking and tourism can be said to be almost the same in various countries. The main focus of its duties and responsibilities is to ensure the implementation of sharia principles in sharia banking and tourism business and the operationalization of banking and tourism itself. This is the general meaning indicated by the terminology of "sharia council" itself. However, since the legal (legal) aspect is an important thing in the operational of shari'a, the role of sharia council can not be solely derived from the general meaning above. On the contrary, it should be withdrawn from the legal basis underlying the roles, duties and responsibilities of the sharia council (Agus Triyanta, 2016: 153).

In general, DSP has the responsibility to ensure that the overall products and operations of banks and financial institutions or their financing are in accordance with the principles of sharia. On the basis of such duties and responsibilities, the institution should be full of adequate sanctions that can support its members to fulfill a proportional supervisory task (2016: 157). Recently DSN-MUI telag issued a fatwa No. 108 / DSN-MUI / IX / 2016 on Guidelines for Tourism Delivery Based on Sharia Principles. This fatwa became the basis of standardization of halal tourism aspects. Moreover, the mandate of business mandated with sharia principles should have a fatwa foundation of the DSN-MUI, including limited liability companies. Based on the uarian on the above-mentioned organizational structure, the DSN-MUI is part of the organization of the Indonesian Ulema Council (MUI), and the Sharia Supervisory Board (DSP) is a part of the National Sharia Council. therefore, in the case of settlement of sharia tourism, the role of the Sharia Supervisory Board is urgent and necessary.

3. CONCLUSION

Based on the above description and explanation, the following conclusions can be drawn: Firstly, the urgency of oversight and halal certification in food products in the field of sharia tourism is a normative provision for the protection and security of consumers and is a normative requirement that requires the following provisions; Secondly, in terms of providing supervision, DPS has a strategic role because it is the main function, not only in the runaway financial products as well as in the case of sharia tourism products.

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Halal Label Urgention in Food Products in Sharia Tourism Business as Consumer Protection in Islam Law

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ABSTRACT

Today tourism is one of the leading sectors that contribute significantly to Indonesia's national income. With the largest Muslim population it is fitting for the tourism sector to see this as a potential new market, by incorporating the concept of tourism and value to Islamization, then Sharia tourism can be the answer to the condition. One form of the concept of sharia tourism is halal food. Halal assurance in Islamic Sharia is a consequence of faith and obedience to Allah SWT. The provisions on halal labeling in every food product need to be guaranteed and protected. The purpose of this paper is to know the concept of legal protection in the perspective of Islamic law; Know the urgency of halal label in the legal system in Indonesia. The approach method used in this research is normative juridical with descriptive research characteristic of analysis with type of qualitative research. In the study of Islamic law, the concept of halal, one of which is a guarantee and protection that has ubudiyah values and is the embodiment of the principles of sharia in providing legal certainty one staunya in sharia tourism in the form of food products; Halal label in the national legal system in Indonesia has a central position, set forth in Law No. 33 of 2014 on Halal Product Guarantees where the legal system is part of an imperative substance.

Keywords: Islamic Law, Halal Label, Sharia Tourism

INTRODUCTION

1. Background Issues

Consumer protection is an integral part of a healthy business activity. In a healthy business activity there is a balance of legal protection between consumers and producers. The lack of balanced protection causes the consumer to be in a weak position. Especially if the product produced by the manufacturer is a limited product type, the producer can use its monopolistic position. It certainly will harm consumers (Ahmad Miru, 2011: 1).

Through Law No. 8 of 1999 on Consumer Protection the Government of Indonesia regulates the rights of consumers to be protected. Consumer Protection Laws are not anti-producers, but are instead an appreciation of universal consumer rights (Yusuf Sofie, 2002: 12).

Because the real protection of consumers is part of the protection of human rights (HAM) That the scope of the concept of human rights is not only in the context of the relationship between the people and the state, but broader human rights perspective of inter-community relations, namely the relationship between producers and consumers. In this case, producers recognize the existence of

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consumers as human beings and creatures of Allah Almighty who have universal rights and deserve positive aspirations.

In Islam, the arrangement of the consumer reflects his relationship with Allah SWT. Any movement in consuming goods and / or services is the manifestation of remembrance in the name of Allah. The limitations given by Islam to consumers not to consume unlawful goods and / or services, so that consumers survive both in the world and in the hereafter.

Illegal products with halal labels circulating in society have a negative impact, not only affect the company itself, but also for economic growth and society and the nation at large. For a Muslim, food and drink are closely related to worship. It is said to affect the company, because it will cause public distrust of the company's products. The loss of public confidence will decrease the purchasing power of the society against the company's products, which simultaneously will decrease the productivity of the company.

Producers in Islam are closely related to work, which is an activity that a person does by expending all his potential to achieve a certain goal. Since production is linked to the process of adding value to human beings, the production must be based on good deeds (Q. 9: 105). Therefore, production in the Islamic economy is not merely to enhance material alone with worldly purposes, but also to raise morals as a means of achieving ukhrwi's goals (Monzer Khaf, 1995: 36). Islam does not regulate consumer rights in sequence as stated in Law number 8 of 1999 on Consumer Protection. Yet Islam protects the rights of consumers from misconduct and misleading information, and provides the right to safety and health of the right to vote, the right to a healthy environment, the right to advocacy and dispute resolution, the right to redress. The protection of Muslim consumers is very important in Indonesia, as the majority of consumers in Indonesia are Muslim. So it is appropriate that Muslim consumers get protection for goods and / or services in accordance with Islamic Shari'a. On the other side, the Indonesian Government is also required to make an active effort to protect Muslim consumers who are the right of Muslim citizens in Indonesia. But often, Muslim consumers in Indonesia are victims of unfair trade practices. Variations in goods and / or services offered by producers to Muslim consumers have not fully protected the rights of Muslim consumers. This is evidenced by the large number of findings of products that use illicit substances, or even the process and production objectives are also haram. Food is anything derived from biological and water resources, whether processed or unprocessed, intended for food or drink for human consumption, including food additives, foodstuffs, and other ingredients used in the process of preparation, processing and / or the manufacture of food and drink (Zulham, 2013: 9). Halal food is food which contains no substance or substance which is forbidden or forbidden to be consumed by Moslem, whether related to food raw materials, food additives, auxiliary materials and other auxiliary materials including food obtained through process of genetic engineering and food irradiation, and whose management is carried out in accordance with the provisions of Islamic religious law (Article 1 number 5 PP No. 69 Year 1999 on Label and Advertisement).

K.H Ma'ruf Amin (Ma'ruf Amin, 2013, 9) states that halal-haram food is not only a matter of the Muslims, but also relates to the general public at large. This is in line with the provisions of Islamic law which affirms that the purpose and task of human life first and foremost on the face of this earth is to worship and serve God. Then how can one's worship and prayer be acceptable to God, if his food and drink are not pure and good (2013, 26). Therefore, in order for worship and prayer to be accepted by Allah, it must make every effort possible agra food and beverages consumed guaranteed halâl and thayyib -, as part of the requirement of acceptance of worship and prayer. Jaih



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Mubarok (Jaih Mubarok, 2006, 48) suggests that discussing halal-haram is more related to food, drink and clothing. Therefore, using or consuming halal products according to religious beliefs (Islam) and / or for the quality of life and life is the right of citizens guaranteed by the 1945 Constitution (Mashudi, 2015,

First, how is the concept of legal protection in the perspective of Islamic law ?; second, How is the urgency of halal label in the legal system in Indonesia?

DISCUSSION

1. The concept of legal protection in the perspective of Islamic law

The source of consumer protection law in Islam is practically the same as the source of Islamic law recognized by the majority of scholars (jumhur ulama), namely: Al-Qur'an, Sunnah, ijma', and qiyâs. The Qur'an and Sunnah can stand on their own as a rule of law, whereas ijma' and qiyâs can not stand alone as a legal proposition, since the process of ijma' and qiyâs must be based on the ruling proposition of the Qur'an and Sunnah (Wahbah al- Zuhaili, 1986: 558).

Consumer protection is very important in Islamic law. Because Islam sees, that consumer protection is not only as a civil relationship, but rather concerning the public interest widely, even concerning human relations and Allah SWT. Thus the protection of Muslim consumers based on Islamic law is a state obligation (Zulham: 2004).

In Islam, consumer protection law refers to the concept of halal and haram, and economic justice, based on Islamic economic values or principles. Islamic economic activities in consumer protection include protection of substances, production processes, distribution, production purposes, to the consequences of consuming the goods and / or services. In Islamic economics, when producing method and the purpose of consuming, it violates the provisions of syara. Therefore, Muslim consumers' goals are different from those of non-Muslim consumers. Muslim consumers in consuming goods and / or services aim to serve and realize the desired goal of God Almighty. Fukaha provides four levels for consumers, namely (Jaribah bin Ahmad al-Haritsi, 2008: 138): 1) Compulsory, consume something to avoid self from destruction, and if not consume this level when able to sin. 2) Sunnah, consuming more than the avoidance of destruction, and making a Muslim able to pray standing and fasting fast. 3) Mubah, something more than sunnah to the full extent. 4) Consumption that exceeds the full limit. In this case there are two opinions, one staunya declared makruh, and others declared haram. As previously mentioned, Islam in the time of the Prophet has not revealed the setting of consumer perfection empirically as today. Though full of technological limitations at the time, the consumer protection arrangements taught by the Messenger of Allah were very basic, so the arrangement became the forerunner of the modern consumer protection law product (Zuhlman: 58). All Islamic teachings related to trade and economic are oriented towards the protection of the rights of producers and consumers. Because Islam requires the element of justice, honesty, and transparency that based on the value of faith in trade practices and the transfer of rights. Related to consumer rights, Islam provides space for consumers and producers to defend their rights in trade known as khiyar of various kinds.

In Islamic economics, consumers are controlled by five basic protections, namely: the principles of truth, cleanliness, simplicity, benefit, and morality. The principle of truth, this principle regulates that consumers to use goods and / or services that are justified by Islam, both in terms of substances, production process, distribution, until the purpose of consuming the goods and / or

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services. Thus in the Islamic economy goods and / or services are halal in terms of substance can be haram, when the way of producing and consuming purposes violate the provisions of syara. The principle of hygiene, that consumers based on Islamic teachings should consume goods and / or services that are clean, good, not dirty or disgusting, and not mixed with unclean. Because goods and / or services are haram, and unclean bring earthly and ukhrawi harm. Prinsip simplicity, Islam provides standardization for consumers not to exaggerate in consuming goods and / or services, and able to curb the passions of waste and excessive desire. In addition, Islam also teaches consumers to maintain balance, not too stingy and not too excessive in consuming goods and / or services. The principle of benefit, that Islam allows consumers to use goods and / or services as long as the goods and / or services provide goodness and perfection in dedicating themselves to Allah SWT. In addition, Islam also allows consumers to consume unlawful goods and / or services if under certain circumstances (emergency) or forced conditions, as long as not excessive and does not exceed the limit. The principle of morality or morality, a muslim is taught to name God before doing something and to thank him after doing something. Islam teaches consumers to meet ethics, politeness, gratitude, zikr, and thought, and put aside the disgraceful traits of consuming goods and / or services.

2. Urgency of Halal Label in Legal System In Indonesia In Islamic teachings, hals and haram are very important issues and are viewed as the core of religiosity, because every Muslim who will do or use, moreover consume something highly demanded by religion to ensure in advance the halal and prohibition. If it is lawful, he may (kosher) perform, use or consume; but if it is clear, it must be kept away from a Muslim (Ma'ruf Amin, 2008: 313).

Such is urgent position of halal and haram until some scholars declare, "Islamic law (jurisprudence) is knowledge of halal and haram. (Ahmad al-Hushari, 1991: 10).

"Halal" is something that if used does not result in getting torture (sin). Whereas "haram" is something that Allah forbids by strict prohibition where the person who for bids it is punished by Allah in the Hereafter (Yusuf al-Qaradawi, 1985: 15). Halal food is food which if consumed does not result in getting punishment (sin), and unclean food is food which if consumed will result in sin and punishment (punishment) from Allah SWT. In addition, according to the Prophet Muhammad Saw consume the haram cause the prayers that are offered will not be granted and all the deeds of worship will not be accepted by Allah SWT.

On that basis and as mentioned above, for Muslims, in line with the teachings of Islam, requires that the products to be consumed are guaranteed the origin and sanctity. According to Islamic teachings, consuming the kosher, holy, and good is a religious command and the law is mandatory.

Al-Quran hinted, that in consuming not only halâl alone, nemun also must thayyib. This is expressed in the words halâlan thayyiban (Q.S 2: 168). Because not all hala food will be thayyib for its customers. For example, people with diabetes, in a state of illness with high levels of sugar in the body but still he ate sugar. This of course endangers the health of sugar consumers, although the sugar is hala to be consumed but not good / thayyib for the consumer (2013: 110).

Indonesia's legal system as a system of rules prevailing in the country of Indonesia is a system of rules in such a complex and broad, consisting of elements of law, which among the elements of law with each other interlocked, affect each other and complement each other. Therefore discussing one field or elements or legal subsystem applicable in Indonesia can not be separated from others, so similar to the human body, the legal element is like an organ whose existence can not be separated from other organs (Ilhami Bisri, 2012: 39).



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The term system derives from the words *systema* in Latin, Greek which means the whole which consists of various parts. In general the system defined a set of interacting elements to achieve a certain goal in the *dalang* complex environment (Muhamad Sadi Is, 2015: 125).

Halal *thayib* doctrine (halal and good / nutritious) is very necessary to be informed effectively and operationally to the community, *disertain* with adequate infrastructure. One of the important means of guarding the halal doctrine is the presence of established, central, humanist, progressive, accommodative and non-discriminatory legal institutions, namely the Halal Product Warranty Act (Mashudi 2015: 399).

Law Number 33 Year 2014 on Halal Product Guarantee (or abbreviated UUJPH) is approved by the House of Representatives on September 25, 2014. This law is expected to provide solutions for the community and the business world in the context of protecting consumers and at the same time being *payujng* laws of various types of halal products on food, beverage, medicine, cosmetics, chemical products, biological products, and genetically engineered products. Government driven by the Ministry of Religious Affairs and various community institutions fully support the implementation of this UUJPH. With the enactment of UUJPH it is expected that Indonesian products can compete and quality and quality with foreign products and can be demanded by consumers, especially consumers who are Muslims both local and foreign consumers.

The Halal Product Warranty Act intends to integrate halal product concepts to be consumed or used by Muslim consumers according to Islamic law, becoming material law and formal law in the law as a sub-system of national law.

The halal aspect of a comprehensive product includes the raw materials used in product processing, product processing and product marketing. Raw materials and products under this law adopt a broader approach, which includes food, beverage, medicine, cosmetics, chemical biological products and genetic engineering. The product of halal products shall be subject to the provisions of the whole series of production which includes equipment, production space, storage, distribution and presentation of halal according to sharia. Halal production process covers the halal production process with animal raw materials, vegetable raw materials, and process of biological or genetic engineering.

There are three forces of enactment of UUJPH, namely: first, the power of juridical force (*juristische geltung*). The law has juridical power if the formal requirements for the formulation of the law have been fulfilled (Sudikno Mertokusumo, t.th: 72). According to Hans Kelsen (1995: 1) rule of law has the power to apply if the determination is based on higher-level rules. A rule of law is a system of rules in hierarchies. In the *grundnorm* (basic norm) there is the basis for the enactment of all rules derived from a legal order. From the *grundnorm* it can only be spelled out the rule of law and not its contents. The discussion of the law enforcement relates to *das sollen*, while the *das sein* is related to the legal sense. Legal provisions stand firmly between two legs, the domain of *das sein* and *das sollen*.

Second, the force is applied *swosiologis* (*soziologische geltung*). The enactment or acceptance of the law within the community is equally unrelated from the fact whether the rule of law is formed according to formal requirements or not. So that is emphasized in this case is the reality in society. the power of law enforcement in this society is 2 (two) kinds: (1) according to the theory of force (*nachtstheorie*), the law has the power to apply sociologically when it is enforced by the *penguasam* regardless of whether or not accepted by the community; (2) according to the theory of

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acknowledgment (anerkennungstheorie) law has the power to apply sociologically when accepted and recognized by the community.

Third, the power applies philosophically (fiosofische geltung). The law has a philosophical validity when the rule of law is in accordance with the ideals of law (rechtsidee) (Achmad Suhardi, 2009: 45) as the highest positive value. According to Stammler, the ideals of law function as a "star combination" (leitstern) for the creation of the ideals of society. Although it is an "ending point" that is impossible to achieve, the ideal of reward is useful because on the one hand it can examine the applicable law, and on the other hand it can direct the positive law governing the life of the community with coercive sanctions into something just. Legal ideals not only serve as a regulatory benchmark that tests whether a positive law is fair or unjust, but at the same time serves as a constitutive basis that determines that without legal ideals hukum lose its meaning as law.

With regard to this halal certification, the underlying legal philosophy is: a) The dominant religion is the Qur'an and al-Hadith; b) while in the dominant positive law is based on Law Number 36 Year 2009 on Health, Law No. 18 of 2012 on Food, Law No. 8 of 1999 on Consumer Protection and the last Act No. 33 of 2014 on Warranties Halal Products.

Therefore, it can be concluded that the position of halal certification in the national legal system in Indonesia has a central position, because halal certification is contained in Law No. 33 of 2014 on Halal Product Guarantee which by law system is part of the legal system, that is legal substance which has the force of law and legal certainty is imperative. And this as an effort to protect consumers in Islamic law.

CLOSING

In the study of Islamic law, the concept of halal one of them is a guarantee and protection that has ubudiyah values and is a manifestation of the principles of sharia in providing legal certainty one staunya in pariwisata sharia in the form of food products; Secondly, the position of halal label in the national legal system in Indonesia has a central position, because the halal label embodied in Law No. 33 of 2014 on Halal Product Guarantee which is the legal system is part of imperative legal substance.

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Implementation of Maqashid Sharia in The Management of Halal Tourism

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ABSTRACT

Halal tourism today is becoming a new trend in the world. This is due to the increasing number of Muslim tourists from year to year. This is a very big prospect for a country that has a good halal tourist destination. Every country is competing to attract Muslim tourists coming to the country, whether it is a Muslim country or not. This will bring great foreign exchange and improve the welfare of its citizens. In Indonesia, the number of Muslim tourists reach 19% of total foreign tourists who came to visit in 2015. To attract the interest of Muslim tourists would require good management in order to create a sense of secure and comfort and provide satisfaction for them. This can be done by applying the principles of maqashid sharia in the management of halal tourism in Indonesia. Halal tourism in Indonesia should be able to provide convenience, safety and comfort in praying (hifdzhu ad-din), child friendly (hifdzu an-nasl), crime free (hifdzu an-nafs), haram and pornography free (hifdzhu al-aql), and ensure safety in transactions (hifdzu al-mal). The principles of this maqashid syariah must be applied to all aspects of management and management of halal tourism in Indonesia. Thus, Indonesia is expected to be the main destination of halal tourism destination in the world.

Keyword: maqashid syariah, halal tourism, muslim tourist, management of halal tourism.

A. INTRODUCTION

Vacation is a necessity for everyone. This is because the holidays are considered to reduce stress and fatigue at work. In addition, the holidays can also nourish the body and reduce the potential of heart disease and stroke. So many people are willing to spend money and time for a vacation. Thus, the existence of tourist attractions that become a destination for a vacation is growing from time to time and has a huge business prospects. Many cities and even countries are competing in developing tourism area to attract both domestic and foreign tourists with the goal of maximizing profits and even foreign exchange. In this fierce competition, any attraction to tourists will be done without recognizing the halal-haram restrictions. For Muslim tourists, of course this will disturb their comfort in his vacation. Lots of tourist attractions are offering something forbidden for Muslims like gambling and prostitution.

The existence of Muslim tourists is rapidly increasing so it cannot be ignored. In Statistical Report on Visitor Arrivals to Indonesia 2015 issued by the Ministry of Tourism (2015: 8) states that the number of foreign tourists from Muslim-majority countries in 2015 as many as 1.989.390 people from a total of 10.406.759 people or about 19% of total tourists who came to Indonesia. Total revenue received amounted to USD 11.760,74 million in 2015 (Ministry of Tourism, 2015:



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21). If it is assumed that all tourists give the same contribution then the income earned from Muslim tourists amounted to USD 2.234,54 million. Based on the study of Mastercard-CrescentRating Global Muslim Travel Index (GMTI) 2016, the total number of world Muslim tourists reached 117 million in 2015. The number is expected to continue to grow to reach 168 million tourists in 2020 with expenditure above 200 billion US dollars or about Rp. 2,6 trillion.

By 2015, according to Global Muslim Travel Index (GMTI), Indonesia placed sixth in the world's halal tourist destinations after Malaysia, Turkey, the United Arab Emirates, Saudi Arabia and Qatar. In 2016 Indonesia managed to rise to fourth place after Malaysia, United Arab Emirates, and Turkey. Even in 2017, Indonesia managed to climb to third place with a value of 72.6 under Malaysia with a value of 82.5 and United Arab Emirates with a value of 76.9.

Halal tourism is not only offered by Muslim majority countries but also offered and developed by non-Muslim majority countries. Singapore is one of the countries that provide friendly service to Muslim tourists and develop halal tourism. In addition to Singapore, countries such as Thailand, Britain, South Africa and France are competing to develop halal tourism in their country. This is certainly must be done because the prospects and growth of Muslim tourists is increasing so that will bring in large foreign exchange.

Halal tourism means a tourism industry devoted to Muslim tourists and its service refers to Islamic rules (Awalia, 2017: 21). Indonesia as the largest Muslim country in the world, has enormous potential to further develop its halal tourist destinations. Halal products in Indonesia are very easy to find both in the form of goods and services. There is even halal certification issued by MUI for food products. However, to develop halal tourism in Indonesia is not enough to stop just there, the government should be able to provide a sense of security and comfort for tourists, including for Muslim tourists. Good management is necessary to accommodate all travelers to create a sense of security and comfort for them. The government should be able to provide halal guaranteed products and services on the halal tours offered. One that can be developed to achieve the above objectives is to implement maqashid sharia in the management of halal tourism. Thus, it is expected that halal tourist destinations in Indonesia will continue to grow and more interested tourists, especially foreign tourists so as to increase the income of foreign exchange and improve the welfare of the people.

This study aims to determine the urgency maqashid sharia, the classification maqashid sharia, the general picture of halal tourism in Indonesia, and the implementation of maqashid sharia in the management of halal tourism in Indonesia. The method used is normative descriptive method. Descriptive method is used to describe the state of halal tourism in Indonesia and normative method is used to explain the implementation of maqashid sharia in the management of halal tourism in Indonesia. This research is a qualitative research. The data and figures shown in this study are then described and analyzed without going through a mathematical calculation. Data collection techniques used is library research techniques, obtained by looking for references from existing documents in both print and electronic media. The type of data used in this study is secondary data which is not obtained from the object of research directly.

B. DISCUSSION

1. Urgency Maqashid Shariah

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Maqashid Shariah is a combination of two words, namely maqashid and shari'a (Al-Khadimi, 2001: 14). Maqashid is the plural of the word maqshad which means intent and purpose. Language, maqshad has several meanings, first, the back, direction (explanation), and istiqamah in the path. Second, middle, not excessive and also no shortage (Febriadi, 2017: 233). While the word syariah comes from the word syar'a which means explaining or explaining something. Sharia can also be interpreted as "the way to the source of water" or "the source of life". (Al-Fairūzābādiy, 1995: 659). So that sharia can be interpreted as a source of life and benefit to humankind in the world and in the hereafter. Etymologically, shari'a is a rule or decree of God for His servants. Thus, maqashid shari'ah is the purpose that has been established by syar'i on each of its laws. Ar-Raisuni (1992: 7) says that maqashid shari'ah is a goal that has been determined by syar'i for human benefit.

The essence of the theory of maqashid shariah is jalb al-masahalih wa daf "u al-mafasid that embodies good at the same time avoid the evil or attract benefit and reject madharat. So the term is commensurate with the essence of maqashid syari "ah it is maslahah (maslahat), because the determination of the law in Islam must lead to maslahat (Febriadi, 2017: 232). In general, the maqashid shari'a has a purpose for hifdzhu ad-din (keeping the religion), hifdzhu al-aql (keeping the mind), hifdzhu an-nafs (keeping the soul), hifdzhu an-nasl (guarding offspring), and hifdzhu al-mal (keep the wealth).

Any law or rule established by syara has purposes for the benefit of human beings in the world and the Hereafter. Even in qishash law even though it aims to maintain the benefit, that is to preserve life. With the qishash, there will be a deterrent effect for the perpetrators of murder and for people who have the intention to kill. Man is a creature who is endowed with reason to be able to think and can distinguish right and wrong. But humans also have a passion that is always inclined to pleasure and evil. If not well controlled it will bring calamity to himself and others. Therefore, the rules and laws in sharia is essentially to control the lust so as to create the order of life and kindness.

Maqashid shariah is a very important study in the discussion of Islamic law. Knowledge of maqashid syari "ah is the key to the success of mujtahid in its ijtihaad, because on the basis of the purpose of law that every problem in socializing among fellow human beings can be restored (Febriadi, 2017: 235). Islamic law is a law derived from divine revelation for all humanity. Thus, revelation has been revealed in the prophetic era or 1400 years ago. In practice, the implementation of Islamic law is always faced with the development of the times. This is a challenge that must be solved by Islamic law practitioners to seek answers that are in accordance with the rules set out in the revelation.

2. Maqashid Syariah Classification

Maqashid Shariah essentially existed since the time of the prophet. Allah Almighty says in one of the verses "wa ma arsalnaka illa rahmatanlil 'alamin", which asserts that all that He sent down is for the benefit of all His purposes. When the Prophet (s) had passed away, the Companions in general had little difficulty in carrying out ijtihaad when new problems arose. This is because they are contemporary with the Prophet and understand the intent and purpose of the nash, even they really understood why the nash was revealed.

There were so many ijtihaad that the Companions had done after the Prophet (s). Among the ijtihaad of the Companions are the bookkeeping of the Qur'an, the making of the



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currency, the distribution of ghanimah, tarawih prayer in congregation, aborting sariqah in the crisis season and so forth. All this of course aims to achieve justice and the welfare of the people. In one history even described Umar bin Khattab never forbade people who sell in the market for selling goods below market prices. This is certainly done to maintain price stability so as not to harm other traders. In addition Umar also forbade Hudzaifah to marry the women of the Scriptures because it can bring evil (Az-Zuhaili, tt: 6655). Likewise, ijthad has also been done by the tabiins. They follow in the footsteps of the Companions in their ijthad and use the maqashid shari'a like their predecessors.

In subsequent periods, began the study of maqashid shariah into a systematically organized theory. The first cleric who introduce the term maqashid shari'a is Al-Hakim At-Tirmidhi (d.320 H) in one of his works *As-Shalatu wa Maqashiduha*. Then came the works of other scholars who discussed the maqashid shari'ah like the *Mahasinu Asy-Syariah* by Abu Bakr Muhammad Al-Qaffal Al-Kabir (365 AH) and Al-Burhan's Book of Imam Haramain (d. 478 H). After that, many scholars discussed about the maqashid shari'ah like Al-Ghazali (w 505 H), Ar-Razi (w 606 H), then Al-Amidi (w.631 H), and 'Izzuddin bin' Abd As -Salam (w 660 H), then Al-Qarafi (684 H), At-Thufi (d.716 H), Ibn Taymiyya (728 AH), Ibn Al-Qayyim Al-Jawziyya (d. H), only then followed by As-Syatibi (w 790 H).

As-Syatibi is a scholar who managed to collect the theory of maqashid shariah from previous scholars to become a whole theory in one of his books is *Al-Muwafaqat*. He specializes in the discussion of this maqashid shariah in one of the discussions in his book and extends, develops, and organizes it systematically into a stand-alone discipline (Febriadi, 2017: 238). As-Syatibi (1997: 7) classify maqashid shariah into two, namely maqashid syar'i and maqashid mukallaf. Maqashid syar'i are the objectives placed by Allah in legalizing the law that is the purpose of syar'i (Allah) create shari'ah to be understood and practiced and put mukallaf under syara 'law. While the purpose of mukallaf is the purpose of the Shari'a for the servant (mukallaf) in doing something deed and play a role to determine the validity of a practice.

Maqashid shariah's main goal is to provide welfare to humankind in the world and in the afterlife. As-Syatibi divide this welfare into three important parts, namely dharuriyyat (primer), hajiyyat (secondary), and tahsiniyyat (tertiary). Dharuriyyat is something that must exist for the sake of the realization of the benefit, otherwise it will bring damage. Including dharuriyyat there are 5 things, namely ad-din (religion), an-nafs (soul), an-nasl (offspring), al-mal (wealth), and al-aql (mind). Al-Hajiyyat is something that should exist, otherwise it will bring difficulties and narrowness. Tahsiniyyat is something should exist for the sake of the creation of kindness and decency, manners, and traditions.

3. Overview of Halal Tourism in Indonesia

Halal tourism is part of the tourism industry that offers a tourist attraction in accordance with Islamic values. Halal tourism is aimed at growing Muslim tourists so that their existence should receive serious attention. Halal tourism is not just a religious tourism but includes tourism in general as well, only applying Islamic values in its management of. For example, a sharia tourist attraction that offers the beauty of nature in the arrangement arranged in such a way as to provide a sense of comfort for Muslim tourists. For example, in the style of dress

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and behavior of the managers, food and beverages must be guaranteed halal, do not provide a place to do immoral, and so forth. Other examples such as sharia hotels, then all products and services offered must be guaranteed halal. The hotel must not provide unlawful food and drinks such as pork or liquor. In addition, the management of halal tourism should also provide facilities for praying. Thus, will increase the convenience of Muslim tourists who will ultimately interest them to visit.

The rapid development of halal tourism today is certainly triggered by various things that become the motor of global Muslim market growth. Some of the driving factors are the demographics of the young and large Muslim market, the rapid economic growth of Muslim majority countries, the Islamic values encourage the growth of Islamic business and lifestyles, the growth of trade transactions between the Organization of Islamic Conference (OIC) countries, the participation of multinational companies, and connectivity between countries (Nizar, 2017: 87).

Indonesia is a country with the largest Muslim population in the world. In 2010 the number of Muslim population of Indonesia is 207.176.162 of the total population of 237.641.326. The data shows that 87.18% of Indonesia's population is Muslim and 12.82% and the rest are Christian, Catholic, Hindu, Buddhist, Konghuchu, and others. Islam is the second largest religion in the world after Christianity. The world's Muslim population reaches 1.8 billion or about 24% of the world's population. This means that about 11.51% of the world's Muslim population is in Indonesia. The data above shows that Indonesia's potential to be the main destination of world halal tourism destination is very big. Indonesia ranks sixth as the world's halal tourist destination in the 2015 Global Muslim Travel Index (GMTI) version, under Malaysia, Turkey, United Arab Emirates, Saudi Arabia and Qatar. In 2016 Indonesia managed to rise to fourth place after Malaysia, United Arab Emirates, and Turkey and in 2017, Indonesia managed to climb to third place with a value of 72.6, under Malaysia and United Arab Emirates. Over the last three years Indonesia has succeeded in getting sixth place from the sixth ranking to third place in the world's top destination of halal tourism destinations. So that in 2018 Indonesia through the ministry of tourism target Indonesia rose to the first rank.

Development of halal tourism in Indonesia should be supported by all parties, especially the government and society. Government as policy makers must be able to encourage the development of halal tourism in Indonesia both in terms of infrastructure and regulations. In addition, the community has to be ready to get together with the government in the process of development. There are several factors that hamper the development of halal tourism in Indonesia. One of them is the absence of halal standards for tourist destinations in Indonesia considered difficult for tourism businesses to explain the definition of halal in Indonesia to foreign tourists. To that end, the government through the ministry of tourism should be able to make policies that accommodate those interests. Standardization of halal tourism is needed to increase the confidence of tourists to tourism products offered.

Tourism Minister Arief Yahya repeatedly mentioned issues related to halal certification in Indonesia. He said that Indonesia's weakness was already atmosphere is halal so it did not have to be certified. Though the customer wants a halal certification to ensure the product is halal. Halal certification is a global standard used to guarantee the halalness of a



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product. He also targets Indonesia to rise to a higher level in its halal tours and rank first at the Global Muslim Travel Index in 2018.

Elis Ratna Wulan and Yayat Rahmat Hidayat (2014: 4-5) mentioned that there are several factors influencing the demand of a product, such as price, necessity, appetite, income, price of substitution and complementary goods, population, consumer expectation price, and marketing. Likewise, with halal tourist destinations in Indonesia need to consider several factors above in order to compete with other countries. For example, in terms of price, halal tourist destinations in Indonesia is cheaper than other countries so as to compete in the international sphere. Management of halal tourism should be able to understand the tastes or desires of tourists so interested to visit. Then the most important thing is to market the halal tourism destination of Indonesia so that the world community can know it. Because even the best management and service of a halal tourist destination will not bring meaningful benefits if not known by tourists.

4. Implementation of Maqashid Syariah in Halal Tourism Management in Indonesia

Maqashid shari'ah is the aim of the establishment of the rule or syara 'law that is to achieve the welfare of life in the world and the Hereafter. Implementation of the concept of maqashid sharia in the management of halal tourism in Indonesia becomes very important to maintain the security and comfort for tourists. Tourism is sometimes identified with fun activities or fun with various facilities and services forbidden by shara 'like wasting, gambling, adultery, and liquor. Therefore, it is necessary to develop a concept of management of halal tourism that not only offer products and services that are halal but also provide convenience, security, and comfort in performing prayers. To achieve these objectives, it is necessary to apply the maqashid sharia in the management of halal tourism so that it can bring welfare to the world and the hereafter.

In general, the concept of maqashid syariah consists of the concept of dharuriyyat, hajjiyyat, and tahsiniyyat. Dharuriyyat is something that must exist. If it does not exist then it will bring destruction and death. There are five things that belong to this dharuriyyah ad-din (religion), an-nafs (soul), an-nasl (descendants), al-mal (wealth), and al-aql (mind).

Ad-Din (religion)

Religion is a basic necessity for everyone. Religion is also a fundamental right for everyone to be protected. In Indonesia, the state guarantees all its citizens to embrace and practice religion according to their beliefs. No group should forbid the worship of other religious groups for any reason. The state must even facilitate its citizens to carry out their religious orders.

In connection with halal tourism, the manager or management should be able to provide convenience, security, and comfort for tourists to perform prayers. Faithful tourist destinations must be equipped with a mosque or mushala equipped with all the supporting equipment such as toilets and places of ablution in either the tourist attractions, hotels, restaurants, shopping centers, and other halal destinations. Likewise, in transportation companies, must give time and place to the consumer to perform prayers. Currently there are many tourist attractions that do not provide a mosque or a decent mosque and some do

not provide at all. Then management must also be able to arrange the place of tourism to minimize the space that can cause mixing of men and women or seclusion.

In addition, the products and services offered must be halal and should not be mixed with the products of goods and services that are haram. For example, a certified restaurant should not provide haram food and drinks. A halal-certified hotel must not allow guests who are not mahram to stay in one room, there may be no gambling and adultery facilities, and the food and drinks provided must be halal only. Likewise, transportation services must be able to provide space and time to consumers to perform prayers.

Management must also be able to create Islamic culture, especially on employees, especially in attire and speech. Not allowed to wear clothing that reveals aurat and speak rudely or behavior that is not in accordance with Islamic morals. Thus, the concept of the first maqashid sharia that keeps religion can be achieved.

An-Nafs (Soul)

The second maqashid concept is an-nafs (soul). This means that halal tourism management should be able to keep the soul of the tourists. Security should be kept as good as possible. Any acts of criminal acts, terror, and deeds that may cause unrest should be eliminated. Security must be in the form of physical and psychological. Sightseeing places and rides must have good safety standards and should not be dangerous. Security can be achieved by placing security officers in every corner that is considered vulnerable or by installing a CCTV camera to monitor the safety of the sights.

There is generally no difference between the application of safety standards of halal tourism to general one. So, for the concept of this second maqashid sharia already existed in a lot of management who implemented it. But there is a possibility there are some halal tourist destinations that are still lacking in providing a sense of security to tourists. So, the implementation of the concept of hifdzu nafs should remain a concern of halal tourism management in Indonesia.

An-Nasl (Hereditary)

The third concept of maqashid sharia is an-nasl (heredity). Descendants are the next generation who will continue to life in this world. One of the command of Allah and His Messenger to the Muslims is "qu anfasukum wa ahlikum nara" which is the command to keep the self and the family from the fire of hell. Muslims are also ordered to keep their offspring so that they will not become weak descendants. Muslims are commanded to always educate their offspring to be strong descendants.

The third concept of maqashid sharia, safety procedure to kids should be applied with the management of halal tourism. This means managers or management must provide child-friendly facilities and infrastructure. Tourist attractions and rides should be equipped with safety standards for children. Child safety standards are certainly higher than the standard of safety for adults. Surely this should be a serious concern for halal tour operators in Indonesia. In addition to safety standards, managers should also pay attention to the standard of entertainment and services suitable for children. Do not let children become marginalized because there is no tourist attraction and special rides for children.

Al-Mal (Wealth)

The fourth concept of maqashid sharia is al-mal (wealth). Maintaining the security of property is a thing to be done halal tourism management to attract tourists to visit. This



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security reason is one of the most important considerations of tourists. Management should be as much as possible to take care of the best property to tourists from all the kind of theft, robbery, and fraud.

Provision of financial services is one way to achieve this fourth maqashid of sharia. Various payment facilities such as transfers, credit cards, or e-money is one way to guard the property. This is because electronic money or non-cash payments can minimize the risk of theft and robbery.

In addition to the above two things, hifdzul mall (keeping property) should also be applied to all aspects of halal tourism management. For example, in the process of promotion and marketing of halal tourism destinations, should be delivered properly so that tourists do not feel cheated by promotions and marketing that make up and does not match reality. Then in terms of price transparency a product of goods and services must be delivered honestly without any element of fraud and uncertainty. The price offered should be in accordance with reality so that tourists do not feel cheated. The method of payment used should be avoided from the element of usury so that no party is harmed.

Al-Aql (Intellect)

The rule of the fifth maqashid of sharia is Al-Aql (Intellect). Management of halal tourism should be able to maintain sense, meaning that it should not provide products or services that can damage the mind like liquor and gambling. Management must be able to manage well and provide all the information well to the tourists to keep their minds to be free from stress. This is a very important considering the main purpose of visiting tourists is to free their mind and physical from fatigue during work.

Application of the above maqashid sharia is a must in the management of halal tourism. Because this is what distinguishes and become the main attraction of halal tourist destinations with other tours. Thus, it can be an attraction for Muslim tourists to visit Indonesia.

C. CONCLUSION

Maqasid shari'ah is the objective set by syar'i in the establishment of a law or a rule that aims to achieve the welfare of life both in the world and in the hereafter. The rules of maqashid shari'ah actually have been developed since the time of the prophet, companions, and tabiins. They follow the path of ijtihad done by their predecessors in establishing a law that is not clearly regulated in the Quran and Sunnah. However, the full use of Shariah maqashid was started by Al-Hakim At-Tirmidhi and culminated in the time of As-Syatibi. He succeeded in accumulating the theory of maqashid shari'a from earlier scholars into a whole theory and making it a study and stand-alone discipline.

Maqashid syariah should be implemented in the management of halal tourism in Indonesia to attract the interest of Muslim tourists. Indonesia as a country with the largest Muslim population in the world has great potential in the development of halal tourism destinations. Over the past three years, Indonesia has continued to ramp up on assessments made by the Global Muslim Travel Index. In 2015 Indonesia occupies the sixth position, in 2016 in the fourth position, and the last in 2017 Indonesia managed to rise to the third position. However, the development

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and improvement in all aspects should continue to be done considering Indonesia has the potential to become the main destination of world halal tourism destination in 2018. So the application of maqashid sharia in the management of halal tourism becomes a necessity that must be done.

In short, halal tourism destinations in Indonesia should be able to guarantee and keep the five basic points in the maqashid of sharia that is able to keep religion, soul, hereditary, wealth, and intellect. This is believed to be one of the attractions of halal destinations in Indonesia so as to attract Muslim tourists. Thus, will bring enormous profits for this nation, especially in the income of foreign exchange. In the end, the welfare of society will increase so that it will bring benefit to everyone.

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Can Corporate Social Responsibility Effects To The Tourism Environment By Traditional Food Benefits? (Case Study: Banjarmasin, Indonesia)

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ABSTRACT

This study aims to concern about corporate social responsibility that effect to tourism environment which is ethical factors. We know that tourism environment in some tourism place is very important to Indonesian people or Foreigner such as how to get the best promotion strategic for a favourite place with other tourism place in Banjarmasin. Moreover, they must have some kinds of best products that can promote by system or by face to face. Even though, every location has a different pattern of behaviour tourist and culture. We should consider that around the tourism environment has good position for social communities to sell their products because of some government role such as parking area, rest room, and traditional foods around the tourism place. So, in this case their products can increase some stakeholders to join the business project with social communities or government. For the future, they should make some innovation product to get best public performance such as recycling bins and best transportations that can access to the tourism place. Then, for the government project can increase the tourism supply sectors such as art, culture, entertainment that tourist can visit Banjarmasin as well.

Type of Paper: Conceptual

Keywords: ethical factor, corporate social responsibility, stakeholder, tourism environment.

1. INTRODUCTION

Tourism is one of the world's industries and has become growing economic sectors as well. The management of tourism effects to the conditions of destinations tourist area and social communities that can produces some kinds of traditional foods. Tourism can be seen as a complex system combined culture values, quality of life, and economic systems which is tourism takes nature place over time (Liburd, 2010). In terms of tourism, this change in emphasis was possible because of commercial tourist industry, there had continued a strategic of traditional foods for tourist, based on the knowledge, some people said that resulting from contacts with nature, historical moments, and people of different cultures where physical effort is not viewed as a nuisance but as a source of satisfaction of foods. Tourist can be experienced with traditional foods around the tourism place because of original taste. In this case, there is an additional humanistic aspect: the consciousness of a close relationship with another person to share some kinds of foods in the area. Essentially, therefore, ecotourism is not a new phenomenon from other people. Nature area should be one of the internal factors that were responsible for development of tourism.

Society's attitude towards historical moments of traditional foods by society evolved in a similar way. During the period of romanticism, people acknowledged the value of relics of the past and started to set up nature restaurant around the beach, mountain area. The discovering of tourism place was followed by a natural need that some tourist can explore it, thus giving a traditional food likes cassava



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and they can buy the local foods in the area as well. There was also feedback; the people who enjoyed tourism were finding new, interesting cultural and natural objects for traditional foods in the course of their wanderings. By recording various threats, in many cases they became the first defenders of nature and culture as well.

2. THEORETICAL FRAMEWORK

Ecotourism and protected areas

Protected areas, which are also regions of significant tourist attraction, are formed in three ways:

- Tourist regions that have been exploited particularly intensively are put under protection. This is a typical case for mountain national parks.
- A region is recognized as an interesting site after it has been declared a protected area - who would have thought that vast marshlands or peat bogs could become an attraction until naturalists began calling for their protection?
- Protection is introduced, among other reasons, to save the tourist attractions of a region, e.g. from industrial exploitation. This is the objective of many scenic protection areas.

In all these cases, if tourism evolves into a large-scale movement, sooner or later a sharp conflict appears between the requirements of protection and the tourist industry. Frequent contact with natural environmental and cultural devastation brought about by large-scale, commercial tourism has often led to restrictive or even prohibitive attitudes on the part of those who are professionally or emotionally connected with nature conservation, and such an attitude is manifested in a tendency to expel tourism from the protected areas. For this reason, nature conservationists are often accused of fundamentalism, of hampering development or obstructing local community welfare and of wanting to establish exclusive reserves for scientists and/or wealthy people. The reaction may be rapid forest exploitation or development in commercial tourist sites in order to anticipate possible conservation measures. A recurring worry for devoted nature tourists is to find all interesting regions turned into either huge amusement grounds, fashionably called "parks", or strict reserves that are closed to the public. For tourist can be a solution, or at least for it to mitigate the conflicts just mentioned, a lot of goodwill and accurate information are required on the part of all parties involved - especially the conservation organizations, local communities and the commercial tourist operators. They should know what ecotourism is good for as well as what its virtues, drawbacks and possible limitations are. Conservationists should be conscious of the fact that suppressing tourism is impossible and inexpedient: impossible, because the pressures and expectations are too high, and inexpedient.

The authorities responsible for conservation should consider tourism when deciding on management plans for a given area. Rules aimed at sustainable use as well as accurate estimates of the tourist carrying capacity of a given region become crucial. This is not a simple challenge, and requires environmental, economic and social studies on quite a large scale. It is not sufficient to estimate the environment's tolerance threshold. On the one hand, by definition ecotourism should not devastate the natural or cultural environment while it should provide the satisfaction and benefits anticipated by all interested parties.

Ecotourism essentially depends on the attitude of local communities. Very often, areas that are attractive for their natural and tourist qualities are poor in comparison with other parts of the country. Therefore, any chance of capital inflow and new investments in the tourist business is gladly welcomed by society, for the environment and the local culture. All countries have their examples: a typical case occurred a few years ago in the Masurian Lakes region of eastern Poland. A West European investor intended to build a hotel on a wild peninsula on the largest Polish lake, Shiardwy. Local authorities, tempted by the predicted financial benefits eagerly accepted the offer, although the peninsula as well as the whole lake was part of a scenic park. The local population contested this

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decision, which caused the central Polish authorities to intervene. The controversial investment has been stopped but no one has yet worked out or suggested a positive development alternative.

CONCLUSION

Tourism is today an important sector of the world economy; without doubt it is less damaging to the environment than the war industry, for instance, yet it still presents a number of problems. Sustainable tourism may contribute to the resolution of these problems to some extent. However, to capitalize on this opportunity, a number of obstacles need to be overcome, including those caused by misunderstandings and a lack of information. This article has attempted to indicate some of the potential and requirements of this field with the hope that it will contribute to further research, international contacts and cooperation. Efforts in this area should be based on the understanding that conservation is an indispensable condition for sustainable tourism such as traditional foods and facilities of tourism area by local communities. Tourism that respects the rules of sustainable development opens perspectives for efficient action aimed at the conservation of our common heritage.

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Indonesian Hajj Satisfaction Dimensions

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ABSTRACT

Although there is an abundance of studies on leisure tourist satisfaction and perceived quality of respective tourist destinations, these issues have remained largely neglected when it comes to pilgrimage destinations. The aim of this paper is to examine the important issues in the consumption of sacred place within the context of Hajj, the Islamic pilgrimage to Makkah, by investigating the Hajj satisfaction dimensions by using the case of Indonesian Hajj. This study is using HAJQUAL which was developed based on SERVQUAL. Thus, this research extends HAJQUAL and apply it specifically to Indonesian Hajj context as limited English publication investigate Indonesian Hajj. Future research will be suggested

Keywords: pilgrimage destination, Hajj, SERVQUAL, HAJQUAL

INTRODUCTION

Religious tourism in the form of a pilgrimage is not a new phenomenon (Timothy & Olsen, 2006). In general, there are at least two major reasons why adherents of a particular religion undertake the pilgrimage. The first is to visit the 'holy land' where religion was born, and become closer to their deity as a result of their experience (Shinde, 2007). Religious tourism is defined as a visit to a sacred place that is partly or wholly motivated by a religion (Rinschede, 1992). The second is for secular travellers to travel to escape their daily routine and for material benefits (Vukonic & Matesic, 1996). In this modern world, pilgrimage and tourism increasingly overlap as people travel with both leisure and spiritual motivations.

Pilgrimage requires travel and accommodation. Hence, it can be big business for the destination and intermediary countries (Sizer, 1999) an effect noted in different religions including Islam, Christianity, Hinduism or Buddhism (Higgins & Hamilton, 2011; Olsen & Wilkinson, 2017; Quranshi, 2017; Winter & Gasson, 1996; Zaidman, 2003). Tour operators catering to this market want to provide the best services possible and provide maximum satisfaction from the pilgrimage experience. Despite its economics benefit, however, fewer studies related to the management of the pilgrimage destinations (Shackley, 2001, 2008), and there is lack of research in the area of religious tourism particularly in Hajj as the most important religious event for Muslims (Eid, 2012; Jabnoun, 2003).

Hajj (pilgrimage to Makkah) is a religious duty. It is the fifth pillar of Islam and compulsory for every Muslim in the world at least once in a lifetime, especially for those who are both healthy and financially capable. The order of Hajj was directly from Allah and was written in the holy Quran Surah Al-Hajj 22:27. It was not clear when Hajj was actually started, but according to some literature, it was started since 2000 BC during the time of prophet Ibrahim aka Abraham (Schneider et al., 2011). This indicates that Hajj is the oldest and the most sacred pilgrimage in Islam with highly significant impact to all Muslims in the world (Clingingsmith et al., 2009; Jafari & Scott, 2014). Therefore, Hajj is being anticipated by many Muslims. People travel from every corner of the world to go to Makkah to answer the calling from Allah. Hajj requires extensive mental and financial preparation as well as

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knowledge of Hajj rituals. Once Hajj is completed the pilgrim will obtain the title of Hajji or Hajja (Shamsudin et al., 2014; Timothy & Iverson, 2006; Utomo et al., 2016).

Hajj has changed over time. One hundred years ago, pilgrims travelled to Makkah by foot, camel or steamship. The two countries with the largest Muslim population, Malaysia and Indonesia, travelled by steamships operated by the European companies (Miller, 2006). Travel to Makkah by sea could take up to six months or up to two years by foot from Morocco (Coskun, 2012; El Moudden, 1990; Pearson, 1995). Furthermore, pilgrims had to prepare themselves for this difficult journey since it involves risk and unexpected circumstances such as diseases, storms or even death. Hajj could not be considered as leisure tourism (Jafari & Scott, 2014). Recently, however, with the invention of modern technology such as aeroplanes, travelling to Makkah is easier and it is changing the Hajj travelling to a different experience.

In the late twentieth century, 91.7% pilgrims travel to Makkah by air, with only 1.6% by sea and the remainder (6.7%) by land (Memish, 2010). One of the reasons is because of the growing economy in some Muslim countries and making the cost of airline is becoming more affordable. This growing economy has increased demand for *Hajj*. *Hajj* travel agents compete with each other to attract pilgrims by offering different types of *Hajj* packages, from economical to the luxurious. Today, in Makkah, there are many luxury high-rise malls and hotels to accommodate some wealthy pilgrims. Today, private *Hajj* organisers and the Indonesian government try to make Hajj a satisfactory experience for their people. Overall there has been a remarkable reduction in the hardship involved in *Hajj* for Indonesian pilgrims. Islamic religious scholars disagree about how eliminating the hardships of the *Hajj* impacts the outcome of this spiritual journey when the pilgrims return home (Abdurrahman, 2000; Gunlu & Okumus, 2010; Hassan, 2007). This suggests a need for research on the effect of *Hajj* satisfaction on spirituality upon returning home. Such research would contribute to understanding the religious and psychological impacts of pilgrimage. This article represents the first attempt in examining the spiritual outcomes from *Hajj* in Indonesia. It focuses on the Indonesian *Hajj* since Indonesia is the largest Muslim country in the world and receives the largest *Hajj* quota annually.

***Hajj* Satisfaction**

Most previous research on Hajj has studied pilgrimage satisfaction (Gupta & Bukhari, 2016; Krešić et al., 2013). Much satisfaction research in tourism has concentrated on tourists evaluating service quality using the same dimensions as those used in SERVQUAL (Parasuraman et al., 1985). Their aim is to find out the key factors contributing to the overall tourism service quality such as tourist experience (Fick & Brent Ritchie, 1991; Otto & Ritchie, 1996). The initial study of *Hajj* quality were also based on SERVQUAL dimensions (reliability, responsiveness, assurance, empathy and tangibles) as developed by Jabnoun (2003). He developed measurement items for *Hajj* and named this HAJQUAL. The aim of this study was to help *Hajj* agents in United Arab Emirates (UAE) to improve their services. He also claimed that this measurement items can be applied to other Muslim countries. The HAJQUAL has seven dimensions with forty-one items. The dimensions respectively are (1) Human service, (2) Makkah accommodation, (3) Mina-Arafa, (4) Accessibility, (5) Bathroom Accessibility, (6) Bathroom cleanliness, (7) Accommodation outside Makkah.

This study adopts HAJQUAL measurement items as well as other items suggested by the literature. Scholars mostly investigate the process of Hajj satisfaction at the destination (during the Hajj) (Eid, 2012; Jabnoun, 2003; Raj, 2015) which relate to accommodation (Al-Harbi, 1998), airport services (Khan, 2011), health related services (Abdalla et al., 2010; Shafi et al., 2008), transportation (Tayan & Al-Binali, 2013) and 'after' Hajj in terms of the relationship with travel agent (Achyar & Oktora, 2013; Oktora & Achyar, 2014). However, none of the previous research on the Indonesian Hajj investigates problem before departure such as the length of wait, which become the main concern for a country with a large Muslim population like Indonesia. Saudi Arabia has established



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quotas for countries with large Muslim population. Thus, a country like Indonesia or Pakistan has a long waiting list. (Clingingsmith et al., 2009). The waiting list for Hajj regular in Indonesia was about six to seven years for 2015 Hajj and one to two years for the Hajj plus. This is since most of these research conducted in developed countries with no waiting list, such as United Arab Emirates, United States, United Kingdom and Australia.

METHODOLOGY

The aim of this study is to explore the Indonesian *Hajj* satisfaction dimensions. In order to obtain this objective, a qualitative exploratory research strategy is adopted by applying a snowballing technique (Smith, 2012). More specifically, given that the main focus of this research is on the perception of the pilgrims, in-depth interview methods will be employed. Hence, collection of deeper *Hajj* experience between different *Hajj* packages (regular and plus) will be collected from pilgrims (Phillimore & Goodson, 2004). The duration of the in-depth interviews were not exceed one and a half hours, otherwise both parties could be fatigued from the experience (Burgess, 1990). However, a shorter time will likely be more suitable. Although, research findings will be saturated within twelve interviews (Ferguson & ebrary, 2006), Charmaz and Belgrave (2002) recommends that the usually accepted number is around 20 – 25 participants.

Before conducting the main data collection, the researcher pilot-tested the interview protocol with a respondent who had undertaken *Hajj* regular and another who had undertaken *Hajj* plus. This was considered important as these two packages provide different experiences and levels of service and facilities. As a result, table 3.1 summarised these differences. These are mainly in the quality of accommodation, distance to the *Masjidil Haraam* (The Grand Mosque), length of wait, transportation and food.

Table 1 Different Features between Hajj regular and Hajj plus in 2015

Features	<i>Hajj</i> Regular	<i>Hajj</i> Plus
Accommodation	Regular hotel	Five-star hotel
Room sharing	Six to eight people	Two to four people
Distance to <i>Masjidil Haraam</i> (The Grand Mosque)	4-5 km	Less than 500 metres
Length of wait to obtain <i>Hajj</i> visa	6-7 years (registered in 2009) 21 years (registered in 2015)	1-3 years (registered in 2012) 7-8 years (registered in 2015)
Transportation during <i>Hajj</i> rituals	Public transport	Provided by the travel agent
Food	Once a day in 2015 (International menu with rice)	Three times a day (catering with Indonesian cuisine)
Cost	US\$ 2,800-3,000	US\$ 9,000-15,000

Source: Author Personal Interview, 2015

The sample for in-depth interview was recruited from friends, relatives, mosque attendees during the Friday prayer and from recommendations by other *Hajjis*. Friends and relatives who had undertaken *Hajj* were contacted personally. From the mosque, the researcher inquired their contact numbers from *ustadz* or *imam*. After obtaining his permission then the researcher contacted the *Hajjis* and *Hajjas*. A total of thirty-five semi-structured in-depth interviews were conducted with *Hajjis* and *Hajjas* from Indonesia. The length of the interviews ranged from 25 to 60 minutes with an average time of approximately 30 minutes. Most interviews conducted in Surabaya were face to face

although five were conducted with participants from Mataram and Jakarta over the phone or Line to get varieties of responses. The face to face interviews were using the snowballing samples to *Hajji* and *Hajja* who had undertaken *Hajj* within the last three years when this study was conducted in 2015. All interviews were digitally recorded with the permission of participants. At the beginning of each interview, the researcher gave an overview of the project and its purpose in accordance with the ethical approval obtained. Then, the questions related to occupation, age and their type of *Hajj* were also being asked.

RESULTS

Once the qualitative interviews were completed, the digital recordings of the interviews were professionally transcribed and then coded using Nvivo 10 software for the content analysis. The data coding involved proving a code for certain words or content, identifying their patterns, and then interpreting their meanings. The three stages in qualitative data analysis include data reduction, display and drawing conclusions (Miles & Huberman, 1994). The purpose of data reduction is to identify categories, themes and concepts. Data display helps in mapping categories and themes into graphical representation, the final stage is conclusion drawing and verification. This stage is done by constantly checking the meaningful themes that can answer the research question(s) (Krathwohl, 1998; Miles & Huberman, 1994).

Hajji and *Hajja* were all enthusiastic about this study. They express their true feeling about their *Hajj* experience. This study tested items from the *Hajj* satisfaction scale used in the previous study titled “Development of HajQual: A Marketing Research Tool to Measure Hajj Service Quality” (Jabnoun, 2003). The scale consists of seven dimensions with 41 items. The dimensions are: human service (20 items), Makkah accommodation (3 items), Mina-Arafa (5 items), accessibility (4 items), bathroom accessibility (3 items), bathroom cleanliness (3 items), accommodation outside Makkah (3 items). To see if the items in this scale could be used in this new context, the researcher asked participants four questions with follow-up probing when a respondent mentioned an idea similar to one of the items. The first question asked of participants was “How satisfied were you with the services on your *Hajj*?” and responses were given by *Hajji* and *Hajja* from Indonesia based on their personal experience and feeling about the actual *Hajj* services.

The interviews resulted twenty-four items to retain for this study from the HajQual. The *Hajj* dimension satisfaction from the HAJQUAL related themes are accommodation, food and services. More than half of the respondents indicated that accommodation is to be the number one factor for their *Hajj* satisfaction. The process of data analysis was used Inductive coding and resulted in the data summarised in table 2.

Table 2 Hajj Satisfaction (Qualitative Findings)

Original Dimension (HajQual)	Retained items	New Dimension
Human Service	8 items	Tangible and Intangible
Makkah Accommodation	3 items	Tangible
Mina-Arafa	5 items	Tangible
Accessibility	1 item	Tangible
Bathroom Accessibility	3 items	Tangible
Bathroom Cleanliness	3 items	Tangible
Accommodation Outside Makkah	1 item	Tangible
Emerged from the interview (not in the HajQual)	None	Length of wait
Emerged from the interview (not in the HajQual)	None	<i>Hajj</i> experience
Emerged from the interview (not in the HajQual)	None	<i>Hajj</i> rituals



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The researcher looked for specific keywords that matched existing scales used to determine the factors of *Hajj* satisfaction. In addition, a new theme emerged from the interview not found in prior surveys that influence *Hajj* satisfaction – length of wait, *Hajj* experience and *Hajj* rituals. Hence, the in-depth interviews engaged in the discussion of the five key dimensions: (1) Tangible, (2) Intangible, (3) Length of Wait, (4) *Hajj* Experience and (5) *Hajj* Rituals.

Tangible (Dimension 1)

Based on the in-depth interviews for *Hajj* satisfaction, the researcher identified keywords related to physical quality of the travel package (tangible) such as accommodation, food quality and frequency of meals and comfortable transport. Accommodation was the most important factor for both *Hajj* regular and plus pilgrim satisfaction. Important themes mentioned during interviews that appeared to influence satisfaction with accommodation were: cleanliness, the distance between hotel and the Grand Mosque, and the condition of a tent during *wukuf* (one of the *Hajj* rituals) is also an important factor for their satisfaction. Each of these are discussed below.

Accommodation (Cleanliness)

The theme of accommodation cleanliness regularly emerged as an important factor influencing *Hajj* satisfaction. These themes emerged in 25 interviews (15 *Hajj* plus and 10 *Hajj* regular). Keywords mentioned in relation to cleanliness of the hotel as an important factor included hygienic, fresh, spotless, etc. For example:

The hotel in Makkah was comfortable and spotless, even though I had to share the room with six people. I was happy as I could stay next to my wife's room. I was thankful that I had arrived in Makkah (R4, male, 65, Surabaya, Hajj Regular).

The hotel's cleanliness was also an important indicator for *Hajj* satisfaction especially for the *Hajj* plus who demand more services as they paid more expensive in their travel package which include staying in a five-star hotel. One *Hajj* plus participant indicated:

The cleaning service was very good at my hotel they kept the room fresh....so I could have a good sleep every night (P13, Female, 58, Surabaya, Hajj Plus).

It may be concluded that *Hajj* regular and *Hajj* plus shared cleanliness as a factor in determining *Hajj* satisfaction.

Accommodation (Distance between Hotel and the Grand Mosque)

The distance between hotel and the Grand Mosque (*Masjidil Haraam*) is emerged as an important factor in determining *Hajj* satisfaction. One *Hajj* plus participant noted:

The stay in Makkah was one of the most enjoyable experiences that I have ever involved myself with. However, I felt slightly guilty as I was staying at the 5 star Dar Al Tawhid Hotel in front of the Masjid al-Haram whilst other pilgrims stayed in a zero star Hotel with a 30 minute to one hour walk to the Grand Mosque during the hot weather (P3, Male, 60, Jakarta, Hajj Plus).

In above example, the participant indicates that the distance between hotel and the Grand Mosque is very important as the reward to pray inside the Grand Mosque is multiplied by thousands of times compare to the hotel room. Indeed, they can also perform *Umroh* which include *tawaf* (circling around Kaaba seven times) and *Sa'ee* (little run between the hill of Safa and Marwa) as many as they like inside the Grand Mosque (*Masjidil Haraam*). The more *Umroh* they perform the more reward they will obtain from Allah. Thus, the *Hajj* plus package is more fortunate as they stayed only 100 metres away from the Grand Mosque. On the other hand, the *Hajj* regular stayed about 5 km away from the Masjidil Haraam. So, they were not able to go to the Grand Mosque every day. An example provided by the *Hajj* regular:

I could not go to the Masjidil Haraam everyday as the bus was too crowded and I could not walk because it was too far and the sun was very hot. I wish I could stay a bit closer to the mosque, the hotel was about 4-5km away from the Masjidil Haraam. (R11, Male, 60, Surabaya, Hajj Regular)

This indicates that the distance between the accommodation and the Grand Mosque is one of the factors for their Hajj satisfaction.

Accommodation (Condition of Tents)

During *wukuf* (one of the *Hajj* rituals) pilgrims have to stay in a tent for at least 12 hours, this can be very hard for pilgrims who did not used to stay in a tent with an extreme hot weather. Thus, the present of Air-Conditioning is necessary for them. Some factors to emerge to explain these conditions were:

It was very hot in Arafah during wukuf, no air conditioner in a tent, it was only a fan. It was a big challenge for me (R18, Female, 49, Mataram, Hajj Regular).

The *Hajj* plus interviewees also shared the same experience:

We stayed in an air conditioner tent but it was still hot as there were so many holes in the side of the tent. I could not feel the air conditioner at all (P4, Female, 50, Jakarta, Hajj Plus).

The condition of a tent is emerged as an important factor in *Hajj* satisfaction. Although *Hajj* plus stayed in an air conditioner tent but it was still unsatisfactory due to the poor tent condition. Figure 1 shows the *Hajj* ritual processes.

The Sacred Journey

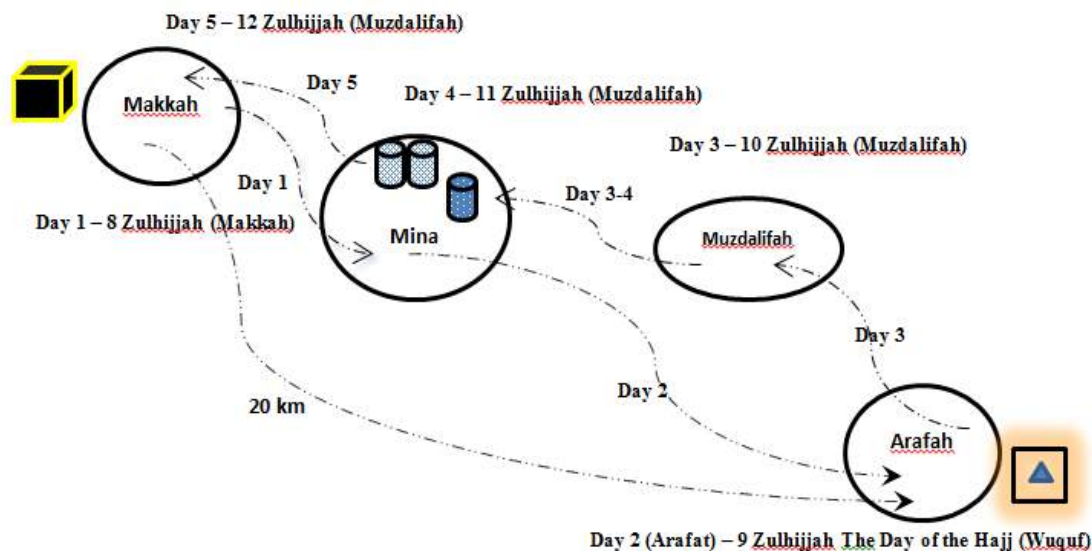


Figure 1 the *Hajj* Rituals
Source: KSA (2015)



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Food quality and frequency

The government in 2015 began providing meals once a day for lunch for *Hajj* regular (personal communication, December, 2015). However, it did not happen in 2016. During the interviews, participants keep mentioning about food and its quality, and as a result keywords such as meals, food, lunch, dinner were important factors determining *Hajj* satisfaction. For example:

The meal was really nice, they provided Indonesian food in my hotel. This made me feel at home. (P9, Male, 55, Surabaya, Hajj plus).

Hajj regular shared similar feeling that food was very important for their *Hajj*. The words “tasty” and “nice” emerged all the times when describing the quality of the food provided. All respondents (20 *Hajj* regular and 15 *Hajj* plus) indicated that food was an important factor in determining *Hajj* satisfaction. One *Hajj* regular participant mentioned:

Alhamdulillah (Thank God) this year is better than last year, especially as the government provided free food - one meal a day (R5, Male, 59, Surabaya, Hajj regular).

However, for the *Hajj* regular participants, food quality was not as expected. For example:

The food was tasteless I did not like it but it is still better than nothing (R9, Female, 55, Surabaya, Hajj regular).

Respondents suggested that the government should serve not only lunch but also dinner, especially for the *Hajj* regular, as indicated:

.....unfortunately only once a day, but at least it is clean (R10, Female, 55, Surabaya).

Therefore, food (quality and frequency) was one of the factors for *Hajj* satisfaction. The respondents preferred to have Indonesian food instead of international cuisine.

Comfortable transport

Many participants were concerned about transportation. Pilgrims have to move from one place to another during *Hajj* (see figure 1). Thus, they need comfortable and reliable transportation. There were different standards of transportation provided for *Hajj* regular and *Hajj* plus. During *Hajj* in 2015 the Indonesian government provided free transportation for *Hajj* regular from their accommodation to the Grand Mosque. For example:

The bus was free exclusively for Indonesian pilgrims (R15, Male, 52, Surabaya)

The transport from Jeddah to hotel in Makkah was free, but unfortunately the air conditioner was not working, this is a sign of uncomfortable transport as indicated by one of the respondents from the *Hajj* regular:

Transport from Jeddah was not good, it did not have air conditioning, but it took me to Makkah safely (R20, Male, 60 years old)

There is also an issue in the quantity of the free bus provided by the Indonesian government for the *Hajj* regular. As mentioned:

Transport was good but it was too crowded, some people decided to walk, if you wanted the free transport you had to wait longer. If I wanted to be fast I had to pay (R18, Female, 49, Mataram).

The issue of the transportation did not happen to the *Hajj* plus as they were transported by vehicles provided by the private *Hajj* travel agent. One participant indicated that

.....We were on the first class bus everywhere. Except from Mina to Arafah it was organised by Kingdom of Saudi Arabia (KSA), but from Medina to Makkah, the bus was provided by the Labaik Company and it was very comfortable (P3, Male, 60, Jakarta).

Intangible (Dimension 2)

Intangible factors that were found to influence *Hajj* satisfaction included individual attention, services, and politeness. These keywords were then grouped into one theme and labelled as Intangible. The author was then checked the original items of the HajQual and compared them with the interview responses. The result of the interview analysis was then change the dimension of human service in the HajQual as they consist of many different items which include not only intangible but also tangible attributes (20 items). Hence, in this research the author only looked for specific keywords which mention the intangible attributes during the interviews. The qualitative analysis resulted individual attention to be the most important factor in *Hajj* satisfaction.

Individual attention

An important theme that matches with the HajQual as intangible factors were personal caring by the *Hajj* organiser. In this study, both *Hajj* regular and *Hajj* plus demand good services personally. Keywords emerge from intangible services are mainly services from the *Hajj* providers such as documentation services (passport, visa), guidance during *Hajj* by the religious scholars (*Mutawwif*). For example:

The tour Guidance Group Hajj (KBIH) Nurul Faisa did everything for me. They helped me with my passport and they also had a Hajj course every month, so we could get to know each other very well before departed to Makkah. They also provided us with ihram, uniform. They gave us an individual attention (R15, Male, 52, Surabaya).

On the other hand, *Hajj* plus demand more attentive services such as the travel agent to respond to all questions quickly. For example:

.....services were good but there was a lack of training and communication. They did not respond to my text immediately when I asked about my Hajj visa (P12, Male, 60, Surabaya).

Personal services determine satisfaction for the *Hajj* plus as they paid more for their travel. The *Hajj* plus package requires more frequent *Hajj* courses and to be responsive in responding to questions. Participant in the *Hajj* plus demand more services.

Length of Wait (Dimension 3)

The HajQual did not have the waiting list in the measurement item as the survey was conducted in UAE (United Arab Emirates). However, this concept is a serious issue in Indonesia that may influence the *Hajj* satisfaction. Thus, this concept was emerged from the qualitative study, the length of wait. The author was asking a question of “How long did you have to wait to go for *Hajj*?” and the probing question “How did the waiting period effect your *Hajj* satisfaction?” Most of the respondents related their waiting time with the money that they have deposited in order to get the *Hajj* portion. Some keywords that emerge was deposit, too expensive and too long. This was similar for *Hajj* regular and *Hajj* plus. Although, *Hajj* plus has to wait shorter compare to the *Hajj* regular. This is also related to the next issue as well.

Hajj Deposited money

There are a total of 2.68 million Indonesians in 2015 registered for *Hajj* (Ministry of Religious Affairs Republic of Indonesia, 2015). As a result, there is a long waiting list to undertake *Hajj* from Indonesia as the normal quota allocated by the Kingdom of Saudi Arabia is only 211,000 pilgrims (Ministry of



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Religious Affairs Republic of Indonesia, 2016). Based on the personal conversation in January 2017 by phone, the current waiting time is 26 years (D. Septiarini, personal communication, January 27, 2017). The long waiting time impacts the *Hajj* satisfaction for pilgrims in general. Pilgrims have to pay a deposit in the amount of Rp.25, 000,000 (US\$2000) in order to be listed to go on *Hajj* portion, and some pilgrims require at least 5-10 years to save this amount (personal communication, 2015). This creates some dissatisfaction. For example:

I think the Hajj deposit was too expensive, especially I had to wait for 7 years. But now the waiting time is longer up to 20 years (R17, Female, 48, Surabaya, Hajj Regular).

Hajj personal experience (Dimension 4)

During the interviews half of the respondents mention that he has personal experience. The original question from the semi-structure interview was “How did you satisfied with your *Hajj*?” when the respondent responded the question some keywords such as friendship, harmony, brotherhood or sisterhood among pilgrims and lastly praying at the sacred place outside of the *Hajj* rituals which they believe that Allah will always listen to their prayers. The researcher then grouped them as their personal experience. These are statements from the participants about the harmony and praying at the sacred place (*Multazam*) inside the Grand Mosque. As this items were not included in the HajQual. The author considers this items as a new dimension that emerge from the qualitative study that impact *Hajj* satisfaction.

Harmony with others

Pilgrims are from different nationalities. Therefore, respecting and helping each other is a must during *Hajj*. One participant mentioned

The brotherhood and sisterhood of people from all over the world (R10, Female, 55, Surabaya).

The massive gathering of *Hajj* in Makkah creates harmony among Muslims. The keywords of brotherhood and sisterhood are indicating that they respect each other as Muslims.

Praying at the most sacred place

The most important *Hajj* personal experience for participants were able to pray at the *Multazam* (the most sacred place) inside the *Masjidil Haraam* (the Grand Mosque). This sacred place is located between the black stone (*Hajar Aswad*) and the Kaabah door. And also at the *maqam Ibrahim* (the Ibrahim’s foot print). It is called the sacred place as Allah guarantees to grant all of their wishes when they made prayers. The keywords are the multazam. For example:

I cried as I could not believe myself I was front of Kaaba, the multazam, it was such a miracle (R2, Female, 60, Surabaya).

Hajj Rituals (Dimension 5)

During the interviews, one probing question to the respondents were “what did you get from the *Hajj* rituals?” Surprisingly, many different responses are provided and the *Hajj* rituals emerge as one important factor for *Hajj* satisfaction and Islamic Religious Commitment. Thirty-two participants agreed that the perfect rituals lead to the *Hajj* satisfaction and increase their commitment to Islam. Participants were trying to remember how they did the rituals. Some of them were excited to explain the five days’ rituals, and some of them had tears in their eyes to remember those days. Although the five days’ rituals were all important. However, the keywords that emerged most frequently were

Tawaaf, Sa'ee and Wukuf. The keywords such as: rituals, successfully, accepted indicate their *Hajj* satisfaction. One respondent mentions that

People were doing Tawaaf amazingly. We were circling the Kaaba 7 times and it was such a wonderful experience. I could do all the rituals successfully without any problems, hopefully Allah accepted my Hajj and forgive all my sins (R1, Female, 65, Surabaya).

The researcher found the word *Sa'ee* mentioned repeatedly by the respondents. One participant mention about *Sa'ee* excitedly:

We were running back and forth seven times from Safa and Marwa to do Sa'ee and people were helping each other. No one was trying to hurt each other. It was such a perfect harmony (P5, Male, 65, Bandung)

The most memorable experience during *Hajj* was when they were doing *Wukuf* in the plain of Arafah. One participant indicated this experience with tears in her eyes.

I was crying as I remembered all my past sins during the wukuf. We stayed there for at least 12 hours in a tent. I kept on reciting Qur'an and asked Allah for giving me health and prosperity in this world. (R18, Female, 49, Mataram).

CONCLUSION

The main concern of this study is to explore the Indonesian *Hajj* satisfaction dimensions in order to extend the HAJQUAL (Jabnoun, 2003). The findings show that *Hajj* satisfaction dimensions are related to HAJQUAL which mainly measuring *Hajj* satisfaction physically as well as non-physically which relate to tour agent services. People want to have the best services as they are going to a vacation. They demand high quality accommodation, transportation and food. Moreover, pilgrims also want to be given full attention to their complaints about services. People want fast services like they stay in a five-star hotel during their regular holiday. They do not realise that they are actually on a pilgrimage.

In some extent, *Hajj* has been commodified. The spiritual experiences of *Hajj* in Makkah, Saudi Arabia has been transformed to become touristic experiences. Then, what happen with the *Hajj* authenticity? Some of the historical buildings have been bulldozed and turn into high-rise buildings such as luxury hotels, restaurants and shopping centres. People seem to be divided into classes as some stay in the five-star hotels with twenty-four hours room service while others sleep in a cheap motel rooms or even at the side of the road. *Hajj* plus versus *Hajj* regular are the obvious examples of *Hajj* commodification in Indonesia. This is still an on-going discussion among scholars (Quranshi, 2017; Taylor, 2011). Whether this is true or not further study needs to explore the impact of the *Hajj* commodification when pilgrims return home.

The modern *Hajj* has changed people's attitude and expectation toward *Hajj* experience. As a result undertaking *Hajj* has a different outcome compare to about fifty years ago. The changing *Hajj* experience may result that undertaking *Hajj* is only to fulfil the fifth pillar of Islam without any impact in the Islamic religiosity. This is completely different than the past as undertaking *Hajj* was actually learning about Islam and gaining some knowledge in the holy land from religious scholars who live there. So, when *Hajji* return home, they can teach Islam and receive more respect from the community. It seems that this practice is no longer applicable and with all the facilities in Makkah undertaking *Hajj* becoming similar to any secular tourism. Further research needs to explore this area.

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Creative Industry Development Strategy As A Driver For Tourist Destination In Banten Province

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ABSTRACT

Creative industry has a big influence on the development of tourist destination. Developing creative industry which is the part of tourism industry is an assertion in the present. The synergy between the creative economy and the tourism sector is a potential economic development model to be developed in Indonesia, including the Province of Banten. Banten has the potential of tourism and wicker, local wealth of Batik Banten, and Weaving Baduy. Banten Province also has 34 centers of small and medium industries including snack center, footwear, metal, bricks, and tile scattered in Serang, Pandeglang, and Lebak. The purpose of this paper is to explore: (1) Main actors & driving factors of creative industry development (2) Strategy of creative industry development in Banten Province, and (3) Development potential of creative industry as driver of tourist destination in Banten Province. This method of writing is a study of literature with descriptive and explorative approaches. It can be concluded that to develop the creative economy as a driver of the tourism sector requires connectivity, by creating creative product outlets in strategic locations and close to tourist spots. These outlets can be counter or craft centers that can be packaged in tour packages.

Keywords: Creative industry, creative economy, strategy development, tourist destination

INTRODUCTION

Every country, including Indonesia, strives to compete in domestic and foreign markets. These conditions can be solved by encouraging a more competitive, sustainable, creativity-based, resource-based environment where ideas can provide economic and social well-being for society. Indonesia is being intensively built, in economic development, socio-cultural development, politics and security, racing in joint progress with its people. It needs creative economic and economic development in Indonesia to be ready to take advantage and seize the market opportunities that are more competitive.

The development of creative economy is the right choice to maintain economic resilience during global crisis conditions. Creative economy at the moment is considered to be able to contribute significantly, creating a positive business climate to build the image and identity of the nation, based on renewable resources to create innovation and creativity that is a competitive advantage of a nation and provide a positive social impact for the regional economy. According to the United Nations Conference on Trade and Development (UNCTAD, 2008), the creative industry contributes significantly to the country's economy, namely increased export value, large employment, and one contributor of Gross Domestic Product (GDP).

This opinion, supported by the results of the 2016 creative economic statistics shows that in the period 2010-2015, creative economy GDP increased from 525.96 trillion to 852.24 trillion (an average increase of 10.14% per annum). While the three countries export destination of the largest creative economy commodity in the year 2015 is United States 31,72% then Japan 6,74%, and Taiwan 4,99%. For the creative economy sector, 2010-2015 has grown by 2.15%, where the



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number of creative economy workers in 2015 is 15.9 million people. The power of the creative economy lies in its human resources that rely on creative ideas and innovation (BPS, 2016).

Some ministries particularly interested in creative industry such as The Ministry of Commerce, The Ministry of Industry, The Ministry of Tourism, The Ministry of Manpower, and The Ministry of Communication and Informatics. The existence of cheaper and more efficient targets in the production and distribution process resulted in a shift in industrial concentration from western countries to developing countries such as Asia because it can no longer compete with cheaper costs in the Republic of China and Japan. This phenomenon directs industries in developed countries to optimize human resources and creativity. For that reason since the 1990s the world economy has begun to shift towards an economy that is supported by creativity with the term creative economy through creative industry.

In Indonesia the creative industry last year contributed around 800 trillion rupiahs or 8 percent of the total Gross Domestic Product (GDP), with a growth of five percent annually. Creative industry is the fourth largest sector that absorbs labor. Seeing the potential's existence, the government continues to encourage startup to grow. In addition to providing a container for creative industry executives outpour their ideas, the important is the equity of the internet. It must be acknowledged that the internet network plays an important role in the introduction and marketing of creative industry products. Online marketing system has a very wide reach and in a short time, equity of internet access becomes the obligation of the Ministry of Communications and Informatics for the creative digital-based economy can continue to grow. Currently, there are 16 sub-sectors that will continue to grow during 2015 - 2019, they are performing arts, fine arts, television and radio, game application, architecture, interior design, visual communication design, advertising, music, publishing, photography, product design, fashion, animated and video movies, crafts, and culinary.

Banten Province is one of the provinces famous for its excellent products and culture and able to produce a variety of creative crafts. These can be mentioned, such as: textiles, factory products, leather goods, timber and wicker and stone articles. These goods are excellent for export, and able to compete in the international arena. The product is a result of 320 SMEs that can compete with products from competitors. It is a product that must be developed creatively and innovative, also strived to improve the quality of business.

Banten Province is a province established based on Law Number 23/2000, administratively divided into 4 regencies, they are Serang, Pandeglang, Lebak, Tangerang, and 4 cities they are Tangerang, Cilegon, Serang and South Tangerang. Banten position is very strategic because it is bordered by the nation's capital and supported by transportation infrastructure such as airport, port, railway line and the number of industrial area. Location of Banten is lied in the western end of Java Island positioned Banten as the gateway of Java and Sumatra and directly bordered to the DKI Jakarta as the nation's capital. This geostrategic position caused Banten as the main liaison of the Sumatra-Java trade route even as part of the Asia and international trade circulation as well as the potential agglomeration of the economy and settlement. The northern boundary borders the Java Sea, the west with the Sunda Strait, and in the south is bordered by the Indian Ocean, so that the region has considerable natural resources and human resources with a population of 11 million.

With considerable population potential as well as abundant natural resources and supported by adequate infrastructure, Banten should be able to outperform other provinces and be able to parallel with other provinces that have already been existed. There are many potentials that can be extracted to improve the welfare and economy of the Banten's people, one of them is by strengthening the creative industries produced by young people. The creative industry executives in Banten Province can develop their business by embedding the name of Banten to boost product marketing. Banten Province is considered to have a big name in terms of history, geography, culture and economy so that it can be used in a brand approach to boost business in the region.

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Banten itself has a variety of local products, especially in creative industries that have the potential to be developed, such as processed foods, weaving, and handicrafts. A variety of creative industry products with local wisdom approach can provide benefits for the Banten's people if it developed and packaged properly. Banten also has many of tourist destinations, from coastal tourism, natural tourism, religious tourism, educational, shopping, cultural and historical tourism. Those potentials will be mutually supportive and directly related to developing creative industries in Banten.

There are three main sectors in the creative industry that continue to be developed by the Ministry of Industry, among others culinary, fashion and handicraft which until now has become the biggest contributor to GDP. For the implementation in the regions, the role of the Industry and Trade Office, the Department of Cooperatives and MSMEs either province and regencies / cities has an important role in encouraging and strengthening the creative industries, in an effort to increase competitiveness and ready to enter the ASEAN Economic Community (MEA) competition.

In relation to the problem, the formula of problem in this research are:

1. How is the strategy of developing creative industry in Banten Province?
2. What is the development of the creative economy in the tourism sector?
3. How is the potential development of the creative industry as a cruiser in tourist destinations Banten Province?

The purpose of this research is to know: (1) Main actor & driving factor of the development of creative industry (2) Strategy of creative industry development in Banten Province (3) Potential of creative industry development as a driver tourism destination in Banten Province. The method used is literature study with explorative descriptive approach. This research is qualitative research which is based on secondary data. The sources used are relevant to the creative industry developers and tourism destination is the first step that the author did with the intent to explore theories relating to the authors of research reports as secondary data by reading and studying books or reports that can help the continuity of the author preparing the research report. Research brings empirical evidence to the importance of creative industry development, the finding of this work are expected to highlight the opportunities and strengthening creative industries in Banten Province.

DISCUSSION

1. Creative Industry

According to DCMS (Creative Digital Industries National Mapping Project ARC Center of Excellent for Creative Industries and Innovation, 2007) creative industry is an industry derived from the utilization of creativity, skills and individual talents to create welfare and employment through the creation and utilization of creativity and creativity Such individuals (NAF / WRT / 0011112009 January edition). While Mohammad Adam Jerusalem (2009), the creative industry is an industry that has authenticity in individual creativity, skills and talents that have the potential to generate income and job creation through the exploitation of intellectual property. While UNCTAD (2008) in Mohammad Adam Jerusalem (2009), the creative industries are:

1. The cycle of creation, production, and distribution of goods and services using creative and intellectual capital as the main input;
2. Part of a series of knowledge-based activities, focusing on the arts, potentially bringing in income from trade and intellectual property rights;
3. Consists of touchable and intellectually untouchable products or artistic services with creative content, economic value, and market objectives;
4. Cross-cutting between art, service and industry; and
5. Part of a dynamic sector of bam in the world of commerce.



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Based on the above opinions, the creative industry is an industry based on innovation, new ideas from creative human resources.

2. Classification of creative industries

According to the Ministry of Trade of the Republic of Industry in the book Creative Industry Development Toward Creative Economy Vision 2025, creative industries can be grouped into 14 sub sectors, and in its development plus one sub sector namely:

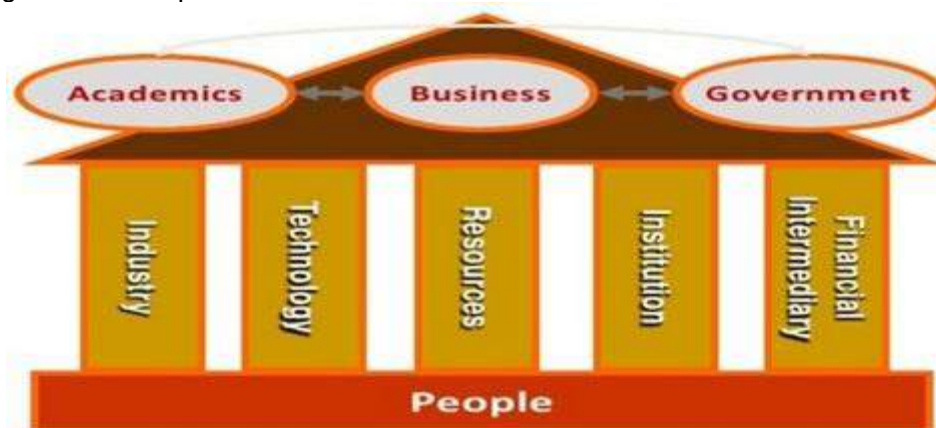
1. Advertising
2. Architecture
3. Art Markets
4. Craft
5. Design
6. Fashion
7. Video, Film and Photography
8. Interactive Games
9. Music
10. Performing Arts (showbiz)
11. Publishing and Printing
12. Computer Services and Software
13. Television & Radio (broadcasting)
14. Research and Development (R & D)
15. Culinary

Creative economy will be potential if supported by three things, that is Knowledge Creative), Skilled Worker, Labor Intensive to be able to be used to so much space in creative product industry that keep developing in Indonesia such as crafts, advertising, publishing and printing, television and radio, Architecture, music, design, and fashion (Betti Alisjahbana (2009).

3. Indonesia Creative Economy Development Model

Creative economic development model developed for Indonesia in the form of buildings consisting of foundation components, 5 pillars, and a roof that mutually reinforce in accordance with their respective functions. Explanation of components of creative economy building are as follows:

Figure 1: The Triple Helix



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Source : : Ministry of Trade of RI (2008)

FOUNDATION: People (Human Resources), the main asset of the creative industry that characterizes almost all sub-sectors of the creative industry

FIVE PILLARS that must be strengthened in developing the creative industries are:

1. Industry is a collection of companies engaged in the field of creative industries
2. Technology is an enabler to realize individual creativity in the form of real work.
3. Resources are inputs other than creativity and individual knowledge needed in the creative process, eg natural resources, land
4. Institution is the social order (norms, values, and laws) that regulate the interaction between economic actors, especially in the field of creative industries
5. Financial Intermediary is a financial distributor agency

ROOF: This creative economic building is shaped by triple helix interactions consisting of Business Intellectuals, Business, and Government as the main actors driving the creative industry.

4. The Triple Helix

The Triple Helix analysis was first expressed by Henry Etzkowitz and Loet Leydesdorff, and then reviewed by Gibbons et al (1994) in *The New Production of Knowledge* and Nowotny et al (2001) in *Re-Thinking Science*.

In the creative economy, the Triple Helix system serves as an umbrella linking Scholars (Intellectuals), Business, and Government within the framework of building the creative economy. Where the three helix is the main actors driving the birth of creativity, ideas, science, and technology are vital for the growth of creative industries. The close relationship, mutually supportive, and symbiotic relationship of mutualism between the three actors in relation to the foundations and pillars of the model of the creative economy will determine the development of a strong and sustainable creative economy.



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Figure 2. The Importance of Creative Economy



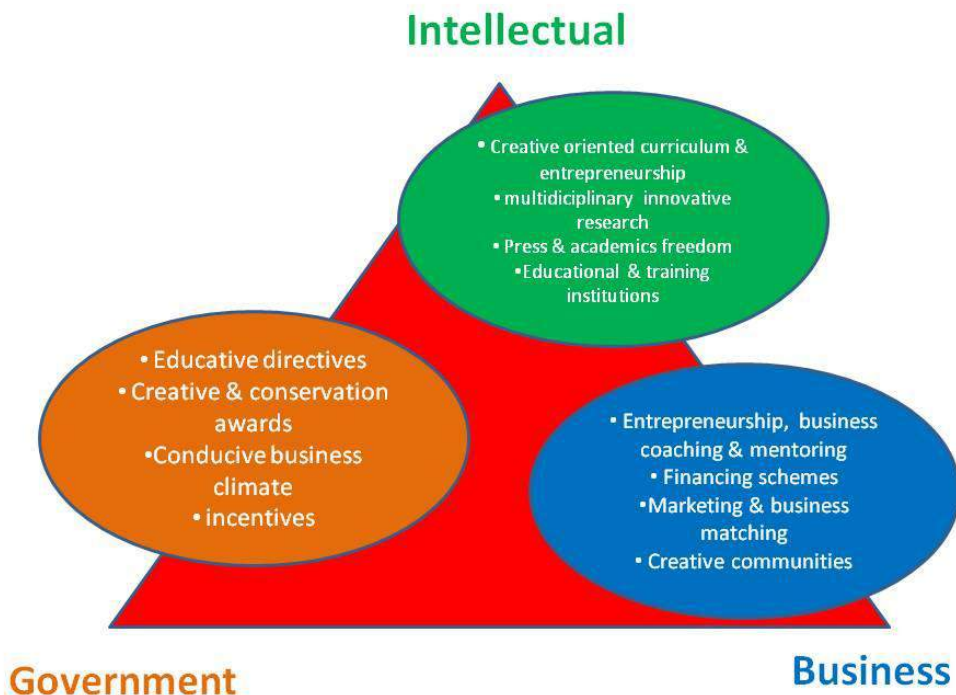
Source: Ministry of Trade of RI (2008)

One of the reason for the development of creative industries is the positive impact that will affect the social life, business climate, economic improvement, and also impact the image of a region. Indonesia is known as a country with many tribes and cultures. A city can represent its culture through unique, innovative, and creative ways. The development of creative economy will also has an impact on the improvement of the urban environment, either aesthetically or environmentally.

In the context of tourism, creative spaces are needed for the craftsmen to be able to produce products typical of tourist areas that can not be found in other areas. One of the most important place for a craftsman to be able to create a work is a workshop or studio. The workshop or studio as a creative space should be connected to the tourist area so as to create linkage or connectivity. Such connectivity is necessary to facilitate the production chain (Evans, 2009). Connectivity or linkage between a creative economy and a tourist can take the form of a sales outlet located in a tourist area. In other words, tourism becomes the venue for creative economy for production, distribution, and marketing.

This is to consider in the implementation of the linkage model is the determination of the location of outlets that must be cultivated in strategic places and close to the tourism spots. For example is the batik industry in Kampung Laweyan, Solo Central Java. Tourists can see the process of making batik, and after seeing the process of it tourists can visit batik sales outlets to buy batik as a souvenir.

Figure 3. Actors and Drivers of the Creative Industry



Source: Ministry of Trade of RI (2008)

The significance of the creative economy as seen in Figure 1 certainly requires the actors and the factors that will direct it to the point expected by all parties. There are three main actors in the development of creative economy, namely: government, business and intellectuals. Harmonization and integration of these three actors will be a huge "energy" in accelerating the development of creative industries in Indonesia, especially in Banten Province. Further explanation can be observed in Figure 3. Based on the picture can be known factors that will encourage the development of creative economy in Indonesia, namely:

- a) From the government side: educative directives, creative and conservation awards, and incentives.
- b) From the business side: entrepreneurship, business coaching and mentoring, financing schemes, marketing and business matching, creative communities.
- c) From the intellectual side: creative-oriented curriculum and entrepreneurship, press and academic freedom, multidisciplinary innovative research, educational and training institutions.

5. Tourism Destination

According Daryanto (1997: 167) in a complete Indonesian dictionary, defines the destination as "destination or destination area". Tourist destination is a geographical area located within one or more administrative areas in which there are tourist attractions, public facilities, tourism facilities, accessibility, and interconnected communities and complete the realization of tourism (Law Number 10/ 2009 on Tourism). Cooper et al (1993), said tourist destination is one of the most important elements because it becomes the reason people - people who travel and tourist attraction in it will attract tourist visits. While Gunn (1993), states that the tourist area (destination) is a place that not



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only provides everything that tourists can see, but also offers activities that can be done at the place and a fascination that attracts people to visit the place. From various opinions above, tourist destinations, should be a region that has the characteristics or uniqueness in order to provide the charm or attractiveness of a visitor during his visit and can even lure longer with a return visit to the destination.

Tourist destination is part of the tourist product. According Suswantoro (2007) understanding of tourism products is the overall service obtained, perceived or enjoyed by tourists since leaving his residence to the selected tourist destination to return to the home where the original departed. Tourism products as one of the objects of offerings in tourism marketing have the main elements consisting of three parts (Yoeti, 2002):

1. The attractiveness of a tourist destination, including the image imagined by tourists;
2. Facilities owned by tourist destinations, including accommodation, food processing business, parking, transportation, recreation and others;

Components - Travel Destinations:

1. Attraction: tourist attraction is anything interesting and worth to visit and be seen (Pendit, 1999: 20). Edward Inskeep (1991: 77) states tourist attractions can be divided into:
 - a) Natural attraction: encompassing Site Attraction, in the form of climate, scenery, flora and fauna, or historic place, and Event Attraction in the form of MICE activities (Meeting, Incentive, Conference, Exhibition), or sport events such as Olympic, World Cup, and others.
 - b) Cultural attraction: based on human activities such as karapan sapi, ngaben, sekaten, megeret pandan, burial of the corpse in Terunyan, and others.
 - c) Special types of attraction: This attraction is not related to the above two categories but is an artificial attraction like theme park, circus, shopping
2. Accessibility, is a convenience for tourists to access a destination.
3. Ancillary Service, provided by destinations to tourists and industry, in the form of marketing, development and coordination between components of the destination. Such as organizations / government agencies, private or joint government and private agencies.
4. Community Involvement, providing services and relationships created between tourists and the local community of a destination, will also influence whether the destination is good or not to be visited by tourists.

6. Creative Economy and Tourism Development

Tourism is defined as a temporary travel activity from the original residence to the destination for the reason not to settle or earn a living but only to have fun, to curiosity, to spend leisure or holiday time and other destinations (UNESCO 2009)). Meanwhile, according to Law No.10 / 2009 on Tourism, what is meant by tourism is a variety of tourism activities and supported by various facilities and services provided by the community, entrepreneurs, the government, and local government.

Someone or more who travels as well as doing tourism-related activities are called tourist. Tourists can be grouped into two, namely domestic tourists and foreign tourists. Domestic tourist is a tourist citizen of Indonesia who travel while foreign tourist is a foreign citizen who travel.

Based on the results of a recent UNWTO and WTTC study that visa facilitation efforts will impact an additional 2.6 million jobs in the APEC region plus an estimated foreign exchange of US \$ 89 billion generated from an additional 57 million foreign tourists visiting APEC countries. The addition of direct flights and infrastructure in the regions, will impact on increasing connectivity that will have a positive impact on the movement of visit of foreign tourists and domestic tourists.

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To develop tourism activities, tourist destinations should have at least the following components (UNESCO, 2009):

1. Object / attraction and tourist attraction
2. Transportation and infrastructure
3. Strategic accommodation
4. Food and beverage business
5. Other supporting services (things that support the smoothness of the tour, such as travel agents that organize travel tourists, sales of souvenirs, information, guidance services, post office, banks, money changers, internet, beauty salon)

"The creative economy and tourism sector are two things that are mutually influential and can be synergized if they are well managed "(Ooi, 2006). The concept of tourism activities can be defined by three factors, namely there must be something to see, something to do, and something to buy (Yoeti, 1985).

- a) Something to see, related to attractions in tourist destinations,
- b) Something to do, related to tourist activity in tourist areas,
- c) Something to buy, associated with typical souvenirs purchased in tourist areas as personal memorabilia.

In terms of human resources, the existence of a number of SMEs has the potential to be directed as creative industries. Banten tourism potential also includes natural attractions, cultural tourism, to historical tourism. Potential development of creative economy as a driving force of tourism sector in Indonesia still can not be implemented optimally. When compared to the pattern of overseas travel packages as described above, Indonesia adopted the form of the tour package into the tourist village. Until now, there have been many tourist villages emerging but only a small portion of the success (in the sense of being able to bring tourists regularly and improve the economy of its citizens).

The phenomenon of many tourist villages in Indonesia often happens not as a form of creativity, but more on prestige. The biggest weakness of the concept of the next tourist village is the lack of promotional efforts and there are no links with the creative industries for the production of souvenirs. Tourists simply come and go home without anything to remember (memorabilia) or to be promoted to other potential travelers.

In other words, it can be said that the creative economy and tourism sector in most cities in Indonesia have been running separately. The lack of unity between the creative economy and the tourism sector is seen from rare places selling souvenirs typical of the tourist area. Even if there is, the souvenirs' shop sold the souvenirs seem mediocre and can be easily found in other areas. Or in some cases, the souvenirs are located too far away. In essence, almost most cities / regencies in Indonesia have the potential to develop the creative economy as a driver of the tourism sector. Cities / regencies in Indonesia have different tourist attraction to be processed into a creative economy.

7. Potential of creative industries of tourism destinations in Banten Province

One of the provinces in Indonesia that continues to develop tourism is Banten Province. The province formed in 2000 has many tourism potentials that can increase the number of tourists visiting. But until now, there are still obstacles faced to develop Banten Province as a leading tourist destination in Indonesia. Banten Province in addition to having the potential of creative industries also have a lot of potential in tourist destinations, which can be developed. Based on data from the Tourism Office of Banten Province, there are more than 400 tourist objects. Objects offered can be grouped into natural attractions (81), cultural tourism (81), and special interest tours (36).

The local uniqueness of Banten Province is actually supported by the location, Banten Province which is advantageous. Because of its strategic location, Banten Province has tremendous



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tourism potential so that often become the choice of tourist spot for Jakarta residents and its surroundings. Tourism village is very potential for economic empowerment of local communities. One of tourism village in Banten is Baduy Tribe. It is a tribe that still strong Sundanese custom, and it is one of the original tribe in Banten. Baduy handicrafts which have several kinds of products such as souvenirs, woven fabrics, *lomar* (traditional headband), clothes, *koja* bags (made from root of the tree), scarves and machetes, attracted by foreign tourists from various countries visiting the Baduy Tribe's inland at Lebak Regency. The potential of handicrafts in Banten Province can be seen in Table 2.

Table 2. Household Craft Industry in Banten Province

Kind of craft	Location / District
Fossil Stone Sajira	Lebak Regency
Bumi Jaya Pottery	Village of Pottery in Bumi Jaya Village, Ciruas District, Serang Regency
Bendulu Ceramic	Bendulu Village, Serang Regency
Ciomas Machete	Ciomas Districts
Baduy Tribe Crafts	Baduy Village, Lebak Regency

Source: Yoeti, 1985 and processed

In terms of human resources, the existence of a number of SMEs has the potential to be directed as creative industries. Not stop there, Banten tourism potential also includes natural attractions, cultural tourism, to historical tourism. Potential development of creative economy as a driving force of tourism sector in Indonesia still can not be implemented optimally. When compared to the pattern of overseas travel packages as described above, Indonesia adopted the form of the tour package into the tourist village. Until now, there have been many tourist villages emerging but only a small portion of the success (in the sense of being able to bring tourists regularly and improve the economy of its citizens).

The phenomenon of many tourist villages in Indonesia often happens not as a form of creativity, but more on prestige. Very often encountered tourist villages whose infrastructure is not ready to be visited by tourists. The biggest weakness of the concept of the next tourist village is the lack of promotional efforts and the absence of links with the creative industries for the production of souvenirs. Tourists simply come and go home without anything to remember (memorabilia) or to be promoted to other potential travelers.

Based on data RIPPDA (Tourism Development Masterplan Banten Province 2005), it is seen that 18 tourist areas in Banten Province there are 81 natural tourist attractions, cultural tourism 81 and special interest tours 36. Tourism potential can be developed through the creative economy. Creative economy here not only involves society or community as a quality resource, but also involves the elements of bureaucracy with the pattern of entrepreneurship. The concept of bureaucratic engagement in the creative economy is that bureaucracy not only spends but generates (income generating) in a positive sense (Obsore and Gaebler, 1992). Tax clashes for budgeting bureaucratic units should be stopped and bureaucracy must be able to create new "revenue" through the creative economy (Gale Wilson, Former City Fairled Manager, California).

CONCLUSION

(1). There have been limited published researches that provide empirical evidence between the creative economy and the tourism sector. This research will be useful for whom care and have more attention to develop creative indutry. It can be a reference for creative industry and tourism executants to create and innovate some products represent their area.

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(2). The limited published as references caused the creative industry and tourism executives found difficulties to determine the development of creative industry' strategy which is appropriate with the characteristics of each region, in this case is Banten Province. If the author did not continue this research the executives almost certainly imitating products from other regions without digged deeper what the typical ones from Banten. The main principles about creative economy that are creative and innovative did not run. Therefore as one of tourism executive, the author has a responsibility to share knowledges and experiences to the creative economy executives in Banten Province.

(3). To drive the creative industries in Banten Province, the synergy between government, business, and intellectual are needed. The handicraft business needs to be improved and supported through government policy. Some trainings are needed to improve skill aspect of human resources, such as packaging and marketing technology's utilization training. Access to finance or capital for them is highly recommended.

The synergy between the creative economy and the tourism sector is a potential economic development model to be developed in Indonesia. It needs creative economy and economic development to be ready to take advantage and seize the market opportunities that are more competitive.

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Acceptance of Halal Culinary Tracking (HCT) Application by Food Small Medium Enterprises (SMEs) to Support Halal Tourism

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ABSTRACT

Variety of typical culinary in Indonesia tourism destination has the potential to be developed as a source of regional income and the people income. On the other hand, the demand for halal certified typical product is increase. Limitations of information to check halal products encourage the development of Halal Culinary Tracking (HCT) Application based on Android technology. This application is expected to make it easier for travelers to know the halal certified product, location and navigation map. This application needs to be assessed by users. Technology Acceptance Model (TAM) is used to create a model of acceptance and use of new technology by the user. The variables studied included perceived usefulness, perceived ease of use, social influence, and information quality.

The results showed that information quality and social influence have a significant effect on attitude towards using. Perceived ease of use and perceived usefulness variables have no significant effect on attitude towards using. The developed application is accepted by SMEs because it is considered to have a good quality of information to be forwarded to consumers and to help business promotion. Social factor had a significant effect on the acceptance of the application, so that it can be considered for improvement and implementation of the HCT application.

Keywords: Halal, Tracking, Food SMEs, TAM, Indonesia.

1. INTRODUCTION

Halal tourism has the potentials to be developed as a source of regional income and the community's livelihood. One of the potentials takes the form of Small and Medium Enterprises (SMEs) of food souvenirs. Many SMEs have produced distinct foods, but not all of the foods have been halal-certified. Halal certification for products is of a vital importance for Indonesian people, most of whom adhere to Islam. Halal foods meet the standards under Islamic Law, including being halal in the ingredients, means of procurement, processing, storage, transportation and serving (Huda, 2012).

As the number of halal-certified food souvenirs is limited, tourists should inspect each product to obtain one. For this reason, a tracking system for searching halal-certified products has been developed. Sucipto et al. (2017) has developed and tested the acceptance of a halal-certified culinary tracking system in halal restaurants and sharia hotel. This system integrates Android



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applications and Google Maps service as well as Global Positioning System (GPS), enabling tourists to identify the locations of halal-certified culinary places using navigation map and information on product menus. According to Sucipto (2014), halal culinary tracking application is useful for halal tourism development.

The success of information system acceptance is highly dependent on the user engagement. According to Sekundera (2006), information system development must incorporate information technology acceptance suitability dimensions by users to minimize barriers between human and information system. The key factor of the success of information system development is user acceptance (Igbaria, 1997). Therefore, before expanding the implementation of the information system, the acceptance must be evaluated beforehand.

Technology Acceptance Model (TAM) describes that information technology acceptance is influenced by perceived usefulness and perceived ease of use (Davis, 1989). TAM can explain the major factors that influence individuals to accept a technology (Serenko & Bontis, 2004). This technology acceptance determined by an individual's behavior against use of technology (Kulviwat, Bruner II, Kumar, Nasco, & Clark, 2007). Perceived motivation by the users to try the new technology can be explained by two variables, namely ease of use and usefulness (Davis, 1989).

Perceived usefulness is one's level of belief that a system will improve users' performance, while perceived ease of use is one's level of belief that the use of the system is easy to understand (Davis, 1989). Aside from those key factors, there are some other external variables related to online and offline features, one of which is information quality. In this research, an external factor social influence was added. According to Triandis (1980) in Jati (2012), social factor has a positive correlation with the use of information technology. This shows that an individual will use information technology more if he or she receives support from other individuals.

According to the explanation above, it is necessary that the factors reflecting the needs and acceptance of the users of the application developed are studied. The factors include the relationship between perceived usefulness, perceived ease of use, information quality and social influence against the users' attitude towards using the application. Some hypotheses were developed to analyze the users' acceptance of halal culinary tracking application.

- H1 : Perceived usefulness has an effect on the Attitude Towards Using.
- H2 : Perceived ease of use has an effect on the Attitude Towards Using.
- H3 : Perceived ease of use has an effect on perceived usefulness.
- H4 : Social influence has an effect on the Attitude Towards Using.
- H5 : Information quality has an effect on the Attitude Towards Using.
- H6 : Information quality has an effect on perceived usefulness.

2. LITERATURE REVIEW

2.1 SMEs and Halal Food Souvenir

The number of Small and Micro Enterprises (SMEs) in some countries is considerable. SMEs in European Union is 99.8 per cent (Carayannis, et al., 2006). In Greece has 95 per cent of SMEs. (Pontikakis, et al., 2006). Indonesia has SMEs about 99.2 per cent. In Indonesia, SMEs is governed under Law No. 20 of 2008. Many SMEs produce foods, especially food souvenirs.

Food souvenirs are part of a travelling (Hjalager and Ricards, 2002), food showed and draw image important of destination (Bertella, 2011; Getz and Robinson, 2014). Tourists plan budget on food in their travelling (Blichfeldt and Therkelsen, 2010; WTO, 2013). Foods stimulate increase tourist to a tourism destination (Kim et al., 2011; Pranic, et al., 2013). Food souvenirs are also being used as gifts (Kim and Littrell, 2001; Wilkins, 2011). Other study indicate that food souvenirs represent food culture (Hashimoto and Telfera, 2007; Swanson and Timothy, 2012).

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For Muslims, the halal state of food souvenirs is urgent. Halal food products have met the standards under Islamic law. The standards of being halal cover being halal in the ingredients, means of procurement, processing, storage, transportation and serving. Halal certificate is a written fatwa from the ulema stating the halal state of a product according to Islamic law. Upon the procurement of halal certificate, a producer is allowed to include a halal logo on the package (Huda, 2012). According to Purnama (2014), it is very important to include halal logo and distribution permit, either P-IRT or POM, on the package of an SME product. Halal certification is important for the sake of the consumers and producers in improving the product quality.

2.2 Information Communication Technology and Tracking System

Tracking system is a system ensuring that all processes run duly thus generating accurate information, and tracking can be conducted via the Internet (Setiawanti, 2012). Halal-certified culinary tracking system was designed to provide information on the location of halal-certified culinary places and information on food menus. **The culinary locations are showed in the form of a navigation map toward the destination.** The system is integrated to the Google Maps service and Global Positioning System (GPS), which has the ability to show the location of the destination accurately.

Google Maps is a service provided by Google that offers the newest mapping technology for a wide range of purposes. Google Maps has an opensource platform, giving freedom for developers to develop a Google Map-based mapping technology, which may enrich the previous feature on Google Maps (Irwansyah, 2013). Google Maps is a web-based application without the need of downloading or installation. This service can be directly accessed by typing <http://maps.google.com/> on browser. Google Maps has a 2D display, completed with traffic facilities to present information on the traffic density of city roads (Eduward, 2010).

GPS is a tool or system that can be used for reporting the location of a user based on satellite (Parkinson, 1996). GPS uses more than 24 Medium Earth Orbit or Middle Earth Orbit (MEO) satellites that orbit the earth, allowing the receptors of the signal on the earth to receive the signal. This can be used for determining location, velocity, direction and **time**.

2.3 Technology Acceptance Model (TAM) Approach

The most commonly theory that is used to understand a customer's use intention of mobile technology is the Technology Acceptance Model (TAM). TAM, introduced by Davis (1989), is an information system theory that create a model of how users accept and use technology. Various authors have expanded on the theory to construct related to tourism such as trip experience, prior technology use and the use of mobile tour guides (Kim *et al.*, 2008; Lai, 2013; Oh *et al.*, 2009). The TAM proposes that consumers' intentions to accept new technology that can be explained by the individual's attitude about the use of technology.

TAM is one of models of information system success evaluation viewed from the use of the system. TAM is based on a Theory of Reasoned Action (TRA). This model provides an idea that there are several factors that influence users' decision in using a new system, namely perceived usefulness and perceived ease of use. These factors are the key factors of intention to adopt a technology and intention of actual use (Lai, 2013). These two factors can also influence attitude, intention to use and actual use in information system (Davis, 1989). This usefulness was originally measured by the extent to which the individual believed that the technology increased their job performance and reduced their effort (Davis, 1989). The consumers' intentions to use, attitude toward and perceived usefulness of technology are widely accepted indicators of technology adoption consistent with TAM. The structure of TAM method is presented in **Figure 1**.

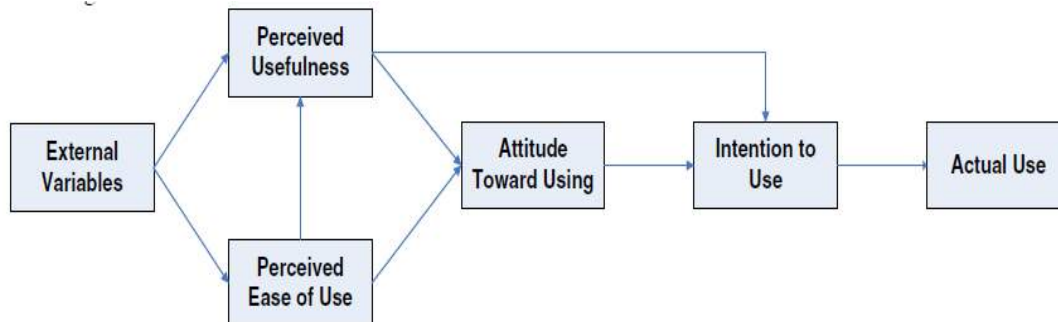


Figure 1 Technology Acceptance Model (TAM) (Davis, 1989)

Although, in the last 20 years the TAM has become well established as a robust, parsimonious, and powerful model for predicting users' acceptance of technology, few studies have attempted to validate the full TAM model with all of its original constructs. Furthermore, the many TAM studies are characterized by different methodological and measurement factors, resulting in conflicting and some what confusing findings which vary considerably in terms of statistical significance, direction and magnitude (Venkatesh, 2000). Reviews of the TAM (Lee et al., 2003a, b; Ma and Liu, 2004) reveal that these mixed findings not only undermine the precision of TAM, but also complicate efforts for IT practitioners and academicians to better understand users' technology acceptance behaviour. However, the cause of such inconsistencies and the extent to which the existing body of research reflects significant and cumulative development is not completely clear.

2.3.1 Perceived Usefulness

Jogiyanto (2007) defines perceived usefulness as the extent to which one believes that the use of technology will improve performance. The usefulness of information technology (IT) use is evident from the users' belief in deciding the acceptance of IT that the IT use will contribute positively to them. The measurement of usefulness construct according to Davis (1989) consists of (1) work more quickly, (2) useful, (3) increase productivity, (4) enhance effectiveness and (5) improve job performance.

2.3.2 Perceived Ease of Use

Perceived ease of use is defined as the extent to which one believes that using a technology will decrease of work. IT users believe that IT is more flexible, easier to understand and easier to operate (compatible), which represents the characteristic of ease of use (Jogiyanto, 2007). Davis (1989) provides a number of perceived ease of use construct indicators, namely (1) easy to learn, (2) controllable, (3) clear & understandable, (4) flexible, (5) easy to become skillful, (6) easy to use.

2.3.3 Attitude Towards Using

Attitude towards using is defined by Davis (1989) as users' evaluation on the interest to use technology. According to Sadiyoko et al. (2009), attitude towards using is one's attitude to the use of system in the form of acceptance or rejection to use information technology. The indicators of attitude towards using include the enjoyment of use and the enthusiasm generated by use (Lin, 2008).

2.3.4 Social Influence

Social Influence (SI) is the social influences that may cause one to use technology (Sadiyoko et al., 2009). Jogiyanto (2007) defines social influence as the extent to which an individual perceives

the interest others believe will influence him or her to use a new system. Malhotra and Galletta (1999) expands TAM by including social influence factor. Social influence is measured with internalization, identification and compliance.

2.3.5 Information Quality

Ahn et al. (2004) discussed the expansion of TAM use by adding variables related to online and offline features. Information quality is one of the variables belonging to online feature category. Information quality refers to how good an online system is if it is measured based on the information output generated (Pujani and Xu, 2005).

2.4 Partial Least Square

Partial Least Square (PLS) is an analysis method that can be applied in all data scales without the need of much assumption and the sample size does not have necessarily to be big. PLS can be employed to confirm a theory and to build a relationship that has no theoretical framework or propositional testing. PLS can also be used for structural modelling with reflective or formative indicators. PLS is able to handle two serious issues, namely inadmissible solution and factor indeterminacy, which refers to the existence of more than one factor in a collection of indicators of a variable (Jaya and Sumertajaya, 2008).

3. METHOD

Time and Place of Research

This research was conducted in Kediri, East Java, Indonesia. The data were processed at the Agro-industrial Management Laboratory, Department of Agro-Industrial Technology, Faculty of Agricultural Technology, Universitas Brawijaya, Malang.

Scope of Problem

The scope of problem of this research covers (1) Respondents were the owners of souvenir SMEs. (2) Respondents were the producers of *tahu kuning*, *tahu pong* and *getuk pisang*. (3) This research analyzed the acceptance of the respondents with TAM approach. The TAM variables used were (a) Perceived usefulness with indicators useful (x_{11}), work more quickly (x_{12}), increase productivity (x_{13}) and improve job performance (x_{14}). (b) Perceived ease of use with indicators easy to learn (x_{21}), clear & understandable (x_{22}), controllable (x_{23}), flexible (x_{24}), easy to become skillful (x_{25}) and easy to use (x_{26}). (c) Social influence with indicators compliance (x_{31}), adopted behavior on value and norm (x_{32}) and adopted behavior from an individual or group (x_{33}). (d) Information quality with indicators helpful for comparing the available products (x_{41}), increasing comfort (x_{42}) and facilitating purchase decision making (x_{43}). (e) Attitude toward using with indicators use enjoyment (y_1) and enthusiasm generated by use (y_2).

Determination of Population and Sample

The population studied was the owners of souvenir SMEs. The respondents selected consisted of 10 owners of SMEs having held halal certificates according to the data of the local government in the place of research and 10 SMEs having not held halal certified. The respondents were selected to obtain proportional data.

Data Analysis



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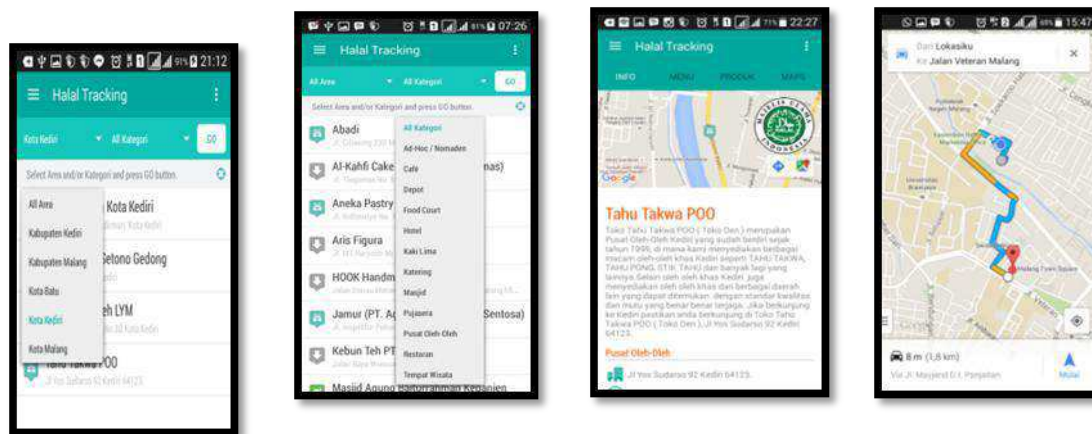
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The validity and reliability of the questionnaires to be used were tested using research instrument test with SPSS Statistic 16.0. The relationship between variables and the hypothesis testing were evaluated using PLS model with SmartPLS.

4. RESULTS AND DISCUSSION

4.1. Research Object Overview

Halal culinary tracking application is an application designed based on the needs of the community and consumers to facilitate tracking of halal-certified products. This application provides the users with a service by providing a list of places selling halal-certified services or products. Part of the halal tracking application interface can be seen in **Figure 2**. To obtain information, users may select the category city destination in the menu “All Area” and select the menu category “All Kategori” to be visited. The application will show the information on the destination. The information presented includes the brief description of the products sold, opening hours, address, phone number, product prices, product photos, halal certificate number and destination location.



a. City Feature b. Selections of Products c. Selected Product d. Map to the destination.

Figure 2. Sample screenshots of the HCT Application Prototype

Halal culinary tracking application is completed with Google Maps service directly connected when the user selects a destination. The Google Maps service helps the users, especially tourists from different regions, find the locations of the objects to be visited. The users may press the maps icon on the application, and then the application will show the destination, estimated distance from the user's location to the destination, traveling time and the route from the user's location to the destination.

4.2. Respondent Characteristics

The respondents' profiles consisted of sex, age, education, business age and product promotion method, which can be seen in **Table 1**.

Table 1. Respondent Characteristics

No	Respondent Characteristics	Number of Respondents		
		Figure	(%)	
1	Sex	a. Male	14	70
		b. Female	6	30
2	Age	a. 26-35	6	30
		b. 36-45	11	55
		c. 46-55	2	10
		d. 56-65	1	5
3	Education	Middle School/equivalent	4	20
		High School/equivalent	7	35
		Bachelor's program (S1)	9	45
4	Business age	1-5 years old	4	20
		6-10 years old	9	45
		11-15 years old	4	20
		16-20 years old	1	5
		≥ 21 years old	2	10
5	Current product promotion method	a. Printed Media	0	0
		b. Mass Media	0	0
		c. Online Media	2	10
		d. Other Methods	18	90

The number of male respondents (70 per cent) was higher than the number of female respondents. Males have more roles in business. Males tend to have more stable emotion in a number of conditions, are firmer, think clearly and rationally in difficult situations and able to make decisions more objectively (Sasmita and Raihan, 2013).

Most of the people in charge of enterprises were aged 36-45, making up 55 per cent of the total number of respondents, and only 5 per cent were aged 56-65. The respondents were over adulthood and still within the productive age category. In productive age, one has the ability to produce good products. Chamdi (2003) states that in the productive age ranging from 20 to 45, one will have high motivation and find it easy to adopt new things. The highest number of respondents had education of bachelor's program (S1), making up 45 percent of the total number of respondents, thus they were able to answer the questionnaires well. One with high levels of education is able to manage a business effectively. According to Perwitasari (2014), one with adequate education is able to work effectively and efficiently. Most of the respondents (45 per cent) had run their businesses for 6 to 10 years. In this range of business age, one has the ability to adapt to the market well and to judge the opportunities and risks that may influence the success of his or her business. This is supported by the statement of Staw in Riyanti (2003) that entrepreneurial age (how long one runs a business) affects the success of an enterprise.

The methods of promoting products were divided into four, namely promoting through printed media, mass media, online media and others. There were 10 percent respondents who used online media, while 90 percent used other methods of promotion, including joint product exhibition and direct promotion through words of mouth. According to Ishak (2005), SMEs promotion is mostly conducted through joint exhibition in limited time and space due to distance and lack of communication intensity.



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4.3 Respondents' Preference

The questionnaires on some additional information were used to figure out the extent to which respondents knew the use of smartphones and applications, and how important the existence of smartphones and applications in supporting business continuity was. The data were referred to as respondents' preference data, which can be seen in **Table 2**.

Table 2 Respondents' Preference

No	Characteristics	Group	Figure	%
1	Response to the existence of smartphones	a. Helpful	18	90
		b. Not helpful	2	10
2	The use of similar applications	a. Ever	1	5
		b. Never	19	95
3	The need for application	a. Necessary	16	80
		b. Unnecessary	4	20
4	Type of application expected	a. Easy to use	10	50
		b. Interesting interface	4	20
		c. Direction	6	30

Table 2 shows the data obtained from the respondents after they figured out and tried the halal culinary tracking application. They stated that the existence of smartphones were highly helpful in the world of enterprise, making up 90 percent of the total number of respondents. This is consistent with the statement of Suhartanto (2010) that not only human's needs that triggers the advent of innovations, but also the reverse. For example, the communication technology development is initially only used for finding information. With the increase in the capacity of computer hardware and software as well as the increase in the speed of transmitting the data needed for interacting (email, chatting and streaming). The internet transforms into an important thing and creates a new civilization that is named smartphone.

The use of a smartphone application for promoting business was only done by 5 percent respondents, while the other 95 percent had no experience in using it. According to Cahyani and Angelica (2009), promotion is a means of information communication between sellers and potential buyers, and it may influence the attitude and behavior of the consumers. Promotion in marketing mix involves notification to the consumers that the products are available at the right prices.

Then, the respondents were asked to try the halal culinary tracking application and asked to choose whether they needed the applications used for promotion like halal culinary tracking application or not. Eighty percent respondents answered that it was necessary, while 20 percent answered the opposite. Practically, 50 percent respondents wanted the application to be easy to use, 20 percent wanted interesting interface and 30 percent wanted the application to be completed with direction.

4.4. Research Instrument Test Results

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All of the indicators in the questionnaires had met the condition of validity test, which was $r_{hitung} > r_{tabel}$ ($\alpha = 0.5$; $df = 18$). The Cronbach's alpha for all variables in this research had good reliability as they were over 0.6. Thus, the research instrument was declared valid and reliable.

4.5. Results of Model Evaluation Using PLS

Figure 3 demonstrates the path diagram of the causality between the variables perceived usefulness, perceived ease of use, social influence, information quality and attitude toward using, and demonstrates the value and relationship between indicators and variables as well as between latent exogenous variables and latent endogenous variables.

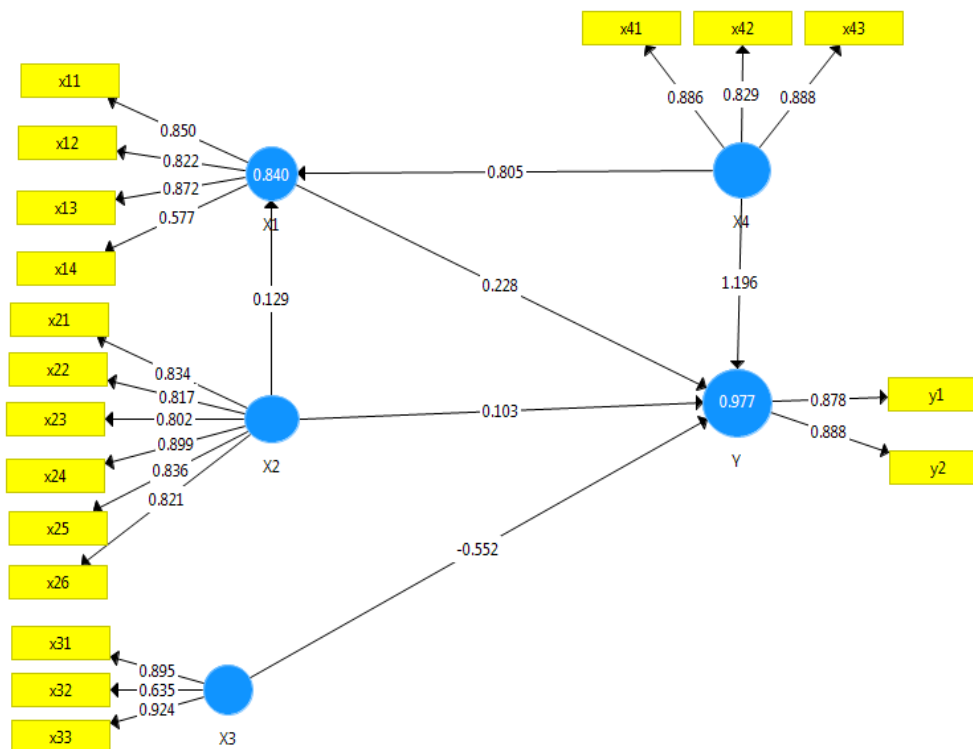


Figure 3. Partial Least Square Path Diagram

Results of Parameter Estimation

All indicators were good measuring instruments for all research variables because they were significant. The Average Variance Extracted (AVE) values of all variables were greater than 0.5, thus all variables and indicators of this research were declared valid. The construct had adequate discriminant as the value of each indicator was greater than the values of other indicators. The construct was reliable as the results of the cronbach's alpha and composite reliability of all variables were > 0.6 .

Results of Measurement Model (Outer Model) Evaluation

The loading factor of all indicators having represented the construct had a value of > 0.5 . The AVE values of all variables were also over 0.5. Thus, all variables and indicators of this research were declared valid. The construct had adequate discriminant as the value of each indicator was



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greater than the value of other indicators. The construct was reliable as the cronbach's alpha and composite reliability values of all variables were >0.6.

Results of Structural Model (Inner Model) Evaluation

In the model, perceived usefulness is affected by perceived ease of use and information quality of 84%, while attitude towards using is influenced by perceived usefulness, perceived ease of use, social influence, information quality of 97.7%. Therefore, the predictive relevance Q^2 value was determined as follows:

$$Q^2 = 1 - (1 - 0.840)(1 - 0.977) = 0.996$$

The Q^2 value of this research met the construct requirement with good and feasible prediction relevance as $Q^2 > 0$.

4.6 Results of Research Hypothesis Testing

The hypotheses testing was conducted by comparing whether $t_{count} > t_{table}$ ($\alpha = 0,05$), which means that the testing results are significant. This means that there is a significant effect of a latent variable on another latent variable (Hayati, 2013). If the $t_{count} > 1.73$, the result is significant, but if the $t_{count} < 1.73$, the result is not significant. The results of the research are presented in **Table 3**.

Table 3. Hypothesis Testing Results

Hypothesis	Statistical Hypotheses	Outer Loading	Tcount	Ttable	Remark
H1	Perceived Usefulness ->Attitude Towards Using	0.228	1.728	1.73	Insignificant
H2	Perceived Ease Of Use ->Attitude Towards Using	0.129	1.474	1.73	Insignificant
H3	Perceived Ease Of Use ->Perceived Usefulness	0.103	0.747	1.73	Insignificant
H4	Social Influence ->Attitude Towards Using	-0.552	3.317	1.73	Significant
H5	Information Quality ->Attitude Towards Using	1.196	6.484	1.73	Significant
H6	Information Quality ->Perceived Usefulness	0.805	4.754	1.73	Significant

a. The Effect of Perceived Usefulness on the Attitude towards Using of Application

Table 1 shows that the variable perceived usefulness had a positive effect on the attitude towards using with a value of 0.228, but it was insignificant as the t_{count} was 1.728, which was smaller than t_{table} . This is because the users only knew the use in general, but they did not know the effectiveness of the use of this application as a promoting media. The users leaned toward conventional way of marketing and promotion they perceived as more effective. This is normal as the halal culinary tracking application was new and still under development, thus the owners of SMEs had not directly felt the use of the application.

b. The Effect of Perceived Ease of Use on Attitude towards Using

The results of the hypothesis testing showed that the variable perceived ease of use had a positive effect on attitude towards using with a value of 0.129, but it was not significant as the t_{count} was 1.474, which was smaller than t_{table} . Producers assumed that the ones who would find the application was easy to use were the consumers seeking halal products. They might feel that it was less easy to interact with this application to input the data for promoting their products.

c. The Effect of Perceived Ease of Use on Perceived Usefulness

The variable perceived ease of use had a positive effect on perceived usefulness with a value of 0.103, but it was not significant as the t_{count} was 0.75, which was smaller than the t_{table} . This indicates that the increase or decrease in the perceived ease of use of this application did not have any effect on the increase or decrease in the perceived usefulness of this application. Although this application was easy to learn, understand and use, it was assumed that its usefulness had yet to have a direct effect on the producers to promote their businesses and products.

d. The Effect of Social Influence on Attitude towards Using

The variable social influence had a negative effect with a value of -0.552. The relationship of both was significant as the t_{count} was greater than the t_{table} , which was 3.317. This means that social influence affected the attitude towards the use of the application. The negative effect occurred more due to the compliance to use a new application, for example the recommendation from the government institutions to use the application.

This may have a negative effect on the development of applications as they will only be used as to comply with requirements, and they will not be used maximally. The complying attitude built will cause passivity of SME owners to provide suggestions for application development. This is in line with the research conducted by Malhotra and Galletta (1999) that social influence plays an important role in the attitude to accept, adopt and use new information technology. If social influence causes compliance, it will have a negative effect on the users' attitude in using new information system in the future.

e. The Effect of Information Quality on Attitude towards Using

The results of the hypothesis testing showed that the variable information quality had a positive effect on the attitude towards using with a value of 1.196, and it was significant with t_{count} of 6.484. Good information quality will help one meet needs and save his or her time and energy. It will help SME owners to deliver their product information in a good, interesting and accurate format. Istianingsih and Wijayanto (2008) state that if users are convinced with the quality of the system used, they will use the system more often as the results of the information processing is satisfactory.

f. The Effect of Information Quality on Perceived Usefulness

The results of the hypothesis testing showed that the variable information quality had a positive effect with a value of 0.805. The relationship between information quality on perceived usefulness was significant as the t_{count} was 4.754, which was greater than the t_{table} . The information presented in the halal culinary tracking application helps SME owners promote their products and business with a variety of information, good format and accurate information. This is corroborated by the statement of Saleh (2012) that good quality information will increase the usefulness and use of the information



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system. The better the information system, the better the quality of the information presented, which will make it easier to make a decision and complete the work of the user. An example of accurate information provided by the halal tracking application is the integration between the halal-certified product data and Google Maps showing the location of the object and the direction of the location.

Acceptance and Improvement of Halal Culinary Tracking Application

The key expectation of the development of halal culinary tracking application is the acceptance of the users. The results of the research showed the acceptance of halal culinary tracking application by SME owners. Acceptance is influenced by four factors, namely the usefulness, ease of use, social influence, and information quality of halal culinary tracking application.

Based on the four factors, the enterprise owners stated that information quality was the most important to be highlighted. The highlighting of the information on the product's halal state in the application builds a good image for the product, which will influence the consumers' purchase interest. The interface and features of the application are important parts that must always be improved, which will provide comfort for users. Periodical updates of information should be done in order to improve the information accuracy.

SME owners highlight the factor social influence. Enterprise owners hoped that this application will be a trend among the society in obtaining information on halal products. The trend will have a good impact on enterprise owners who find the application helpful in promoting the products to the general community. The acceptance of the application by SME owners is also influenced by the suggestions by others or the government institutions trusted to use this application, but this has a negative effect on the development of the application as the SME owners' attitude in providing feedback of the application development was passive. This indicates that producers has no good understanding on the application's usefulness.

In addition to both factors above, the factors usefulness of the applicaton and ease to use must be continuously developed to produce a better application for the users. The direct access of SME owners to the application should be made easy in order for them to access and update information on the products. This ease will make the application development more usefull for SME owners.

5. CONCLUSION

The results of the research using the TAM method showed that information quality and social influence had a significant effect on the attitude toward using. The variables perceived ease of use and perceived usefulness had an insignificant effect on the attitude toward using. Information quality had a significant effect on the perceived usefulness, while perceived ease of use had an insignificant effect on the perceived usefulness. This application can be accepted by the owners of food souvenir SME as it has good quality information to be delivered to the consumers and it helps promotion. This acceptance can be used as a consideration for application improvement and development.

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Development of Edu-Tourism Village That Eco-Friendly and Community-Based As New Tourism Destination in Lombok

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ABSTRACT

Development of edu-tourism in the region optimally needs to strengthen the institutional and empowerment of the community by paying attention to the factors of social, economic, ecological, and involving the stakeholders. Lombok is a popular tourist destination in Indonesia. The development of tourism in Lombok and the increasing number of tourists visit has negative effect that is increasing the amount of waste, both in city and at the location of tourism. The problem of waste in Lombok every year becomes a classic problem and has not been resolved properly by the local government.

The purpose of this PUPT is to develop edu-tourism village as an effort to empower the community in waste management of organic and non organic, development of green entrepreneurship orientation, environmental-friendly tourism village development and as an education center of green-tourism that supporting new tourism destination development and sustainable community development in Lombok, NTB Province. The results of this study are grouped into four aspects, namely: (1) in terms of organizational aspects, business scope and business scale on average still individual with the scale of business in the category of small business, so that managerial function is still neglected; (2) viewed from the financial aspect, in general they do not have adequate financial foundation; (3) in terms of production, showing the results of the use of equipment is very simple, and (4) viewed from the aspect of marketing, the results showed that the marketing area has a good potential but has not yet develop well.

Keywords: garbage, green product, green entrepreneurship, edu-tourism.

1. INTRODUCTION

Development of ecotourism in the region optimally needs to strengthen the institutional and empowerment of the community by paying attention to the factors of social, economic, ecological, and involving the stakeholders. Lombok as a famous tourist destination in Indonesia that must be visited, always also develop the uniqueness and potential of the region owned. The natural beauty of Lombok island has a very high tourism potential. In 2013, recorded 1.3 million tourists who come to the Lombok island. They are from both domestic and foreign tourists.

Today, sustainable tourism development is an important issue in the tourism industry. A very deep discussion of the area has involved many academics, government and private companies. Tourism and the creative economy play an important role in supporting Indonesia's development. This can be seen through its contribution to the Gross Domestic Product (GDP) and the availability of employment, either directly or indirectly. In line with this, the tourism sector and the creative economy contributed 11.8% to Indonesia's GDP and 14.66% of total employment (ILO, 2012). Tourism development is inseparable from the government's goal to empower the community in achieving the prosperity of life.



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Tourism in Lombok island has tremendous potential and can become an icon of world tourism. The beauty of nature, good marine tourism, mountains, land and culture have a unique that is not owned by other regions and countries. Based on research conducted by the Global Sustainable Tourism Council (GSTC) Germany in 2015 mentioned that the biggest challenge of tourism on the Lombok island is the waste problem. Local government is already trying to overcome the waste, but in the implementation still has not found the right formula. Budget constraints, lack of public awareness and the presence of waste from upstream are still the main obstacle for the government to handle the waste. Therefore, local governments, other concerned parties and the community should work hand in hand to overcome the serious challenges of tourism and waste in Lombok Island.

The issues of global warming are voiced getting louder, thus affecting the level of awareness of the world's population about the importance of environmental conservation. The emergence of such awareness as two sides is an opportunity as well as a challenge for business actors to produce products that are safe and environmentally friendly. The growing level of awareness of the importance of nature sustainability also influences the paradigm shift in the tour of mass-tourism to tourism with eco-tourism concept, which is a form of responsible travel to visit unspoiled places by preserving the environment and improving the welfare of local people. Development of ecotourism can not be separated from the empowerment of local communities and actors of small and medium business (SMEs).

Ecotourism is another alternative form of tourism industry that has consistently grown on a global scale over the past few years (UNWTO, 2011). This is a new opportunity to generate income from natural resources without damaging the environment (Colvin, 1996).

The basic principles refer to the objective of minimizing negative impacts on the environment, in accordance with local culture and actively contributing to the economic and welfare development of local communities and the stakeholders involved. Ecotourism has the potential to be a driver of sustainable tourism development and also provides opportunities for the development of undeveloped areas for poverty alleviation. This is an incentive for economic development and social welfare of society and at the same time aims to preserve the natural environment and cultural heritage through the creation of environmental awareness.

Public participation in the process of tourism planning is suggested as a step in implementing sustainable tourism, including community participation, redistribution of power, collaborative processes and social capital creation (Okazaki, 2008), knowledge sharing and transformation of learning processes (Connell, 1997), The process involves all stakeholders: local government officials, local residents, architects, developers, businessmen, and planners (Haywood, 1988).

The purpose of this study is to know the potential development of edu-tourism village, especially the relationship between ecotourism and sustainable community development through waste processing and community empowerment by growing the spirit of green entrepreneurship in waste processing into a green product that has selling power. A fundamental problem in the sustainable development of edu-tourism village community-based is the absence of a clear format of local community development to achieve local people's welfare while remaining within the main function corridor of conserving nature. In addition, it is not easy to build a business actor who has a soul of society and environment or a institution of community service that has an environmentally minded businessman.

2. LITERATURE REVIEW

The literature review in this study includes sustainable tourism, edu-tourism village development, green-entrepreneurship orientation, and ecotourism development.

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2.1. Ecotourism

There are many terms used to link tourism development with the conservation of natural and cultural resources. Some of them are ecotourism, nature-based tourism, adventure tourism, sustainable tourism, and alternative tourism (Sproule, 1995). Ecotourism is a different concept with nature tourism. Nature tourism is a tourist trip that aims to enjoy wildlife or undeveloped natural areas, while ecotourism demands additional requirements for nature conservation. Ecotourism activities use the appeal of natural resources in remote rural areas that can be an important source of economic diversification and the livelihood opportunities of surrounding communities (Ashley, et al., 2001; UNWTO, 2011).

The International Ecotourism Society (TIES) (1990) defines ecotourism as a responsible journey to the natural environment by constantly maintaining it and providing sustainable prosperity to local communities. This definition indicates a positive support for the protection of natural resources by local communities and visitors, as well as an important social dimension for ecotourism. The definitions of Ceballos-Lascurain (1996) are environmentally responsible tours, exciting journeys and wilderness visits in order to enjoy and appreciate nature including every cultural feature that accompanies it both past and present, which promotes conservation, has a Low visits impact and provide benefits to the active socio-economic involvement of local communities. Another opinion of Fairbrain, et al., (1998), ecotourism is a low-impact nature tourism that contributes to the maintenance of species and habitats both directly through contributions to conservation and / or indirectly by providing an adequate and valuable income to local communities, Which is expected as an active actor in efforts to protect wildlife and the preservation of its area. From some of the above opinions, ecotourism can be defined as a sustainable nature-based tourism activities that awaken the awareness of tourists and the community about the importance of nature conservation and the development of the welfare of surrounding communities.

The approach of community-based ecotourism promotes the need to promote both the quality of community life and the efforts of resource conservation. In the basic concept of Community-based Ecotourism (CBE) refers to efforts in ecotourism sector owned and managed by the community. Furthermore, CBE implies that communities manage the existing natural resources in order to earn income through the activities of tourism enterprises and use these revenues to improve their welfare. Therefore, CBE involves conservation, business, and community development.

According to Sproule (1995), in the CBE concept there will be members of the community directly involved (eg managers and workers involved with products or services for sale) and indirectly (the wider community selected by business managers and those who do not directly use natural resources), and also community members who enjoy direct benefits (including workers, craft producers, tour guides, and surrounding communities) and indirectly (the wider community as recipients of community development projects funded by tourism revenues).

Some authors have suggested that the term of ecotourism business based community should be used to differentiate environmental initiatives, but also to ensure that members of local community have a high degree of control over the activity, and a significant proportion of the benefits gained (Liu , 1994; Ceballos-Lascurain, 1996).

2.2. Green Entrepreneurship

Day, et al., (2006), states that entrepreneurship is essentially the nature, character and character of a person who has the ability to realize innovative ideas into the real world creatively. The essence of entrepreneurship is an ability to create something new and different thing. Carson, et al., (2008), states that entrepreneurship is a mixture of creativity, innovation, and courage to face the



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risks involved by working hard to establish and maintain new business. Entrepreneurs are business people who can seize new business and business opportunities by taking risks and turning their ideas into reality. Entrepreneurs introduce innovation, and adoption of new ideas about the economy that is also destined for the surrounding community. The entrepreneurial activity is related to Schumpeter's (1934) opinion by proposing the concept of creative destruction, the entrepreneur promoting changes to the economic and business environment and changing the old pattern of business operations.

The concept of Green Entrepreneurship is a relatively new concept that has been the focus of attention since the 1990s (Harini, et al., 2013). Implementing business practices responsible environmentally can be imagined to open up additional opportunities for entrepreneurs. Currently, green entrepreneurship provides new opportunities for entrepreneurs who are responsive to identify and take advantage of opportunities in these niche markets to improve their welfare but still care about the environment. The term of green entrepreneurship will be interpreted as entrepreneurship developed in the green sector, where green here is a solution to solving old problems in new ways. A green entrepreneur is someone who starts a business by making or offering a product, service or a process that is environmentally sustainable.

Green entrepreneurship is a form of concerns of individual and organizational involved in entrepreneurial activities by creating environmental benefits by offering end products or services with green conceptual (Rao et al., 2013). It also refers to organizational efforts in designing, promoting, pricing and distributing products that will not harm the environment. Meanwhile, according to Ndubisi et al., (2009), green entrepreneurship is the tendency of an entrepreneur to innovate or create a green organization as an important element of a comprehensive green system.

According to Chan, et al., (2013), there is still an important difference in the viewpoint of green entrepreneurship in developed and developing countries. Developed countries and international organizations tend to place greater emphasis on green terms and market opportunities, while developing countries tend to focus more on terms of entrepreneurship and on market needs. Chinese and Indian entrepreneurs, for example, completely change the pattern of economic development by developing affordable products that meet the needs of the poor, but still in the green corridor (Khanna, 2011).

2.3. Edu-tourism Village

With increasing of interest to spend leisure time back to nature and increasing awareness about care for the environment, ecotourism has become one of the fastest growing segments of the world tourism industry (UNWTO, 2011). The declaration of 2000 as the year of International Ecotourism by the World Tourism Organization (WTO) reflects the importance of ecotourism in the global industry. It provides better relationships, reduces leakage of a country's income, creates local employment, creates multiplier effects and promotes sustainable development (Khan, 1997; Belsky, 1999). According to Nemirschi, one practical way to improve the development of tourism business in the community is to encourage the growth of local tourism entrepreneurs. To achieve this mission, a process is needed to create green entrepreneurs in the tourism sector.

The attractiveness of ecotourism objectives can be defined as the extent to which ecotourism destinations meet the expectations of travelers in terms of dimensions such as recreational opportunities in ecotourism, food and accommodation areas, cultural riches, natural beauty, and other facilities (Pearce, 1979). Attraction, according to Gunn (1994), is the energy power of the tourism system. Attraction is the perceived ability of the goal to benefit the individual. From the literature review above, the researcher tries to propose community empowerment model in supporting the development of sustainable ecotourism so as to provide benefits for improving the welfare of the community but still in the corridor care for the preservation of the environment.

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Indonesia is a rich country. Not only rich in natural resources, the country also has abundant in terms of artistic and cultural diversity. When both are combined in a potential named Tourist Village (I WayanDipta, 2015) certainly will become one of Indonesia's icon that became uniqueness of Indonesia in the world. The existence of Indonesian culture is very rich in various arts, culinary, crafts, games, customs, accompanied by diverse natural resources such as long coastlines and mountains as well as exotic flora and fauna and also the price, Indonesia has potential to improve its competitiveness.

Tourism trends needed today are sustainable, green tourism, and eco-tourism. The issue of sustainability is very important in the development of tourism and should be understood by all stakeholders of tourism, so that the tourism potential can be tools for development, social and economic empowerment and conservation. The development program of sustainable tourism destination give opportunities for all parties development, harmonious, directed and focused destinations in order to realize a sustainable tourism destination, including the Green Village program. In addition, in order to respond to the changes in current tourism trends where the awareness of tourists on environmental issues is higher, there is no other option for Indonesia to implement a program of sustainable tourism development in order to remain competitive with other countries.

The village is usually identical with the natural potential that is managed into a tour package. This research will use the pattern of ecotourism adoption and tourism village into edu-tourism village which is the development of green tourism village as an educational tour package and garbage processing laboratory with the support of community empowerment as green entrepreneur. Until now, garbage is in fact still a complicated problem, especially in big cities. The more shifting of community practical lifestyle so add to the load of waste, especially plastic. Through edu-tourism village and connected with garbage bank that has been running in Mataram city, it is expected that this plastic waste can be managed independently by the community so that it becomes quality goods again. In addition to waste plastic, edu-tourism village is expected to perform waste management to be used as compost fertilizer with homemade simple equipment.

2.4. Sustainable Tourism

According to Law no. 10 Year 2009, a tour is a travel activity undertaken by a person or group of people by visiting a certain place for recreational purposes, personal development, or studying the uniqueness of tourist attraction visited in the interim period. Tourism is all kinds of tourism activities and supported by various facilities and services provided by the community, entrepreneurs, government, and local government. Tourism also has a purpose, namely to increase economic growth, improve people's welfare, eliminate poverty, overcome unemployment, and conserve nature, environment, and resources. The presence of tourists both domestic and foreign tourists will affect the consumption of tourists. The expenditures of tourists are drawn to various other industries and services as long as tourists visit certain tourist areas. The impact will be seen on the value of spending expenditures of tourists, so that will affect the employment opportunities, income and foreign-exchange revenue for the tourist destination areas.

The existence of tourism activities creates many business opportunities for the surrounding community. An entrepreneur will be able to capture these opportunities to meet the expectations of tourists. Ecotourism trends should provide more opportunities by positioning into green entrepreneurship to exploit ecotourism destinations while maintaining their environment. Kasali (2012) conveys the importance for entrepreneurs not to impose entrepreneurial products, but rather to be a marketing entrepreneur who is not shackled to product creation but rather to value creation. The starting point of thinking is not a product, but a market. What the market wants, then it is built marketing network with all its equipment, ranging from financial and banking, branding and packaging, to the logistics problem.



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3. RESEARCH METHODOLOGY

Research and development is a concept that has been long enough in the business and academic world. Science can be considered as a strategy of seeking knowledge, more or less abstract, called theory. While the development is the application of organized knowledge to help solve problems in society including in the field of business development.

Research is an activity of collecting, processing, analyzing, and presenting data that is done systematically and objectively to solve a problem or want to test a hypothesis to develop general principles, whereas development is process or way done to develop something to be good or perfect. If these two terms of research and development are assembled into a whole word of research and development, then it can be interpreted as activities of collecting, processing, analyzing, and presenting data systematically and objectively accompanied by activities to develop a product to solve a problem faced. Research and development aims to produce a new product or refine an existing product that can be accounted for. The resulting product does not have to be a hardware object but can also be an invisible object or software.

This research uses Research and Development method in accordance with procedure developed by Plomp (1997). Development research, according to Borg and Gall, is a process used to develop and validate educational products. The development research itself is based on an industry-based development model, whose findings are used to design products and procedures, which are then systematically field tested, evaluated, refined to meet certain criteria of effectiveness, quality, and standards. From the above description can be concluded that the development research is the activities that produce products or improve the product and then examined the effectiveness and feasibility of the product.

Implementation of research and development (R & D) is done through the method of interviewing and distributing questionnaires, to determine the problems and needs expected from the community as a research sample. This research uses qualitative methods conducted through interview techniques. Sugiyono (2012) suggests that qualitative methods can be used in preliminary research to generate information. This can be used to obtain a profile of educational and training models that will be developed in the development of tourist villages and green entrepreneur of weaving in Lombok. In addition, this study is also supported by filling out a questionnaire which is a procedure in quantitative research where researchers manage surveys to sample or entire population of people to describe attitudes, habits, behaviors, or population characteristics (Creswell, 2012). It aims to know the description of the circumstances, the identification of conditions measurably as a comparison, as well as determination of relationships on specific conditions. Once the model is tested, it can be applied to solve the problem's model of educational model and training of SMEs and green entrepreneurs to support the model of development of tourist village.

4. RESULT

The results of this study obtained through the method of interviewing and the distribution of questionnaires. As it has been stated that the purpose of this research is to know the potential of eduwisata village development, therefore the questions presented to the sample include four aspects, namely: organizational aspect, financial aspect, production aspect, and marketing aspect. In addition to these four aspects, this research also explores the orientation of the community related to the spirit in development of environmentally friendly edu- tourism village. The results obtained from these four aspects are as follows.

1. Viewed from the organizational aspect, the scope of business and the scale of business on average are still individual with the scale of business in the category of small business, so that the

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managerial function can be said to be neglected. The average value of this aspect shows below the average. This indicates that there is a need for knowledge and guidance of activities, coordination, and monitoring system. In addition, the role of mover or pioneer is also needed.

2. Viewed from the financial aspect, in general they do not have adequate financial foundation. The average value in this aspect shows the value below the average. People still have difficulty in obtaining capital. This can be understood because to obtain capital through borrowing, it is necessary to record and keep the evidence in an orderly manner, while this has not been done by the community. People still need education in accounting in the framework of financial management. So it can be said that the constraints faced in this financial aspect is the knowledge of financial management, planning and control.

3. Viewed from the production aspect, showing the existence of problem in raw materials and the use of very simple equipment. The average score on this aspect also shows a value of below the average. This demonstrates the need for knowledge of the development of technical innovation in production in order to improve the quality of production, so that the production can be more innovative and able to compete with other similar industries. The community can utilize waste as the main medium of their competitive advantage, while reducing waste problems.

4. Viewed from the aspect of marketing, research results show that the marketing area has good potential but not well developed. The average value in this aspect indicates an above-average value. This shows that the production has a good potential to be marketed globally, more supported by the large number of requests. But unfortunately there has been no support for distribution and promotion patterns.

While viewed from the spirit of entrepreneurship and the orientation of greenpreneurship, Itshows the value is above the average. The function of entrepreneurship is basically the development of creativity and innovation. It shows that society in general has a creative soul in developing its business. Nevertheless there are several obstacles as have been examined in the four aspects above .In addition to the spirit of entrepreneurship, the community also has a good greenpreneurship orientation. This condition can support the outcome of the purpose of this research that is the potential development of edu tourism village. Based on the mapping of the problems, it can be obtained a map of community needs in managing and developing the potential of edu-tourism village, as follows: (1) management training for financial, marketing, production, human resources and organization; (2) training for innovative products design of regional superior products; (3) training for recycled products from waste raw materials, and (4) training to develop entrepreneurship spirit and green entrepreneurship orientation

5. CONCLUSION

The result of the research can be concluded based on four aspects, namely: (1) in terms of organizational aspect, business scope and business scale on average still individually with business scale in the category of small business, so managerial function can be said neglected, (2) In terms of financial aspects, they generally do not have adequate financial foundations, (3) in terms of production, showing the results of the use of equipment is very simple, and (4) viewed from the aspect of marketing, the results showed that the marketing area has good potential but not yet well developed. Based on these conclusions, it can be done the development program of environmentally friendly edu-tourism village in the following way.

1. To develop entrepreneurial mentality with green entrepreneurship orientation for the citizens so that they are motivated to develop their business while maintaining environmental preservation.



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2. Growing managerial skills in managing their business to be more manageable with a neat and professional.
3. Improving the skills of citizens in creating innovative-creative products that can compete in global markets through the introduction of technology that can facilitate production.
4. Improving citizens' ability to manage natural, social, cultural and environmental resources by utilizing waste as a raw material for their competitive products.
5. Development of financial management knowledge

Consumer Awareness and Purchase Decision of Halal Food in Supporting Halal Tourism Destination: Role of Knowledge, Religiosity, Food Safety and Marketing Mix

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ABSTRACT

The development of halal tourism destination is closely related to several supporting factors. Out of a number of important factors, halal food products are one of main aspects in promoting the development of halal tourism. In this context, consumer perceptions of awareness and decision in purchasing halal food need to be understood by stakeholders. This study aims to determine the effect of knowledge, religiosity, food safety and marketing mix of awareness and purchase decision of halal food in supporting halal tourism destination in Malang. A total of 592 questionnaires can be processed from 600 Muslim respondents who were surveyed. Partial Least Square (PLS) is used for data analysis. The results of the analysis show that knowledge, religiosity, marketing concepts affect positive significant the consumer awareness of halal food, whereas food safety affect negative significant. Religiosity, food safety, marketing concepts and awareness also affect the decision to purchase halal food in supporting halal tourism destination.

Keywords: awareness, halal food, halal tourism destination, purchasing decision.

1. INTRODUCTION

The development of halal tourism destination is closely related to several supporting factors (Hassan, 2015). Out of a number of important factors, halal food products are one of main aspects in promoting the development of halal tourism.

Consumer perceptions of awareness and purchase decision of halal food need to be understood by stakeholders. There are many factors that influence it (Mak et al., 2012). Various studies show, a number of factors include consumer knowledge of halal products, religious beliefs, food safety (food safety) and marketing mix that is applied.

Product knowledge is an important factor for consumers in making decisions (Said et al., 2014). The process of purchase decision is a step that must be passed by the consumer when buying a product. The path which was gone through by the consumer when making decisions is understanding of problems, finding alternative solutions, alternative evaluation, purchasing, and post-purchase use and re-evaluation of selected alternatives (Peter and Olson, 1999).

Religion is a system of belief and practice of certain teachings embraced by a group of people. Most religions suggest or even prohibit in taking certain actions, including consuming food (Ambali and Bakar, 2014). Khalek (2014) states that religion affects consumer habits in society. On the other hand, halal is a sensitive issue associated with religion. According to Lada (2009) the importance of halal food in global marketing is due to its increasing demand today.

The growth of the market for Muslim consumers is going rapidly. This is influenced by the belief and acceptance of halal concept in global society. Halal food is food that is allowed to be consumed and the Muslim community is required to consume it (Yusof and Shutto, 2014). According to Ismoyowati (2015) food is called halal not only based on Islamic law, but it should also be healthy for human consumption because of the way it is presented and processed.



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Consuming halal food and beverage products is a dogma that must be followed and become sharia law. Halal products, despite being religious dimensions, represent a symbol of hygiene, quality and safety of the product (Ambali and Bakar, 2014). Food safety is one of the risks that must be borne by consumers when consuming certain products (Kealesitse, 2012). Safety is influenced by consumer confidence in producers and the methods used by manufacturers when creating a product (Naspeti and Zanolli, 2009).

The global awareness of the importance of halal food quoted by FAS USDA (The Foreign Agricultural Service U.S. Department of Agriculture) (2013) states that halal has a relationship with halal certification. Various Muslim countries in the world including Indonesia, have concern about halal food trade. Based on the population census in 2010, the number of Muslim communities in Indonesia is amounted to 87% or 237 million of the total population (BPS, 2011). Such awareness in buying and consuming halal products is very important. This is because the number of halal products are produced both in the level of domestic and global. Therefore halal food producers in Indonesia should be able to face major challenges in their efforts to offer halal food products to Muslim consumers, both domestic consumers and overseas consumers (Ismoyowati, 2015). Said et al. (2014) explains that the challenges encountered include various types of products that potentially contain non-halal material when the resulting product is halal labeled food.

Awareness can be defined as knowledge or understanding of a particular subject or situation (Randolph, 2003). Awareness in the context of halal can be interpreted as a special interest or experience of a thing or the experience in knowing well what is happening right now on food, beverages and halal products (Ambali and Bakar, 2014). Thus, awareness of the halal of the product is manifested as a degree of awareness of what is allowed for Muslims to eat, drink or use. Therefore, it is important for Muslims to know what is halal in measuring awareness of halal.

The action of consumers purchasing food are influenced by individual and environmental factors such as market information, food situations and available materials including food ingredients (Yunus et al., 2014). This is because the role of information, knowledge and sharia is very important for Muslims in making decisions. In the Islamic perspective, the material of the product becomes a worthy issue to consider. A Muslim's knowledge and understanding of food ingredients has a significant impact on Muslim judgment on halal behavior. Wandel (1997) stated that many consumers were very careful in consuming products and this information mostly comes from food labels.

This study was aimed to determine the relationship between knowledge, religiosity, food safety and the concept of marketing mix to consumer awareness purchase decision of halal products in supporting halal tourism destinations in the city of Malang.

2. RESEARCH METHODOLOGY

Research Hypothesis

Trust is a very important element in every culture that influences human behavior in everyday life (Borzooeri and Azgari, 2014). For Muslims religiosity is identified as a source of behavior and Muslim habits in choosing food. The experience of religious education influences the level of awareness of halal food among Muslims (Rahman et al., 2011). A similar note was expressed by Ambali and Bakar (2014), that religiosity affects consumer awareness of halal products.

The knowledge that consumers have about halal products is very important. According to Rahman et al. (2011), intact knowledge is influenced by experience gained through information on halal food. Rajagopal et al., (2011) in his research found that respondents who are aware of halal concepts still have low awareness and knowledge related to halal label and certification.

The halal industry gains great attention as a potential business to develop (Yunus, 2014). Although halal product market segment is very potential to be developed, the availability of halal food has not been fully noticed (Bone and Verbeke, 2008). Shahrudin (2010) research results explain that the factors that affect consumer intention when buying a product is an awareness of health and perceived value. Consumers are also more dependent on the information and decisions of government or local agencies that ensure the safety and halal certification of food. The study also revealed that Muslim consumers also need to pay attention to food safety and trust aspects. In addition, the important factors to consider are the legality of the business being carried out and the existence of halal certification of the product. Likewise, various marketing concepts and strategies are developed to raise awareness of the importance of buying and consuming halal products.

- H₁ Religiosity has a positive and significant impact on consumer awareness*
- H₂ Knowledge has a positive and significant impact on consumer awareness*
- H₃ Food safety has a positive and significant impact on consumer awareness*
- H₄ Marketing mix has a positive and significant impact on consumer awareness*

Trust is one of many factors which results in consumer behavior on buying something. The level of customer obedience may have an impact in some aspects such as when deciding to buy food or drink (Erdem and Varinli, 2014). Values and beliefs influence how and what products consumers buy (Simanjuntak and Dewantara, 2014). However, research conducted by Soesilowati (2010) explains that there are still some people's behavior that has not paid attention to halal certification when preparing or consuming the food.

Product knowledge is an important factor when consumers make decisions (Said et al, 2014). According to Shaari and Arifin (2010), knowledge is the key when consumers decide to buy products. Without knowledge, consumers will hesitate to buy a product. Hamdan et al., (2013) states that knowledge of when food is processed and identified becomes the most influential factor when consumers determine purchase decisions among Muslim consumers.

According to Ambali and Bakar (2012), halal food currently gets the attention of the world community. This is because it is known as an alternative to safety, hygiene and quality assurance against what is used and eaten. Food safety is recently gaining important attention, both for producers and for consumers. Food safety is related to health and this is certainly a consumer concern when deciding to buy a product.

According to Retno et al (2015) the concept of marketing mix is one of the factors that influence consumer purchasing decisions. Consumer reactions to marketing strategies have a big impact on companies (Shari and Arifin, 2010). Kotler and Armstrong (2006) explains that the brand is more than just a symbol, but it also concerns the consumer's perceptions and sentiment in a product. On the other hand, quality becomes a concept that is compared between expectations and the degree of customer satisfaction. Brand at a certain level will influence consumer decisions in buying a product.

- H₅ Religiosity has a positive and significant impact on purchasing decisions*
- H₆ Knowledge has a positive and significant impact on purchasing decisions*
- H₇ Safety has a positive and significant impact on purchasing decisions*
- H₈ Marketing Mix has a positive and significant impact on purchasing decisions*

One of the factors that influences consumer decisions is awareness (Erdem and Varinli, 2014). Schiffman and Kanuk (1997) states that the purchase decisions of some people who embrace certain beliefs are upheld by their beliefs. This is a phenomenon that occurs in international business as well as marketing books.

- H₉ Customer Awareness has a positive and significant impact on purchasing decisions*



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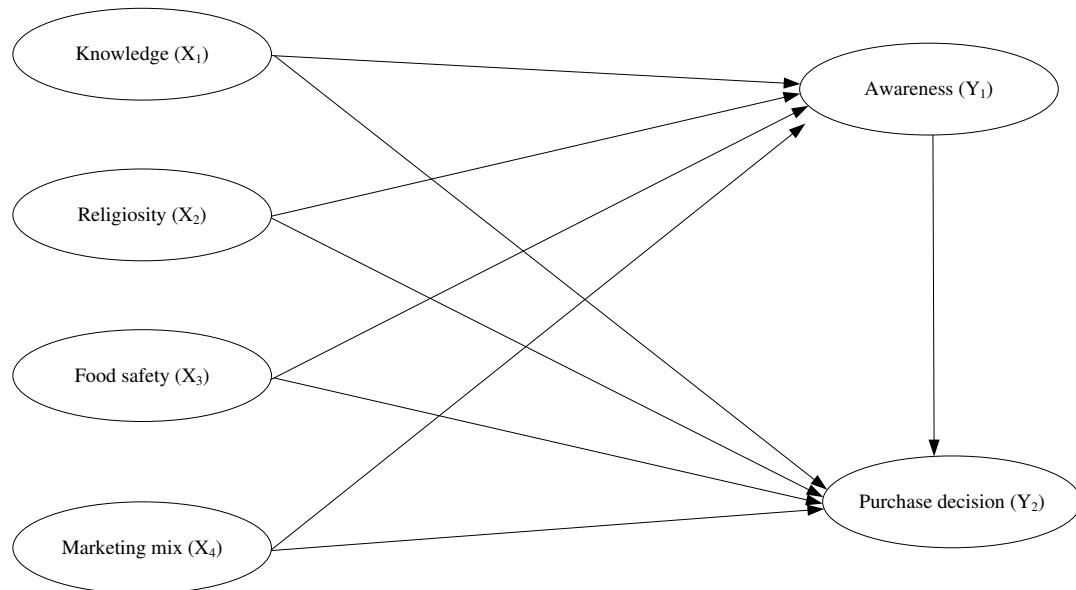


Figure 1. Variable Structural Models

Sample and Data Collection

The sample of this study was a Muslim society. Questionnaires that were distributed were as many as 600 pieces, and 592 pieces can be processed. Data collection was conducted in November-December 2015 in Malang City. The instruments used in this research are questionnaires with Likert scale with range 1-5, with explanation 1 = strongly disagree, 2 = agree, 3 = neutral, 4 = agree, and 5 = strongly disagree.

Operational Definition of Variables

Cozby (2009) suggests that the operational definition of a variable is a definition of a variable in the form of operation or technique used by the researcher to measure or manipulate. Furthermore, in order to avoid blurring in defining and understanding, the variables, definitions, indicators and items to be examined are clearly defined and briefly as presented in Table 1.

Table 1. Variables, operational definitions and indicators

Variables	Operational Definitions	Indicators
Knowledge (X_1)	Respondent's response to the knowledge of halal-related products	Knowledge of halal products
Religiosity (X_2)	Respondents' responses to their self-assessment are related to their level of trust and their practice of religion	Pray diligently
		Consume halal food
		Invite friends/relatives
Food safety (X_3)	Respondents' responses to the assessments given related to the safety of halal products they buy	Source
		Process
		Free from disease
		Material contamination
		Halal certification
Marketing mix (X_4)	Respondent's response to the assessment given related to halal product, brand, quality, price, promotion and place	Product
		Merk
		Quality
		Price
		Place
Awareness (Y_1)	Respondents' responses to knowledge, concern and action on what is permissible for Muslims to eat, drink or use	Knowledge
		Attention
		Taking action
Purchase decision (Y_2)	Respondents' responses to decisions made by respondents when buying halal products	Confident the product
		Halal label
		Ingredients

Data Analysis Method

Data analysis methods used in this study were descriptive analysis and inferential statistics. Descriptive analysis was used to explain the general picture that occurred in the respondents. Inferential analysis was used to perform the conception test stated in the research hypothesis. In accordance with the hypothesis that has been formulated, then the instrument used in this study was Partial Least Square (PLS).

3. RESULTS AND DISCUSSION

Description of respondent's characteristics

Based on the results of research, the oldest age of respondents was in the range between the ages of 21-35 years that was equal to 59.33%. The most dominant gender was female, that was as much as 63.34%. Most respondents education was Undergraduate. According to Dahmiri (2009), respondents who have a sufficient level of education (high school / equivalent) are able to answer questionnaire questions well so that the belief in the questionnaire answers are relatively more reliable and in accordance with the questions posed. As many as 63.50% of respondents had no income, this was because the status of the respondents was mostly students, which is 80.17%.

The level of customer obedience may affect the consumer purchase decisions that include purchases of food, beverages and product preferences (Varinli and Yudiz, 2014). Based on the results of the study (Table 2), religiosity of respondents who answered was quite obedient and scored about as much as 45.00%. The initial understanding of religion was largely derived from the home environment. Until now, only 38.67% of respondents who answered were still active in spiritual activity.

Table 2. Religiosity of Respondents



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Religiosity	f	Perc
Not obedient at all	1	1,35
Not obedient	2	0,51
Not enough obedient	6	10,4
Simply obedient	22	45,6
Obedient	22	35,9
Very obedient	3	6,08
Total	57	100.
Early religious education		
Formal school	11	32.8
Special school (islamic school)	7	12.5
Islamic boarding school	3	6.00
A place to worship in the home	22	45.0
Non-formal organization	1	2.33
Total	54	100.
Currently still actively engaged in spiritual	22	38.1
	38	60.5
Total	60	100.

Table 3 shows why respondents buy halal products for daily consumption. As many as 40.24% of respondents bought halal products because of religious orders. A majority of respondents who knew information related to halal products from television that was equal to 30.86%. In association to the location of halal products purchased, 40.55% of respondents answered shopping in supermarkets.

Table 3. Information, location and reason for purchasing

Descriptions	Percentage %
Information of Halal Products Purchased	
Newspaper	8.43%
Social Media	28.14%
Television	30.86%
Radio	2.71%
Advertisement	22.71%
Location	
Supermarket	40.55%
Traditional market	14.83%
Online	13.00%
Store	29.33%
Others	7.83%
Reason to buy	
Religious orders	40.24%
Supported by government	5.00%
Easy	18.83%
Quality and taste	29.83%
Promotion	6.00%
Cheaper	7.17%

Results of Data Analysis Using Partial Least Square

Evaluation of measurement model

Table 4 shows that the loading factor of all indicators representing the construct was > 0.5 . Likewise, AVE value of all variables was more than 0.5. Therefore, it could be stated that all the variables and indicators of this study were valid. The smallest value was 0.584 for the X26 indicator. It means that indicators used in this study have been valid or have fulfilled the convergent validity. The construct also had adequate discriminant because the value of each indicator was greater than the value of other indicators. The construct was reliable because the result of cronbach's alpha and composite reliability of all variables had a value > 0.6 .

Table 5 shows the diagonal value corresponding to the construct variable. The diagonal value related between the latent constructs. The shared value between constructs was a quadratic relationship. Compared to Table 4, loading across on each construct was higher than cross loading between constructs. Therefore, the results of this study have had discriminant validity between all constructs.

Structural Model Evaluation Results

After the measurement model was reliable and valid, the next step was to evaluate the structural model which involved testing the model capability and the relationship between constructs (Hair et al., 2013). The structural model in the PLS was evaluated using R^2 . The value of R^2 was used to determine the level of variation of the independent variable changes to the dependent variable. The formation of consumer awareness model was influenced by the variables of knowledge, religion, food safety and marketing mix concept which was equal to 49,5%. The variable of purchase decision was influenced by the variables of knowledge, religiosity, food safety and marketing mix concept and consumer awareness for 53,7%. The value of Q^2 predictive relevance was 0.767. The value of Q^2 in this study had qualified constructs that had decent predictive relevance and could be used because of the value of $Q^2 > 0$.



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Table 4. Average Variance Extracted (AVE), Composite Reliability, Cronbach's Alpha

Construct	Item	X1	Average Variance Extracted (AVE)	Composite Reliability	Cronbach's Alpha
Knowledge (X1)	X11	0.924	1.000	1.000	1.000
Religiosity (X2)	X21	0.679	0.530	0.887	0.849
	X22	0.773			
	X23	0.824			
	X24	0.761			
	X25	0.767			
	X26	0.584			
	X27	0.682			
Food Safety (X3)	X31	0.810	0.627	0.894	0.851
	X32	0.824			
	X33	0.815			
	X34	0.731			
	X35	0.775			
Mix Marketing (X4)	X41	0.785	0.500	0.832	0.748
	X42	0.675			
	X43	0.740			
	X45	0.702			
	X47	0.622			
Awareness (Y ₁)	X11	0.824	0.647	0.846	0.727
	X12	0.839			
	X13	0.748			
Purchase Decision (Y ₂)	X21	0.793	0.582	0.806	0.642
	X23	0.808			
	X24	0.682			

Table 5. Discriminant validity Fornell-Larcker criteria

	X1	X2	X3	X4	X1	X2
X1	1.000					
X2	0.575	0.730				
X3	0.472	0.672	0.793			
X4	0.471	0.690	0.639	0.709		
X1	0.475	0.647	0.461	0.633	0.807	
X2	0.379	0.637	0.557	0.668	0.608	0.765

Hypothesis Testing Results

The mathematical model that was formed from the path diagram was $X_1 = 0.124X_1 + 0.384X_2 - 0.090X_3 + 0.365X_4$ and $X_2 = -0.071X_1 + 0.211X_2 + 0.133X_3 + 0.316X_4 + 0.243Y_1$. Hypothesis testing was conducted by bootstrap resampling method. Hypothesis testing was done by looking at t-count. If the value of t-count > 1.964 at a significant level of 5%, it could be concluded that the hypothesis was significant. Table 8 shows the results of hypothesis testing.

Table 6. Hypothesis Testing Results

Static Hypothesis	Path	T-Count	T-Table	Description
Knowledge (X_1)→Awareness (X_1)	0.124	2.564	1,964	Significant
Religiosity (X_2)→Awareness (X_1)	0.384	6.195	1,964	Significant
Food Safety (X_3)→ Awareness (X_1)	-0.090	2.017	1,964	Significant
Marketing Mix (X_4)→Awareness (X_1)	0.365	6.812	1,964	Significant
Knowledge (X_1)→Purchase Decision (X_2)	-0.071	1.382	1,964	Not Significant
Religiosity (X_2)→Purchase Decision (X_2)	0.211	3.113	1,964	Significant
Food Safety (X_3)→ Purchase Decision(X_2)	0.133	2.936	1,964	Significant
Marketing Mix (X_4)→ Purchase Decision (X_2)	0.316	5.227	1,964	Significant
Awareness (X_1)→ Purchase Decision (X_2)	0.243	4.074	1,964	Significant

Role of Knowledge, Religiosity, Food safety and Marketing mix to consumer awareness

Based on the results of the analysis, the value of t-count was greater than the value of t-table meaning that the value was significant. This shows that hypothesis 1 in this research was acceptable; knowledge influenced consumer awareness. Respondents had knowledge of every halal product that was permitted or allowed to be consumed. The knowledge possessed by these respondents influenced their awareness regarding the halal products they consumed. This was in line with Rashid (2010) opinion that in relation to the awareness of halal food, it is widely known that Indonesian consumers who are mostly Muslims already have knowledge and understanding about basic halal food.

Respondents had sufficient knowledge related to halal food consumed. It could also be seen from the value of loading factor which was very high and equal to 0.924. Respondents knew what could be consumed as a Muslim. Alam and Sayuti (2011) mentioned that it is very important for consumers to understand and know in order to choose halal food.

Based on the results of analysis, the value of t-count was greater than the value of t-table. This showed that religiosity had a significant positive effect on consumer awareness. This was in line with a research conducted by Alqudsi (2014) that the experience of religious education will determine the level of Muslim awareness.

Ambali and Bakar (2014) explain that there is a significant and positive relationship between religiosity and consumer awareness of halal products. People became aware of their lives which was caused as a result of the reaction that occurred between the way they lived with little knowledge of the concept of halal. Knowledge of religion really determined the consumption of food because some religions firmly provided limits on which to eat and not. Although religion provided rather restrictive limits, people who actually followed these limits were usually quite a lot. In this study, this notion was reinforced by 41.83% of respondents' statements stating that their religiosity towards religion was very obedient.

Based on the results of analysis, the value of t-count was greater than the value of t-table with the path value was negative. This showed that food safety had a negative and significant effect on consumer awareness. In general, consumer decisions when purchasing products related to individuals and environmental factors such as market information, situations and food items that made up the product. In an Islamic perspective, ingredients could close some of the issues taken into



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consideration. Issues related to quality and safety also become one of the material considerations (Yunus et al., 2014).

In this study, respondents believed that halal food products were safe in terms of the process used (one of which was slaughter according to Islamic ritual). This was reinforced by the opinion of Agil and Nor (2012) which states that health awareness has made halal food potential to be considered to be one of the safest production methods. On the other hand, it would also meet the halal food safety standards that are very tight.

The coefficient of marketing mix to awareness was 0.368. Based on the results of the analysis, the value of t-count was greater than the value of t-table meaning that the value was significant. This showed that the marketing mix had a significant positive effect on consumer awareness.

Respondents always made sure that the products that were purchased were halal. In addition, the location played an important role when buying halal products. Respondents would continue to buy halal products even though the brand was not well known.

Role of Knowledge, Religiosity, Food safety and Marketing mix to purchase decision

Based on the results of analysis, the value of t-count was smaller than the value of t-table which meant the value was not significant. This shows that there was no sufficient evidence that knowledge influenced purchase decisions. This is not in accordance with the research of Sharii and Arifin (2010) which explains that the knowledge related to what is allowed will affect consumer ratings when buying a product.

Based on the results of the analysis, the value of t-count was greater than the value of t-table which meant the value was significant. This shows that religiosity had a positive and significant effect on purchase decisions. This is in line with the idea of (Erdem et al., 2014) which states that trust is one of the factors that result in consumer habits when buying a product.

Religiosity influenced purchasing decisions. This was supported by the statement of respondents (40.55%) which stated that the reason for purchasing halal products was due to religious teachings. Based on religiosity, respondents who answered obediently and very obedient were 41.83%. Based on the adherence to the beliefs adopted, this certainly influenced the decision of purchasing products. As explained by Leon (1998), members of certain religious groups are influenced by religious values and teachings when buying a product.

Based on the results of the analysis, the value of t-count was greater than the value of t-table which meant the value was significant. This shows that food safety had a positive and significant impact on purchasing decisions. Naspetti and Zanolli, (2006) stated in the purchase decisions made by consumers, if a product is not safe, then consumers will not buy it.

Respondent's belief on the safety of halal products influenced them when buying a product. Respondents were sure if the halal products were related from the source. What was meant by the respondent was safely related to the source was that as long as a product followed the Islamic Shari'a and only used the raw material permitted by religious law, then the product was safe for consumption. This was because all this time, religion has arranged that the food that is allowed to be consumed by Moslem is food that is really safe.

The coefficient value of the marketing mix concept on the decision to purchase halal product was 0.317. Based on the results of the analysis, the value of t-count was greater than the value of t-table which meant the value was significant. This shows that the concept of marketing mix had a positive and significant effect on purchasing decision. This is in accordance with research conducted by Azzadina (2012) which states that the concept of marketing mix has a positive and significant effect on purchase decision.

Respondents always ensured that products they purchased were halal. If respondents felt or doubted the product purchased, this would certainly affect their purchasing decisions. In addition, the location played an important role when buying halal products. Quality was also an important concern when buying halal products. The quality of a product would certainly affect consumer purchase decisions.

The role of Consumer awareness on purchase decisions

Based on the results of the analysis, the value of t-count was greater than the value of t-table which meant that the value was significant. This shows that awareness had a positive and significant impact on purchasing decisions. This is in accordance with the statement of Erdem and Varinli (2014) stating that one of the factors that influence consumer purchasing decisions is awareness.

Respondents' adequate knowledge of halal foods influenced consumer decisions when buying halal products. As a result, the respondents would only buy food when they were convinced that the food was completely halal. In addition, the presence of halal label also influenced the purchasing decision of respondents. When a product did not include a halal label, respondents would pay attention to the material composition of a product. Therefore, it was important to understand and know the halalness of a product and measure halal-related awareness. Measuring halal on the aspect of food was especially an important factor in order to avoid dubious food products. This helps Muslims to have a clear picture that will help them decide to buy products that are supported and linked to preferences and beliefs (Yunus et al., 2014).

4. CONCLUSION

The formation of consumer awareness model was influenced by the variables of knowledge, religion, food safety and marketing mix concept that were equal to 49,5%. The variable of purchase decision was influenced by the variables of knowledge, religion, food safety and marketing mix concept and consumer awareness was 53,7%.

Knowledge had a positive and significant impact on consumer awareness. Religiosity had a positive and significant impact on consumer awareness. This can be interpreted that the more religious a person is, the higher the awareness related to halal food will be. Food safety had a negative and significant impact on consumer awareness. Marketing concepts had a positive and significant impact on consumer awareness.

Knowledge was not significant to purchase decisions. This indicates that the consumer's knowledge related to what is permitted causes the consumer to be more careful in determining the decision to purchase the product. Religiosity, food safety, marketing mix concepts and consumer awareness had a positive and significant impact on purchasing decisions halal food in supporting halal tourism destination.

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Evaluation of Halal Assurance System in Hotel Restaurant with Shariah Concept To Support Halal Tourism (Case Study at Hotel Fariz Syariah Malang)

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ABSTRACT

The number of visitor in the Malang City was increasing which encourage the emergence of culinary sector and hospitality. Various concept was created attract tourist destination, one of them is the syariah concept. Several Hotel labelled shariah, one of hotel labelled with sharia is Fariz's Hotel . The purpose of this research to evaluate the application of halal assurance system in the Fariz's Hotel Restaurant, so that it can be found a solution improvements to support certified over. This research used descriptive method to explore information about source of materials and production process every menu in the Fariz's hotel restaurant which presented in material matrix form. The result indicated that halal procedure has not been applied caused Halal Team and Halal Policy not yet present. The research was discovered several materials that belong to halal control point list, meat, fish, and some dried material that has not halal labeled like macaroni, crackers etc. The application of halal assurance system in Fariz's Hotel Restaurant can be prefixed with formation of The halal team and The Halal policy, replace material with no halal label to halal certified material. It is expected that all aspects in Fariz's Hotel Restaurant could meet the standard.

Keywords : Halal, Critical Point, Hotel Restaurant

INTRODUCTION

Malang is one of the largest population cities in Indonesia. Malang Raya area is known as one of the main tourist destinations in Indonesia. This can be seen from the increase in tourism from year to year. Data released by the Central Bureau of Statistics (2015) for the level of tourist visits both domestic and foreign fluctuated very significantly in 2011, an increase from 2010 by 0.86%. According to the Chairman of PHRI Malang, Sumaryono (2013) there are 80 hotels in the city of Malang, both star and jasmine hotels with more than 2,000 rooms. In the level of fierce competition, only hotels that managed to sell good service that can exist in the midst of intense competition.

The concept of sharia for a hotel is that all facilities owned by the hotel must be in accordance with Islamic Shari'a. The concept of sharia according to Widyarini (2013) is the application of Islamic sharia into the operational activities and facilities of the hotel. The restaurant is a sufficient facility to support in a hospitality industry. Especially in sharia hotels, restaurants owned must be halal guaranteed. Halal in this case is food and beverages processed must be in

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accordance with Islamic Shari'a (Siradjuddin, 2013). In addition, the equipment and production process must be clean and does not contain najis material.

Hotel Fariz is one of shariah hotels which have restaurant with halal concept, but not yet certified halal MUI. The restaurant owned by the Fariz hotel also does not have a fixed menu arranged in the menu book. Type of food menu at Fariz hotel ie food menu and coffee break menu. The food menu is processed by the chef of the hotel, while for the coffe break menu is not processed directly by the hotel but instead make a reservation at a fixed supplier who specifically provides snacks for the hotel Fariz.

Restaurant in Shariah Hotel requires a halal certification from LPPOM MUI to get halal label. The stage in the process of filing halal certification is to identify the halal control points. The information required in the process of halal identification is the origin of materials and processes, so that can be found the control point and control. Control points are identified on each menu except for the coffe break (snack) menu. Control points are identified by the MUI Halal Assurance System procedure.

Halal Assurance System (SJH) 23102 is a guideline for fulfilling halal warranties in restaurants. Based on SJH guidance the halal control points include selection of new materials, material purchases, product formulations (if any), inspecting of incoming materials, production, washing facilities and auxiliary equipment, storage and handling of materials and products and transportation.

Previous research by Maria (2012) on the implementation of Shariah principles and what are the supporting factors and obstacles of business in Hotel Arini Syari'ah Surakarta by using the method of comparison of the gap between standard hotel with standard of halal (Shariah) by the National Sharia Council. Research conducted Widyarini (2013) terhadap syariah hotel based on product and marketing. The criteria of this study are Al Qur'an and Al Hadist, because there is no MUI fatwa. Three Sharia hotels in Yogyakarta are taken as research samples. The aim of this research is to know the existence of halal control point on all components in Fariz hotel restaurant, so that it can be known that the improvement need to be done in order to take halal certification issued by MUI (Majelis Ulama Indonesia).

RESEARCH METHODS

This research was conducted at Hotel Fariz's Hotel Company Street No. 57 Karanglo, Malang, East Java. The research will be conducted in June until August 2016. The research data processing is done at Agroindustry Management Laboratory, Department of Industrial Technology of Agriculture, Faculty of Agricultural Technology, Brawijaya University of Malang.

The research used descriptive method that is searching information of material origin and production process of every menu in Hotel Fariz restaurant presented in the form of material matrix. Drafting or Documentation of Halal Assurance System (SJH) only covers written procedure of critical activity by implementing a written procedure of critical activity at Hotel Fariz Restaurant.

Research Procedure

Written procedures of critical activity

Hotel Fariz restaurant should have written procedures for the execution of critical activities. Critical activity from the preparation stage to the presentation can affect the halal stauses of the menu. The criteria of adequacy for written procedures of activity are as follows:

- Purchase of materials
- Inspection of materials coming
- Storage and handling of materials or menus
- Selection of new materials
- Production
- Washing of production equipment and auxiliary equipment



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- Formulation menu or new menu development
- Display and display
 - Visitor rules
 - Employee rules

Traceability

Traceability is done by tracing critical material and critical processes after a critical activity procedure. The material or process to be traced shall be ensured from materials that have met the requirements of LPPOM MUI. At the search stage must be ensured if the material to be tracked should also be produced with a production facility that meets the criteria (unclean).

Handling products that do not meet the criteria

Handling products that do not meet the criteria, at this stage material / process are not suitable to be done cause analysis. If the material used does not meet the criteria it will be given an alternative repair.

Internal audit

The internal audit stage is conducted by the halal management team after the entire stage of the product description until the handling of products that do not meet the criteria are made. The internal audit tool is a list of questions for internal audit. Internal audit procedures include objectives, scope, schedule, auditee, audit methods, audited parties, audit aids (questionnaire) and reporting.

RESULTS AND DISCUSSION

Written Procedures of Critical Activity

The stage of identification of the halal control point in this study used the method of written procedure of critical activity in the guidance. Halal assurance system (SJH) is a system that elaborates, connects, accommodates and integrates Islamic Shari'ah concepts (Purnomo, 2010).

1. Purchase of Materials

Purchase of food is the process of provision of food through the procedures and regulations that apply in the effort to meet the needs of food. Procedures and conditions for the purchase of materials shall refer to documents issued by LPPOM MUI. All raw materials used in the production process must meet the terms and conditions of LPPOM MUI. The materials must have supporting documents in the form of halal certificate issued officially by LPPOM MUI or foreign institution recognized by LPPOM MUI. According to LPPOM MUI (2015), Purchases shall require conformity between the materials to be purchased and the data contained in the halal certificate. Restoren hotel Fariz makes purchases based on a weekly grocery schedule that has been tailored to the food menu for 1 month.

2. Materials Inspection

On inspection of materials the information contained in the material supporting documents with on the packaging label shall be appropriate. According to the LPPOM MUI (2015), the inspection of the material is an examination of the packaging label of the material which includes the name of the

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material, the name of the manufacturer, the home country of the producer and the halal logo. Fariz hotel kitchen party itself has not done the examination of halal logo, examination done in terms of quality of materials to be used whether still good or vice versa. Examination of halal product logo is shown in Table 1.

Tabel 1. Product label checking

Bahan/Produk	Merk	Label/Sertifikat Halal	
		Ada	Tidak
Pasta	-		
Beefball	Champ Bellfood		
Sesame	-		
Silk Tofu	Sakura		
Kembang Tahu	Selera		
Instant coconut milk	Kara		
Sausage	Champ Ngetop		
Egg noodle	Kuda Menjangan		
Rice noodle	Padamu		
Wheat powder	Cakra -		
Salt	Daun		
Pepper	Mamasuka		
Flavor enhancer	Royco		
Corn Starch	Maizenaku		
Margarine	Blue Band		
Sesame oil	Angsa Mas		
Cooking oil	Kunci Mas		
Oyster sauce	Saori		
Tomato sauce	Indofood		
Chilli sauce	Indofood		
Beef extract powder	Kladu blok maggie		
Salty soy sauce	Indofood		
Sweet soy sauce	Bango		
Soy sauce	Kenarie		
Petis udang	-		
Terasi	-		
MSG	Sasa		
Sugar	-		
Shrimp Chip	-		
Tea	Sariwangi		
Coffee	Kapal Api		
Sweet Condensed Milk	Carnation		
Rice	“maknyuss”		

The raw materials used by the hotel restaurant consist mostly of vegetable materials such as meat, vegetables, and spices. For raw materials of meat type is not known RPH which is the supplier. Therefore, the main raw materials such as chicken and beef go into the halal control point or halal



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control point. Likewise with additional ingredients that are not halal certified. For fresh raw materials such as fish meat and vegetables and spices into the material is not critical or positive list.

3. Storage and Handling of Materials or Menu

Storage and handling of raw materials is carried out to keep the food from contamination of objects or substances haram / unclean. According to LPPOM MUI (2013), Storage shall be clean, sacred, and protected from cross-contamination with unclean / unclean materials. Storage of raw materials in the Fariz hotel kitchen is quite small for the size of a hotel restaurant. According Hadiyanto (2013) storage of foodstuffs aims to prevent the decay of food so that shelf life long enough, the quality is maintained, and its availability is in all the time. According to Mahsun (2014), cold storage with freezers or "freezer" is commonly used for raw, semi-finished, or ready-to-eat ingredients. Foodstuffs stored at room temperature are mostly included in the semi-perishable category (Pangestu and Adhi, 2014). The wrong treatment can accelerate the destruction of this foodstuff. Dried ingredients for food additives fall into this category.

4. Selection of New Materials

Selection of new materials is the process of selecting new materials and approval of their use. In the process of selecting new materials, the ingredients included in the non-critical flavor ingredient list and ingredients do not require approval of materials from LPPOM MUI before use, and vice versa (LLPOM MUI, 2015). Identification of halal control points applied to all processed food menus available at Fariz's hotel restaurant, except for food preparations for coffee break. To simplify the identification process, raw materials in differentiation into 2 categories namely animal and vegetable. The material category and its HCP are presented in Table 2.

Table 2. Material Category

No.	Category	Material (HCP)	Risk Source
1	Plant origin material	- sesame - wheat flour - kembang tahu - sesame oil - chip - pasta - sugar - soy sauce	- dye - preservatives - vitamin - flavor
2	Animal origin material	- chicken - beef - terasi - petis udang - egg	- slaughter - dye - preservatives

Based on table 4 can be seen that there are 3 categories of materials used to determine the origin of raw materials HCP list to be identified. Determination of this category aims to determine whether all ingredients that enter into the HCP list is material derived from haram components. The categories used are categories of vegetable and animal materials. Determination of halal control points in this study using a decision tree chart.

a. Plant origin material

Plant origin material is a material derived from plants, basically all ingredients derived from plants or plants are halal for consumption, but there are several factors that can affect the halal status of the

addition of additive materials. Raw materials that enter into the HCP list of vegetable material categories include sesame, wheat flour, tofu curry, sesame oil, crackers, and pasta.

Table 3. Identification of halal control point in plant origin material

No	Material	Question				Result
		A	1A	2A	3A	
1	Sesame	√	x	-	x	Non halal critical point
2	Wheat flour	√	x	-	√	Halal critical point
3	Kembang Tahu	√	x	-	x	Non halal critical point
4	Sesame oil	√	x	-	√	Non halal critical point
5	Saos Raja Rasa	√	x	-	√	Halal critical point
6	Chip	√	x	-	√	Halal critical point
7	Pasta	√	x	-	√	Halal critical point
8	Sugar	√	x	-	√	Halal critical point

Based on Table 3 there are 5 critical ingredients of wheat flour, cracker, macaroni, sugar, king taste sauce and 3 non-critical ingredients ie sesame seeds, sesame oil, and kembang tahu. Sesame seeds and sesame oils fall into categories rather than tipping points. This is because the processing of sesame seeds only includes sorting of sesame seeds from various impurities (leftover skin, leaves, stems and other impurities), then dried to dry (Astuti, 2007). For sesame oil is not a critical point because according to LPPOM MUI (2013), on commercial production scale, vegetable oil is processed by extraction of its oil sources, such as sesame seeds.

Based on the decision tree, the source of the risk derived from wheat flour due to the addition of additives from L-Cysteine. L-Cysteine material is doubtful because it is allegedly made of human hair, so it does not meet the halal requirements in Islamic Shari'a. According to Kafah (2012), L-Cysteine usually in the form of hydrochloride can serve as a better reinforcing agent. According to Apriyantono (2003), dyes such as Annatto, Bixin, Norbixin (C.1 75120; Orlean; Rocou) halal in its pure form, will automatically be syubhat (unclear / vague) because its halal depends on other ingredients added, the emulsion form depends on the emulsifier and the encapsulation used.

b. Animal Material

Animal matter is a material derived from animal body parts. Animal-derived products generally enter into the halal control points because they may come from non-halal animals such as pigs or halal animals but it is not clear how the slaughtering process is. The animal ingredients in the hotel restaurant that goes into the HCP list are chicken, beef, shrimp paste, and shrimp paste.

Tabel 4. Result of Animal material identification

No	Material	Question						Result
		A	1A	B	1B	2B	3B	
1	Egg	√	x	-	-	-	-	Non critical point
2	Beef	-	-	√	√	-	-	Critical point
3	Chicken	-	-	√	√	-	-	Critical point
4	Terasi	√	√	-	-	-	-	Critical point
5	Petis Udang	√	√	-	-	-	-	Critical point

Ingredients such as chicken and beef in the decision tree chart for animal materials can be seen, if animals are consumed halal but no known method of slaughter and possession of unknown RPH halal certificates then enter into a critical point. According Ainiyah (2012), the slaughter of tame animals performed on the neck. The amount of tendon that has been broken on the neck of the animal when slaughtered is the throat, the food and beverage channels that are under the throat and two neck veins.



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Terasi and shrimp Petis on the decision chart can be seen from the presence or absence of further processing process on terasi and petis products. The critical point of terasi and petis lies in the processing and use of dyes and preservatives. Research shows that four samples of shrimp paste (50%) contain rhodamine B synthetic dyes (Hasanah, 2014). Rhodamin B is a synthetic dye of the xanthenes dyes group used in the textile and paper industry. (Irawan, 2016). According to LPPOM MUI (2014) even if a material does not contain substances, it will be given a haram status if it is harmful to humans because it can cause various diseases.

5. Processing

The production process at the hotel fariz is done in accordance with the scheduled work shift as well as the type of food menu that will be processed. There are 2 shifts applied in the restaurant. The first shift is at 15:00 to 23:00 and the second shift at 11:00 to 15:00. The cooking process in the kitchen of the hotel Fariz itself is divided into 2 types, hot kitchen (boiling, frying, sealing, steaming) and cold kitchen (stripping, cutting, washing, soaking destruction, mixing).

In the process of processing halal aspects of the condition of equipment and kitchen environment. Equipment used shall not be used in conjunction with non-halal materials. At the hotel restaurant Fariz does not produce non-halal food preparations such as pork and derivatives. So that needs to be observed and anticipated is the presence of unclean contamination derived from equipment and environment that is not clean. According to Man (2014), the use of equipment during the production process until it is served or packaged must be ascertained holy and clean. If the equipment used is exposed to unclean it will affect the halal status of the food as well.

6. Washing of Production Equipment and Helper Equipment

Procedures in the washing process of production and auxiliary equipment shall ensure that the process can remove various impurities including unclean / unclean materials. To help the process is often used compound (sanitizer) (Yulianto, 2015). There are several steps in the washing process of the production equipment that is the disposal of food scraps and the initial rinsing, washing, rinsing, sanitation disinfection, draining and drying. Removal of food scraps is carried out to remove any remaining food still attached or left on the equipment. The usual place used is a large plastic black colored so-called trash bag.

Washing, at this stage required a tool such as a sponge or brush to remove dirt or grease that is still attached. In addition, the use of sanitizers is also done. Flushing is the stage that aims to remove and clean the remains of sanitizer. In the kitchen the hotel rinsing is done in water that is accommodated on the container then rinsed again using running water. For large-sized appliances directly use running water. After the equipment is rinsed and then dried. This drainage and drying process aims to remove the remaining water in the equipment so that it can dry completely. According to Hutami (2014), if the use of water and soil is not sufficient in unclean cleaning then a cleaning agent may be used.

7. Formulation Menu or New Menu Development

New menu development is a formulation for new menu to be certified. All materials used in the new menu development stage must have been approved by the LPPOM MUI and for new materials must be through a new material selection procedure (LPPOM MUI, 2015). At the hotel restaurant Fariz there is still no plan in the manufacture of new menus. This is because the menu that has been made as already attached has just been prepared by the hotel restaurant. Given Fariz

hotel which is fairly new in the world of hospitality, so the menu that prepared by the restaurant chef is still limited to the menu of Indonesian food and Chinese cuisine.

8. Display (Display) and Presentation

The display and presenting process should ensure that no contamination of the menu by unclean materials during display and presentation (LPPOM MUI, 2015). Facilities and display and presentation equipment are only dedicated to displaying and serving halal menus. If the restaurant provides a menu other than the halal menu, then the restaurant should have special presentation equipment. The presentation of food at Fariz's hotel restaurant is done differently. The presentation of food for the guest meeting room is done according to the guest's order, that is with buffet arrangement or serving in the box. Presentation for room service food orders is served per portion food. For breakfast menu served with buffet arrangement. The absence of any rules on this matter may lead to contamination of illicit materials that may be derived from the equipment used.

9. Visitor Rules

At Fariz hotel there is no written rule for visitors who come. The obvious rules that apply to visitors are forbidden to carry alcoholic beverages. No specific checks for food are brought from outside by hotel visitors. This needs to be done because the presence of unclean food or still unclear halal status can cause the risk of cross contamination in halal food. Procedures should ensure visitors do not consume products from outside the restaurant whose halal status remains unclear. (LPPOM MUI, 2015). At Fariz hotel restaurant, so far a number of visitors or guests of the hotel who came mostly gave the entire consumption of guests to the hotel. it is a little easier for the hotel to avoid the non-halal ingredients that enter the hotel.

10. Employee Rules

At Fariz's hotel there is no written rules for employees, especially employees of the kitchen. Based on the principle of halal hotel employees who work in the kitchen is prohibited from bringing food from outside which is kosher or unclear status halal status. This is because it can increase the risk of cross-contamination from outside products with food provided by the restaurant. For the food menu consumed by employees is provided exclusively by the restaurant chef. Procedures should ensure that employees do not consume products from outside the restaurant that do not have a clear halal status. The restaurant should apply the prohibition rules for employees to consume food. Illicit or unclear drinking halal status in the restaurant (LLPPOM MUI, 2015). At the Fariz's hotel restaurant there is still no written rule specially made for employees associated with the restaurant.

11. Traceability

The results of the search materials used by Fariz hotel restaurant there are still some types of material that is still doubtful halal status. Based on the identification of raw material halal control point by using HCP decision tree it can be seen that from 13 raw materials that previously entered into HCP list and there are 9 positive raw materials enter into critical point Type of raw material which do not have brand and logo of halal certification stamped on the packaging is advised to do alternative replacement with a product that already has a halal certificate. Non-branded materials and halal certificates are listed in Table 5.



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Table 5. Material Traceability

No.	Material	Merk/brand	Halal Certification
1.	Pasta	-	-
2.	Wheat Flour	-	-
3.	Raja Rasa Sauce	Kenarie	-
4.	Shrimp Petis	-	-
5.	Terasi	-	-
6.	Shrimp chips	-	-
7.	Chicken	-	-
8.	Beef	-	-
9.	Sugar	-	-

Traceability is used as the back-tracking ability of the consumed product. This process is very important for the future especially in terms of product quality assurance that can be categorized as safe or not for consumption (Supartono et al, 2013). At the hotel restaurant has not done a search on materials / products used or produced.

CONCLUSION

The results showed that the probability of halal control points on raw materials was found in uncertified ingredients such as beef, chicken meat, macaroni, kembang tahu, crackers, shrimp paste, flour, sugar, shrimp paste, sesame, sesame oil and taste king sauce . After the identification of critical materials using Halal Control Point Decision Tree, the ingredients included in the HCP are chicken, beef, macaroni, crackers, terasi, flour, sugar, shrimp paste, and king taste sauce. From several stages of identification that has been done known that the cluster processed food with the highest control point of halal is stir fry. The critical level on the cluster is caused by the many uses of critical ingredients in its serving such as beef, chicken meat, wheat flour, shrimp petis , sugar and king taste sauce. In the process of processing is not found a critical point, but some things that can trigger the contamination of illicit materials derived from the cleanliness of the environment around the kitchen and the use and storage of equipment used does not meet the halal procedure. Lack of attention from workers and visitors to the condition of the hotel restaurant caused by the absence of written rules are arranged in a SOP (Standard Operation Procedure).

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Estimation of the Prerequisite, Certification and Implementation Cost of Halal Assurance System In Culinary Business (Case Study At UB's Library Canteen)

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ABSTRACT

This study aims to develop financial planning in Halal assurance system process implementation in culinary business. Calculation of component Halal Assurance System Cost is divided into halal prerequisite cost, halal certification cost, and halal assurance system implementation cost. It consist to help UB's library canteen to easy for get halal certification as a role model in similar culinary business. The result of the study showing The preparation cost needed is IDR. 51,051,000.00. That cost consists of facility preparation cost i.e. IDR. 35,196,000.00 and preparation of management system i.e. IDR. 15,855,000.00. Total cost of halal certification is IDR. 38,610,000.00 for five outlets. Calculation of implementation cost is divided prevention cost, appraisal cost and failure cost begun on march til may 2016. Halal implementation's average cost of tahu campur product is 478,082.00/month and Halal implementation's average cost of soto daging product is IDR. 621.502,00/month..

Keywords: Halal Assurance System Cost, PAF.

INTRODUCTION

Canteen si a restaurant provided by organization such as a school, factory, college, or company for its students and staff (Dictionary, 2016). Canteen provided the daily consumption of students or staffs which have highly activity in the study and work times. This is because the close distance to the activities and affordable price was the main reason to choosin to eat in the canteen. However, the high bussines in the canteen has not yet provided by the assurance of halalness products. On the other hand, the majority of producers that the halal certification is difficult and costly, and also need a continuous halal guarantee system for the products. The halal certification of canteen does not require a high cost if it has a good financial plan which can provided in the principle of Halal Assurance System Cost.

Canteen in Universitas Brawijaya (UB) spreaded almost in 20 location with 147 stands to provide the daily consumption of all 59.696 students and staffs. This phenomenon makes Rector of UB develop a program for assurance the halal food and safety in UB's canteen with a halal certification. UB library canteen was chosen as UB halal canteen pilot project.

Quantitative descriptive analysis method was carried out to analyze and calculate the cost and components required in the preparation and process of halal certification. One of the most suitable method is **Prevention Appraisal Failure (PAF)** which is can calculate the halal cost by grouping into



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three dimensional cost namely; prevention, appraisal and failure costs (Winny, 2011). The PAF method was chosen because it can describe the allocation of cost quality at each classification. This research uses PAF method to calculate cost implementation of halal assurance system in library canteen of Universitas Brawijaya.

MATERIAL AND METHODS

The study was conducted at UB's Library Canteen Malang. The data was collected from the questionnaire and another literatures such as journal, article and fatwa related to halal and safety food. The halal assurance cost was calculated using quality cost approach. The primary data was collected from observation to the UB's Library Canteen and interview with the manager of each stands.

RESULTS AND DISCUSSIONS

1. UB's Library Canteen

UB's library canteen was established in 2004. Rental tenants are charged a rental fee of 17% of revenues and operates from 07.30-16.00 WIB. Currently, UB's library canteen has five booths consisting of four food stands and one beverage stand and a snack. The hygiene certificate has been obtained from Health Office of Malang City in March 2016. UB's library canteen also has a set of SOP (Standard Operating Procedure) in the implementation of production process. Currently, a halal management team has been established along with a clear job description in canteen management.

2. Halal Assurance System (HAS) Cost

Halal Assurance System (HAS) Cost was conducted in three stages namely, preparation, certification and implementation stages. The preparation stage (halal prerequisite cost) is the initial stage of HAS implementation aimed to obtain the hygiene certification. The certification stage (halal certification cost) aimed to obtain the halal certification from LPPOM MUI. Implementation stage of HAS (Halal assurance system implementation cost) aimed to record the allocation of cost in the transaction of halal products. HAS Cost can be calculated with equation as below:

$$\sum HAS = \sum HPC + \sum HSC + \sum HASIC$$

Where:

$\sum HAS$ = Total Halal Assurance System (HAS) Cost

$\sum HPC$ = Total Halal Prerequisite Cost

$\sum HSC$ = Total Halal Certification Cost

$\sum HASIC$ = Total Halal Assurance System (HAS) Implementation Cost

3. Halal Prerequisite Cost

Halal prerequisite cost is the cost to obtain the certification of hygiene from Malang City Health Office. The determination of halal prerequisite cost is based on the supporting components of hygiene prior to implementation of halal certification. These components based on the standards set by the Ministry of Health and HAS 23000 LPPOM MUI and HACCP prerequisite cost books. The preparation cost consist two categories namely, facilities and management systems. Table 1 shows

the calculation of Halal prerequisite cost. Halal prerequisite cost can be calculated by the equation as below:

$$\sum HPC = HPFC + HPMC \dots (1)$$

Where:

$\sum HPC$ = Total of halal prerequisite cost

$\sum HPFC$ = Total of halal prerequisite facilities cost

$\sum HPMC$ = Total of halal prerequisite management cost

Table 1 Calculation of Prerequisite Halal Cost

<i>HPC</i>	Variabel	Component	Cost (IDR)
Halal Prerequisite facilities cost	Kitchen	Ventilation	3.500.000,00
		Lighting	810.000,00
		Building	0.00
	Purchase of Equipment	Storefront	12.500.000,00
		Packaging	250.000,00
		Dish trolley	750.000,00
		Sewerage	3.000.000,00
	Sanitation and pest control	Toilet	7.800.000,00
		Kitchen Midden	3.217.000,00
		Sink	3.369.000,00
Sub Total			35.196.000,00
Halal Prerequisite management cost	Personnel	1.275.000,00	
	Prerequisite programs	10.780.000,00	
	Hygiene certification registration	3.000.000,00	
	SOP	800.000,00	
Sub Total			15.855.000,00
Total Halal Prerequisite Cost			51.051.000,00

Source:: Primary data (2016)

Table 1 shown that the cost of halal prerequisite facilities in the five stand consisted with cooking place, equipment and sanitation and also pest control is IDR. 35.196.000. Halal prerequisite management cost of IDR. 15.855.000. The total cost of halal prerequisite becomes IDR. 51.051.000.

3.1 Halal Prerequisite Facilities Cost

Facility aspect in food business has potential to become a disease carrier agent if cannot be standardized properly. Sanitation facilities and check-lists were developed to evaluate the facilities and sanitary conditions of the facilities such as sanitary conditions kitchen, dining room, and sanitation. The sanitary conditions of the kitchen, living room, cooking utensils and food stored are evaluated as potentially harmful agents (Seung Hye Kye et al, 1995).

3.2 Halal Prerequisite Management Cost

The restaurant management system includes inventory systems from suppliers and users. On the other hand, organizational management is important to respond to receipt of orders. (Colemann et al, 2000).

The cost of personnel is medical tests for six tenants stand of IDR. 450.000. The cost of procuring aprons for six people amounted to IDR. 600.000. Registration fee for hygiene certification by the Health Office of Malang City IDR. 150.000 and cost of *E.coli* content test on 38 product of IDR.



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2.850.000. SSOP training fee of IDR. 8.250.000 and HAS training costs IDR. 2.530.000. The cost of making 15 SOP of IDR. 800.000. The SOP recommended in UB's library canteen namely, for washing of materials and equipment, temperature of heating and cooling of food, handling of contamination material, work attribute, material purchase, canteen environment cleansing, ready food production, hygiene and sanitation, pest control, employee regulation, waste management, process control, customer service, storage and control.

4. Halal Certification Cost

Audits are viewed as a series of mutual process, using human, material, infrastructure, finance, information and technical resources to achieve goals related to the continuous improvement of performance. In other words, the audit is a system (Karapetrovic, 2000).

Halal certification cost includes costs to perform external audit by LPPOM MUI. The cost consisted of critical point audit, product quantity, process complexity, auditor honorarium, travel expenses, lodging and consumption, internal court fees, fatwa commission meetings, assistance for LPPOM MUI. Table 2 shows the calculation of halal certification cost. The establishment of a halal management team consists of an internal halal coordinator, deputy coordinator, quality control division, research and development division and finance. Halal management team is tasked to supervise and control the production activities of five booths. UB's library canteen is categorized as small business with critical point of material more than three and less than five which the production process is done conventionally. Halal certification payments are calculated based on the number of outlets and each stand is considered an outlet so that halal certification is conducted in five outlets.

Table 2 Halal Certification Cost Calculation

No	Variabel	Cost (IDR)
1	Establishment of a halal management team and internal auditors	15.800.000,00
2	External audit fees	5.000.0000,00
3	Auditor honorarium	700.000,00
4	Travel and lodging cost	7.110.000,00
5	Payment of halal certification	10.000.000,00
	Total biaya	38.610.000,00

Source:: Primary data (2016)

5. Halal Assurance System Implementation Cost

According to Mahmoud *et.al.* (1999), halal costs must relate to the optimum quality levels with a framework. This proposed framework presents the conceptual steps of COQ behavior and the interaction of each category. Implementation of halal assurance system is an important factor to control the production process of halal products. Products with medium critical points are represented by “tahu campur”, which critical points are origin of meat, broth, soun, crackers and flavorings (vetsin). Products with low critical point are represented by “soto daging” with critical point of origin of meat, soun and flavoring (vetsin). The cost of implementing Halal Assurance system “tahu campur” and “soto daging” was calculated by the formula:

$$\Sigma HASIC = \Sigma TPC + \Sigma TAC + \Sigma TIFC$$

Where:

$\Sigma HASIC$ = Halal Assurance System Implementation Cost

ΣTPC = Total Prevention Cost

ΣTAC = Total Appraisal Cost

$\Sigma TIFC$ = Total Internal Failure Cost

Table 3. Halal Assurance System Implementation Cost Calculation

Prevention cost	The cost of purchasing materials The cost of raw material washing Cost of washing equipment
Appraisal cost	Material handling cost Cleaning costs
Internal failure cost	Inspection Scrap cost The unsold products

The implementation cost calculation measures on two outputs, as follow:

- a. Output to total halal cost

Outputs on halal costs that is include the cost of prevention, assessment and failure of “tahu campur” and “soto daging”. Tables 4 and 5 shown the percentage of halal cost of “tahu campur” and “soto daging”.

Table 4 Halal Costs of Tahu Campur (TC) and Soto Daging (SD)

Type of Cost	March (IDR)		April (IDR)		May (IDR)	
	SD	TC	SD	TC	SD	TC
Prevention	561.	418.	561.	418.	561.	418.
ion	523	103	523	103	523	103
appraisal	15.5	15.5	15.5	15.5	15.5	15.5
al	62	62	62	62	62	62
internal	82.0	99.0	51.2	45.0	0	0
failure	00	00	50	00		

Table 4 show that “tahu campur” and “soto daging” have an increased prevention cost from March to May. The cost of internal failure has decreased significantly from March to May. According to Hansen and Mowen (2005) the cost of prevention and increased appraisal costs means indicating the number of units of defective products decreased, if the prevention cost and the valuation cost decreased indicating the number of units of defective products increased. On the other hand, the cost of internal failure and the cost of external failure increases if the number of units of damaged products increases and vice versa.



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b. Output of Halal Cost to the Total Sales

Halal costs require the measurement from sales. Measurement of total sales can provide the allocation of halal costs which are issued from total revenue. Table 5 shown the total income of “tahu campur” and “soto daging” from March to May 2016.

Table 5 Total Revenue of Tahu Campur (TC) and Soto Daging (SD)

Product	March		April		May	
	Income (IDR)		Income (IDR)		Income (IDR)	
Tahu Campur	4.401.000		4.455.000		4.500.000	
Soto Daging	7.920.000,00		7.950.000		8.000.000	

Table 6 Percentage of halal cost to total revenue

Type of Cost	March		April		May	
	TC	SD	TC	SD	TC	SD
<i>Prevention</i>	9.5%	7.1%	9.4%	7.1%	9.3%	7%
<i>appraisal</i>	0.3%	0.2%	0.3%	0.2%	0.4%	0.2%
<i>internal failure</i>	2,3%	1%	1%	0.6%	1.1%	0.6%

Allocation of halal production cost of “soto daging” and “tahu campur” is still the highest contribute to the total production cost. Halal cost allocation needs to be minimized to near zero. According to Ramdeen et al (2007) the suggested COQ (Cost Of Quality) should be 2 to 4 percent of sales. The cost of Halal Assurance System (HAS) of tahu campur and soto daging is still more than 4%. Manufacturers are advised to deduct the cost of prevention to reduce the halal cost allocation.

6. Total Allocation of Halal Assurance System (HAS) Cost

The allocation cost of halal assurance system consists of halal prerequisite cost, halal certification cost, and halal assurance system implementation cost. Table 8 shows the total cost allocation of the halal assurance system cost. The cost of halal assurance system in UB’s library canteen requires a fee of Rp. 90.760.584. Prerequisite halal fee consisting of facilities and management system of Rp. 51.051.000. Halal certification cost of Rp. 38.610.000. Halal management team in UB’s library canteen is in charge of controlling five tenants and completed with letter of assignment from LPPOM MUI. This causes each stand is recommended to compile HAS manual which is assisted by UB’s halal management team. According to LPPOM MUI (2005), the Halal Assurance System elaborates and integrates Islamic Syariat concepts. This system is designed to obtain and guarantee that the products are halal.

Table 8 Cost Allocation of Cost HAS Cost

Type of Cost	Estimation (Rp)
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Halal Prerequisite Cost:	
Halal Prerequisite Facilites	35.196.000
Cost	15.855.000
Halal Prerequisite	
Management Cost	
Sub Total	51.051.000
Halal Certification Cost	38.610.000
HAS implementation Cost	
Tahu Campur	478.082
Soto Daging	621.502
Sub Total	999.584
Total	90.760.584

CONCLUSIONS

The results show that UB library canteen requires a prerequisite halal fee of Rp. 51.051.000, 00. The fee consists of facilities preparation fee of Rp. 35.196.000. The cost of system preparation is Rp. 15.855.000. The total cost of halal certification is Rp. 38.610.000 consists of internal audit preparation costs, external audit, auditor's need and honorarium and halal certification payment.

The cost of implementing HAS is applied to two products: “soto daging” and “tahu campur”. The result of calculating the cost of “tahu campur” Rp. 478,082 per month and “Soto daging” have total cost of 621.502. Allocation of halal cost of “soto daging” and “tahu campur” is still above 4% of total sales.

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Exploring Open Innovation in the Lombok Tourism Industrial Cluster

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ABSTRACT

Tourism is a broad industry which involves many different industries. It has significant effects to its sub-sectors such as a creative industry. It has become topical agenda to the Indonesia's development program. This paper carifies to what extent The Lombok craft industrial cluster have embraced open innovation practices and describe innovation network in the cluster with further discussion about the importance of different actors In the cluster. A cluster survey of companies was employed using open-ended interview techniques to obtain some information related open innovation. The result shows the companies in the cluster tend to embrace inbound open innovation to outbound open innovation. Thus, the innovation network in the cluster is described, followed by the analysis of the actor involved in the cluster.

1. INTRODUCTION

Open Innovation has raised much attention after Henry Chesbrough published his book “Open Innovation: The New Imperative for Creating and profiting form Technology in 2003. It is also highlighted by (e.g. Dahlander and Gann 2010; Chesbrough and Bogers 2014; Randhwa, wilden and Hohberger 2016) that the open innovation research has increased much attention among scholars where they pointed out the importance of inflowing knowledge to companies and using the knowledge to expand the market as part of their internal and external innovation (Chesbrough 2006). Further research has been also published in many industries and countries to explain open innovation, innovation process and also to figure out its benefit in a great details (Chesbrough, 2003b; Chesbrough2004; Lichtenthaler, 2008; Chiaroni et al., 2009; Bianchi et al., 2011; van de Vrande et al., 2009; Chesbrough & Crowther , 2006; Hotz-Hart, 2003; Yent et al., 2010). However, most studies about open innovation have focused on the multinational corporations, only few studies of open innovation have focused in the field of small-and-medium-sized enterprises which is still fragmented (Lee et al., 2010;Schroll and Mild , 2012; Van de Vrande et al ., 2009). Eventhough the latest studies have researched open innovation in small-and medium-sized enterprises level in many context , due the complexity and the depth of open innovation concept within various innovation activities, there has been a critical challenge in the measurement of open innovation (Podmetina et al., 2014; Schroll and Mild 2012). This made it difficult among scholars to generally cover the concept of open innovation in all aspects.

This study was set within the Lombok craft industrial cluster. The objective of this paper is to clarify in what extent the openness of innovation in the Lombok craft industrial cluster. This paper gives information about to what extent open innovation practices in the specific cluster, where open innovation in small-and-medium-sized enterprises has not been widely studied. Further network of innovation is also described in a great detail with the actors involve in the cluster. This might help to understand the cluster characteristics.

2. OPEN INNOVATION IN THE LOMBOK CRAFT INDUSTRIAL CLUSTER

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2.1 Cluster Approach

There is large degree of confusion regarding the concept of the clusters or clustering means different thing to different people. One of the reasons for this is the fact that there is no real unified theoretical framework for examining clusters. Feser (1998) notes there is no cluster theory per se, rather a broad range of theories and ideas that constitute the logic of clusters. Some argue that this situation has had negative policy ramifications: “sadly, in the rush by various governments to employ clusters, some fundamental issues have been slighted, including appropriate research methods and even the definition of the cluster itself” (Held, 1996). Held claims that this approach can be harmful.

Part of this problem owes to the fact that there has been a variety of different definitions used when examining clusters. Michael Porter defines cluster as “concentrations of interconnected companies and institutions in particular field” (1998, p.78). Meanwhile the DTI (1998, p.22) defines clusters as “a concentrations of competing, collaborating and interdependent companies and institutions which are connected by a system of market and non-market links”. Scottish Enterprise(SE) define clusters as “customers, suppliers, competitors and other supporting institutions such as universities, colleges, research bodies, financial institutions and the utilities” (Scottish Enterprise, 1998).

In practice, clusters are taken to mean a group of business enterprise and non-business organizations for whom membership within the group is an important element of each member firm’s individual competitiveness. Binding the cluster together are ‘buyer-supplier relationships, or common technologies, common buyers or distribution channels, or common labor pools’ (Enright 1997, p. 191). It is also important to note that clusters involve certain degree of spatial proximity between its actors. Geographical proximity enables face-to-face networking, common labor market, and the diffusion of knowledge, especially ‘tacit’ knowledge which is difficult to codify.

Throughout the developing world, well-developed networks are rare (Nadvi and Schmitz, 1994), although both internal and external networks are important for diffusion of technology in the clusters (Sandee, 1995; Sandee and ter Wingel, 2002). Indonesia’s clusters also appear to be quite weak in this regard (Sato 2000, Supratikno 2001, 2002; Sandee et al. 2002; Weijland 1992). (Tambunan, 2007) noted that almost all known types of government intervention to promote the development of SMEs have been tried at one time or another In Indonesia. These include subsidized credit, development of small rural development banks, human resource development trainings, management quality system ISO-9000, providing total quality control advice, technology, and internet access. They also include advisory extension workers, subsidized input, facilitation, setting up of cooperative of small-scale industries in clusters, development of infra-structures, building special small-scale industrial estates, partnership programs, small business consultancy clinics and so forth.

Most observers acknowledge, however, that Porter’s work is merely the starting point for the majority of the cluster studies whilst tapping into wider range of more developed ideas to explain the origins of industry clusters, the dynamic of cluster growth and change and advantages to using clusters as basis for regional policy (Bergman and Feser, 1999). Current thinking on clusters lead by Michael Enright suggests that Porter work should be used as starting point or a catalyst to undertake cluster development and not as some kind of manual which have to be rigidly followed. From a policy perspective, different clusters are often highly place-specific and public policy toward clusters should be flexible enough to accommodate varying industrial, institutional and political conditions.

Porter (1998) defines “cluster” as a geographically proximate group of interconnected companies and associated institutions in a particular field, linked by commonalities and complementarities. The geographic scope of a cluster can range from a single city or state to a country or even a network of neighboring countries. In this definition, the word “interconnected” means transaction sharing, customer sharing and technology sharing. These aspects can be adopted into inter-firm networks. There are two main aspects to the concept of cluster: accumulation in terms of proximity and networking in terms of relationship. Therefore, if there is networking among



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firms and institutes in a certain area and they accumulate to form a cluster, they might be classified as a target cluster. In addition to enhancing productivity, clusters play a vital role in a company's ongoing ability to innovate. Thus, clusters can remain centers of innovation for decades

Innovation in the firm is a multidimensional concept (Neely et al, 2001). An innovation can be defined as “an idea, practice, or object that is perceived as novel by an individual or other unit of adoption” (Rogers 1995:11). Another definition of innovation is “any ideas, practices, or material artifacts perceived to be new by the relevant unit of adoption” (Zaltman et al. 1973:10). In the management literature, particularly in that dealing with innovation and the growth of firms, several types of innovation have been identified, i.e. product, service, process, market, logistic and organizational innovation (Neely et al. 2001; Johanssen et al. 2002; Avermaete, 2003). Many developing economies exhibit a pattern in which informal sources like family business, friends and customers, but also different practices and style of innovation related to the specific culture and social and institutional forces play a more important role than in developed economies (Hofsted, 1991; Holden, 1992). In this case, the organizations need to develop through new sources of knowledge. The transfer of knowledge becomes important. Several channels can be used: personal communication via face-to-face contact with customers, telecommunication modes (the internet and television), branch journals, technical manuals, visits to exhibitions, etc. (Van Geenhuizen, 1995). Transfer of knowledge from the source to the users may be rather expensive. However, many authors assume a low or even free cost for new knowledge in particular spatial clusters exhibiting long-standing and trustful relations between the companies concerned, like suppliers, customers, and competitors (Audretsch 1998; Maskell and Malmberg).

As the process is complicated there is not single way of innovating. Recently the focus of innovation research has been especially on innovation co-operation. Especially in the recent years the required knowledge for innovation has increased as innovation have grown complex and the life-cycle of innovations has shortened making fast innovation a necessity so the need for co-operation has increased. (Chesbrough, 2003a)

In the history companies often owned their own R&D facilities which took care of the whole innovation process without a need to have any connection to other actors during the whole process. This enabled them to keep the knowledge they generated proprietary and this enabled them to hold a competitive advantage against their competitor. This way of innovation, the whole process happening completely inside the company and without interaction with others is called closed innovation. (Chesbrough, 2003a)

Conversely, opening the innovation process to others and involving other actors to add their input to the innovation process or to benefit from the results is called open innovation. Open innovation has two sides, trying to benefit from actors' knowledge and innovation by bringing it inside the company and also gaining financial benefits from and gaining access to new market by opening the company's own process for other actors. (Chesbrough, 2003a; Chesbrough, 2003b; Chesbrough & Crowther, 2006)

2.2. Closed Innovation and its fall

It was clearly explained that closed innovation means keeping the whole innovation process inside the company and keeping the whole process under control of the single company (Chesbrough, 2004). According to Henry Chesbrough (2003a) the closed way of thought worked in many cases and brought great benefit for many companies in the 20th century, however, the business environment changes radically undermining the base for closed innovation as it is shown in figure 1.. Highly experienced and skilled employees started to enjoy greater mobility leading to spilling of knowledge. Availability of venture capital made it easier for new and smaller companies to compete against large corporations with vast internal resources. (Chesbrough, 2003a). He, further,

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explained In closed innovation, company generates, develops and commercializes their own ideas. This philosophy of self-reliance dominated R&D operations of many industrial corporations for most of the 20th century. They invested more heavily in internal R&D than their competitors and they hired the best and the brightest people in the industry. They were able to discover the best and greatest number of ideas which allow them to enter the market first. Thus, it enabled them to reap most of the profit , which they protected by aggresively controlling their inteectual property to prevent competitors to exploiting it. Therefore they can reinvest the profit to their internal research and development in order to generate new ideas, product and market. In this situation continuous innovation make the vicious circle of innovation.

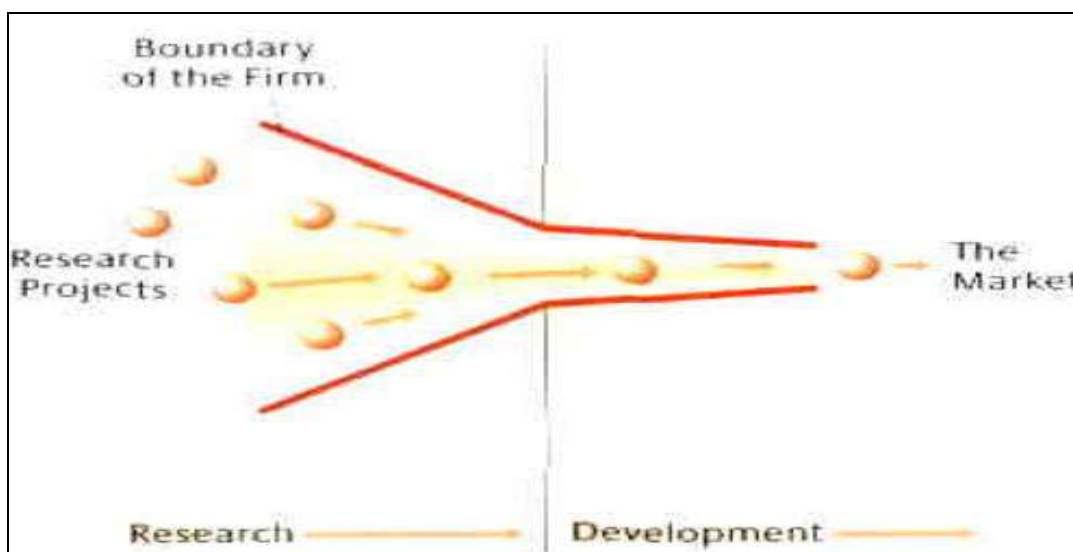


Figure 1.

Closed innovation

2.3. Open Innovation

Terminology of open innovation mentioned by Henry Chesbrough in his book “Open Innovation: The New Imperative for creating and Profiting from Technology”(2003a) and has became hot research topic among scholars to understand and describe the importance of open innovation and co-operation in specific industry. The main topic research has been on how the company apply open innovation and its benefit.

The benefit of open innovation compared to closed innovation has been clearly explained by Chesbrough (2003a, 2003b) which describe set of example among companies employing small efforts of R&D win over companies employing internal research skills and capabilities . Among those examples, Cisco system and Lucent technologies is a set of example. Lucent have great effort on research and use vast amount of resources to innovate inside the company using closed innovation model. While Cisco system used external resources through networking with other companies through partnering and investing in start-up business and had very limited internal research and development efforts. However Cisco was able to manage Lucent in term of innovation output.

The logic of open innovation can be seen in figure 2. There is vast amount of resources to enter the market. Once the knowledge generated cannot suitably enter the market because the company might not have suitable instruments. Because they have some limitation. Therefore company might use external resources and bring them inside the company before sending them to the market. This opportunity might be succesful because the company find suitable path distributing the products from this channel.



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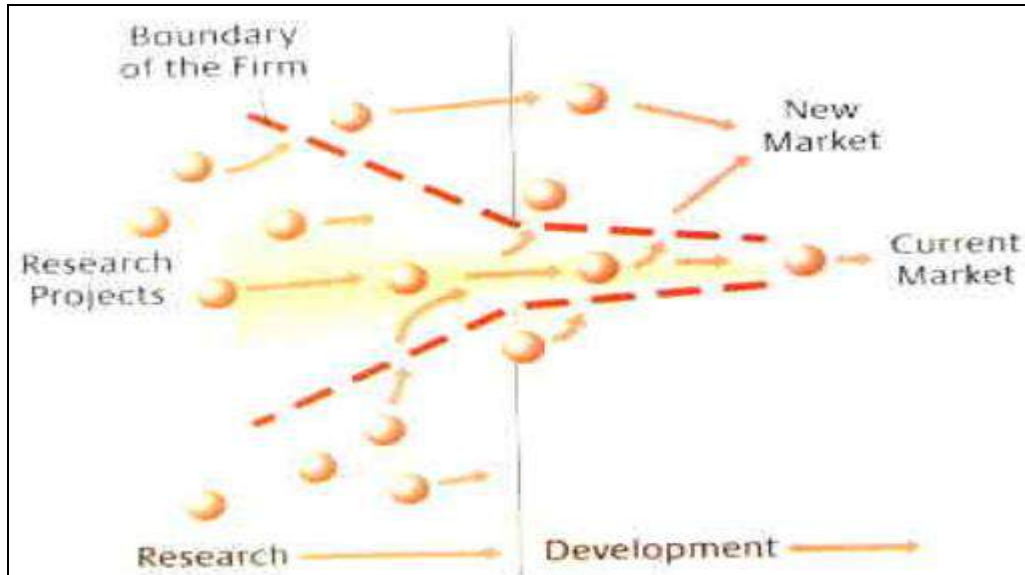


Figure 2. Open innovation

The open innovation model contrasted to closed innovation. The closed innovation model shows a definite control from companies to what happen inside the companies pointed by thick bold line on the pipe line of the closed innovation model. However, the open innovation model takes some ideas outside and bring the to the companies. There is interaction between external sources and knowledge as well as intellectual property such as patent , copy rights and product changes (Chesbrough, 2003a).

External networking includes both formal and informal network. More formal network include business interaction between companies as well as informal network which happen in more massive aspect of network. Through this channel of network, transfer of knowledge and technology might bring great benefit to the companies. Thus external networking which includes also recruiting of personnel to bring new knowledge inside the company (Van de Vrande et al., 2009)

Table 1. Open Innovation practices

Practice	Definition
Inbound open innovation	
Customer involvement	Directly involving customers in your innovation process, for example active market research to check their needs or developing products based on customer specification
External networking	Drawing on or collaborating with external network partners to support innovation process
External participation	Equity investments in new or established enterprises in order to gain access to their knowledge or to obtain other synergies
Outsourcing R&D	Buying R&D services from other organization such as universities , public reserch organizations, commercial engineers or suppliers or cooperating with them to gain new technology innovation
Inward IP licensing	Buying and using intellectual property, such as patents, copyright
Outbound open innovation	
Venturing	Starting up new organization drwing on internal knowledge, and possibly providing finance, human capital and other support services.
Outward IP licensing	Selling or offering licenses or royalty agreement to other organization to profit from your intellectual property, such as patent, copyright or trademark.
Employee involvement	Leveraging the knowledge and initiative of employees who are not involved in R&D, for example by taking up suggestion , exempting them to implement ideas, or creating autonomous team for innovation.

2.4 Network and Organization, and New Competition

The term “Network” has become the vogue in describing contemporary organization. From large multinationals to small entrepreneurial firms, from manufacturing to service firms, from emerging industries such as biotechnology to traditional industries such as automobile, from regional district such as Silicon Valley and Italy Prato district to national economies such as those of Japan and Korea, more and more organizations are being described as networks. Typically, the term “network” is used to describe the observed pattern of organization. But just as often it is used normatively: to advocate what organizations must become if they are to be competitive in today business environment. The concept of networking has also become popular theme at the individual level of analyses: Individuals are alerted to the importance of their so-called “connections” in getting things done or moving ahead in life and are therefore urged to network more –to build relationships they can use to their advantage. A growing number of networking or organizations that help people make all sorts of contacts – from finding dates to finding venture partner – have sprung to capitalize



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on the interest in networks. Many firms (aided by willingness consultants) have also joined the bandwagon, offering in-house training programs that help their employees learn about the importance of networks and how to go about building and using them.

What accounts for this enormous contemporary interest in networks? After all, the idea itself is not new. At least since the 1950s, the concept of network has occupied a prominent place in such diverse field as anthropology, psychology, sociology, mental health, and molecular biology. In the field of organizational behavior, the concept dates back even further. As early as the 1930s, Roethlisberger and Dickson (1939) described and emphasized the importance of informal network of relations in organizations.

Nohria (1992) believes that there are three major reasons for the increased interest in the concept of network among those interested in organizational phenomena. The first is the emergence over the last two decades of what Best (1990) has labeled “the New Competition”. This is the competitive rise over the last two decades of small entrepreneurial firms, of regional districts such as Silicon Valley in California and Prato and Modena in Italy, of new industries such as computers and biotechnology, and of Asian economy such as those of Japan, Korea, and Taiwan. This New Competition has been contrasted with the old in one important way. If the old model of organization was the large hierarchical firm, the model of organization that is considered characteristic of the New Competition is a network, of lateral and horizontal inter-linkages within and among firms. The competitive success of the New Competition has thus led to an increased interest in networks, particularly as the old seeks to become more like new. Established firms are trying to restructure their internal organizations along the line of networks. They are also trying to redefine their relationship with vendors, customers, and even competitors, instead of arm-length, competitive relation, they are seeking more collaborative relations that will bind them together into network. Several regions have launched initiatives to grow their own version of the entrepreneurial network district. Even at the level of national economic and legislative policy, discussion about the possibility of adopting Japanese *kieretsu* type network structures and about relaxing traditional antitrust policy that forbid collaboration among the firm in and industry.

In addition to the interest in the new competition, a second reason for the increased interest in networks has to do with recent technological development. New information of technologies have made possible an entirely new set of more disaggregated, distributed, and flexible production arrangement, as well as new ways for firms to organize their internal operation and their ties to firm with which they transact. The rise such manufacturing and telecommunication networks has led to a concomitant interest in the organizational networks that these new technological development may spawn.

2.5 Knowledge and Regional Networks

Yet, there is good reason to believe that the production of ideas may be, contrary to its economics, prescribed within spatial boundaries. In his comparative analysis of nations published in industry and trade (1920), Alfred Marshall noted that economic activity was drawn to regions rich in the “atmosphere” of ideas. Vibrant regions are those that produce knowledge externalities that denote the spillovers of ideas from innovating firms to other firms. The existence of these stable regions implies that these externalities are also localized; that is, they do not spill perfectly over spatial borders. Yet, economic treatment of externalities largely assume them to be “there” such as embodied in capital goods rather than a property that itself deserve to be explained. Knowledge externalities, however, are not simply generated by given technology. The relationship among firms, universities, star scientists, and engineers strongly conditions the extent by which knowledge spill over.

The importance of regions in economic development has been a persistent, though often lost, theme in economic sociology. Jane Jacobs (1969) put forth an argument that the growth of cities is based on positive cycle of linkage among industries; the social economic linkage among diverse activities generate and sustain growth. In a seminal study, Saxenian (1994) carried out an ethnography of engineers in Silicon Valley (South of San Francisco) and Route 128 (which rings Boston), and attributed the success of the former to a more robust exchange of ideas among firms.

The relationship between social networks and spatial localization of knowledge is usually neglected in economic study on externalities. In an important exception, Jaffe et al. (1993) analyzed patent citation data pertaining to domestic university and corporate patents to test the extent of localization of knowledge spillovers. At three different geographic levels (country, state and SMSA), they found evidence that patent citation tend to belong the same geographic areas as the originating patents (the patent they cite), even after controlling for the existing concentration of patenting activity. Their finding indicated that knowledge localization exists in the aggregate. Because they did not analyze the variation of localization by region and technology, they left open the issues of whether the properties of technology and institutions determine knowledge externalities. Jacob's (1969) argues that localized knowledge builds upon cumulative ideas within regional boundaries.

The interdependence of technological accumulation and regions has marked the development of semiconductor industry from its origins. The industry originated from the invention of the first solid state transistor at the laboratories of AT & T (Bell labs) in New Jersey in 1947. Over the next five decades process and product technology in the semiconductor industry has advance at rapid pace while the industry has grown increasingly international.

Within the United States, inter-firm linkages between domestic companies are common. Most firms, including Intel, Advanced Micro Devices, National Semiconductors, and Texas instruments, have a history of alliances of various types with other semiconductor firms. Of the over 1800 recorded alliances in the industry between 1961 and 1989, nearly 1200 involved U.S firms (Kogut & Kim 1992). Formal technology transfer arrangements have also helped to diffuse technology internationally. Japanese and European firms have both benefited from extensive strategic alliances with U.S. firms.

In addition to formal transfer of technology, there is also impressive ethnographic evidence of the spread of knowledge through more informal channels that may differ by region. Since its inception, the American semiconductor industry has been characterized by inter-firm mobility of scientists and engineers. Rival firms actively courted key engineers leading to extensive inter-firm mobility of personnel (Roger & Larsson 1984). Entrepreneurship has been another significant characteristic of the American industry. Ever since William Shockley left Bell labs to start Shockley semiconductors in Palo Alto, California, start-ups have played an important role in the diffusion of knowledge and evolution of the industry (Moore 1986). Several of Shockley's assistants left his firm and formed Fairchild semiconductors in 1957. The origins of almost every firms in Silicon Valley can be traced back to Fairchild. In addition to the role of the pioneering firms, universities played an important role. The area boasts two frontier universities in electrical engineering, university of California at Berkeley and Stanford University, which proactively pursued the diffusion of knowledge to the regions (Leslie and Kargan 1996). The significance of university research for local diffusion is confirmed in several studies, notably Jaffe et al. (1993) and Zuker et al (1994).

For the purpose of this research the author will concentrate on clusters was sparked by the influential work of Michael Porter (1990). Further, it is widely recognized that most cluster studies use Porter's work as the starting point for cluster analysis (Bergman and Feser, 1999). In fact, according to study examining cluster initiative across Europe, the majority of cluster programs were not preceded by in-depth regional analysis comparable with porter's cluster mapping process (Lagendijk, 1999a). Moreover, Lagendijk claims that the general Porterian concept of clusters have been interpreted very differently across regions and translated into practical initiatives according to specific need of the local economy. This has been backed up by other clusters researchers.



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3. RESEARCH METHOD

3.1 Research Setting

The setting of this research is a specific industrial cluster i.e the Lombok craft industrial cluster. The Lombok craft industrial cluster is selected as the empirical context for the purpose of this study for three reasons. First, the national government recently paid much attention on the Indonesian creative industry development as national agenda and established the National Creative Economy Agency under the President decrees. Secondly, craft represents different types product and process innovation that combine local identity and market orientation (Cillo & Verona, 2008; Tran, 2008). Lastly, the market changes and sophisticated customers have increased recently, and it drives managerial attention to get focus on the open innovation practices in responding the rapid changes.

3.2 Research Design

We use exploratory case study research strategy applying quantitative method (Eisenhardt, 1989; Yin, 2004). This method allows us to explore the phenomenon of open innovation and its complexity. Our initial analytical structure contains two component as explained in table 1. The first component is inbound open innovation-knowledge inflows from external knowledge sources that enrich internal knowledge (Van de Vrande et al., 2009). The second component is outbound open innovation-using the knowledge to expand the market as their external innovation (Dahlander and Gann 2010; Chesbrough and Bogers 2014; Randhwa, wilden and Hohberger 2016). Lastly, describing open innovation with the actors involved and their network co-operation in the Lombok craft industrial cluster. This study consists of five section in total. secondly, the concept of cluster approach was introduced in order to help explaining open innovation practices in the cluster. From this concept, then, the concept of closed innovation was explored to give broader understanding and how it shifts from closed innovation to open innovation model in a great detail. Open innovation is explained in the general term and it is divided into smaller detail using a two-dimensional framework explained by Vrande et al. (2009), which shows flow of knowledge and technology called inbound and outbound open innovation. Further concept of network innovation is explained to show actors or institution involved in the cluster development. This concept is supported by the literature review and it shows the importance to study innovation network in order to help understanding the concept of open innovation in greater details. Section three describes research methodology and followed by a short description of the industry and its characteristics. Section four is a result analysis and discussion. Lastly, section five describes conclusion based on the finding.

3.3 Data Collection

A surveys method was undertaken for dealing with data collection in the Lombok craft industrial cluster where Lombok is a member of the tourism economic corridor in The Master Plan for Acceleration and Expansion of Indonesia Economic Development 2011-2025. Direct face-to-face interview across 33 owners or executives using questionnaires was taken and filled-out by author during the survey. The respondents answering the survey were given a chance to choose from four different options ranging from “high” to “not applied”. These were also given numeric value from 1 (high) to 4 (not applied) which were used in result analysis.

4. The Lombok craft industry

Most of the Lombok craft industry is home-based industries where hand-made products are the main product. The cluster is surrounded by many craftsmen with specific craft skills in the village. They have good skills combined with local values and local wisdom in producing the craft products. Most of the craftsmen produce craft products by hand with feeling and artistic merit. Sometimes only very simple tools are needed. Consequently, most of population in the cluster which is usually located in a specific area or village earn their income from the cluster as craftsmen. They learned their expertise from the surrounding community where they learn from one other. In fact, the craftsmen also pass their expertise along to family members. Thus, the family members, regularly, help the craftsmen in producing crafts at very low wages and even as unpaid workers since the craftsmen take care of the financial management of the enterprise and family. Most enterprises are informal and private enterprises, working mostly on deadline orders from traders or wholesalers. They sell the products at the local price to the wholesaler in the cluster. The wholesaler enjoys significant profit when he re-sells to domestic or international buyers. Within the cluster, not all craftsmen can access markets because of lack of sources. Consequently, only a few craftsmen have the capacity to access markets because of the bundle of required resources such as language skill, negotiation skill, adequate funding, strategic distribution channels, excellent networks and entrepreneurship. Another common source of income in the cluster is agriculture. Since the area in the economic corridor is also designated as a national food support. Before the growth of the Indonesian tourism industry, the cluster focused on agriculture and still shift back into agriculture when the tourism industry becomes unstable. This has an impact on the craft industry. However, when the tourism industry is stable, crafts jobs are preferable in the cluster. This shifting trend from agriculture into tourism has an especially large effect on the Lombok craft industrial cluster.

5. Open Innovation in the Lombok Craft Industrial Cluster

The survey to measure the openness of innovation was distributed to 33 enterprises recognized to be part of the Lombok craft industrial cluster. The response rate was 100%, in case the interviewees were not available, the interviewer replace the company to the neighbour companies. The number of companies interviewed was quite representative to draw general understanding about the openness of innovation and its network. Therefore Quantitative approach was used to explain this phenomena. A set of questionnaires was sent to respondents. The quantitative reliability was derived from owners, person in charge and association committee who have a broad understanding of the innovation process of their companies . The company profiles also mirror the structure of the cluster where majority of the companies within 1-10 employees classified as a micro enterprises.

5.1. Average inbound and outbound open innovation level in the cluster

The average inbound and outbound open innovation level in the cluster is presented in the table below. The respondents answered the question on the survey ranged from 1, being described as “highly active” to 4, being described as “not applied” on the open innovation process. The number shown in the table explained the average of all companies involved on the survey. It can be used to draw general description of the company as a whole especially explaining the companies on the industry that tend to do open innovation activities compared to others. This result cannot be used to explain whole conclusion but it can be used as clues to what extent the companies on the industry have embraced open innovation activities as being described by Vande Vrande et al. (2009).



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Table 2. Average flow of knowledge and technology

Inbound open innovation	2,81
Customer involvement	1,07
External networking	1,25
External participation	3,75
Outsourcing R&D	4,00
Inward IP licensing	4,00
Outbound open innovation	2,91
Venturing	3,75
Outward IP licensing	4,00
Employee involvement	1,00

1. High 2. Medium 3. Low 4. Not applied
(Source: primary data)

The most important aspect to the table is to what extent the cluster prefer inbound open innovation to outbound open innovation. From the table above we can see the average of inbound open innovation mentioned share of 2,81. The cluster can be considered relatively low inbound open innovation. Meaning that the companies is less active to search the knowledge outside and bring it inside in order to capture the market. The most active efforts are customer involvement where almost all companies are ready to produce the products based on the consumer design order. Further external networking and collaboration have been done with government, university, and others institution such as tour and travel enterprises and various NGO. While Outsourcing R&D and Inward IP licensing have never been done by the companies. It might happen because most enterprises have never focused on the protection of intellectual property such as patent, trade mark and copy right. It shows innovation level in the industry is at initial level. They could change the design of the products based on the consumer designed order, trial and error effort, and market demand following trend products. The average of Outbound open innovation mentioned a share of 2,91 meaning the cluster considered as relatively having low activities to outbound open innovation. The significant aspect on the outbound open innovation is employees involvement. Generally most enterprises involve their craftsmen creatifity in producing the products. However, due to lack skill and knowledge they did not make make any contribution to the company performances. Venturing and outward IP licensing are not applied in the Lombok craft industrial cluster mentioned by most companies have no activities in venturing and all companies have no activities related to outward IP licensing.

6. Discussion

Overall, the uniqueness of open innovation practices in the Lombok craft industrial cluster can be explored by new combination of relationship among enterprises and institutions as seen in Figure 3. Government introduces many development schemes into the cluster such as marketing, organization, products and processes. In fact, not all enterprises are aided by the government because of limited budgets and because of criteria set by the government for joining the program such as training programs in design, marketing, processes and organization. Further, the government also advocates for the importance cluster association membership in the national and regional level. *DEKRANAS* (The Indonesian National Handicraft Council) was established in Jakarta on March, 1980 based on the agreement of two ministers: minister of Industry and minister of agriculture with decree no 85/M/SK/3/1980 and no. 072b/P/1980. In order to support the association activities, Minister of Home Affair established *DEKRANASDA* (The Indonesian Regional Handicraft Council) in December, 15th 1981 with decree no 537/5038/SOSPOL. It is non-profit organization to

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coordinate craft-stakeholders and support the craft business development. It aims, firstly, to explore and develop cultural heritages while supporting invention of new technologies development to increase quality as a national identity. Secondly, it aims to increase society awareness about the importance of crafts for social life. Thirdly, help craftsmen to increase their quality of life as well as entrepreneurship. Fourthly, help government for craft formulation policies and increase craftsmen resources. Lastly, help to market the craft product domestically and internationally. It is coordinated by the first lady (Mrs. President) in the National level and Mrs. Governor at Province level, and the first lady of the counties in district level which is supported by minister of Industry, Minister of Trade, Minister of Home Affairs, Minister of Tourism and Culture, Minister of Small-to-Medium-sized Enterprises, and Minister of State Enterprise and other stake holders such as academics, craft experts, craft entrepreneurs and other institutions representatives. This association has wide impact to policy formulation at national and regional level in supporting craft development programs such as transfer knowledge and technologies, training activities, and support to national and international craft exhibition. It accelerates the craft development programs in collaborative efforts with the local government programs where they support each other. Another successful association called ASEPHI (The Indonesian Handicraft Exporter and Producer Association) was established in 1975. ASEPHI is an independent association or non-governmental organization which is actively and consistently to promote its vision with routine agendas in order to support the future of its members. The routine agendas are INACRAFT exhibition or Trade expo, CRAFTINA exhibition or trade expo, Nusa Craft exhibition or Trade expo, INA craft

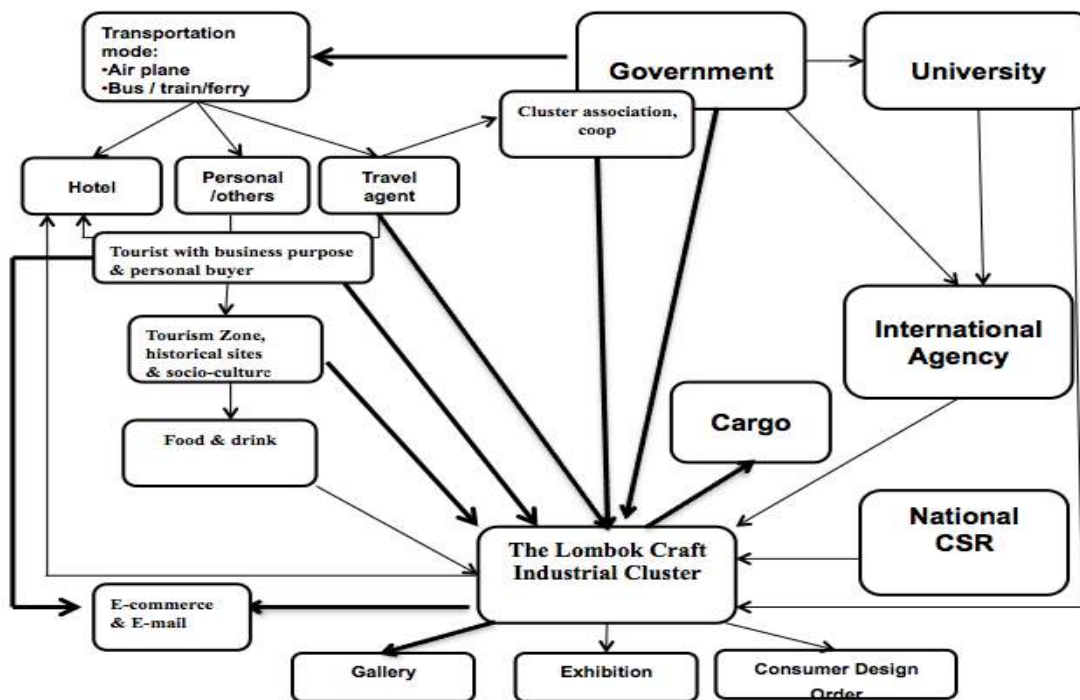


Figure 3. The Indonesian Craft Industrial Cluster

Life-style in Malaysia, INACRAFT Award, INACRAFT seminar, and UNESCO Award Excellence for Handicraft Program. Its vision is to channel aspirations of entrepreneurs and craftsmen in order to encourage entrepreneurial spirit of craftsmen and handicraft producers to become professional businessmen and also to support government efforts to ensure the success of National Economic Development Program. This association has wide coverage areas including 16 supported



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association at the province level and 15 supported association in county level. The association is well-organized within 5 years period of delegation authorities. Further, another important formal and informal association found in the cluster based on the similar craft business background to promote creativities of business achievements. It was sometimes initiated by local government and organized by the local craftsmen where government support the infra-structure such as better road access to the cluster, joined-showroom and office building for association. In other case we can also find association established by among craftsmen and craft entrepreneurs independently in term of joined-exhibition based on mutual understanding among craft stakeholders. Thus, Department of Trade, Department of Small and Medium-Sized enterprises and coop, and other departments at the district, provincial and national level concerned with the Lombok craft industrial cluster, since tourism in the corridor plays a significant role in the local and national economy. The government gives training related to products, processes, markets, organization and management. Furthermore, the government also supports cluster development through collaboration with corporations and international agencies. Corporate social responsibility (CSR) programs can be targeted at cluster development. As a result, some state-owned corporations under ministry of state enterprises such as PT. Garuda Indonesia, Tbk, the market leader in the Indonesian airplane industry, PT. Angkasa Pura which manage airports, PT TELKOM, Tbk, the biggest telecommunications enterprise in Indonesia, assist in cluster development. PT. BRI, Tbk, the biggest state-owned bank corporation for SME, PT Angkasa Pura and PT TELKOM, Tbk support cluster development through their corporate social responsibility (CSR) programs which make soft loans to some cluster members at rates of around 6% rather than the 12-14% rates of typical commercial bank loans. These programs look for cluster members that fulfill the requirement set by the corporations. Another example, PT Garuda Indonesia has ventured into cluster development by offering assistance in training programs and marketing. PT BRI, Tbk contributes to a government program to help clusters with working capital loan for informal enterprises. International agencies such as GTZ, JETRO give technical assistance in term of product, process and marketing areas.

In response, many other tourism industry players such as airlines, airports, hotels, tour & travel operators, buses, ferries, trains, vehicle rental companies, telecommunications, banks, small- and medium- sized tourism enterprises and others play a role in capturing the market. International and domestic visitors choose various modes of transportation: air-plane, bus, ferry, train, cruise ship and combinations thereof. Most international and domestic visitors prefer airplane as the main mode of transportation since the era of cheap flight has been introduced in Indonesia. The combination of other modes of transportation is optional. Availability of easy transportation will have a synergetic effect on the existence of tourism sites and other small- and medium- sized tourism enterprises. Thus, international and domestic visitors turn to the hotel industry for accommodations in the tourism corridor. Relationship between hotel, travel agents and the craft industry is unique. The travel agent has a significant impact on the cluster since they serve large numbers of domestic and international tourists staying in hotel are headed into the cluster through collaboration with national and international travel agents with whom they network and propose tour programs. Self-promotion is also crucial. Some travel agents have agreement with specific enterprises in the craft industrial cluster requiring the travel agent to include a craft tour of the enterprise as part of its tour programs. However, cluster members who do not have a contract with travel agents make informal commission agreements with tour guides provided by the travel agent. The guides can make a significant amount of money by encouraging tourists to purchase many items. The better the personal relationship with the guide, the more tourists will visit the businesses in the cluster. The guide will take tourists into the cluster which offers the highest fees. This can create jealousy among cluster members because it ruins the pricing system because the cluster member must increase the price of craft products in order to cover the guide fee or travel agent agreements and still make a profit. On the other hand, the other cluster members feel uncomfortable with the situation since it ruins the price system in the

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cluster. Therefore, associations in the cluster play a significant role in maintaining a competitive environment

3. CONCLUSION

Open innovation in the Lombok craft industrial cluster is studied. Open innovation practices is explained using van de vrande et al., 2009 where open innovation is divided to the inbound open innovation and outbound open innovation. Thus it is followed by innovation co-operation and its actors involved in the cluster. Further mapping cluster in the Indonesian craft industrial cluster is described.

The result shows that the companies in the Lombok craft industrial cluster have embraced open innovation to some degree. From total 33 companies, the average of open innovation showed by inbound open innovation mentioned by average share of 2,81 larger than outbound open innovation mentioned by average share of 2,91. Over all the Lombok craft industrial cluster has embraced open innovation at the lower level mentioned by the average inbound open innovation and outbound open innovation. However it has embraced open innovation to some extent.

Another result also given to innovation co-operation. Customers involvement and external networking are the most important activities of open innovation in the Lombok craft industrial cluster. Special attention is given to the government. Government play very important role in the cluster giving various training and networking the cluster to many institutions which is helpful to the cluster. Thus spillover of knowledge from government to the cluster spread and distributed to the cluster.

Mapping cluster from porter's view point is also described in this paper. Inter-relationship among institution in the cluster is described by strong and weak ties, therefore, cluster is built by inter-relationship among government-university- enterprises.

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Conflict within the Community: A Challenge in Governing Common Resources in A Tourist Village

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ABSTRACT

Conflicts within the community might occur in a destination where local people with individual perspective and motivation, interact with the others in managing local resources to gain benefits from it through tourism activities. This paper aims to explore the potential conflicts within the community that might arise in the development of tourism villages in a destination. A qualitative case study was applied to the case of Kandri Village, Semarang. Data included semi-structured interviews and naturalistic observation. The Ostrom's governing the commons concept and cooperation behavior concept are applied as the framework for the exploration. The conflicts, in this case, are related to managing the common resource that is the Jatibarang Dam dan Kreo Cave. This research found three zones with the different types of conflicts. In Zone A, the trading zone, the traders compete to gain the access to the zone as the formal regulation limit the numbers of traders in this zone. In the Zone B, the speedboat rental zone, the providers are barely involved in conflicts as they coordinate their activities through norms within the union. In the Zone C, the fishing spots, the providers might involve in fierce competition to gain the fishers as there is no coordination among the providers

Keywords: common resources, conflict, competition, norms

1. INTRODUCTION

Tourism has been seen as an economic generator for a destination particularly in developing countries, such as Indonesia which is rich with natural and cultural attractions. In order to enhance the benefits of tourists activities, the policymakers have encouraged the application of community-based tourism by empowering the community (Ashley & Garland, 1994; Pawson et al., 2016; Reggers et al., 2016; Tolkach & King, 2015). Hence, the community acts not only as the object of attraction but mainly as the provider or subject of the attractions for the tourists.

In order to promote the livelihood of the community from the tourist's activities, the community needs to gain their access to the resources in the destination, particularly the attractions such beach, water, temple, as well as tourists. In order to extend the benefits of tourism activities, each actor needs to share these resources with other actors in the community. Conflicts within the community might occur in a destination where local people with individual perspective and motivation, interact with the others in managing local resources to gain benefits from it through tourism activities. Conflict among actors might lead to decreasing the image of a destination as well as overexploitation of the shared resources (Briassoulis, 2015; Dodds, 2010; Healy, 2006; Holden, 2005). Hence, this research aims to explore the conflict within the community in the context of governing their common resources in a destination.



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In order to explore the issue in governing the common resources, this research applied the concept of common resources developed by Ostrom (Basurto & Ostrom, 2009; Ostrom, 1990) as well as the concept of coopetition (Bengtsson & Kock, 2000; Damayanti et al., 2017; Galvagno & Garraffo, 2010; Gnyawali & Park, 2011; Luo, 2004; Walley, 2007) to explore the interactions among the actors. This study applies a qualitative case study method to explore the conflict within the community with the case of Talun Kacang, Kandri Village. Recently, this destination has emerged as the main destination in Semarang, particularly after the development of Jatibarang Dam and Kreo Cave in 2014. As the recompense from using the land of this village in this project, the tourism activities in this area are dominated by the local people (the dwellers of Talun Kacang).

2. GOVERNING THE COMMONS IN TOURISM ACTIVITIES

The discussion of the commons occurs among the scholars since the work of Hardin on the tragedy of the commons (Basurto & Ostrom, 2009; Hardin, 1968). Furthermore, Ostrom described the tragedy of the commons based on the characteristics of the goods. Hence, the terms of common-pool resources have been discussed with the characteristics of an excludability to access the resources and high rivalry in consuming the resources (Ostrom, 2005). The common pool resources are mainly discussed in the context of natural resources such as forestry and water. In the context of tourism, the scholars have noticed that in sharing resources, some issues might have occurred particularly the issue of overexploitation of the resources (Briassoulis, 2015; Dodds, 2010; Healy, 2006; Holden, 2005).

In the discourse of governing the common pool resources, other types of goods have also been discussed based on its excludability and rivalry. The goods can also be classified into private goods, public goods, and club/collective goods (Ostrom, 2010; Ostrom & Ostrom, 1977). ‘Private goods’ is based on the consumers experience both high sub-tractability of use and rivalry in consuming the goods. These goods are commonly supplied in the market, and the consumers have the property right on the goods by paying the cost of consumption (Adams & McCormick, 1987). On the other hand, the ‘public goods’ are the non-subtractive goods that all consumers can gain benefit from and no cost in consumption. The ‘club/collective goods’ are non-rivalries but small-scale goods that only limited to the members of the club who can gain benefit from the goods (Bushouse, 2011).

2.1 Coopetition among the actors over a shared/common resource

The concept of coopetition is adopted here to explore the interactions among the actors in a common pool resource. The concept of coopetition originated in game theory, where competition with others is considered as a zero-sum game and cooperation as a positive-sum game that emphasizes mutual benefits (Brandenburger & Nalebuff, 1995; Padula & Dagnino, 2007; Palmer, 2000). Coopetition is a variable-positive-sum game that presents mutual gain, but does not necessarily bestow fair benefits on actors (Dagnino & Padula, 2002). Coopetition is a complex strategy as the actors have to cooperate without ignoring their own interest, and compete without eliminating their competitors (Brandenburger & Nalebuff, 1996).

Coopetition has also been studied based on the relationships between the actors involved in competitive and cooperative activities. Coopetition is present when cooperation and competition simultaneously occur among two or more actors (Bengtsson & Kock, 2000, 2014; Brandenburger & Nalebuff, 1996) although there are different interpretations of ‘simultaneous’. Brandenburger and Nalebuff (1996) consider that two or more actors cooperate to create a new value of the product(s), and compete with other actors in sharing the value of the product(s). Thus cooperation and competition occurs simultaneously but between different groups of actors. Other scholars (Bengtsson & Kock, 2000; Galvagno & Garraffo, 2010; Gnyawali & Park, 2011; Luo, 2004; Walley,

2007) consider that cooptation involves the same actors who compete and cooperate at the same time.

A previous study of cooptation in the informal tourism economy discussed two patterns of cooptation based on the occurrence of cooperation and competition activities (Damayanti et al., 2017). Actors were found to perform sequential cooptation when they share a single shared resource such as customers. The actors compete in gaining customers however in some circumstances, due to their lack of capacity, they need to cooperate with others. They were also found to have simultaneous cooptation when they shared multiple resources such as space, time, and customers. These actors compete in gaining customers while at the same time cooperate in maintaining the ambiance in the space where they interact.

3. METHOD

This study adopts an exploratory case study (Eisenhardt, 1989; Yin, 2009) in order to explore the conflict within the community in managing tourism activities. This research is conducted in Kandri Village – Semarang. This research applied in-depth interviews and naturalistic observation in data collection. The data were collected in July-October 2017. The participants were selected through snowball process. In total 14 people were interviewed representing the main economic activity in this area, that is, speedboat drivers, fishing spot providers, and food/drink vendors. This number of participants is based on the saturation of information gathered from the interviews (Bowen, 2008; Fusch & Ness, 2015; Malterud et al., 2016; Mason, 2010). Additionally, we also observed the tourism activities and conditions of common resources in this area. This naturalistic observation is also a mean to confirm (triangulate) the information from interviewing the participants (Jennings, 2010). Furthermore, thematic analysis was applied in analyzing data (Bryman, 2012).

In terms of the case study, this research was conducted in the Kandri village, one of tourist destination in Semarang. Kandri is currently famous for the main attractions related to water activities in surrounding Jatibarang Dam and Kreo Cave. A particular area called as Talun Kacang is the closest area to the Jatibarang Dam and Kreo Cave. This area has benefited from the visitors of these main attractions. The high number of tourists has encouraged the villagers to develop gain benefits from tourism activities, such as renting a speedboat to explore the dam, selling food and drink in the stall, providing parking lots, and providing fishing spots for the fishers. In terms of livelihood, the people in this area have shifted from farming activities into tourism activities. This is also an adjustment or adaptation of the people who lost their field due to the development of Jatibarang Dam.

4. FINDINGS

4.1. Tourism activities in Talun Kacang, Kandri

Tourism activities in the Talun Kacang, Kandri can be divided into two types of activities based on the service providers, that is, activities managed by the local government and activities provided and managed by the local community. The local government manages tourism activities in the area surrounding of Kreo Cave with the consideration to generate government income from tourism activities as well as to prevent the unnecessary incident related to the existence of Jatibarang Dam. The activities managed by local government are mainly related to Kreo Cave that is located in the middle of Jatibarang Dam, such as exploring the Kreo Cave, as well as experiencing the view of the dam and the local culinary. Here, the local government gains money from the entry fee of Kreo Cave, parking fee, and renting fee of food/drink stalls in this area.



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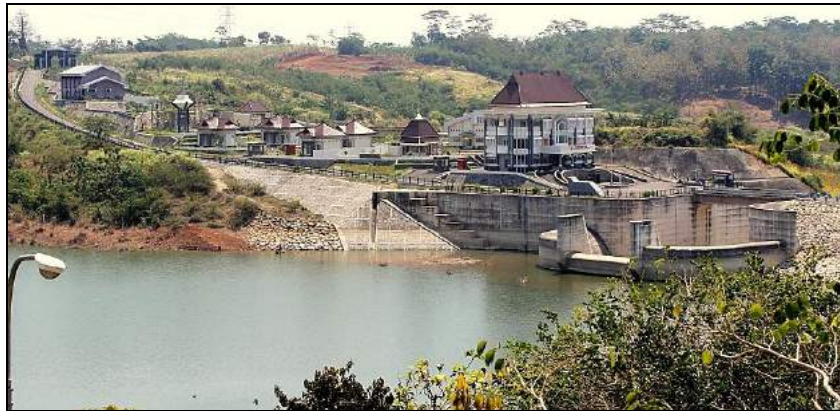


Figure 1. The view of the Jatibarang Dam

This research found several tourism activities conducted by the community in the Talun Kacang. The tourist can ride a speedboat to explore Jatibarang Dam. Maximum 4 people can ride a speedboat for about 1 hour. From this experience, the tourists can see the Jatibarang Dam from a different view and also the surrounding of Jatibarang Dam including the Kreo Cave from a distance. In total, there are 22 speedboats that are available in this destination: 20 boats are ready to serve the visitors and 2 boats are prepared for emergency situation and monitoring the situation in this dam. Alternatively, for tourists with special interest, they can do fishing in this area. The fishers can seek the best spots for fishing. There is no entry fee for this activity, but the community can benefit from the parking fee, providing food/drinks for the fishers, and renting boat for the fishers. The boat for this purpose is a wooden boat with a daily based rent or per trip. The community can also sell local cuisines/drinks for the visitors. The local government has allocated 39 permanent stalls nearby the parking lots of Kreo Cave. The visitors can also find 9 stalls of food/drink in nearby of the parking area of speedboat dock.



(a) Speedboat



(b) the fishing spot

Figure 2. Tourism activities provided by the community in Talun Kacang, Kandri

4.2. Actors in the Tourism activities

The tourism activities in the Talun Kacang, Kandri involve various actors particularly from the (provincial and local) government and the community. The provincial government is represented by the Balai Besar Wilayah Sungai Pemali Juana/BBWSPJ (the Pemali Juana river basin organization) who managed the operations of Jatibarang Dam. This organization also monitors the community's activities to prevent the unnecessary incident in the dam. Activities such as using the fish cage in the

dam and exploring the dangerous area of the dam are not allowed. The local government is represented by the Department of Youth, Sport, and Tourism of Semarang City who managed the activities in the surrounding of Kreo Cave. The local government also has a task in marketing this destination and maintaining the ambiance in this area by mediating the community and BBWSPJ and also monitoring the community activities.

From the community, this research found four main groups of the community, that is, Pokdarwis (community-based organization for tourism activities) Suko Makmur, vendors, parking providers, and fishing spots providers. The Pokdarwis Suko Makmur manages speedboat renting, as well as stalls and parking lots in the surrounding of speedboat dock. This organization has a duty roster for the drivers of the speedboat. Fairness is the main consideration thus the shift is not dominated by a certain driver. The stalls are provided for the women in this area who want to gain benefit from tourists who rent the boat. Although the consumers of these stalls are less than the stall in the Kreo Cave area, the vendors still can gain benefits by providing food/drinks for visitors. Furthermore, this organization involves the youth group of their community to manage the parking lots. The fee will be divided fairly between the Pokdarwis, youth group, and the parking staff.

Furthermore, this research also found that some of members of the union individually provide parking lots and boats for the fishing activities. In the beginning, these providers found that Jatibarang Dam has attracted fishers from Semarang and its surrounding. Most of these fishers come by motorcycle. Thus, providing parking lots for these fishers are promising. Sometimes, the fishers also request boat or food/drink during their visit in this area. Hence, some of the community seek the best location for fishing spots and provide the parking lots, boats, as well as food/drinks for the fishers. In order to prevent an unnecessary incident, the Pokdarwis has the policy to monitor the fishing activities in this area. This is based on the consideration that some of the fishers are not familiar with the area and sometimes they do not consider their safety. Hence, in a particular time, the members of this organization make a round in the Jatibarang Dam using one of the speedboats.

4.3. Common resources of tourism activities in Talun Kacang

Based on the interaction among actors in the tourism activities, this research found that the actors in this area share two common resources. First, the actors share tourists who visit this area. The parking lots providers compete to gain benefits from the parking fee either from the cars or motorcycles of the visitors. The food/drinks vendors compete to gain customers, as well as the fishing spots providers, compete to gain fishers. Additionally, the speedboat drivers also share visitors who want to explore the Jatibarang Dam. However, these drivers do not compete to gain the potential passengers. They tend to cooperate through the roster system managed by the Pokdarwis Suko Makmur. Here, the more passengers rent their boat, the more benefits are shared by these drivers.

Second, the actors share the space to gain and serve the visitors. This research found three types of space in this context. The first type is a semi-private space as illustrated in the space for the vendors in the area surrounding of Kreo Cave. Given that only 24 stalls are allocated for selling food and drinks, these vendors need to compete to gain the right to use the stall. Once they gain the right they can use a certain stall for a long term of a lease, however, they have no right to sell the stall. This type of space is also illustrated in the case of vendors in the dock area of the speedboat. The second type is a group/collective space as illustrated in the dock area of speedboat where the drivers share the dock to park their speedboat. In this kind of space, only the members of Pokdarwis Suko Makmur have the right to access the space and gain passengers in this area. The third type is a common space as illustrated in the edge of Jatibarang Dam. Almost all of people can access this area. However, once an actor occupies a particular spot in the space, it might influence other actors to gain benefits from this same spot. The competition among actors in gaining this space might be fierce since the BBWSPJ also monitor the situation and might control the numbers of actors in order to prevent an unwanted incident in the area.



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4.4. Actors interactions in tourism activities

Based on the exploration of actors' interaction in gaining visitors as their customers, this research found three types of interactions, i.e. coordination and competition. The coordination occurs among the drivers of speedboat who managed the rosters. In this condition, the drivers create rules of the games as the norms of their interactions, such as no domination of a single driver, as stated by this speedboat driver:

“We work based on the rosters. The one who come first here has the right to serve the visitors. It means that he and his boat are ready. Our coordinator who holds the roster will arrange it. Hmm...actually, I own and work on this boat with my friend. So we work alternately once our boat is called to serve the visitors” (Mr. Supri)

Furthermore, this research also found that the union also coordinate the activity of food/drinks stalls in the nearby of speedboat dock. The coordination is related to the rules of maintaining the cleanliness of this area. All the vendors have to clean their stall before and after the opening hours. Given that there is no big garbage container in this area, all vendors need to bring back all trashes from their activity. The vendors also need to pay monthly fee for electricity and water provision. Occasionally, the union also arranges the vendor(s) who are in charge on serving a group of visitors who want to experience the local cuisines. The arrangement is based on the food specialty of each vendor, as stated by this food vendor:

“I serve the ‘monkey rice’ menu in my stall... it is rice with vegetables, eggs, and sautéed tempe (a Javanese food made from soy beans). Last week, I just made the ‘monkey rice’ for about 40 portions for a group of youths who has an outing activity in this area. I got the order via Mr. Widodo (the secretary of the union). He is in charge when we got order of foods like this. If the customers want grill fishes, Mr. Widodo will ask the other vendor who sell it in her stall.” (Mrs. Karti)

The coordination is also illustrated by the local government who manage the stall vendors and parking lots providers in the surrounding of Kreo Cave. Creating positive ambiance in this destination is the keyword of this coordination, accordingly, the numbers of vendors are limited, the vendors has to maintain the cleanliness of their stalls, and the parking lots providers has to maintain the neatness of the parking area.

In terms of competition, this research found this kind of actors' interaction as illustrated by the food/drinks vendors in the surrounding of Kreo Cave and nearby the speedboat dock. These vendors compete in gaining customers while in the same time; they cooperate in maintaining the ambiance of this destination. Additionally these vendors also cooperate in serving customers, as illustrated by this food vendor:

“Actually, I sell grilled/fried fish as our main dish. However, when a customer comes, I always offer all menus in this area, including *soto* (Javanese chicken soup), *pecel* (vegetables in peanut sauce), and instant noodles. So, if my customer wants to eat one of them, I just ask my neighborhood stalls to provide it. There is no additional price for the food.” (Mrs. Wani)

Coopetition is also illustrated among the individual fishing spots providers in the edge of Jatibarang Dam. They compete to gain the fishers while in the same time cooperate to maintain the positive ambiance in this destination. The term of ‘individual’ in this case refers to the parking lots providers outer the range of service by the union (in the area of speedboat dock). However, compare to the food/drinks vendors, this research found that there is no coordination among these actors. In the cooperation in maintaining the ambiance, these actors work individually. It is the same in terms of serving the fishers. In this case, they also compete with the union who also manage the same service nearby the speedboat dock. In this case, the providers have the norms to allow the fishers to freely choose their preference of fishing spots.

4.5. Conflict in sharing common resources

The exploration of potential conflicts in sharing the common resources is based on the types of sharing resources, as well as the interaction among the actors or service providers in this area, including between the community and the government. Hence, this research found three zones of potential conflict among the actors:

- Zone A is located in the parking lots of Kreo Cave. In this zone, a vendor interacts with other vendors as well as with the parking providers and the local government. Among the vendors, competition might occur. They compete to gain the consumers but also cooperate in by complementing their foods/ drinks for the visitors. These vendors also cooperate in maintaining the ambiance in this area. This cooperation is also included the parking providers and the local government. This organization manages and monitors the activities of the community in this area. Sanctions may be applied to the vendors who disturb the others or tourist activities in this zone. The conflicts in this zone are quite low as the local government has the control over the zone.
- Zone B is located in the surrounding of the dock for speedboats organized by the Pokdarwis Suko Makmur. Interactions occur among the drivers, between drivers and the vendors and parking providers, as well as between the Pokdarwis Suko Makmur and BBWSPJ. This research found that there is almost no conflict among the drivers, as the Pokdarwis Suko Makmur manages the shift of drivers in serving the customers. Here, the interactions among the drivers are managed through some of coordination and norms within the organization. The drivers also illustrate their cooperation with the vendors and parking providers by maintaining the ambiance in this zone. However, this research also found a potential conflict between the Pokdarwis Suko Makmur and the BBWSPJ. This is based on the fact that until now the BBWSPJ has not legalized the existence of community activities in surrounding Jatibarang Dam. This policy is based on the consideration that their activities may disturb the activity of the dam particularly in preventing a flood. In order to prevent the conflict with the BBWSPJ, the union has tried to coordinate the activities of their members and other actors in this area, including the visitors. Their efforts are such as coordinating the economic activities in this area, maintaining the cleanliness by providing garbage bin and collecting trashes in the edge of the dam, preventing the land erosion by planting trees in the area, as well as preventing accident by training the drivers on the safety procedures and avoiding the dangerous zone in the dam.
- Zone C is located on the edge of reservoir/dam managed by individual fishing spot providers. Interactions occur among the providers who compete in gaining the fishers. Potential conflicts might occur as there is no coordination and agreement among them about the area of fishing spots, price rate for renting a boat, and the area for the parking lots for the motorcycles of the fishers.



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Food/drinks Vendors

Parking Area

Speedboats

Information Centre

Food/drinks Vendors & Parking Area

Fishing spots

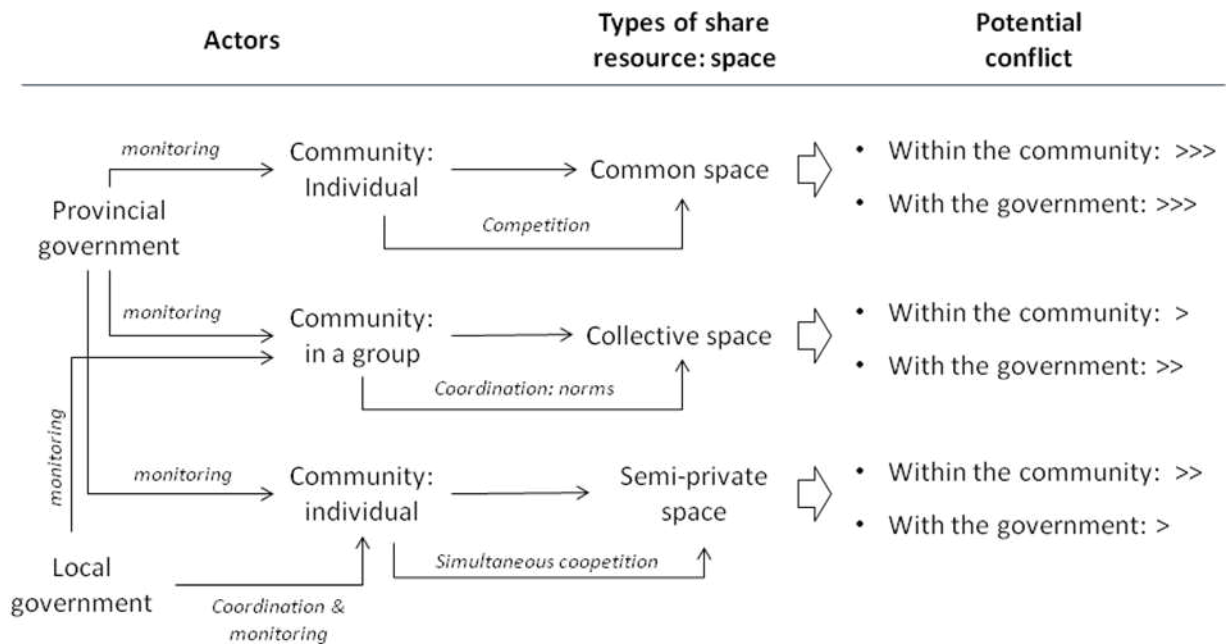


Figure 4: Actors interaction, shared resources, and potential conflict

5. DISCUSSION AND CONCLUSION

The tourism activities are the illustration of complexity of governing shared resources among actors. The first complexity is illustrated in the interaction among the actors. This research found the illustration of cooperative behaviors (Bengtsson & Kock, 2000, 2014; Brandenburger & Nalebuff, 1996) within the community. Individualist actors might illustrate only competition in the interaction with the others. Individual benefit is the main purpose of his activity. However, the actors in this destination compete to gain customers while in the same cooperate in maintaining positive ambience of this destination, and in the case of food vendors, the actors also complementing their products to serve the visitors. In detail, the food/drinks vendors in the Zone A provide an evidence of simultaneous coopetition when the actors shares multiple resources (visitors and space) in the same time, as discussed in the previous research on the coopetition in the context of informal tourism economy (Damayanti et al., 2017).

The second issue is related to overexploitation of common shared resources (Briassoulis, 2002, 2015; Stronza-Lee, 2009) as the results of economic activities in this destination. The space in the surrounding of Kreo Cave and the edge of Jatibarang Dam might become overcrowded by actors who want to gain benefits from the visitors. In order to prevent this issue, coordination and collaboration among the actors are needed. This coordination is also needed to prevent the emergence of new players particularly the non local players. Furthermore, in this study, we found that fairness in gaining benefits of sharing resources is the main issue in these efforts. All actors who provides speedboat, food/drinks, parking lots, and fishing spots tries to gain benefits from the tourists as well as space (surrounding of Kreo Cave and the edge of Jatibarang Dam). Here, fairness refers to the concept of equity when all actors obtain outcomes/benefits based on the proportion of their contribution (Biel, Eek, & Gärling, 2008), in this case refers to their (food) specialty and speedboat drivers availability. The norms of fairness applied in this case study is also an effort to prevent the emergence of selfish actors (free riders) who want to get privilege based on their power or status in the community (Biel et al, 2008; van Dijk & Wilke, 1995; Wagner, 1995).

Furthermore, the minimum conflict among the actors as illustrated by the members of the community group (union) is also an indication that the members of the group have trust among them. Trust is



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also illustrated among the food vendors who cooperate in serving the customers. They have willingness to share benefits among them, as well as trust in the quality of food provided by the other vendors. Hence, trust can reduce the potential conflict among actors. “Trust can facilitate cooperation, distrust can impede it” (Tanghe, Wisse, & van der Flier, 2010, p. 359). Here, this research suggests a further research (a deep exploration) on the trust among actors in each zone in this destination and how effective their trust reduces conflict among actors and increases benefits gained by each actor.

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Comparing Methodological Implications of the SWOT Analysis and Scenario Planning Methods in Formulating Strategies of Halal Tourism Development

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ABSTRACT

Currently, public policy analysis practice is increasingly rich by various analytical methods. Years ago, this field has borrowed analysis tools commonly used in economics. The policy of halal tourism development becomes a new concept of tourism with high economic value include environmental, social and religious. To formulate a feasible strategy on halal tourism development, an analyst needs a decent analytical tool.

Library studies mainly used as methods in the data analysis about effective tools in generating strategies to halal tourism development. The analysis tools used in formulating development strategies in West Nusa Tenggara include SWOT and Scenario Planning. Data collected from researches journal and reference books on methodology concerned to SWOT Analysis and Scenario Planning described methodological implication of each tool.

The SWOT analysis and Scenario Planning generally formulate strategies for local governments in tourism development. Several researches on tourism development strategy formerly used the SWOT and Scenario Planning. Both methods have different methodological aspects such as data approaching whereas SWOT combines quantitative and qualitative approaches, while scenario planning intensively uses a qualitative approach. Analytical method of SWOT uses theoretical concepts that have been academically accepted for ranking the data components, then formulate a strategy as recommendation. While scenario planning mostly uses the researcher's intuition of the possible conditions of the scenario created without ranking, then formulate the strategy. In using the scenario planning method, an analyst necessary needs imagining phase about the future faced by the scenario. Meanwhile, the SWOT analysis emphasizes the basis of its recommendations on past and present data.

Keywords: *SWOT Analysis, Scenario Planning, Methodological Aspects, Halal Tourism*

INTRODUCTION

One of the important considerations of policy analyst before recommending the right strategy of policy is about methodology. An analyst will be positioned in condition to select a measuring tool and how to use it so that the strategies being acceptable, effective in achieving the target. Almost researchers generally faced the questions before starting the research: what are the proper methods of formulation to address the problem to solve it. The more appropriate methodology used in the analysis, the better of the policy recommendation will result.

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Public policy practices nowadays increasingly being productive. Governmental actors more generous in dealing with or providing services to the public. It also expands the space of the public policy analysis activity needs. Analysis of public policy is not only just be a routine activity of the academic community, however it is undertaken by non-governmental institutions even private sector. Years ago professional actors could be used to adopt the idea of the public policy analysis method of academic in which theories and methods are developed, as Dunn presented in the *Public Policy Analysis: An Introduction* (p. x) that have been being classic handbook by public administration student in Indonesia. However, the professional institutions of non academic grow in formulating a new device with the idea of innovative public policy analysis research.

Halal tourism is being a newly discussed in tourism sector in Indonesia. It is becoming increasingly rich by products and services. Government especially the provincial West Nusa Tenggara (Nusa Tenggara Barat-NTB.*Ind*) is getting passionate in managing the concept. Halal tourism is a new tourism concept applied by the province NTB to provide products, services and management of tourism that meet Islamic values or Shariah and have been organized in local regulations the province Peraturan Daerah NTB No.2/2016 about Halal Tourism. The halal tourism development involved wide range stakeholders, namely Governments, investors or entrepreneurs, communities and educational institutions. Considering to the potential in development of halal tourism, it needs some development recommendations. Thus opens a space for policy analysis activity. Therefore a good methodology to analyze and produce strategy should be met.

A number of academic researches that were carried out about the NTB Government's tourism management generate some recommendations. Two researches ever practiced to formulate recommendations for the development of tourism in the NTB, used different research methods: SWOT analysis and Scenario Planning approach. Thus, the implications of the methodology found by researchers could be the same or different. This paper aimed to expose the findings in the form of methodological implications of both approaches in producing halal tourism development strategy formulation on the NTB.

LITERATURES REVIEW

Methodology in the analysis of public policy, both as a science and as a practice, it continues to grow. Recently it increasingly developed on a number of indicators, step, stage or a specific device to generate policy recommendations. In the 1990s public policy analysis generally can be distinguished as being described according to the stage, the policy system components involved or material which is discussed in the policy. Sidney exemplifies the device recommended by Bardach and Salamon as a device to design policy (Fisher, Miller and Sidney (ed.), 2007). In 1990s Dunn wrote his book entitled *Public Policy Analysis: An Introduction*, being translated and widely used by students of the public administration science in Indonesia. It presented a comprehensive policy analysis tools that can be used by an analyst in each stage of the analysis of policies. Those devices are structured so that makes it easy for users to draw up conclusions and propose the idea of a policy. It was clear about many contribution came from economics in attributing the ideas. In addition to Dunn, a book by Stephen Isaac and William B Michael written in 1997 titled *Handbook in Research and Evaluation* is also used as a reference in the lecture of evaluation policy in the public administration program of Gadjah Mada University since the 1990s. This book is actually reference book for research and evaluation in the field of social and behavioral sciences education (p.iv), but then exposes a number of methods that are relevant in comparing the results of the policies that have consequences behavior change, one of them through the experimental research.

A number of other researchers, as summarized by the Riant Nugroho in *Methods for Policy Research*, noted about opinion on methodology in public policy analysis which generally compares about quantitative and qualitative approaches (p. 30-31). It also showed the presence of writer debate on the distinction and similarity of research and policy analysis. He pointed out that the policy



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analysis by most academics are typical activities conducted outside the academic realm, in other words occur in the realm of practice. These views support the development policy analysis activities with the specific approach done by non governmental actors, which can also be used as the approach of the methodology in research policy.

Public policy innovations widely build a space for public policy analysis activity. In an increasingly open spaces, the possibility of a methodology develops into vary ways also increasingly present. Cresswell (2015) guessed by mentioning that there are at least two scenarios when the qualitative researcher will conduct his studies: do without firstly setting a specific approach, or assign a specific one at the beginning as methodological assistance. According to Cresswell it suppose to take research result into more sophisticated and helping authors to structure the ideas. This is supported by Stone that says that in the process of policy analysis, effective communication by think-tanks (including researchers) to the audiences becomes an important point in generating high quality policy analysis (Stone, 2007).

Research methods is assumed as third important part prepared by researchers in designing research (Creswell, 2017). Research methods deal with the strategy of the collection, analysis and interpretation of data. When researchers using different methods, thus the strategy of the collection, analysis and interpretation of data also have the possibility to be different.

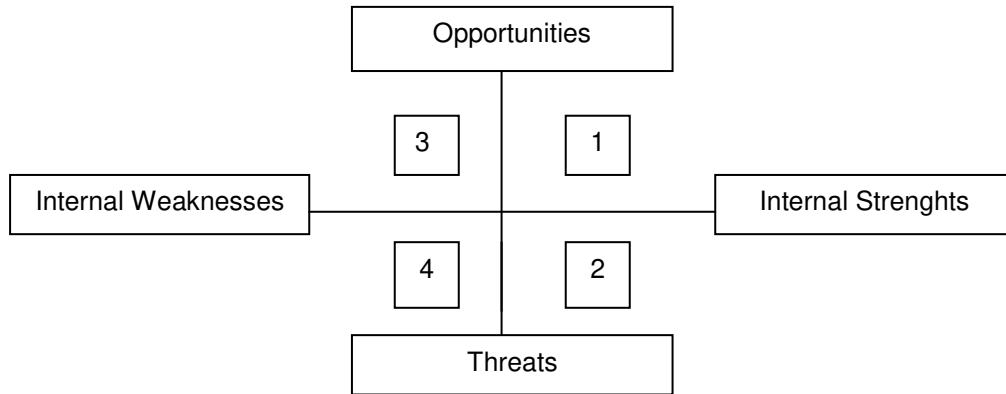
A policy analyst tend to be a clinician who simultaneously using science immediately with intuition and using experience in translating datas and makes policy recommendations (Peters in May, p.xxiv). Thus, the use of a systematic way of thinking using the method even approach in recommending specific policy analysis is an inevitability for an analyst. Bardach asserted the same thing. He argued that policy analysis is more art than science where it is described by using of intuition beside of method (Bardach, 2012: xvi).

Analysis involving identification of the factor Strengths, Weaknesses, Opportunity and Threats (SWOT) is one of popular device used by academics and practitioners to formulate strategies. This analysis was originally derived from field of economics, specifically business (Rangkuti, 2014). Using SWOT analysis, the company is able to recognize their position in the business world and formulate strategies to take their business being developed. But later analysis tool is increasingly widely used by public organizations, furthermore government in formulating development strategy.

The SWOT analysis provides some steps in formulating strategies for users below:

1. Identifying internal strengths, weaknesses, opportunities, external strenghts factors then determine the position of a product or program by using the diagram as Figure 4.

Figure 1. SWOT Analysis Diagram



Source : Rangkuti (2004, p.19 – 20).

- Determine position and strategies of product or program development by External Factors Analysis Summary (EFAS) and Internal Factors Analysis Summary (IFAS) cycles using a matrix of Space. In this step, the tool is equipped with a table such as the following, then researchers rating and weighting them based on the discussion of the theory and research results in the field mutually.

Table 1. IFAS of Product/Program X

Internal Factors of Product/Program X	Weight	Rate	Score
1	2	3	4
Strengths			
1.....			
2.....			
Weaknesses			
1.....			
2.....			
Total			

Source: Rangkuti (2004: p.25)

Table 2. EFAS of Product/Program X

External Factors of Product/Program X	Weight	Rate	Score
1	2	3	4
Opportunities			
1.....			
2.....			
Threats			
1.....			
2.....			
Total			

Source: Rangkuti (2004, p.24)

Matrix Space variable analysis is given positive sign (+) to strengths and opportunities, while variable weaknesses and threats are marked with negative (-).

Table 3. *Space Matrix* of Product/Program X



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Internal Strategy Factors Position	Rating	External Strategy Factors Position	Rating
Strengths 1..... 2.....		Opportunities 1..... 2.....	
Rating Total	Rating Total
Weaknesses 1..... 2.....		Threats 1..... 2.....	
Rating Total	Rating Total

Source: Rangkuti (2004, p.152).

Analysis of the matrix *Space*, based on the following formula:

Table 4. Space Matrix Formulation

$\text{Strengths} = \frac{\text{Total of Strengths Rating}}{\text{Total of Strength Alternatives}}$
$\text{Weaknesses} = \frac{\text{Total of Weaknesses Rating}}{\text{Total of Weaknesses Alternatives}}$
$\text{Opportunities} = \frac{\text{Total of Opportunities Rating}}{\text{Total of Opportunities Alternatives}}$

- Define alternative strategies of product/program development by using SWOT Matrix. Some organizations use different terms such as TOWS Alternative Strategy Analysis (MindTools Worksheet, 2006).

Figure 2. MindTools TOWS Strategic Alternative Worksheet

		External Opportunities (O)	External Threats (T)
		1. 2. 3. 4.	1. 2. 3. 4.
Internal Strengths (S)	1. 2. 3. 4.	<div style="font-size: 48px; font-weight: bold; margin: 0;">SO</div> <div style="font-size: 12px; margin-top: 5px;">Maxi-Maxi Strategy</div>	<div style="font-size: 48px; font-weight: bold; margin: 0;">ST</div> <div style="font-size: 12px; margin-top: 5px;">Maxi-Mini Strategy</div>
Internal Weaknesses (W)	1. 2. 3. 4.	<div style="font-size: 48px; font-weight: bold; margin: 0;">WO</div> <div style="font-size: 12px; margin-top: 5px;">Mini-Maxi Strategy</div>	<div style="font-size: 48px; font-weight: bold; margin: 0;">WT</div> <div style="font-size: 12px; margin-top: 5px;">Mini-Mini Strategy</div>

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Source: MindTools.com/rs/TOWS, 2006.

4. Specify the product/program development strategies at corporation/organizat level using the Grand Strategy at comprehensive and diverse fields. In the context of Halal Tourism development in West Nusa Tenggara, researchers match the SWOT diagram with the Grand Strategy of product/other tourist programs development in NTB.

Another approach in recommending policy is *Scenario Planning* (SP). Lindgren and Hans (2003, p.24) defined the scenario planning as a strategic planning tool for effective planning of medium and long term that is under conditions of uncertainty. SP tool is able to sharpen the strategy, devised a plan for something that was not expected and maintaining the right direction and at the right problem. By this tool, scenarios are input of strategies formulation. Consequently, the role of strategy in scenario planning afterward is to determine what should be done and not to dealing with the scenarios. Also scenario planning does not only give researchers an idea of what tends to happen, what occurred and what might have been, but also what do not want to happen. This method is seen in contrast to forecasting.

Lindgren and Bandhold (2003) also said that scenario planning is not a prediction/estimation as well as a vision of the future, but desired.



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Table 5. Difference between Scenario Planning, Forecasting and Vision

<i>Scenarios</i>	<i>Forecasts</i>	<i>Visions</i>
Possible, plausible futures	Probable futures	Desired future
Uncertainty based	Based on certain relations	Value based
Illustrate risks	Hide risk	Hide risk
Qualitative or quantitative	Quantitative	Usually qualitative
Needed to know what we decide	Needed to dare to decide	Energizing
Rarely used	Daily used	Relatively often used
Strong in medium to long-term perspective and medium to high uncertainties	Strong in short-term perspective and low degree of uncertainty	Functions as triggers for voluntary change

Source: Lindgren and Bandhold. 2003. p.24

This method is rarely used by policy analysts over the years. Lindgren and Bandhold provide explanations there are at least four reasons why scenario planning is seldom selected to use:

1. Uncertainty in conclusions. Scenario planning does not provide any definitive answer about the future, so it do not afford any guarantee of decision making security.
2. Scenario Planning does not comply with the principle of simplicity in problem management. The principle of simplicity (in traditional planning) assumed a definite answer for any questions/problems. This is in contrast with the existing principles on scenarios planning that are more systemic/holistic (comprehensive) in managing whole problems.
3. Methods and answers are weak (soft method and the soft answer) because the technique of scenario usually qualitative in nature, based on reasoning and intuitive pattern recognition while the problems need to solved are in running processes (easily influenced/changed quickly against environmental conditions).
4. Time consuming. The reason why the higher manager rarely choose or applying scenario planning into projects is because this method takes a long time in it process.

However, this method positively form the objectives and focus thus it is important for policy.

Figure 3. Scenario Projects Used For Different Purposes And Focuses



Source: Lindgren and Bandhold (2003, p.25)

Lindgren and Bandhold (2003, p.47) describes set of steps for putting together a scenario, which consists of Tracking, Analysing, Imaging, Deciding, Acting (TAIDA):

1. Tracking

2. At this stage researchers are doing tracking, tracing and describes the changes and signs from the surrounding environment, both national and global. His goal was to trace and describe the trend changes around us that may have an impact on the main focus/question (question/focal concern). At this stage, researchers sign up major changes associated with the policy dianalisisnya.

Table 6. Model of the Halal Tourism Development Environmental Trend

No	Halal Tourism Trends of West Nusa Tenggara Regency
1	Halal industry evolution has occurred as lifestyle products in tourism sector
2	Rapid economic growth of country with moslem majority
3	Number of demands of travellers about halal tourism services
4	The increasing number of local tourist whereas the decrease in the number of foreign tourists
5	Halal tourism service still not supporting
6	Entrepreneurs and potential investors worry about halal tourism would be discriminatory
7	Lack of socializing creates misunderstandings of halal tourism perception
8	Long procedures in taking of halal certification
9	Political leader's religious social backgrounds.
10	etc.

Source: Utami, 2017.



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3. Analysing

At this stage researcher identify the driving factors and consequences by understanding about the trend in which we have identified at previous stage. At this stage also logic scenarios began to be developed. One of the methods used to analyze is the cross-impact analysis in which researchers can use models of causal-loop.

4. Imaging

It is the stage of possibilities identification and building a vision about what is expected (visions of desired). In this stage, also being identified impacts that occur if each scenario emerged.

5. Deciding

At this stage analyst considers the information obtained, identify options and making decisions about what scenarios will be targeted and by which strategy. At the stage of deciding researchers take the choice of what strategy is most appropriate for the scenario that they have made. The strategy should be selected based on the trend of core competencies, scenarios, or other assets and also the vision. The selection of the strategy could use WUS analysis. WUS is an analysis of single-impact analysis related to the three dimensions (*Want, Utilize, Should*). This analysis answered the following three questions: does the strategy contribute to the desired direction of the Organization (*Want*)? Whether the strategy shows the power or organizational assets (*Utilize*)? Whether the strategy in accordance with the environment of the future (*Should*)?

6. Acting

Acting is a stage of implementation strategies that are integrated with the continuous monitoring of environmental changes, determine the process to monitor the environment and the creation of sustainable scenario planning, and more. This stage requires the establishment of a monitoring and evaluation team, to monitor the development of the on-going changes and making some strategy adjustment to the scenario that has been prepared.

Table 7. Characteristics of Traditional Planning compared with the Scenario Planning Approach

	<i>Traditional planning</i>	<i>Scenario planning approach</i>
<i>Perspective</i>	Partial, 'Everything else being equal'	Overall, 'Nothing else being equal'
<i>Variables</i>	Quantitative, objective, known	Qualitative, not necessarily quantitative, subjective, known or hidden
<i>Relationships</i>	Statistical, stable structures	Dynamic, emerging structures
<i>Explanation</i>	The past explains the present	The future is the <i>raison d'être</i> of the present
<i>Picture of future</i>	Simple and certain	Multiple and uncertain
<i>Method</i>	Determinist and quantitative models (economic, mathematical)	Intention analysis, qualitative and stochastic models (cross-impact and systems analysis)
<i>Attitude to the future</i>	Passive or adaptive (the future will be)	Active and creative (the future is created)

Source: Lindgren and Bandhold, 2003,p. 26

Discussions

SWOT analysis and Scenario Planning both utilize primary and secondary data in the form of interviews, observation, documentation and literature research. Before applying a SWOT analysis device, a researcher collects information about the internal and external environment faced by the organization. Next the data is checked in the field through interviews or observations if necessary. This is because in the next step, a researcher with the SWOT analysis required to provide weighting and rating against components of the environment that is listed. The use of existing theory in determining components of the environment also help researchers with the SWOT analysis. In the next step, it is necessary to determine the position of the organization based on quantitative calculation of components of the environment. Therefore analysts can formulate alternative strategies taken by the company. An analyst with the SWOT analysis it is possible to recommend alternative strategies as much as possible through the matrix, TOWS. While the user have the freedom in deciding which strategy will be taken. Strategies are presented in parallel, meaning that there is no argument from which strategy analysts ought to be looked at because it is through the matrix presented their analysis of the results users can read their organizations position themselves time and can adjust to conditions that will come if there is a change.

On the other side, analysts who use the SP has authority in determining the desired future, a future that may happen, even not desired in analysing stage (A). Analysts with the approach of the SP also signed up strengths, weaknesses, opportunities and threats of an organization or policy, but does not do weighting and rating against its components. The use of the already existing theory is also not too tight because the more approximate analysis based interpretation even intuition against the possibilities of the future. With the authority to determine the future scenario, SP analyst recommend limited strategy and argumentative.

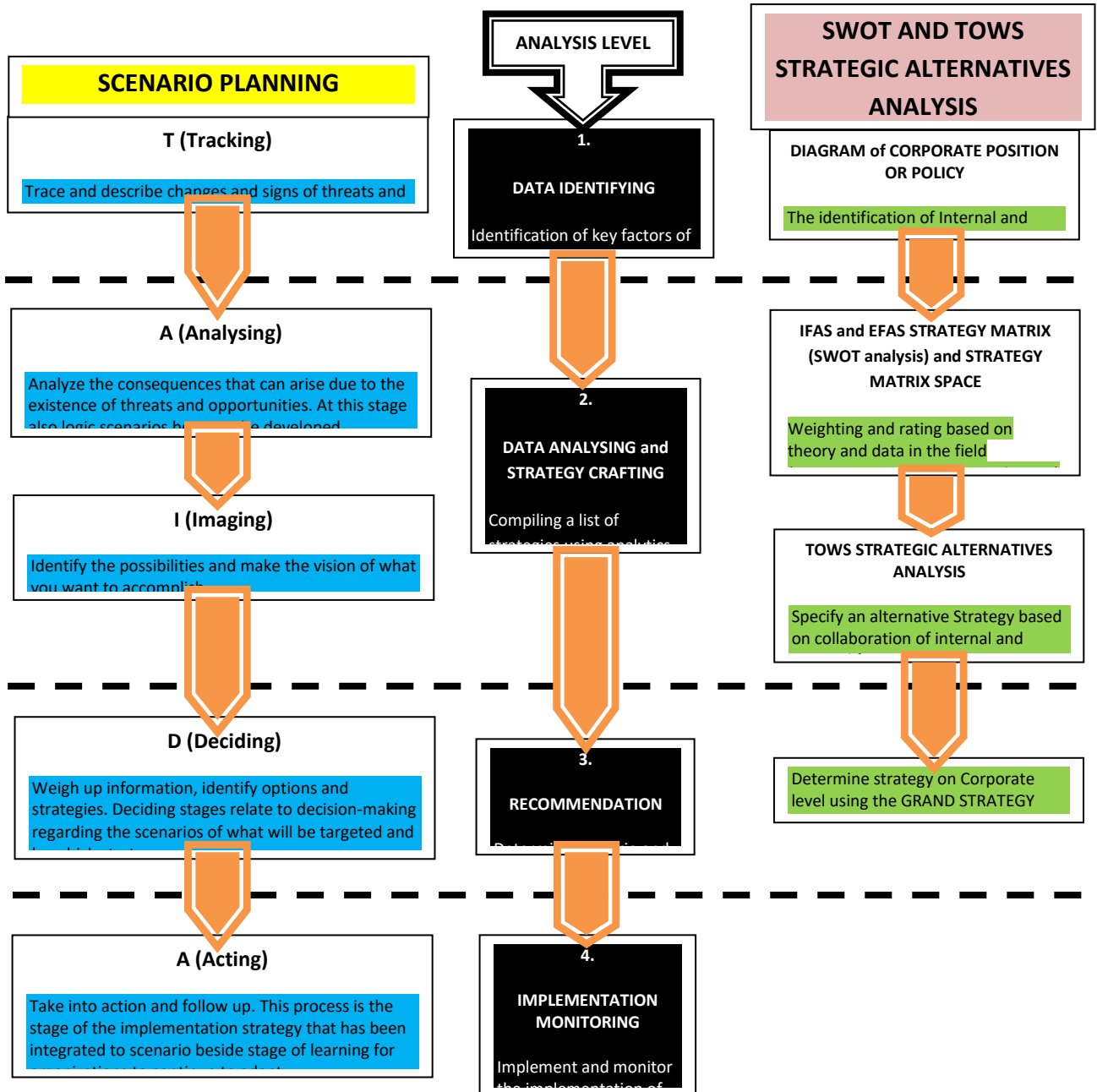
SWOT analyst utilizes instructions in the form of formula to generates conclusions with describing position of the organization, in addition to the steps that need to be done to formulate his strategy recommendations while analysts SP utilizes steps instruction before giving a recommendation. Comparisons of two methods shown in the following chart.



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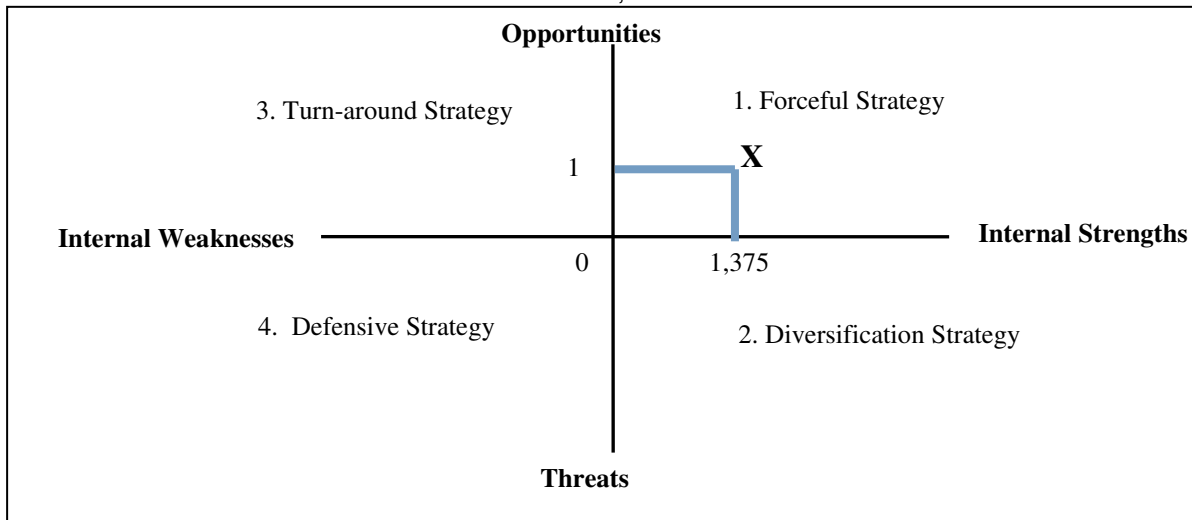
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Figure 5. Scenario Planning Method compared to SWOT Analysis



Both analysis tools was ever applied to the development of tourism in NTB. Analysis of the development of tourism by using SWOT device, set one position for the development of tourism of NTB on Quadrant 1 that is strong and having good chance by identify the existence of a strategic tourism position and cultural diversity as well as the existence of best tourism object as a strength (Risprawati, 2015).

Figure 6. Recommendations with the Diagram of SWOT analysis on tourism of Nusa Tenggara Barat Province, Year 2015.



Source: Risprawati. Jurnal Tata Sejuta STIA Mataram Vol. 1 No.2 Sepetember 2015.

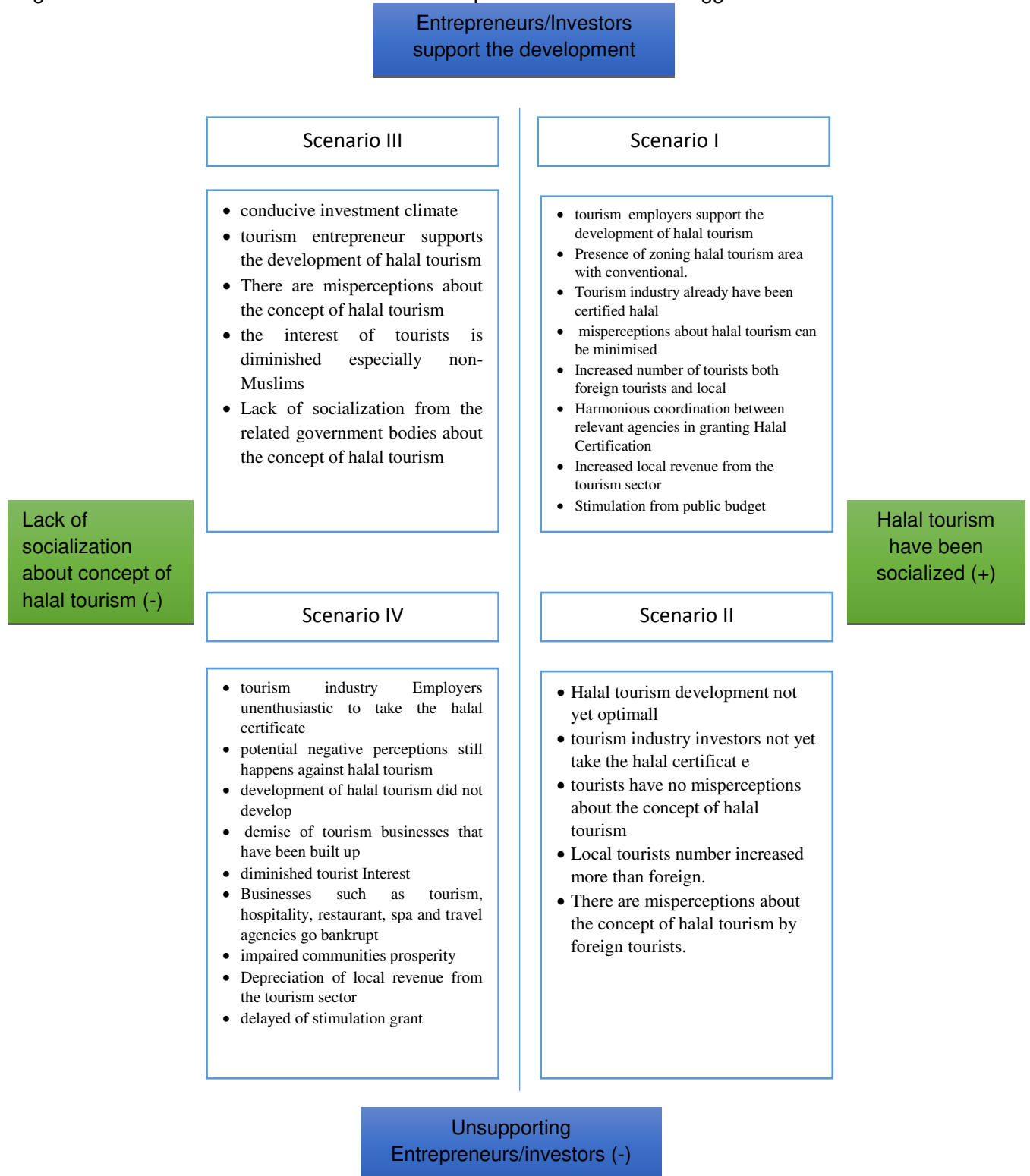
Analysis by Scenario Planning on halal tourism development in NTB presented recommendations for each scenario by setting out four environmental conditions that are considered important for halal tourism development. Thus, on this analysis method, researchers do not perform rating and ranking against the environmental policy component, but rather choose some important environmental component and then craft a scenario against the environment and ultimately formulate the strategy recommendations. Research that uses analysis SP against halal tourism in particular tourism in the NTB, producing the following chart.



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Figure 7. Cross Scenario on Halal Tourism Development in West Nusa Tenggara Year 2017-2027.



Source: Utami, Jurnal Administrasi Publik Vol.5 No.1 2017.

Comparing the analysis process using SWOT and SP, we can identify the similarities and differences of how to recommend the tourism development in NTB. Advantages of SWOT analysis against the SP is the strong argument through quantitative weighting and ranking against components of the environment that have been identified. While excess analysis SP is at the discretion of the researchers determine the qualitative scenario even intuitively choosed and then formulate recommendations, as well as its analysis which includes stages in the implementation of the recommendations or action.

CONCLUSIONS

The methodological implications of the SWOT analysis and Scenario Planning (SP) approach in formulating development strategies policy shows some similarities and differences. SWOT analysis is more focused on the device in formulating strategies, while SP approach provides steps to do so until the formulation of the strategy. SWOT analysis uses a quantitative approach more by ranking and weighting of the environment policy in realm, while SP approach focus on qualitative approach more which uses intuition. Policy analyst became an important factor to formulate scenarios based on real policy environment occurred and the future desired. The SWOT analysis has most likely use an existing theories on the issue that is being analyzed for the purpose of determining rank and weights against internal and internal factor, while SP approach can rely on the argument qualitative analyst choices against the environment and the future desired.

SWOT analysis presents recommendations equally to be selected as the policy steps for the users, while SP approach describes the probability of a future desired then users formulate alternative strategies. As a consequence, a more structured and rigid device limits discretion analyst using in analyzing the data. While user analysis approach for SP, more generous in analyzing based on the argument that intuitive.

Both of metods commonly describes similarity on data collecting procedures and kind of datas. Both tools equally involves the process of interpretation about description of internal and external environment. So there can be found a similar analysis of SWOT in the phase tracking approach in SP although un-existence of rangking and weighting afterwards.

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Solo Creative City Network: Development of Household Waste Creative Industry as Market Engine Of Tourism Industry

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ABSTRACT

Joyosuran village in Pasar Kliwon sub district, Surakarta city, is populous village. In such condition, household rubbish will be disturbance, either in health or eyeshot aspect. Based on this condition, good rubbish management is necessary, so that it can be useful for society. Development of rubbish management program can use 3R (Reuse, Reduce, Recycle). There are many potential things that can be developed, related to rubbish management, into saleable creative-innovative products. Society base rubbish management concept will increases value added when society have mindset of green entrepreneurship, which is environment-oriented entrepreneurship spirit. This program, hopefully, will make society love their environment by taking responsibility as well as empowering potential development.

Research methods are observation, discussion, and questioner filling to observes and looks for solutions with society related to products of rubbish processing. Approach method that will be used is participative approach.

Discussion of best concept about product determination and design have been done. It will be usefull to supports daily life needs as well as interesting product for customer, so that it can increases income added to society. Observation and quetioners spreading have been done to finds weaknesses and strengths as well as needs of equipment/machine tha will be used, and fix methods of finance, marketing and business operational management. Equipment that still needed are packing machine and display window for products. Person-to-person accompaniment can be done to finds potential things of craftsman that can be optimally developed. Training of bags making from residue of clothes is needed, so that society relize the important of taking care of environment as an issue that have been adopted in global businesses.

Keyword: Rubbish, Green Entrepreneurship, Management and Organization.

INTRODUCTION

Sustainable tourism development is important issue in tourism industry and has been involving academicians, governance, community, and private company (Quad-helix). Academicians/universities have important role to do research and development of tourism supporting elements as policy direction for other three stakeholders. Tourism and creative economic have important role as supporting of Indonesia development and, important basic capital to face competition by standing on ability to creates creativity combined with values of art, technology, knowledge and culture, so that can gives real contributions on economic of country.



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Inorganic rubbishes have more complicated handling than organic one; because inorganic rubbishes cannot be naturally decomposed. There are some inorganic rubbishes that come from household activities, such as plastic package of household products, bottles, straws, cans, etc. Program of 3R; which are Reuse (product reusing), Reduce (rubbish reducing), Recycle (recycling rubbish into new useful product); can be used to minimizes it.

Nowadays, community of society have been realized to taking cares and conserves the environment. Indonesian government have announced program of “*Gerakan Indonesia Peduli Sampah Menuju Masyarakat Berbudaya Reduce, Reuse, dan Recycle (3R) Untuk Kesejahteraan Masyarakat* [Indonesia Movement of Rubbishes Taking Care Towards to Reduce, Reuse, Recycle (3R) Community for Prosperity]”. Further, this program will be followed up with declaration of Clean Indonesia 2020. One of implementations of 3R program is processing of inorganic rubbishes; that come from household activities; into useful and economic valuable product. In fact, it is hard to processes inorganic rubbishes into valuable product, because it is not easy and needs big efforts, facilities, and costs. Community’s role is needed for participation in effective and efficient rubbish management.

In Surakarta, there are some small entrepreneurs that have potential implementation of 3R program, which is processing of inorganic rubbishes into economic valuable products, such as money boxes, photo frames, pencil boxes, bags, and wallets. These groups include in business networking called *Jaringan Perempuan Usaha Kecil Ngudi Lestari* [Woman Small Business Network of Ngudi Lestari] (*Jarpuk Ngudi Lestari*) Surakarta City and *KPUK Sejahtera. Jarpuk Ngudi Lestari* and *PUK Joyosuran* consist of women small entrepreneurs in Surakarta. *Jarpuk Ngudi Lestari* and *PUK Joyosuran* are potential group of processing rubbishes into economic valuable product because members of *Jarpuk Ngudi Lestari* and *KPUK Sejahtera* consist of women that have motivation in business development. In addition, women have majority of basic skill of inorganic rubbishes processing, such as ornament making and sewing.

There are a lot of inorganic rubbishes in Pasar Kliwon sub district because there are 91,772 people that live in Pasar Kliwon sub district. Joyosuran village is part of Pasar Kliwon sub district. This place is entry gate of south east economics. Inorganic rubbishes processing by women small entrepreneurs will increases family economics ability and decreases poverty. College or university institution have role of increasing of capacity building by implementing sustainable science and technology that needed by industry and society, so that it can strenghtens society’s competitive advantages and prosperity.

Based on observation and discussion with *Jarpuk Ngudi Lestari* and *PUK Joyosuran*, there are problems related to rubbish management. First problem is limited knowledge of rubbish management. Entrepreneurship partners have no deep knowledge of rubbishes processing based on *greenpreneurship* with 3R scheme and limited ability to processes inorganic rubbish into saleable product.

Second problem is limited capital. In order to process inorganic rubbishes into saleable product, entrepreneurs need capital; such as equipments or machines that related to rubbish processing. Third problem is limited managerial ability in business management. Entrepreneurs’ ability in management is limited, especially in marketing that limited on offline marketing and activity of finance recording with not standard recording.

LITERATURE REVIEW

Nowadays, economic activities grow fast. It can be seen by many sector of industries growth, included of tourism industry. Tourism industry is industry that generates big income to the country, after mining and gas industry. Tourism and economic creative industry have become strategic issue that has been developed by many countries around the world. Competition of tourism has been

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tighter, so it pushes stakeholders to develop tourism industry with market oriented. Market orientation is business cultures which take organization into high quality sustainable value added creation (Slater and Narver, 1994). According to Varadarajan and Jayachandran (1999), market orientation is set of real activities that make possibility to maintain market demand and supply variant as well as give right responses on many changes. Marketing concept takes forward efforts, which done by company, to persuade customers in buying services and products that have been provided, even though there are competitor's products, and customers will choose products and services that can satisfy their needs and wants. Narver and Slater (1990) stated that market orientation consists of three components, which are orientation of customers, competitors, and coordination of functions.

Many research have been done to examine if market orientation generates excellent performance (Kara, 2005). Some results of previous research proved that there is strong relationship between market orientation and performance (Greenley, 1995; Ghosh et al., 1994; Speed and Smith, 1993), while others do not support positive relationship between market orientation and performance (Han et al., 1998; Jaworski and Kohli, 1993). In general, previous researches stated that there is causality relationship between market orientation and performance (Bhuan, 1998; Deshpande et al., 1993; Harris and Ogboma, 2001; Jaworski and Kohli, 1993; Matzuno and Mentzer, 2000; Pitt et al., 1996; Selnes et al., 1996), but there is contrast result of research that examines relationship between market orientation and organization performance by using market share, sales growth, customer satisfaction and customer loyalty as indicator of marketing performance.

Company that have high level of market orientation will have high market performance. It is because company which have high level of market orientation will have competitive advantages in product quality, service quality, product innovation and costs (Sittimalakorn and Hart, 2004). Chang and Chen (1998) stated that company which have implemented market orientation will gives better service, so it can satisfies customers and get higher business profit.

Baker and Sinkula (2005) does references study on results of empirical research that examines effect of market orientation on new product performance, profitability and market share. The study stated that 16 of 17 (94%) empirical researches prove that there is positive effect of market orientation on new product performance, while 18 of 27 (33%) empirical researches prove that there is positive effect of market orientation on profitability, and only 4 of 12 (33%) empirical researches proves that there is positive effect of market orientation on market performance. Narver and Slater (1998) stated that even though previous researches of relationship between market orientation and performance give different results, it is still interesting to be examined for strategic needs. Based on above explanation, it shows that researches of market relationship between market orientation and performance give different results.

Rubbish is waste in some place and mixed up into each other with bad smell, pollution, and reusing prevention by some objects. Rubbish is a picture of waste from many activities, such as cardboard boxes, glasses, metals, plastics, papers, residue of food, rubbish of garden like leafs that can be reused/reprocessed. Rubbishes can be categorized as urbane rubbishes, industrial rubbishes, and special rubbishes (Benitez et.al, 2003).

Household rubbishes can be categorized as organic rubbishes, inorganic rubbishes, and papers-cardboard boxes. Organic rubbishes consist of recycling rubbishes and rubbishes that cannot be recycled. The use of rubbishes can be categorized as recycling rubbishes, recycling rubbishes that have its market, and rubbishes with potential of recycling. Recycling rubbish is rubbish that can be reprocessed or bought in order to be processed in another area. Residue of clothes and plastics are included in inorganic rubbishes (Benitez et.al, 2003).

Research of household rubbish in Indonesia is done Aprilia et al. (2013). Their research focuses on inorganic and toxic household rubbishes. Result of the research shows that kitchen rubbishes have the highest number, followed by plastics rubbishes as the second highest, and papers in the third place. Textiles and woods includes in big 10 of household rubbishes. The



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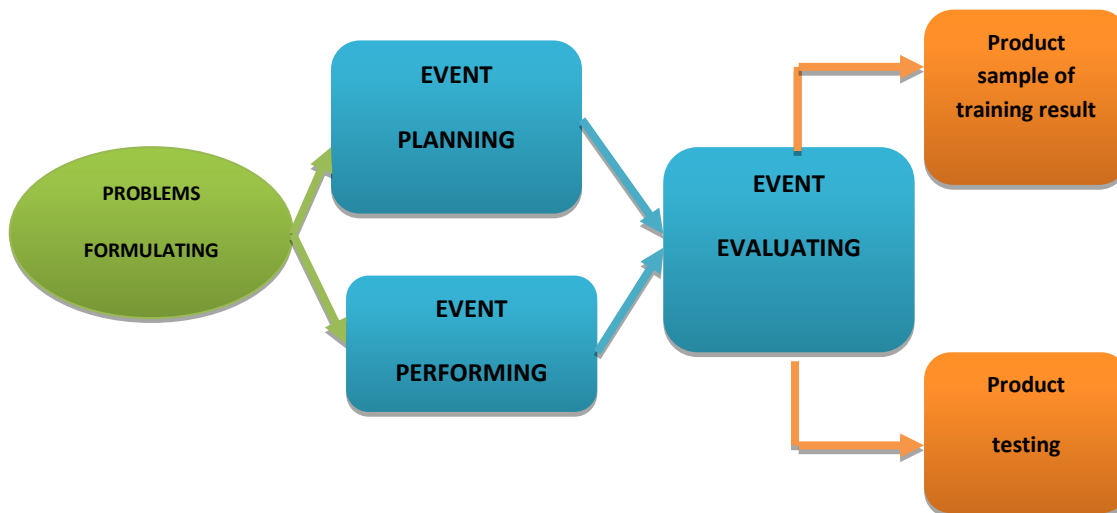
research shows that household rubbishes processing, such plastics and textiles, is needed very much because the number of these rubbishes is quite big.

RESEARCH METHOD

Analysis of craftsman uses observation, discussion, and questioner. Research instrument in questioner method uses questioner, consists of some numbers of question, that have to be answered by respondents. There are 84 questions in the questioner. Result of analysis is used to determine the solution of the problems that have been found.

In order to help women entrepreneurs solve the problems, this research uses some methods, which are training of technology of rubbish management, *greenpreneurship* mental development, product development, financial and marketing management for entrepreneurship partners, business planning, business management, and providing of success story with related business practitioners. These methods will be done in multi years with accompaniment.

Scheme of this study is (1) event planning, (2) evaluating, and (3) event performing, as followed:



RESULT AND DISCUSSION

Development of Creative Economic as Supporting of Tourism Industry

Nowadays, sustainable tourism development is important issue in tourism industry. Deep discussion of this subject have involves academicians, government, community, and private company. Tourism and creative economic have important role as supporting of Indonesia development. It is seen by its contribution on Gross Domestic Product (GDP) and jobs availability, either direct or indirect ways. In line with the explanation, sector of tourism and creative economic contributes 11,8% on Indonesian GDP and 14,66% on total jobs availability (ILO, 2012).

Tour is one of activities that needed by many people. Regulation of *Undang-undang No. 10 year 2009* stated that tour is travelling activity done by one or more people by visiting certain place for recreation, self development, or learns about unique attractiveness of the travelling object that visited temporarily. Tour as process, activity and result of relationship and interaction between involved tourists, tourism-suppliers, local government, local society, and environment.

Tour destination is different geographical area or zone in one or more administrative region that consists of elements of tour attractiveness, facilities, accessibility, society and tourists which relates and completing between each other as tourism activities. Tour attractiveness that does not developed yet is potential resource, and cannot be determined as tour attractiveness until it is followed up by development efforts. Tour object and attractiveness are basic elements of doing tourism activities. A certain place without tour attractiveness will make difficulty in tourism development.

Based on regulation of *Undang-Undang Republik Indonesia No. 10 year 2009*, tour attractiveness explained as everything that have uniqueness, easiness, and diversity value of nature property, culture, and people creation in visited tour object. Attractiveness of culture social tour can be used and developed as tour object and attractiveness; such as museum, historical legacy, traditional ceremony, culinary, art performance, and handicraft.

Indonesia has so many availability of nature resources and diverse cultures and supported by significant domestic and international market, Indonesia faces challenges of how to uses those as assets that can give maximal advantages for country and society. Sustainable development has been determined as law framework, but its implementation is not consistent yet. Tourism development related to government objective, which is empowers society to achieve life prosperity. Human resource in tourism and hospitality is strategic issue that will determines quality of national development and increasing of Indonesian global competitive advantages (Kemenparekraf, 2012).

In last few years, creative economic has been a new terms in many countries as alternative of economic development focused on increasing of better life prosperity and quality aspect. Creative economic, as basic capital in facing economic competition, have been made to have strong base by standing on ability of creativity creation combined with values of art, technology, knowledge, and culture. In many countries, creative economic concept has got more attention because it can give real contribution to economic of a country.

In Indonesia, creative economic development gives positive contribution on economic development. Creative economic gives advantages for Indonesia society culture and economic life, such as value added of product, job creation, contribution for national GDP, social positive effect, increasing of culture understanding for society, and increasing of innovation. Effect of creative economic proved by increasing significant contribution of creative economic base on art and culture in last three years, which is IDR 240.78 billion in 2010 and increases to IDR 263.88 billion in 2011, and IDR 285.88 billion in 2012. In addition, economic creative base on design and *lptek* (science knowledge and technology) have been increased as well, which is IDR 231.998 billion in 2010, IDR 261.03 billion in 2011, and IDR 288.007 billion in 2012.



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Society participation in tourism planning is suggested as a step on implementation of sustainable tourism; includes in steps of society participation, power redistribution, collaboration, and social capital creation (Okazaki, 2008); about various knowledge and transformation of learning process (Connell, 1997), involving process of all stakeholder-local government staff, local society, architects, developers, businessmen, and planners (Haywood, 1988).

Research development and dedication of Solo Creative City Network is aligns with government efforts to find potential cities for creation of creative cities. Indonesia can make wider potential development of creative economic because Indonesia have nature property, art, and culture as core materials of creative industry. Local wisdom based culture have to be developed from potential area, which is area that have specific potential resources Representation of potential city and other area that have potential culture and tourism can be realized as creative city concept. Example of creative city is Chengdu city in Tiongkok that have been admitted by UNESCO with its reputation as historical city based on cooking skills and place of various traditional culinary. Unique culinary culture manifests culture and local wisdom by showing the preservation and cultivation of culinary creativity. Strong point of cooking of Chengdu city is various flavours based on five elements; which is sweet, sour, bitter, spicy, and salty. Nature property, culture legacy and creativity push Chengdu city as harmonic creative city and leading in creative industry (UNESCO, 2013).

Results of Questioner Spreading for Analysis of Needs

Person Identity

a. Respondent Status

100% respondent as wives, 0% respondent as children, and 0% respondent as family heads.

b. Gender

All 100% respondent are females.

c. Academic Level

Majority respondents are high school graduate level (67%). University/college/academy graduate level is 8% respondent.

d. Number of Family Load

33% of respondent have less than 2 persons of family load, 58% of respondent have 3-5 persons of family load, 8% of respondent have more than 5 persons of family load.

e. Contribution on Training

Respondent already have training session is 67%, and have not training session yet is 33%. This result shows that they need to be trained for productivity increasing.

Business Characteristics

a. Kind and Form of Business

Kind of business done by respondent is side job that processes household waste in form of home industry with less than five labours.

b. Business Scale

Business scale of all respondents is small business, in average.

c. Status of the Small Business in the Job

Small business that has been run is as core job of 33% respondent, and as side job of 67% respondent.

d. Business Age

Business age of respondent is less than two years for 67% respondent, 2-5 years for 0% respondent, and more than five years for 33% respondent.

e. Establishment of Business

Business that has been run is as own-established business for 92% respondent, as legacy business for 0% respondent, and as other establishment for 8% respondent.

Training Need Analysis

Training Need Analysis is aimed to adjust contents of training with needs of training participant, which are small entrepreneurs of household waste craftsman. Implementing of training need analysis will be done by enterprising of small business concept approach. Enterprising of small business is concept that leads small business managed based on company or small company approach by implementing management functions in small business management. Those management functions are planning, organizing, implementing, and controlling.

Small business basically consists of activities related to production/technology, marketing, capital/funding management, and business management. Based on description of craftsman business in research area, barrier of craftsman business is limited accesses of technology, marketing, capital/funding, and managerial skill.

Based on the limitation, aspect of training need analysis will be related to production, marketing, finance, business management. Research of Harvard University shows that key success of entrepreneurs 85% is determined by mental/spirit of entrepreneurship and only 15% is determined by hard skills. Based on the research, aspect of entrepreneurship spirit will be considerate in training need analysis.

Examination of five variables; which are spirit of entrepreneurship, management, production, marketing, and finance; that related to training need analysis will be based on analysis result of primary data that have been collected.

1. Entrepreneurship

Based on ten questions of entrepreneurship aspect, level of entrepreneurship spirit by respondent is as followed:

a. Self Confidence

100% of respondent stated that they have confidence in their selves in doing job as craftsman.

b. Self Motivation

100% of respondent have self motivation to fulfil their objective.

c. Interest of Challenges

92% of respondent likes challenges in their job, while only 8% of respondent that does not like challenges in their job.

d. Leadership

33% of respondent have habit to take leader role in group, while 67% have no habit to take leader role in group.

e. Knowledge Exploring

75% of respondent take the chance of knowledge exploring by reading and taking course, while 25% of respondent have no interest in knowledge exploring.

f. Communication

All respondent stated that they can communicate well to other people.

g. Good Listener

All respondent stated that they are good listener.

h. Achievement

All of 100% respondent can develops achievement.

i. Self Image

All of 100% respondent stated that they have positive self image, while 0% stated that they have no positive self image.

j. Decision Making



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83% of respondent stated that they can make decision easily and full of confidence, while 17% of respondent stated that they cannot.

Level of entrepreneurship spirit can be known by giving score for each question with score 1 of “Yes” answer and score 0 of “No” answer.

Score of entrepreneurship aspect is illustrated in Table IV.1 as followed,

Tabel IV.1
Score of Entrepreneurship Aspect

No	Uraian	Ya (1)	Tidak (0)
1	Self Confidence	12	0
2	Self Motivation	12	0
3	Interest of Challenges	11	1
4	Leadership	4	8
5	Knowledge Exploring	9	3
6	Communication	12	0
7	Good Listener	12	0
8	Have Achievement	12	0
9	Positive Self Image	12	0
10	Decision Maker	10	2
	Total Score	106	
	Average Score	10.6	

Source: Processed Primary Data.

Table IV.1 shows that total score of entrepreneurship aspect is 106 with average score 10.6; means that in order to achieves ideal level, level of entrepreneurship spirit held by small entrepreneurs is 88%. In order to achieves ideal level, there is still more effort; while 100% of respondent have agreed to participates.

2. Management and Organization

In general, profile of craftsman business is individual (100%) and small (100%) business that operated in handicraft industry (100%); as home industry because, on average, the entrepreneurship have less than five labors (17%).

Establishment of business is owned-establishment (100%) with some businesses are established for less than 2 years. Even though most of businesses are side job (67%), the aim of the business is profit (83%).

Condition of business management is explored by 8 questions that consist of aspects of business license, planning, and organizing. Level of entrepreneurship management shown by score 0 for “Not Available” answer, and score 1,2,3 for “Available” answer in “poor”, “adequate”, or “well” condition.

a. Business License

17% of respondent does not have business license (*SIUP*, *TDP*, *NPWP*, *Akte Pendirian*) and 83% of respondent have *SIUP*.

b. Task and Authority Distribution

100% of respondent does not distribute task and delegate authority, while 0% of respondent does in “poor”, “adequate”, or “well” condition.

- c. Work Description
100% of respondent does not have clear task description, while 0% of respondent have in “poor”, “adequate”, or “well” condition.
- d. Salary and Workers Rules
100% of respondent does not have salary and workers rules, while others (0% of respondent) have it.
- e. Business Plan
42% of respondent does not make business planning, and 58% of respondent make it with “poor” and “adequate” level of business plan.
- f. Activities Direction
17% of respondent does not make direction in doing activities, while 83% of respondent make activities direction in “poor”, “adequate”, and “well” condition.
- g. Coordination and Communication
100% of respondent does not coordinate and communicate tidak melaksanakan koordinasi dan komunikasi dalam pelaksanaan kegiatan doing activities, while 0% respondent does.
- h. Activities Monitoring
67% of respondent does not monitor on activities, 33% monitors on activities in “adequate” and “well” condition. 33% of respondent stated agreement for participating in business management training..

3. Marketing

General description of marketing of household waste that have been done by craftsman is product distribution by agent/collector (0%) with national marketing area (0%).

By credit (0%) and cash (100%) sales, there is increasing trend of business performance in three years as an effect of sales (0%) and demand (0%) increasing. Based on respondent opinion, performance increasing caused by none (little) competition factors (58%).

Condition of business marketing of respondent is identified by 11 questions that consist of marketing planning, marketing strategy, and selling skills. Level of business management is known by score 0 for “Not Available” answer; score 1,2,3 “Available” answer in “poor”, “adequate”, and “well” condition.

- a. Sales Target Planning
8% of respondent does not plan sales target, and 92% of respondent have plan but still in poor condition.
- b. Sales Recording
17% of respondent make sales recording.
- c. Determination of Sales Price
58% of respondent does not calculate sales price yet.
- d. Product Positioning
58% of respondent does not position the product in market with price variable.
- e. Marketing Planning
100% of respondent have made marketing plan even though still in simple form, while 0% does not make it yet.
- f. Distribution Channel
33% of respondent chooses simple distribution channel, which is collectors that visit respondent’s house, while 67% of respondent sells directly to the market.
- g. Promotion



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83% of respondent does the simple promotion, which is “*getok tular* [mouth to mouth]”, while 17% of respondent does not have promotion activities.

- h. Demand Forecasting
75% of respondent makes demand forecasting by feeling/intuition; while others do not make demand forecasting yet.
- i. Competition
25% of respondent does not give attention to situation of competition visually without research, while others give attention.
- j. Market Target
All respondent simply determines market target to their product.
- k. Selling Skill
All respondent have adequate selling skill. Marketing is considered as barrier for small business development, especially in development level. Participation in marketing training is important thing and agreed by 75% of respondent.

4. Production

Production system of small household waste business is implemented by order and process adjustment (10% is weekly production system). Most of craftsman (100%) can easily provides high quality materials.

Real condition of small business that seen by production management aspect can be identified from answers of 7 questions for respondent. Level of production management is known by gives score 0 for “Not Available” answer; and score 1,2,3 for “Available” answer in “poor”, “adequate”, and “well” condition.

- a. Production Planning
75% of respondent have made production planning in “adequate” category.
- b. Production Quality Planning
In simple way, 75% of respondent have been able to plans production quality.
- b. Equipment Supply Planning
92% of respondent does not plan supply of production equipment.
- c. The Use of Equipment Monitoring
100% of respondent does not monitor the use of equipment.
- d. Production Administration
100% of respondent does not perform production administration activities.
- e. Production Quality Monitoring
All respondent (83%) does not monitor quality in production process yet.
- f. Safety and Health of Working
92% of respondent does not perform activities related to effort in safety and health of production process.

The reason why respondent interests in household waste training is as followed:

(1) Production can be done by their own equipment (100%); (2) Interesting design (100%); (3) Demand prospect is good (100%) with profit prospect is promising (100%); (4) Competition between craftsman (83%). 83% of respondent would like to participates in production training.

5. Finance

General description of small business financial aspect is fund resources mostly came from owner saving (25%) and previous profit (50%); insufficient operational fund (8%); owners have bank account (25%); financial management managed by owner (75%); difficulties in banking loan accessing (17%), working capital as

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receivables (100%) with collectible condition (100%) while inventory as current assets have adequate level (50%). Last three years profit; as business performance; have stable trend (100%).

Level of financial management of small business came from 8 questions for respondent. Score 0 for “Not Available” answer; and 1,2,3 for “Available” answer in “poor”, “adequate”, and “well” condition.

- a. Proof of Transaction Keeping
100% of all respondent does not keep proof of transaction.
- b. Transaction Recording
8% of respondent records the transactions.
- c. Cash Flow Recording
8% of respondent records the cash flow.
- d. Cash Flow Planning
0% of respondent plans the cash flow.
- e. Perencanaan Keuntungan
83% of respondent does not have profit planning; while 17% of respondent have profit planning.
- f. Cash Flow Controlling
83% of respondent does not monitor misleading of planned budget cash.
- g. Profit Controlling
8% of respondent controls profit.
- h. Separation of Individual and Business Assets
92% of respondent does not separate individual assets from business assets.

Based on respondent answers, 8% of respondent agree to participates financial management training.

Entrepreneurship

Core potential needs of training in entrepreneurship are business planning; effective time management; creative and innovative thinking; working ethos and entrepreneur development, and entrepreneur personality establishment.

Organization Management

General profile of the business is small scale business in small home industry with waste household handicraft business. Mostly business is own-established business; and have been operated, on average, in two years long. Even though mostly business is as side job, majority aim of the business is profit. Core potential needs of training in organization management are business management skill, business organization, small business prospect, license and form of business, collaboration and partnership, lobbying and negotiating.

Marketing

General profile of small business marketing is national marketing scale. Core potential needs of training in marketing focused on selling skill, marketing strategy, market chance, competitor analysis, market analysis, and marketing information.

Production

Production system of small business is order and process base, while mostly craftsman have no difficulties in providing of high quality materials. Even though household waste market competition is stable, there is difficulty in export. Respondent motivated to have skills related to household waste before get into industry.

Finance



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Finance management handled by owners; and most of them have no bank account. Finance planning, controlling, and recording of small business are potential needs of training as well as knowledge of individual and business assets separation.

Limited Field Test

Limited field test is run on special *UKM* (Small and Medium Business) to make new design of household waste. Number of participant is 12 *UKM*.

Module of training consists of:

1. Module of household waste production
2. Module of accounting
3. Module of entrepreneurship
4. Module of on line marketing management
5. Module export-import procedure and document
6. Module of cooperation taxation

CONCLUSION

A. Conclusion

Result in First Year (2017) consists of: a) Performs Training Need Analysis for household waste craftsman. b) Develops model and module of training on making of residue of clothes into bags and its diversification. c) Implementaion of packing tools. d) Training of accounting, cooperation taxation, online marketing management, and entrepreneurship. e). Resource person of services on society workshop in many universities. j) International seminar in Lombok 2-4 October 2017.

Qualitative Indicator in First Year (2017): a) Develops potential and area through sector of productive society economic. b) Transforms creation of sector society economic professionally. Increases critical, dynamic and constructive human resource quality, includes in quality of humanity. c) Develops culture of learning, working, and having business based on entrepreneurship knowledge for society. d) Develops education and life capability in order to develop sector of small business, micro business and informal business. f) Performs training by new technology for household waste craftsman.

Result of training needs analysis; that identifies suitable training model for increasing business performance by small business enterprising concept approach; is as followed:

1. There is need of entrepreneurship training by craftsman because average of enterprising is below the standard, with 80% average of enterprising means that \pm 80% entrepreneurs do not have good entrepreneurship spirit and business management principles yet.
2. Specifications of needs shorted by its aspects and problems are as followed:
 - a. 100 % of small business needs entrepreneurship spirit and personality development training; which are skills of leadership, self motivation on learning and goal achievement oriented.
 - b. 75% of small business needs marketing management training that gives knowledge of marketing plan and selling skill.
 - c. 8 % of small business needs business finance management training, especially profit planning and controlling, good practice of individual and business assets separation, and practical bookkeeping for small business.
 - d. 83 % of small business needs household waste production management training, especially in production administration, production quality control, and understanding of safety and health working.

- e. 33 % of small business needs management training to increases organizing skill, knowledge of business license, and ability of business plan making.
3. Based on observation result of respondent related to culture and social aspect, best training model that can be used is model that suitable for participant needs, perceptively, participative training and use facilitator approach.
4. Based on education background of participant, materials of training that have been fulfilled the needs of participant have to be adjusted with learning capacity of participant. There are five modules developed in this research:
 - 1) Module of residue of clothes waste production
 - 2) Module of accounting
 - 3) Module entrepreneurship
 - 4) Module of online marketing management
 - 5) Modue of cooperation taxation.

Materials of training/modules, as product of this research, have been printed as book titled *Bisnis Usaha Kecil Menengah* [Small Medium Business].

B. Suggestions

As follow up of research products, which are training model and modules, future steps that need to be taken are as followed:

1. Validates the training model and modules by judges (from experts) and limited filed test (from some candidate of users).

Training model test will examines if designed training format makes learning process, knowledge and skill transfer happened in craftsman works.
Module fitted test will examine if training module suitable for needs and learning capacity of participant and makes participant to be proactive.
2. Evaluates and make revision of training model and modules that have been tested by experts and candidate of users.
3. Implements evaluated and revised training model and modules into entrepreneurship training and, hopefully, there will be affective aspect increasing that leads to development of entrepreneurship spirit, psychomotor aspect increasing that leads to skill of household waste, and cognition increasing that leads to business management knowledge increasing.
4. Do evaluating research to measures how far is green entrepreneurship training generates product with high economic value and leads to craftsman performance increasing.
5. Gives training feedback and outcome to stakeholder as first step of training model dissemination into bigger scale.
6. Diversification of household waste products is important for local and national market with affordable price.

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Tourism Promotion Authority Board of District North Lombok

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ABSTRACT

This study discusses the authority of the Regional Tourism Promotion Board as well as its position as one of the independent institutions in the governance of the local tourism sector. With the enactment of Law No. 10 of 2009, the Ministry of Administrative Reform and State Agencies No. 69 2010 and decree North Lombok No. 5 of 2015, where the contents of all these regulations is to improve the image of local tourism through various promotions and involve various elements of the government, academia and private. This type of research uses normative empirical field research methods and are located in the area of tourism promotion agencies in North Lombok regency. Data collection techniques with interviews and documentation. Mechanical determination of informants using purposive sampling.

Regional Tourism Promotion Board (BPPD) North Lombok district has the authority to conduct tourism promotion activities. These promotional activities involve various asosiasi companies in the field of tourism. The source of the cost comes from the Regional Budget (APBD) North Lombok every year. Additional budgetary resources sourced from companies in North Lombok. In terms of financial resources and authority possessed by BPPD North Lombok, the duties and authority of the government shall be the duty of Regency North Lombok which further delegated to the Regional Tourism Promotion Board, which has the Status as an independent private entity.

Keywords: Authorities, Tourism and Regional Promotion Agency.

1. INTRODUCTION

Tourism today is a business. Millions of people issuing trillions of US dollars, leaving yourself and home and work to satisfy or making yourself and to spend leisure time, it is becoming an important part in the lives and lifestyles of developed countries. Tourism in Indonesia is one sector which recently has gained serious attention from the government, especially in regions which have potential in terms of natural resources that has the beauty and destinations. Location and geographical conditions of Indonesia are very diverse region ranging from coastal areas, accompanied by a mountainous area that has a beautiful panorama is one saving grace of the creator are not priceless. One is the North Lombok, which is one of the new autonomous region in the province of West Nusa Tenggara, fractional aircraft from West Lombok. North Lombok regency is one of the youngest districts in West Nusa Tenggara province, favorable geographical situation and have a beautiful natural scenery, rich soil and abundant water reserves become potential should be utilized properly by this district. By having such a natural resource abundance is a value that should be able to be

used and can be used by the government in order to improve the welfare of local communities through tourism sector. But they still lack the level of promotion of tourism in this area, As one of the new autonomous regions, North Lombok regency government, should be more active in promoting local tourism, because of the potential of the area, especially the tourism sector is no less interesting to other regions in Indonesia.

Publication of the laws of the Republic of Indonesia No. 10 of 2009 on Tourism, Presidential Decree 22 of 2011, the Ministry of Administrative Reform and State Agencies No. 69 in 2010. And the decree No. 5 2015 about work procedures, conditions and procedures for termination element KLU BPPD policy makers. North Lombok Regency Decree No. 217 2015 on the determination of elements BPPD policy makers KLU-year period 2015-2019. Through this basis, North Lombok established a body called the Regional Tourism Promotion Agency in which the authority and duties of this agency is to improve the image of local tourism through a variety of promotional activities and the activities of national and international-level. The magnitude of the opportunities tourism sector is one of the allure of why this sector should be developed properly, in addition to opening new jobs, the government will also get foreign exchange from foreign tourists. Without ruling out the role of Travelers archipelago, to the national tourism development, the government should also pay attention to the promotion of the regions not only do promotion abroad.

Doing research for business development and tourism business, is a new thing that must be done by the government in order to see the extent of the success of the tourism sector can sustain the well-being of local communities. In order to increase competitiveness of the tourism sector as well as focusing on the welfare of society, then the government should collaborate with relevant parties with interests such as tourism, business groups and the tourism business, and the active role of the relevant academic university campuses.

This study focused on the extent to which the authority of the Regional Tourism Promotion Agency of North Lombok, within the framework of the promotion, outside the Department of Tourism which has become an important actor to introduce the tourist area. Sources of data or information taken from several bodies and related agencies in North Lombok regency. In addition, this study also deepening of the situation and the objective conditions in the area by conducting interviews with some respondents have been determined.

2. FRAMEWORK THEORETICAL

2.1 Theory of Authority

The term comes from the theory of the authority of the English translation, the authority of theory, the term used in the Dutch language, namely *Theorie van het gezag*, whereas in the German language, namely *Theorie der autoritat*. The theory of authority comes from two syllables, the theory and authority. As dikutip (Ridwan HB, in Salim HS 2013), the notion of authority is the "overall rules relating to the acquisition and use of government authority by the subject of public law in a public law relationship". In public law, the authority in terms of power. Power has the same meaning as the authority for the power possessed by the Executive, the Legislative, and the Judiciary is a formal power.

There are two elements contained in the sense of authority within the meaning of the concept presented by H.DS Stoud, namely: (1) the existence of legal rules. (2) the nature of the legal relationship. Before authority was delegated to institutions that implement them, it first has to be determined in the form of legislation, government regulations and rules that lower level. Nature of the legal relationship is inherently related and have nothing to do or bonds associated with the law. In this construction, the authority not only be interpreted as a right to the exercise of power, but the authority also mean: (1) to implement and enforce the law (2) command (3) decide (4) Surveillance (5) jurisdiction) and (6) power).



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2.2 Regional Tourism Promotion Authority Based on Law No. 10 Year 2009 on tourism.

The authority of the Regional Tourism Promotion Board in In Act No. 10 of 2009 concerning tourism epidemic contained in chapter X of Article 43-49. In chapter 43 verse 1 says that local governments can facilitate the establishment of the Regional Tourism Promotion agency based in the capital city and province or regency / city. Regional Tourism Promotion Agency referred to in paragraph (1) is a private institution that is independent. Establishment of Regional Tourism Promotion Agency referred to in paragraph (1) shall be determined by the Decree of the Governor / Regent / Mayor. The organizational structure of the regional tourism promotion bada consist of two elements, namely the elements of policy makers and implementers. Regional Tourism Promotion Board has the task of: (1) Improving the image that the tourism of Indonesia; (2) Increase in tourist arrivals and foreign exchange earnings; (3) Increase the domestic tourist visits and spending; (4) To raise funds from sources other than the State Budget and Regional Budget in accordance with the provisions of the legislation; (5) Conducting research in order to develop business and tourism businesses; (6) tourism promotion coordinator who do business in the central and regional levels; (7) General and local government employment. (6) tourism promotion coordinator who do business in the central and regional levels; (7) General and local government employment. (6) tourism promotion coordinator who do business in the central and regional levels; (7) General and local government employment.

2.3 Collaborative Governance In deciding Regional Promotion Policy

Collaboration means working together or in collaboration with others. This implies both actors and individuals, groups or organizations work together in some activities. (O'Flynn & Love, 2008); In government collaborative by Ansell and Gast, an arrangement set up one or more institutions of public joint actor of non States and stakeholders directly involved in the decision making process collectively formal, oriented consensus and deliberation that aims to create or implement policies public or managing public programs or asset (Ansell and Gash, 2007): the above definition emphasizes the importance of six criteria, namely: (1) Forum initiated by public institutions. (2) Participants in the forum include non-State actors. (3) The participants directly involved in decision-making and not only to consult with the public institutions. (4) Forum was formally organized and met collectively. (5) Forum aims to make decisions by consensus (even if consensus not achieved in practice). (6) The focus of the collaboration on public policy or public management.

Thus, the collaborative aspects of administration according to Walter and Petr (2000: 495), the collaborative as a formal activity, which involves joint activities, joint structures and resources. The process of gradually evolving collaborative model. Gray formulated three-step process that is collaborative 1. Effect of problems, 2. Determination of the direction, implementation. Ansel dan Gash (2007) showed that process.

3. METHODS

The method used in this research is the empirical normative legal research, the research done by reviewing the laws and regulations (in abstracto) and look at the facts that occurred in the field of law (in concreto). (Sudikno Mertokusumo 2004). Regarding the implementation of the authority and position of the Regional Tourism Promotion Agency of North Lombok.

4. RESULTS AND ANALYSIS

4.1. Number of Attractions in North Lombok

As one of the new autonomous regions, North Lombok regency government should be more active in promoting local tourism. Potential of the region, particularly in the tourism sector is not less interesting to other regions in Indonesia. Here can be seen attractions in North Lombok regency.

Table 1 List Tourism Object North Lombok Regency

NO	Tourist attraction	locations	districts
1	Senggigi Beach	Malaka Village	Pemenang
2	Gili Trawangan	Gili Trawangan	Pemenang
3	Gili Air	Gili Air	Pemenang
4	Gili Meno	Gili Meno	Pemenang
5	Medana beach	Medana Village	Pemenang
6	Sire beach	Sire Village	Pemenang
7	Impos Beach	Sire Village	Promontory
8	Niagara Waterfalls	Kerta Village	Ganga
9	Coastal Cliffs	Luk Village	Ganga
10	Art Sireh	Bentek village	Ganga
11	Art Gambelan	There are in All District	North Lombok
12	Perisian	There are in All the Village	North Lombok
13	Great Falls Gila	Bayan (parakeet)	Bayan (parakeet)
14	Mount Rinjani	Bayan (parakeet)	Bayan (parakeet)

Compiled from various sources

From the above phenomenon government is expected to respond to local conditions which have great potential for development in the tourism sector. Thus the local tourism can be used as a local icon. The impact of this will be seen in the creation of jobs and the reduction of poverty level in North Lombok regency. As known in the year 2011, the autonomous region's poverty rate reached 43.14%. The figure occupying the lowest rank of the 10 County and City in the province of West Nusa Tenggara. Therefore, the magnitude of the opportunities of the tourism sector, it is expected will increase the welfare of the local community.

The existence of legislation no. 10 of 2009 on Tourism, Presidential Decree 22 of 2011, the Ministry of the state apparatus Reform No. 69 of 2010. The issuance of the government policy is an attempt by the central government in order to open a national tourist trade opportunities developed for the welfare of society. Under the regulations, North Lombok established a body called the Regional Tourism Promotion Agency. Where the powers and duties of this agency is to improve the image of local tourism through a variety of promotional activity and the activities of both the national and even international level adjacent. Increase in tourist arrivals and foreign exchange. The amount of opportunities in the tourism sector is one of the allure and the reason why this sector should be developed.

Government's decentralization policy in giving authority to the regions to organize and manage their respective areas is the right policy if viewed from the perspective of the governance system of the region. Given the local authorities to take care of their area local governments can freely breakthrough and development policy can do locally such as, the establishment of key elements in determining the policy by the Regional Tourism Promotion Agency.

4.2. Authority and Regional Auth is promotional Agency



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Promotional purposes is to influence consumers in making decisions to increase sales volumes. On the other hand there is a sale in the form of the sale of a product or service offering. In the promotion we do not just convey information but is expected to perform communication that is capable of creating an atmosphere or situation where customers are willing to choose and buy local products are sold.

The authority of the Regional Tourism Promotion Board in In Act No. 10 of 2009 concerning tourism epidemic contained in chapter x of Article 43-49. In chapter 43 verse 1 says that local governments can facilitate the establishment of the Regional Tourism Promotion entities domiciled in the capital city and province or regency / city. Regional Tourism Promotion Agency referred to in paragraph (1) is a private institution that is independent. Establishment of Regional Tourism Promotion Agency referred to in paragraph (1) shall be determined by the Decree of the Governor / Regent / Mayor. The organizational structure of the regional tourism promotion body consisting of two elements, namely the elements of policy makers and implementers. Regional Tourism Promotion Board has the task: Improve the image of Indonesian tourism; Increase in tourist arrivals and foreign exchange earnings; Improving domestic tourist visits and spending; Mengalang pendanaandari sources other than the State Budget and Regional Budget in accordance with the provisions of law-undangn peraturan; Doing research for business development and bisniskepariwisataan; Tourism promotion coordinator who do business in the center and the regions, and as a working partner and local government.

In the article 29 and 30 of Law No. 2009 on this set that the tourism related to the problems of tourism promotion authority for the provincial and district / city. On the basis of these laws the local government authority to promote tourism.

Based on the decree No. 5 2015 regarding the procedure of the requirements, procedures for the appointment and dismissal of key elements in determining policy of tourism promotion area North Lombok, chapter 6, that the element of policy makers Regional Tourism Promotion Board has the task: Develop and establish strategic policy in order to enhance the image of tourism; Develop and establish strategic policies in an effort to improve the promotion of tourist arrivals and foreign exchange earnings; Develop and establish a strategic policy archipelago increase tourist arrivals and spending;

4.3 The position of Regional Tourism Promotion Agency

Regional Tourism Promotion Agency North Lombok is one of the institutions engaged in the tourism sector duties and authorities regulated by the government, in this case is contained decree No. 5 of 2015. The presence of the tourism promotion agency is expected to be able to help the government to promote tourism related sectors regional and national internasioanal eyes of the world. As an agency that independent course tourism agency should be able to innovate and acceleration in order to develop national and local tourism sector. Because the benefits of the development of the tourism sector is not only to increase local revenue (PAD) but also the most important from a regional development is helpful capable of both tangible and intangible, such as useful in the field of Natural preservation, economic field, and matters pertaining to manpower.

The existence of Regional Tourism Promotion Agency is to assist the government in implementing the program and strategy of the tourism sector. Regional Tourism Promotion Agency bekedudukan as a partner with government in the promotion of tourism in North Lombok regency to achieve its objectives are: Develop and establish strategic policy in order to enhance the image of tourism; Develop and establish strategic policies in an effort to improve the promotion of tourist arrivals and foreign exchange earnings; Develop and establish strategic policies in enhancing domestic tourist visits and spending;

Aside from being a partner with government, the Regional Tourism Promotion Agency of North Lombok, also has the function to co-ordinate tourism businesses that do both central and local levels. So BPPD have a pretty heavy task that the plan of local government is able to bring tourists more than 1,000,000 (one million) people visit and stay in the territory of North Lombok regency. Demikain targets large and BPPD requires local governments as a partner with government, it continues to innovate in the tourism sector in order to attract tourists to continue to visit the North Lombok.

Efforts and strategies undertaken by the Regional Tourism Promotion Agency North Lombok in partnership with local governments to improve and develop national and local tourism sector has shown a positive result of achievement. Such conditions can be seen from the number of visits of the tourists who visit and stay in North Lombok continues to increase every year.

5.4 Collaborative Governace In deciding the Regional Tourism Policy

In carrying out the authority and duties of the Regional Tourism Promotion Agency North Lombok involves various elements which consist of implementing, such as: government, tourism associations and professions, as well as academics. Here can be seen the pattern of relationship between the three domains within a Collaborative Government in determining the policy direction of tourism in North Lombok regency.

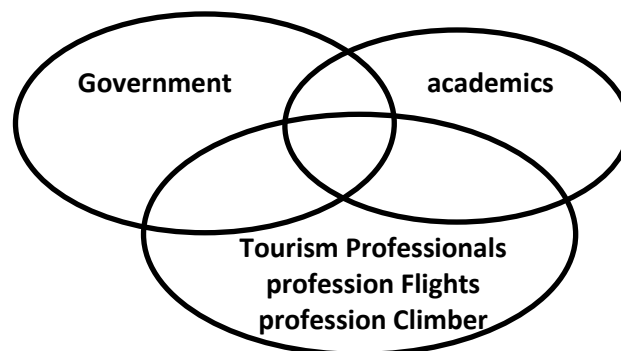


Figure 1: Patterns of Collaborative Relations Governance in the county Tourism Policy Direction North Lombok

In carrying out the authority and duties of the Regional Tourism Promotion Agency North Lombok has had the duties and functions of each. The government's tourism promotion activities of all sectors and the overall and general nature. Meanwhile, Tourism Promisi Agency has the authority that has been determined based on the regulations that are already built and established by the government. Such as: the Tourist Association focused on the field promossi tourism, areas of the hotel focus on the promotion of hotels and restaurants, the field of diving focus on the promotion of diving, field climbing a focus for the promotion of climbing, and aviation focus for flight information to the location on the island of Lombok and region surroundings:

Results of an interview with Mr. Ahmad Rifai, representatives of the Tourist Association "Association of Indonesian Marine Tourism" (GAWISRI), "The duties and functions of the tourism association is to conduct promotional activities in accordance with their respective fields specified by government regulations, such as:

1. Promoting marine tourism prospects in North Lombok regency
2. Nature, Travel Diving, Travel Mountaineering etc.

Results of an interview with Mr., Acerobin, representatives of the tourism asosisi fields, hotels and restaurants:



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"Where is the task of the function of this Association is to provide information to stakeholders that use tourism services and promotion related to hotel and restaurant facilities. Information given as: The number of hotels, be it star hotel class and hotel class cost in the region of attraction".

Results Interview with Mr., Sabarudin as representatives of tourism associations in the field of "Diving" dives, the task of this association is to provide information / services for diving.

Results of interviews with Mr Awaludin, SH., MH as representatives from academia,

"Have many duties and authority of the overall study, the tourists visiting the North Lombok regency; such as: tourist Originally, the object of interest, long lived, and do some research with the government "Regional Tourism Promotion Board (BPPD) is a partner with government in implementing the government's policies. BPPD in their duties consist of two elements, namely: policy makers and implementing agencies. Policy makers BPPD composed of members appointed by the regent regent by decree. While implementing body is composed of members BPPD with the structure determined by the Regent, under the rules of the Regent No. 5 of 2015 on procedures for the appointment and dismissal requirements decisive element KLU policy".

Based on interviews with several sources of the various elements and representatives of tourism can be seen that the implementation of the powers and duties of each field has been run by the Agency for Regional Tourism Promisi North Lombok. Such conditions can be seen from the increasing number of visits to North Lombok regency from year to year as, in 2013 amounted to, 485 870 increased to 503 341 in 2014.

5. CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusion

Regional tourism promotion agency has the authority to promote tourism in the area of North Lombok hereinafter the authority set forth in the provisions of law No.10 Year 2009 on tourism. As the Regional Promotion Agency has a duty to improve the image of tourism in North Lombok, increase the number of tourist arrivals and foreign exchange earnings as well as raise funds apart from the budget, in accordance with the statutory provisions. While the position of Regional Tourism Promotion Agency North Lombok is as a partner of local governments in developing and establishing strategic policy of promoting tourism between the central and local governments as well as coordination in the tourism sector.

5.2 Suggestions

The duties and authority of the Tourism Promotion Agency of North Lombok regency should be more cooperation and coordination with relevant agencies such as the tourism department of North Lombok regency, and their staffs. In addition BPPD KLU also have to coordinate with the tourism department of West Nusa Tenggara province, and BPPD Provincial Tourism Promotion Agency NTB.

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How the Halal Tourism Industry can be encouraging The Nations Competitiveness (A Literature Reviews)

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ABSTRACT

The tourism sector has become one of the largest and fastest growing economic sectors in the world. But Indonesia is still in the sixth position of the world's halal tourism destination. The condition of halal tourism in Indonesia is still not optimally worked out, whereas the potential for development is enormous. By description analysis, this study aims to describe the potential of halal tourism destinations that encourage environmentally friendly economy in Indonesia. Furthermore, this paper reviews of the literature with the aim to describe the readiness of halal tourism destinations that are environmentally minded that is also capable of encouraging the achievement of the nation's competitiveness. The framework of this paper discussed from the side of the concept of marketing ethics, the concept of halal tourism and environmentally friendly from the perspective of individuals, organizations, and society. The tourism sector is one of the important keys to the development of a region in a country and the increase of welfare for the community. Development of halal tourism is aimed at achieving the greatest benefit to improve the economy for the community.

Keywords: halal tourism, green economy, nations competitiveness.

INTRODUCTION

The tourism sector has become one of the largest and fastest growing economic sectors in the world. The United Nations World Tourism Organization (UNWTO) recognizes that the tourism sector is one of the key areas for regional development in a country and the improvement of the welfare of the people. United Nations World Tourism Organization (UNWTO) (UNWTO Tourism Highlight, 2014) data shows that the contribution of the tourism sector to the world's GDP is 9%, 1 of 11 jobs created by the tourism sector, contributing to world export value of USD 1.4 trillion or equivalent to 5% of the world's trade exports. The global crisis has occurred several times in the world, but the number of international travelers travel continues to show rapid and positive growth. When in 1950 the movement of international tourists in the world only 25 million people, then in 2014 the movement of international tourists has penetrated the number 1 billion more people who make the movement to visit tourism destinations around the world. The UNWTO estimates that by 2030 the number of international tourist movements visiting the world's tourism destinations will reach 1.8 billion people and the domestic tourist movement of 5 to 6 billion people (Kemenpar, 2015).

Based on demographic factors, Muslim tourists have considerable potential, as countries such as Indonesia, Malaysia, Brunei Darussalam, Turkey, and Middle East countries have a very large

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Muslim population with typical young/productive, educated, and large disposable income. A study conducted by the 2015 team of researchers to explain MasterCard and Crescent rating (2015) in the Global Muslim Travel Index (GMTI) reports that in 2014 there were 108 million Muslim tourists representing 10% of the entire tourism industry and in this segment had expenditure values of US \$ 145 billion. By 2020 it is estimated that the number of Muslim tourists will increase to 150 million tourists and represent the 11 percent of the tourism industry segment that is forecasted by spending to be the US \$ 200 billion. But Indonesia is still in the sixth position of the world's halal tourism destination, under Malaysia and Thailand.

The GMTI study in the 2015 Kemenpar Research Report analyzes complete data covering 100 destinations based on nine criteria such as matches as family vacation destinations and security factors (Muslim tourists' visit, family holiday destinations, safe travel), the availability of friendly Moslem services and facilities in tourist destinations (halal food, easy access to prayer, airport services and facilities, accommodation options), halal awareness (halalness, ease of communication). Based on the Global Muslim Travel Index (GMTI) 2015 in the Destination Organization of Islamic Cooperation (OIC), Malaysia (index score of 83.8), Turkey (index score of 73.8), United Arab Emirates / UAE (index score 72.1), Saudi Arabia (index score 71.3), Indonesia (index score 67.5) was ranked sixth after Qatar (index score 68.2). While Singapore became the main destination for non-OIC destinations, where Thailand, England, South Africa, and France are also included.

The improvement of tourism sector competitiveness is set by the government on the target of the growth of tourism development as an income generator of 120 trillion rupiahs in 2014 to 240 trillion rupiahs in 2019 and contribute to Gross Domestic Product (GDP) of 4.2% in 2014 to 8% in 2019, (Kemenpar, 2015). The achievement of national tourism development performance in the period 2010-2014, among others, contribute 4% to the National GDP, absorption of 10.13 million workers, generating national foreign exchange of 10 billion USD. The achievement is due to the tourism Penta helix element (academicians, business people, community, government and media) as a form of national tourism synergy in supporting the acceleration of tourism development to achieve the target of 20 million foreign tourists (visit) and 275 million foreign tourists in 2019, (Kemenpar, 2016).

In the context of the development of halal tourism, the phenomenon is a big challenge along with the increasing trend of religious tourism in the community. The strategic plan of tourism destination development and tourism industry of the tourism ministry in 2015-2019 states that the types of tourism that will be relied upon in the promotion to foreign tourists include: nature tourism consisting of marine tourism, ecological tourism, and adventure tourism, cultural tourism consisting of heritage tourism and religion, culinary and shopping tours, and city and village tours. Creation tour consisting of MICE tours & events, sports tours, and integrated tourism areas.

Referring to the strategic plan, halal tour packages can also encourage ecological tourism within the framework of green economy. The concept of green growth is an attempt to harmonize between the needs of economic growth while conserving natural resources. The concept of green growth is not separated from the global concern over climate change and environmental degradation due to the bias measurement of economic growth indicators. Green economic growth is a concept of growth that prioritizes aspects of quality and quantity of ecosystems and environment and reduces social disparity in maximizing economic growth. Environmentally sound development requires simultaneous economic growth with environmental sustainability. Efforts towards a green economy growth paradigm should be a harmonization between government, community and private parties. A set of green economy scenarios simulates green economic policies in key sectors, including, for example, agriculture, energy, industry, tourism, waste and water, (Andrea, 2016). Ecotourism development supports the conservation of the natural and cultural environment as well as increasing community participation and involvement in its management. Ecotourism concept is expected to



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ensure the sharing of economic benefits to the community and local government and can maintain environmental sustainability.

The tourism sector must address the environmental and social issues that tourism has caused wisely, Penabulu Alliance, (2015). It is increasingly recognized that the tourism sector can contribute greatly to the green economy through more sustainable practices, climate change mitigation and ecotourism. The role of the tourism sector will continue to be important in the sustainable development agenda, Reddy, & Wilkes, (2015). Tourism is one of the driving force of the world economy proved able to contribute to the prosperity of a country. Tourism development can stimulate business activities to generate social, cultural and economic benefits for a country. When tourism is well planned, it can provide benefits to the community at the destination. The tourism success seen from the government's revenue from the tourism sector can encourage other sectors to grow. The easiest success to observe is the increasing number of tourist visits from period to period. Satisfied travelers will tend to be loyal to repeat their holidays in the future, and allow them to recommend friends, relatives and vacationers to the same place (Som&Badarneh, 2011).

A systematic investment framework and appropriate precautions are needed to support environmental, social and cultural sustainability efforts while building a strong competitive economy sector. Indonesia's competitiveness is currently ranked 34th out of 144 in the global competitiveness index or Global Competitiveness Index (GCI), as reported by the World Economic Forum (WEF) in the Global Competitiveness Report 2014-2015. Indonesia managed to outperform the Philippines, Vietnam, Laos, Cambodia, and Myanmar, which ranked 52, 68, 93, 95 and 134 respectively. However, Indonesia is still below Singapore, Malaysia, and Thailand respectively, ranking 2, 20 and 31 respectively. (Kompasiana, 2015). In 2015 the city of Mataram in Indonesia won the Best Halal Destination Award 2015 and The Best Halal Honeymoon Award 2015 held in Abu Dhabi. This achievement becomes a booster to revive the potential of halal tourism in various provinces or regions in Indonesia. In appreciating the achievement of Indonesia in the international, the ministry of tourism study took strategic steps by establishing 13 provinces that will be developed into Indonesian Halal tourism icon covering: West Nusa Tenggara, Nanggroe Aceh Darussalam, West Sumatra, Riau, Lampung, Banten, DKI Jakarta, West Java, Central Java, Yogyakarta, East Java, South Sulawesi and Bali.

Halal tourism development research has the following objectives to explain the concept of sharia travel in the perspective of Islamic economics, to describe the potential of halal tourism destinations in Indonesia, especially Bogor and Gorontalo. Describe the halal tourism destination in Indonesia especially Yogyakarta and Mataram. Analyze the readiness of each tourist destination through the perception of tourists in developing halal tourism that is oriented green economy. Analyzing the readiness of the halal tourism industry players in developing halal tourism that is oriented green economy. Produce a model of developing halal tourism according to the characteristics of tourist destinations in Indonesia with the green economy. Produce appropriate strategies to develop a halal tourism according to the characteristics of tourist destinations in Indonesia with the green economy. Applying the right policies for the development of halal tourism in achieving the nation's competitiveness.

The benefits of this research are expected to be an input or recommendation for halal tourism policy makers in local and central government environments such as Deputy Marketing of Tourism Nusantara, Deputy Marketing Abroad, Tourism Destination Deputy, and other tourism stakeholders. In practice, the study of halal tourism is expected to contribute to the formulation of models, policies, and strategies for local governments to be able to develop a competitive and competitive tourism destination that can make the tourism sector as one of the mainstays in contributing to local revenue that can improve welfare community. This research is also expected to increase the repertoire of science and provide benefits for other researchers who take the topic related to the management and development of halal tourism, or others interested in the problems in this study.

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The study conducted by (Kemenparekraf, 2013), in Jaelani (2015) cites Law Number 10 the year 2009 on Tourism, Chapter I, Part 3, it is stated that the tourist function of the physical, spiritual, and intellectual needs of every tourist for recreation and travel as well increase the state's income for welfare. One of the products developed by the Ministry of Tourism and Creative since 2013 is the Sharia Tour. As a predominantly Muslim country, Indonesia needs to develop sharia travel, much less visited by tourists from Middle Eastern countries. Islamic tourism can be defined as a Muslim travel activity when heading to one place to another or while away from their normal residence for less than a year and performing activities with religious motives. It should be noted that these activities must be in accordance with the principles of Islam, which is lawful. Farahani& Henderson (2009). Tourism Sharia as a trading activity (Halal tourism). In Islamic literature, the term "halal" refers to all that is commanded in the teachings of religion and the basic behavior and activities of Muslims. In particular, the usual kosher means everything that can be consumed in accordance with the Qur'an or the Prophet's Hadith (Gülen, 2011). Otherwise, the term is "haram" which refers to the act of violation of religious teachings by Muslims. Therefore, a Muslim who is required to profit from the activity is lawful and avoids things that are forbidden religion.

Marketing Ethics

Marketing is about identifying and meeting human and social needs. One of the shortest good definitions of marketing is meeting needs profitably, Kotler& Keller (2012). Marketing ethics is one of the most important marketing solutions, but also one of the most misunderstood and controversial marketing concepts. There is no universal approach to marketing ethics yet. However, marketing ethics is important for promoting marketing solutions acceptable to companies and benefiting the public, Marinova, (2013).

Table 1 Major characteristics of marketing ethics in Islam

Dimension	Aspect
Marketing areas	Marketing is not just an economic activity but also a medium to strengthen the interconnection between the public interest and the exchange function
Market morality	Beyond market concerns; Social dimension is an integral part of market function
Basic	Ethics and business affairs are involved; marketing is nothing apart from ethics
The role of government	Interventions to influence market function or preference given to other top market actors are prohibited
Theory	Both intentions (deontology approach) and outcomes (teleological approach-egoism and utilitarianism) are considered
Benefits for individuals and society	Treated as mandatory is not a voluntary goal
Nature of marketing activities	It does not impose sanctions on activities that acquire the phrase of Islam but fails to benefit the community further
Competition	Should not inadvertently encourage other market participants to get out of business

Source:Ali & Al-Aali (2015).

Ethics refers to the moral judgment of decisions and actions as rights or errors based on applicable principles of conduct. Thus, in marketing ethics comes the moral principle that defines right and wrong behavior in marketing. Most of the major ethical issues are formalized by laws and regulations in accordance with community standards. But marketing ethics outstrips legal issues,



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therefore ethical marketing solutions encourage mutual understanding between society and business. This is not an easy task especially for marketing professionals because marketing is a visible interface with not only customers, but with all other stakeholders, it is important for marketers to consider marketing ethics. Marketing ethics should be examined from an individual, organizational, and community perspective, Cancer & Banu, (2014). Ali & Al-Aali (2015) argued that Islamic contributions to marketing practices are driven by a discipline that avoids the dichotomy between organizations and the interests of society. The role of marketers in improving the welfare of individuals and communities and presenting the relationship between Islamic ethics and the welfare of society.

Halal Tourism

Understanding Islamic tourism is often perceived as a tour to the cemetery (pilgrimage) or to the mosque. In fact, Islamic tourism is not interpreted as such, but the tour in which comes from nature, culture, or artificial framed with Islamic values. The development of the concept of sharia tourism to halalhalal tourism originated from the existence of the type of tourism and religious pilgrims (pilgrims tourism / spiritual tourism). Where in 1967 a conference was held in Cordoba, Spain by the World Tourism Organization (UNWTO) under the title "Tourism and Religions: A Contribution to the Dialogue of Cultures, Religions and Civilizations" (UNWTO, 2011). Jiarah tourism includes tourism activities based on the motivation of certain religious values such as Hinduism, Buddhism, Christianity, Islam, and other religions. Over time, the phenomenon of tourism is not only limited to certain types of religious, but evolves into new forms of universal values such as local wisdom, benefiting society, and learning elements. Thus it is not impossible if Muslim tourists become a new segment that is developing in the world tourism arena. (Kemenpar, 2015).

According to Sofyan (2012), the definition of sharia tourism is broader than religious tourism is a tour based on Islamic sharia values. As advocated by the World Tourism Organization (WTO), consumers of sharia tourism are not only Muslims but also non Muslims who want to enjoy local wisdom. The definition explains, the general criterion of sharia tourism is; first, have an orientation to the common good. Secondly, it has an enlightenment, refreshment, and calm orientation. Third, avoid idolatry and khurafat. Fourth, free from immorality. Fifth, maintain security and comfort. Sixth, preserve the environment. Seventh, respect the social-cultural values and local wisdom.

In addition to the term syariah tourism, also known as Halal tourism or Halal Tourism. At the launch of sharia tour to coincide with the activities of Indonesia Halal Expo (Indhex) 2013 and Global Halal Forum held on 30 October - 2 November 2013, President of Islamic Nutrition Council of America, Muhammad MunirCaudry, stated that, "Halal tourism is a new concept of tourism . This is not religious tourism like umroh and performing the pilgrimage. Halal tourism is tourism that caters to holidays, by adjusting holiday style according to the needs and requests of Muslim traveler ". In this case the hotel that carries sharia principles does not serve alcoholic beverages and has a swimming pool and separate spa facilities for men and women (Wuryasti, 2013).

Halal tourism trends are increasing strongly in the international world, due to the modernization of Arab countries and the increasing number of Muslim populations around the world. At present, Islamic tourism is regarded as a very promising container in the near future, since Islamic tourism has gained much interest in recent years (Kessler, 2015). According to Sofyan who is the Chairman of the Tourism Acceleration and Development Team explains optimistically that in 2019, Indonesia can be the number one tourism destination in the world halal. However, it needs improvement from all aspects of tourism in order to reach the target (Kompas, 2016).

Islamic tourism has been introduced in the discussion of the Organization of Islamic Conference (OIC) meeting in 2000 ago. According to a report from the Utilizing the World Tourism Organization (UNWTO) that in 2011 the world's Muslim tourists have contributed 126 billion US

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dollars (Alim et al., 2016). Munirah (2012) describes Islamic tourism as a tourist demand from a Muslim traveler based on lifestyle during the holidays. In addition, Islamic tourism is also aimed at Muslim tourists are getting motivated to gain happiness and blessings from God. Jaelani (2016) added that Islamic tourism is a journey to reflect on the magic and enjoy the beauty of the universe creation of Allah SWT, thus will make the soul of the sheer love of the same time help the obligation of one's life.

Tabel 2 Availability of Islamic Norms and Practices related to tourism at the destination.

Islamic Norms and Practices Factors
Factor 1: Worship facilities
Availability of Mosque Availability of prayer facilities in tourism sites, airports, shopping centers, hotels, conference rooms, parks, etc. The existence of a tough public announcement Azan to show the prayer time. Placement of Qibla direction (Qibla stickers / directions to the city of Makkah) in your hotel room Provision of copies of the Qur'an in every hotel room The availability of clean water in toilets at tourist sites, airports, shopping centers, hotels, parks, etc.
Factor 2: Halalness
The availability of halal food at tourist sites, airports, shopping centers, hotels, parks, etc. Availability of separate halal kitchens in Indonesia hotels and restaurants Availability of a separate area for women on the beach Availability of hotels with segregated swimming pools and gymnasiums for men and women
Factor 3: General Islamic morality
Observation of Islamic dress code by hotel and restaurant staff Prevalence of Islamic dress code (eg: hijab) in public places Prohibit by prostitution authority Prohibit by the authority of indecent display of affection between the sexes in public places (such as kissing etc.) Censorship with the authority of adult movie scenes is displayed on TV
Factor 4: Alcoholic drinks and gambling free
Prohibition of alcoholic beverages by the authorities in public places (such as tourist sites, hotels, parks, etc.) Prohibition of gambling activity by authorities in public places (such as tourism sites, hotels, parks, etc.)

Source: designed for this study.

According to Farahani & Henderson (2009), Islamic tourism can be interpreted as a journey of a Muslim from one place to another or located in one place outside their residence for a short time and to engage in religious activities. Islamic branding combines culture, essentially religious attributes that characterize Muslim needs, beliefs and consumption patterns based on sharia and Quran laws. So the brand of Islam is often synonymous with kosher branding, Kristel Kessler, (2015). Malaysia continues to be a popular Islamic tourist destination in the world, known as a serious Islamic country in establishing halal hubs for its financial products and services. According to the Standing Committee for Economic and Commercial Cooperation of the Organization of Islamic Cooperation,



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providing Muslim-friendly accommodation is defined as a place of accommodation that meets some of the needs of Muslim travelers. Muslim-friendly accommodation can be further divided into focus-focused groups targeting Muslims and addressing the Muslim lifestyle needs, and those with varying bids by trying to accommodate Muslim customers, however they can meet the needs of Muslim guests to the level which is similar to Muslim friendly accommodation with focused offerings.

Table 3 Comparison between conventional tourism, and sharia tourism

Comparison	Conventional	Sharia
Object	Nature, Culture, Heritage, Culinary	All
Aim	Entertaining	Increase Spirituality by way of entertaining
Target	Touching the satisfaction and pleasure of dimensionless passion, solely for entertainment	Meet the desires and pleasures and cultivate religious awareness
Guide	Understand and master the information so as to attract tourists to the attractions	Make tourists interested in the object as well as generate religious spirit of tourists. Able to explain the function and role of sharia in the form of happiness and inner satisfaction in human life.
Facilities of worship	Just a complement	Being an integral part of tourism objects, worship rituals become part of the entertainment package
Culinary	General	Specifically halal
Relations with the community in the tourism object	Complementar and only for material gain	Integrated, interaction based on sharia principles
Travel agenda	Every time	Pay attention to time

Source: The Ministry of Tourism, (2015).

The next step was to embrace new concepts such as Islamic and halal tourism in recent years, Shafaei& Mohamed, (2015). The following table shows the SWOT analysis of the Halal Tourism imagery. The following table shows the SWOT analysis of Halal Tourism imagery:

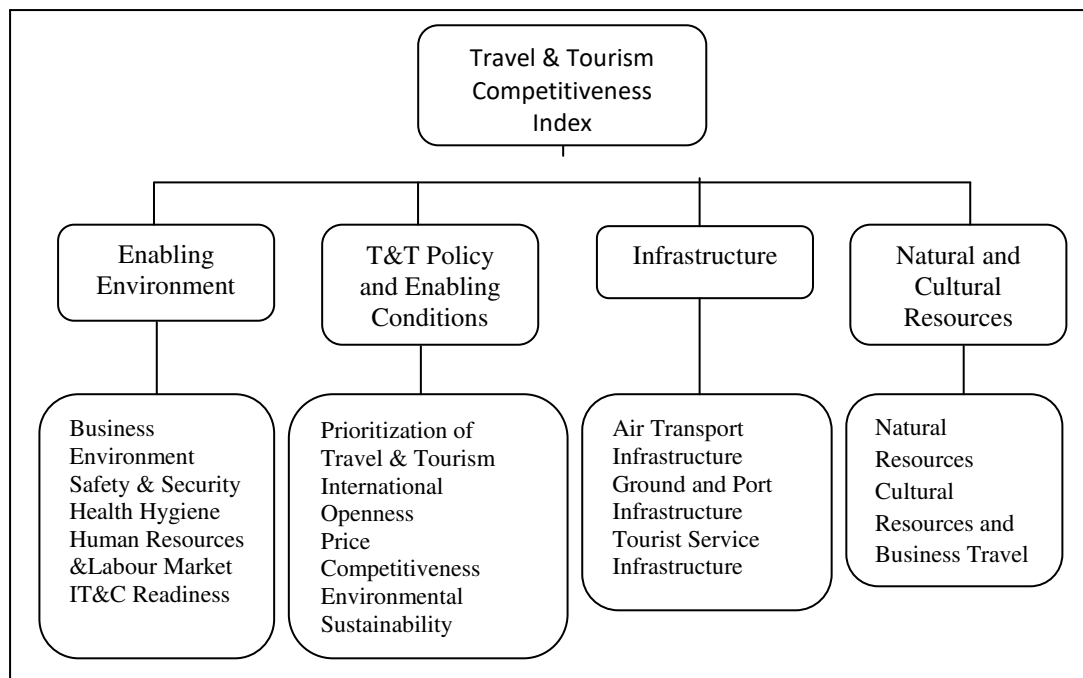
Green Economy

Developing countries need an economy that drives growth and development. The Government of Indonesia is currently considering green economy options in regional development approaches and economic corridors. Therefore, a green economy strategy needs to be integrated with international and national development goals in a country (Vaghefi et al, 2015). According to Makmun (2016), there are some views between developed and developing countries on how the concept of green economy is understood in the context of sustainable development and poverty eradication and how to respond to this concept at the national level to avoid "green protectionism" in trade and funding for developing countries.

The company's ongoing development can be modeled by integrating the dimensions of social, economic, and environmental development, Chow & Chen (2012). Social development refers to the management of the company in such a way as to reduce social and divisional inequalities, improve

quality of life, and strengthen relationships with various stakeholders. Economic development means managing a company to survive in a market that will have a positive impact on the economic situation of stakeholders and systems at the local, national, and global levels. Environmental development is the company's effort to manage its operations in such a way that it minimizes products that harm the environment, including land, air, and water. The goal for an organization is to operate within the carrying capacity of the ecosystem environment by reducing pollution and minimizing resource consumption and corporate ecological footprint.

Business institutions have a responsibility to engage on certain social issues, which are outside of their operations, (Chitakornkijasil, 2012). If the environmental issue is important to the consumer in choosing the product and if the company in the market becomes the only one to offer a mix of eco-friendly marketing among its competitors, then the company will have a high strategic competitive advantage (Straughan & Roberts, 1999). The company can achieve environmental objectives, adhere to environmental regulations, anticipate the environmental impact of its operations, take steps to reduce waste and pollution before a regulation or seek a positive way to take advantage of business opportunities through environmental improvements, (Chen, 2010).



Source: The Travel and Tourism Competitiveness Report (2015)

Figure 1 Components of the Travel & Tourism Competitiveness Index (TTCI)

The existing environmental turbulence does not give the company the choice but to start practicing sustainable green management, Rajput, Kaura, & Khanna (2013). Thus the green logo on the products or services produced by the company indicates that their product or service has a competitive advantage. Although the concept of green economy is still a conversation. However, there are several international institutions that try to define the notion of green economy. UNEP (2009) green economy is about 'use-value' instead of 'exchange-value'; about quality, not quantity; about 'regeneration' of individuals, communities, and ecosystems is not about the 'accumulation' of money or material (www.unep.org/greeneconomy). Further explained in the website that green economy is a new economic model that is growing very rapidly, which is contrary to the current



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economic model that uses fossil fuels. The scope for industrial involvement in the transition of the green economy, there are still doubts in the built environment sector on how to create a business in the case of innovative green companies and the lack of government certainty or encouragement on how to proceed, Newton and Newman, (2015).

Nation's Competitiveness

The competitiveness of regional tourism industry refers to the capacity of the regional tourism industry that offers tourism products and services continuously and more effectively, and benefits and realizes sustainable development. Core competitiveness was the competitiveness of the region's most important tourism industry to own and maintains its competitive dominance, (Zilli&Benhua, 2014). The results linking competitiveness and sustainability indicators through strong linkages are indicative of the World Economic Forum's analysis that no trade-offs are needed between competitiveness and sustainability. In contrast, many countries at the top of the ranking of competitiveness are also the best players in many areas of sustainability that may be related to the choice of specific indicators, Santos & Brandi (2014).

The overall economic competitiveness, and implicitly, is the greatest in the field of tourism. (Boşcoianu, Costea, &Codreanu, 2015) states that the most well-known entity in this field and perhaps the most representative is the World Economic Forum, which annually publishes a comprehensive tourism competitiveness report (The Travel and Tourism Competitiveness Report, 2015). The data required to construct scenarios for each pillar in the analysis of tourism competitiveness was obtained for the model from a direct statistical study of the World Economic Forum report, and the secondary sources of international organizations, institutions and surveys conducted by tourism experts Hapenciuc&Arionesei, (2016). Eddy & Metz (2015) argued that multiculturalism can serve as an effective public policy tool to enhance the competitiveness of a nation, in an era characterized by the financial crisis, globalization, immigration, and demographic changes. In particular, articulating how multiculturalism and the strategic tolerance of difference can encourage socioeconomic mobility for the individual, and act as a 'glue' that binds immigrants and host nationals together.

National competitiveness was things that do not necessarily have high tech requirements, but rather prioritize the most important needs of the community, Cimini, Gabrielli, &Labini, (2014). In Sardanou's research, (2016) tourism is an engine for economic growth and the development of a very important country or locality (Chiutsi&Mudzengri 2012; Webster and Ivanov 2014). Increased tourism is considered to increase living standards, as it contributes to new investment opportunities and to generate revenues for communities and local authorities (Stylidis&Terzidou 2014).

CONCLUSION

Tourism is a dynamic industry that is targeted by governments and in various countries. The tourism sector is one of the important keys to the development of a region in a country and the increase of welfare for the community. Development of halal tourism is aimed at achieving the greatest benefit to improve the economy for the community. It is primarily the community around the object and the tourist attraction, and the acceleration of development in order to achieve national competitiveness within the framework in accordance with the principles of sharia. The competitiveness of the region's most important tourism industry to own and maintain its competitive dominance, (Zilli&Benhua, 2014). Islamic tourism as a tourist demand from a Muslim traveler based on lifestyle during the holidays, (Munirah, 2012; Farahani& Henderson, 2009; Jaelani, 2016). To achieve the intended objectives, the government shall provide guidance, control, permitting and business supervision in an integrated, directed and responsible manner by maintaining the continuity of the halal tourism business for the prosperity and welfare of the community. Economic

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development means managing a company to survive in a market that will have a positive impact on the economic situation of stakeholders and systems at the local, national, and global levels. Social development refers to the management of the company in such a way as to reduce social and divisional inequalities, improve quality of life, and strengthen relationships with various stakeholders. This achievement is due to the tourism Penta helix element (academicians, business people, community, government, and media) as a manifestation of the synergistic power of national tourism in supporting the acceleration of tourism development in Indonesia.

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Opportunity and Challenge of Development of Ecotourism in the National Park Sebangau Central Kalimantan towards Sustainable Development

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ABSTRACT

Sebangau National Park as area with High Biodiversity, Environment Uniqness and has potential to Sustainable development ecotourism. The purpose of study is aims to examine and analyze the opportunities and challenges and strategic recommendations for sustainable development. Research method is explanatory by questionnaire to obtain primary data. Method of sample with nonprobability sampling, accidental sampling technique toward 250 respondents. Data analysis using SWOT and Analytical Hierarchy Process (AHP). The results showed that Sebangau National Park area has potential and opportunity to be developed, viewed from strength and opportunity aspect are both of high value. While the obstacles and challenges to the development of Sebangau National Park are seen from the weakness and threat aspects which also has high category. Further, internal and external factor analysis recommends that development strategy as a sustainable ecotourism area is growth strategy, as shown in Quadrant I.

Keywords: Opportunities And Challenge, Ecotourism, National Park, Sustainable Development

INTRODUCTION

Forest resources have many benefits for human life. Affandi and Patana (2002) stated that based on the form / benefit of forest can be divided into two, namely tangible and intangible benefits. Tangible benefits include wood, forest products follow-up and others. While intangible benefits include water management arrangements, recreation, education, environmental comfort and so on. Environmental services are the results obtained from the existence of natural resources or the environment in the form of water services, carbon sequestration, oxygen producer, and so forth. Landscape produced by landscapes such as mountains, lakes, beaches, rivers and waterfalls can also be categorized as environmental services that can be felt by everyone who enjoys it. The journey to enjoy the beauty of this landscape is commonly called ecotourism.

Sebangau National Park is a conservation area of peatland ecosystem along with the biodiversity and uniqueness of nature in it. His position is in Katingan Regency, Pulang Pisau District and Palangka Raya City, Central Kalimantan. This area was confirmed as Sebangau National Park on October 19, 2004, through the Decree of the Minister of Forestry No.SK. 423 / Menhut / II / 2004 with an area of ± 568,700 Ha.

The Sebangau National Park's ecosystem is predominantly peat swamp forest, where there are unique lake or river water ecosystems as well as habitat for 25 species of mammals, 116 species of borneo birds, 36 species of fish, and about 166 flora species (Balai TNS, 2014). The LIPI study (2007) states that Sebangau National Park is one of the national parks that has a high diversity of flora and fauna (biodiversity) because it has 809 species of flora, which belong to 128 tribes (16 of which have not been identified).

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High diversity of flora and fauna is a great potential that can be used as potential and opportunities to be developed as tourist destinations, especially special interest or eco-tourism. One form of development that has a good opportunity for Sebangau National Park to be managed sustainably is research and recreation (ecotourism). Some tourism products that can be developed to attract tourists to Sebangau National Park are orangutan observations, observation of bekantan, trekking, lake exploration, learning about peat, learning traditional medicinal plants, learning about the Dayak culture, visiting Dayak tribal sites and some attractions traditions such as Besei Kambe (*Iron Kambe*), Sepak Sawut (*Football fire*). Tourism products and anthrax tours become tourist attractions to visit Sebangau National Park. This tourism product has encouraged foreign and domestic tourists to visit to Sebangau National Park. The development of tourist visits during 2011 - 2015 is described in Table 1. and Figure 1 below:

Table 1. Number of Tourist Visits to Sebangau National Park, 2011 – 2015 Period

Year	Tourist (person)		Amount (person)
	Domestic	Foreign	
2011	283	194	477
2012	275	135	410
2013	287	161	448
2014	135	33	168
2015	294	52	346
Total	1.274	575	1.849

Source : www.tnssebangau.com, 2015.

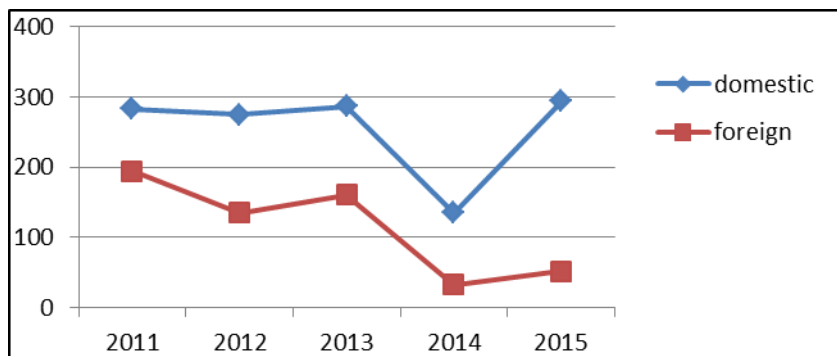


Figure 1. Graph of Domestic and Foreign Tourist Visits to Sebangau National Park

Table 1 and Figure 1 above show that the number of tourists visiting Sebangau National Park in 2011-2015 fluctuates and tends to decrease. The drop in visitors, especially foreign tourists in 2011 amounted to 52 194 people in 2015, it happened because in 2015 the droughts and catastrophic fires and forest land that has disrupted flights to and from Palangkaraya. Other causes of low tourist visits to the Sebangau National Park because of the lack of road infrastructure and access, not optimal package travel package or travel products offered as well as a lack of promotion of the potential and beauty Sebangau National Park.

Referring to the empirical conditions, where the potential and position Sebangau National Park as one of the National Park which has a high biodiversity (of high biodiversity), but on the other hand the level of foreign and domestic tourists visit to Sebangau National Park is still relatively low. On that basis, the study of the opportunities and challenges of ecotourism development in Sebangau National Park becomes an interesting thing to be studied in depth.



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LITERATURE REVIEW

Sustainable Ecotourism

The definition of ecotourism was first introduced by Hector Ceballos and Lascurain (1987) and later refined by The Ecotourism Society (1993) by defining ecotourism as a responsible journey to a natural environment that supports conservation and improving the welfare of the local population. So real ecotourism is a fusion of interests growing from environmental, economic, and social concerns.

The form of tourism towards sustainable development that is very precise is ecotourism (ecotourism) or ecological tourism. According Fandeli (2004), basically ecotourism can be developed in various forest areas such as production forests, protection forests and conservation. Because ecotourism does not sell destinations but sells science and philosophy of ecosystems and sociosystems. Simply put, the concept of ecotourism connects nature tourism with a vision and mission of conservation and environmentalism. This can happen because the financial benefits derived from travel expenses are also used for the needs of nature conservation as well as improving the welfare of the local population. On the other hand, the concept of ecotourism is also directed at maintaining local culture.

According Satria (2009), conceptually ecotourism can be defined as a concept of sustainable tourism development that aims to support environmental preservation efforts and increase community participation in management, thus providing economic benefits to local communities. According to the World Wide Fund For Nature (WWF Indonesia, 2009), the concept of ecotourism offered is community-based. The concept, he said, combines community-based tourism concepts and ecotourism to promote economic development without forgetting the concept of sustainable development, rooted in local potential. Or Sustainable Tourism Development according to Yemen & Mohd (2004) is characterized by four conditions, namely: 1). Community members should participate in the tourism planning and development process; 2). Education for the host, industry players and visitors / tourists; 3). The quality of wildlife habitat, energy use and microclimate must be understood and supported; 4). Investment in alternative forms of transportation. So, Sekartjakrarini (2004) and Gufran (2008) say that the key factors that influence ecotourism development are: tourism objects and attractions, infrastructure, institutions, transportation or accessibility, accommodation, facilities and services and environmental and economic implications .

Sustainable ecotourism development in National Park can be done by improving and preserving the role of tourism product such as the existence of flora and fauna, so that it can become the attraction for tourists to enjoy the tourism object, such as observation of wildlife, rafting, trekking and enjoying local culture . This supply aspect in turn will encourage the aspect of tourist demand to visit and witness the various forms of tourist attractions that exist within the park area. Accordingly, the results of Irawan study (2015) stated that the development of sustainable ecotourism in Tanjung Puting National Park is determined by two factors, namely the supply and demand side.

Accordingly, the sustainability of the supply aspect as already mentioned in the Sustainable Tourism Charter (1995), that development that can be ecologically supported as well as economically feasible, is also ethically and socially just to society. That is, sustainable development is an integrated and organized effort to improve the quality of life by regulating the continuous provision, development, utilization and maintenance of resources.

One form of tourism product as a derivative of the concept of development
Sustainable tourism is a concept of ecotourism development. This ecotourism more than just a group of dedicated nature lovers, as a mix of various interests that arise from caring for social, economic and economic problems environment. How to make foreign exchange go back so nature conservation can be

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self-finance is at the core of a new branch of green economics sustainable development (Western, 1999). Ecotourism offers unity of integrated travel value between balance enjoy the beauty of nature and efforts to preserve it. This ecotourism can play an active role in providing solutions in solving problems which may occur in the development of the tourism area. The main focus of the development of ecotourism model is based on the basic potential of tourism where the preservation of nature and culture put forward (Dirawan, 2008). So to achieve sustainable development through tourism sector, Fandeli (2004) stated that ecotourism product is beauty, uniqueness, authenticity and knowledge in an area, even ecotourism sells experience product. Ecotourism as a form of tourism with conservation-based activities will benefit ecologically, socially and economically the local communities and ensure the sustainability of natural and sustainable resources.

The Opportunity of Ecotourism Development

Strong and sustainable regional economic development is a collaboration effective between utilization of existing resources, community and government. In this context, government as a regulator plays a strategic role in seeking broad opportunities for local communities to participate fully in every economic activity.

One of the efforts to utilize the optimal local resources is to develop tourism with Ecotourism concept (Satria, 2009). In this context the tours performed have sections which is inseparable from conservation efforts, local economic empowerment and encouraging greater respect for cultural or cultural differences. This is what underpin the differences between ecotourism concepts and existing conventional tourism models previous.

Simply put, the concept of ecotourism connects natural nature travel has a vision and mission of conservation and love of the environment. This can happen because of profit finance earned from travel expenses is also used for conservation needs nature and improving the welfare of local people (Satria, 2009). On the other hand, the concept of ecotourism is also directed to defend local culture and not to violate human rights and demographic movement. The shift of the concept of world tourism to the ecotourism model, caused by saturation tourists to visit artificial attractions. Therefore this opportunity should be utilized to the maximum extent to attract foreign tourists visiting nature-based objects and local culture.

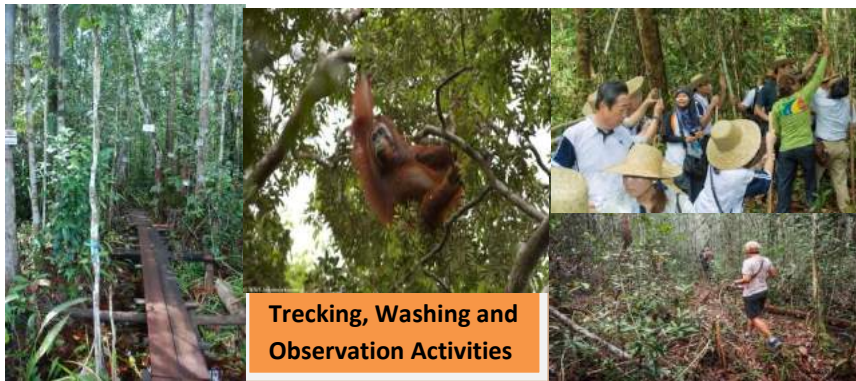
The natural environment with all the variations of its contents that have the attraction to be visited by tourists, basically also has economic value that can bring benefits to human welfare. This economic value can be obtained if the environment and its contents are preserved and maintained so that it can be utilized in accordance with the carrying capacity of its environment. Conversely, if nature is not maintained, then its economic value does not last long. In order to maintain the economic value of nature, the activities of nature conservation and protection (conservation of nature), (Fauzi *et al* 2007) so through the conservation activities of the aesthetic value and the uniqueness of which can be managed into natural attractions and ultimately the economic value can still provide added value.

Sebangau National Park area as one of orangutan conservation area in Central Kalimantan, in the management of the area is divided into 3 units of national park management, namely SPTN area I Palangka Raya with Koran River tourist area include jelutung track attractions (*local wood typical*), learning to tap sap jelutung tree, observation of flora fauna.



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SPTN region II bowl resort specifically manages for conservation area with local plant revegetation and seedling activities, as well as research activities on peat ecology. Furthermore for SPTN region III Katingan include development punggualas tour, treking, observation of flora fauna, lake jahanjang. All the potentials in Sebangau National Park area managed through 3 segments of management area, is a great opportunity to be developed as a sustainable ecotourism area.

The Challenge of Ecotourism Development

Pendit (1999), explained that the tourism potential is a variety of resources that exist in a certain area that can be developed into tourist attractions. In other words, tourism potential is a variety of resources owned by a place and can be developed into a tourist attraction is used for economic interests and still pay attention to other aspects. The Relation to tourist visits, attractiveness of a destination is the most important factor in order to invite tourists to visit it (Bambang, 2013). So a destination can attract tourists at least have to meet the main requirement that the destination must have what is called "something to see". That is, the destination must have a special attraction that can be seen by tourists, in addition it must also have a tourist attraction that can be used as "entertainments" when people come to visit it. Furthermore, the destination must also have "something to do".

According to the declaration of Quebec (the meeting of members of TIES in Quebec, Canada in 2002), Ecotourism is a sustainable tour? Ism which contains specific measures: (1) an active contribution to the conservation of nature and culture (2) The participation of local residents in the planning, construction and operation of tourist activities as well as enjoy. (3) Transfer of knowledge about the cultural and natural heritage to visitors, and (4) an independent tourist or small group tours.

Relationships Supply Aspects with Demand Aspects of Tourism

Supply and demand theory in economics is the description of the relationships in the market, between potential buyers and sellers of a good. According to Rosyidi (2005), demand can be defined as a number of items purchased or requested at a given price and time. While the offer is a number of goods sold or offered at a certain price and time. The supply and demand model is used to determine the price and quantity sold in the market. The supply aspect of tourism is the products and services offered to tourists such as the preparation of good infrastructure, various tourist attractions (eg observation of animals, tracking and camping) so that the development of tourism products to be a driver or attract tourists who are elsewhere to visit location of tourism object. Through tourism products in the form of environmental uniqueness is still not enough to increase the frequency of

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tourist visits so it needs to be done tourism promotion (Irawan, 2013). This means that the forms of tourism promotion will be able to provide preference for foreign tourists and the archipelago to visit and stay longer in Sebangau National Park.

The relationship between the supply and demand aspects is related to the tourism product offered in the form of unique nature and the environment in it and reduce or overcome the weakness by improving the facilities and infrastructure. From the aspect of demand in the form of how much the attraction of tourists to visit a destination or a tourist attraction and how long the tourists are living in the tourist area.

RESEARCH METHODS

Methodology

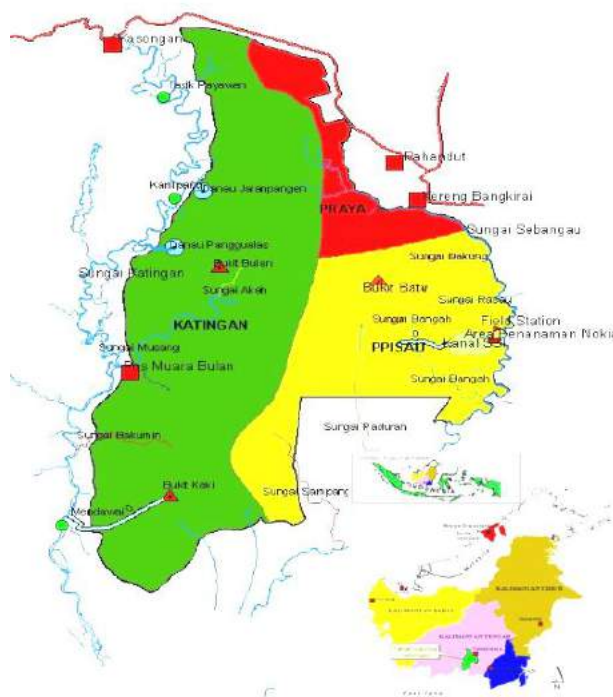
This research is explanatory quantitative descriptive that is a research method that try to describe phenomenon or relationship between phenomena studied with systematic, factual and accurate (Natsir, 1998). The method used in this research is survey and observation method, by using questionnaires to obtain information related to the variables studied. Primary data as the main data in this study were obtained from the respondents, where in the determination of the sample is done by nonprobability sampling technique that is convenience sampling with accidental sampling method to anyone encountered in the research area (Sugiyono, 2012).

Population and Sample

Determination of the number of samples (tourists and local people) refers to using Slovin formula with 5% error limit with 95% data accuracy, so that the number of samples is 250 respondents selected by simple random sampling.

Location and Data Collection

Data collection was conducted on respondent groups covering stakeholders and tourists who have been and are visiting Sebangau National Park. The research was done by explanation technique, observation and field survey relating to physical condition and activity at research location. The questionnaire tool was used to elaborate respondents' answers regarding information related to community perceptions of ecotourism development. The location of the research was conducted in the area and several villages surrounding Sebangau National Park, as shown below:



Additional information :

Village survey for the Upper Sebangau development area is Kereng Bengkirai (red color).

Village survey for the river development area of the newspaper is the village of Paduran Sebangau (yellow).

The survey villages for the Katingan growing area are Baun Bango and Jahanjang (green).



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Data Analysis

Techniques analytical data to be used in the preparation of assessment of opportunities and challenges of sustainable ecotourism development in Sebangau National Park are SWOT and *Analytical Hierarchy Process (AHP)*. The analysis of diagram the ecotourism development position provides a picture based on the quadrants generated by the SW vector line and the OT vector line, wherein each quadrant has a strategy formula as its main strategy. Position of tourism development of a tourism object or area of Sebangau National Park ecotourism can be modified as in the following picture

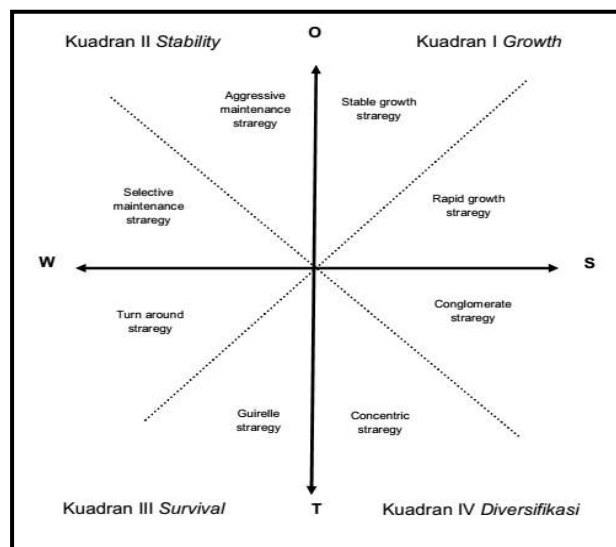


Figure 2. Ecotourism Development Position Model
(Souce: H. Oka A. Yoeti, 1996 dalam Kartini La Ode Unga, 2011)

The diagram of the position of tourism development gives an overview of the development of tourism based on quadrants generated SW vector lines and OT vector lines, each quadrant has a strategy formula as its main strategy. (as in figure 2 above).

RESULT AND DISCUSSION

a. SWOT Analysis of Ecotourism Development in Sebangau National Park

Based on the results of descriptive statistical calculations on the known strength that ecotourism in Sebangau National Park the lowest average value is 3.62 on the aspect of tropical peat swamp ecosystem conservation area and the highest average value is 4.05 on the aspect of Sebangau National Park designated as a tourist destination Central Kalimantan. The overall average result shows 3.85 which is included in the high category, so that the strength of the object of ecotourism of Sebangau National Park is high.

Weaknesses are characteristics related to weaknesses in tourism objects compared to others. Based on the results of descriptive statistical calculations on the weakness is known that ecotourism in Sebangau National Park the lowest average value is 1.87 on the awareness aspect of the community to maintain the environment is still low and the highest average value is

2.15 on aspects of facilities and supporting infrastructure is not yet available optimally. The overall average result shows the value of 2.03 which is included in the high category, so that the weaknesses of Sebangau National Park's ecotourism objects are high.

Opportunities are opportunities that can be utilized for tourism to be developed in the future. Based on the results of descriptive statistical calculations on the opportunity note that Ecotourism in Sebangau National Park the lowest average value is 3.66 on aspects of ecotourism development Sebangau National Park will contribute to improve the economy of the surrounding community and the highest average value is 4.04 on the Object area tourist destination (ODTW) Sebangau National Park of Central Kalimantan has the potential to be developed and utilized in accordance with the characteristics and potential. The overall average yield indicates that the 3.88 value is included in the high category, so that the opportunities of the ecotourism object of Sebangau National Park are high.

Threats are threats to be faced by attractions that can hamper development. Based on the results of descriptive statistical calculations on the threat is known that ecotourism in Sebangau National Park the lowest average value is 1.97 on the aspect of the high / increasing of forest encroachment around Sebangau National Park and the highest average value is 2.22 on the vulnerable aspects of the occurrence forest and land fires. The overall average yield indicates a value of 2.09 which is included in the high category, so the threats to Sebangau National Park's ecotourism object are high. The SWOT analysis matrix for Sebangau National Park ecotourism development can be described in the following table.

Tabl2 2. SWOT Matrix Analysis

	OPPORTUNITY (O)	THREAT (T)
External Factor	<ol style="list-style-type: none"> 1. Tourism products that have the potential to be developed into a sustainable ecotourism products. 2. Objects of tourist destination (ODTW) Sebangau National Park of Central Kalimantan has the potential to be developed and utilized in accordance with the characteristics and potential that exist. 3. Development of Sebangau National Park ecotourism will contribute to improve the economy of the surrounding community. 4. Biodiversity (biodiversity) and the uniqueness of nature that is in it as a great potential for tourism development. 5. Object Sebangau National Park provides business opportunities for surrounding communities. 6. The opening of infrastructure and accessibility. 7. Can create job opportunities. 8. Potential of existing Sebangau National Park can be promoted. 	<ol style="list-style-type: none"> 1. Still rampant forest encroachment activities around Sebangau National Park. 2. Vulnerable forest and land fires. 3. The development of tourist areas elsewhere. 4. The development of oil palm plantations around Sebangau National Park. 5. Still rampant hunting and catching of protected birds.
Internal Factor	<p>Increased interest in tourist visits to Sebangau National Park ecotourism</p>	
STRENGTH (S)	S-O	S-T



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<ol style="list-style-type: none"> 1. The ecotourism object of Sebangau National Park is very strategic to be developed. 2. Sebangau National Park is a conservation area of tropical peat swamp ecosystem. 3. Sebangau National Park has high beauty and biodiversity 4. Sebangau National Park has a unique peatland ecosystem. 5. Sebangau National Park is designated as a tourist destination of Central Kalimantan. 6. Sebangau National Park is designed as a tourism development site. 7. The policy made by the government contains a clear vision of the mission (goal) of tourism development. 8. Policies made by the government are easy to apply to areas of tourism potential. 9. Policies made by the government include tourism development strategies. 	<ol style="list-style-type: none"> 1. Increase the ecotourism potential of the Park by creating a tour package product that can explore all ecotourism in Sebangau National Park. 2. Seeking the potential of ecotourism to be developed and utilized as well as to empower the community's potential. 3. Biodiversity and the uniqueness of nature that exist in Sebangau National Park need to be preserved. 	<ol style="list-style-type: none"> 1. The Government and the public shall always guard against the dangers of forest and land fires. 2. Increasing public understanding of the importance of environmental conservation by reducing illegal logging practices and hunting and catching protected birds. 3. The government can make a policy to prevent the development of oil palm plantations inside Sebangau National Park.
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WEAKNESS (W)	W-O	W-T
<ol style="list-style-type: none"> 1. Supporting tourism facilities and infrastructure are not yet available optimally. 2. The ecotourism object development program is still simple. 3. The marketing of ecotourism objects is not yet optimal. 4. Inadequate tourist attraction information. 5. Not having enough human resources and capital capability in tourism development. 6. Awareness of the public to keep the environment low. 	<ol style="list-style-type: none"> 1. Improving accessibility to the Sebangau National Park's ecotourism by improving the quality of infrastructure (roads). 2. Using social media and internet to do marketing and promotion to the public. 	<ol style="list-style-type: none"> 1. Take precautions against environmental destructive behaviors. 2. Upholding existing laws in the community to crack down on the perpetrators of the destruction or encroachment of forests within the Sebangau National Park area.

Source: Primary Data, 2017 (Processed).

Based on the SWOT analysis matrix, SO, WO, ST, and WT strategies are generated. The strategy is:

- 1) SO (Strength-Opportunity) Strategy, a strategy that uses strength and exploits opportunities, which enhance the ecotourism potential of the Park creates tourism package products that can explore the entire ecotourism of the Park, as well as explore other ecotourism potentials that can be developed and empower the community's potential.
- 2) WO (Weakness-Opportunity) Strategy, a strategy that minimizes weaknesses and exploits opportunities, ie increasing accessibility to Sebangau National Park ecotourism by increasing facilities and infrastructure and using social media and the internet to conduct marketing and information to the public.
- 3) ST strategies (Strength-Threats), strategies that use force and overcome threats, that is to increase the understanding of the importance of environmental conservation by reducing illegal logging practices and hunting and catching protected birds.
- 4) WT strategies (Weakness-Threats), strategies that minimize weaknesses and avoid threats, ie take precautions against environmentally destructive behaviors by upholding the positive laws

that exist in the community to crack down on the community of perpetrators of forest destruction.

b. AHP Analysis of Sustainable Ecotourism Development Strategies in Sebangau National Park

Based on the calculations made through AHP analysis, the final value of strengths, weaknesses, opportunities, and threats as shown in the following table:

Table 3.
Recapitulation of Calculation Result of Strength, Weakness, Opportunity and Threat

No	Description	Value
1.	Internal factors	
	a. Strengths	1.733
	b. Weakness	0.760
2.	External factors	
	a. Opportunities	1.673
	b. Threats	0.811

Source: Primary Data, 2017 (Processed).

The result that the Sebangau National Park Ecotourism Object has dominant power over its weakness and bigger chance than its threat with value as follows:

Strength - Weakness (internal factor) : $1.733 - 0.760 = 0.973$

Opportunities - Threats (external factors) : $1.673 - 0.813 = 0.860$

The results of the AHP analysis above, show that sustainable ecotourism development in Sebangau National Park has a greater opportunity than the challenge, as indicated by the value of internal factors and external factors.

If these values are included in the Matrix Grand Strategy, the position of tourism sector development in Sebangau National Park's Ecotourism Object is in the position of the Expansion Strategy (*Growth Strategy*).



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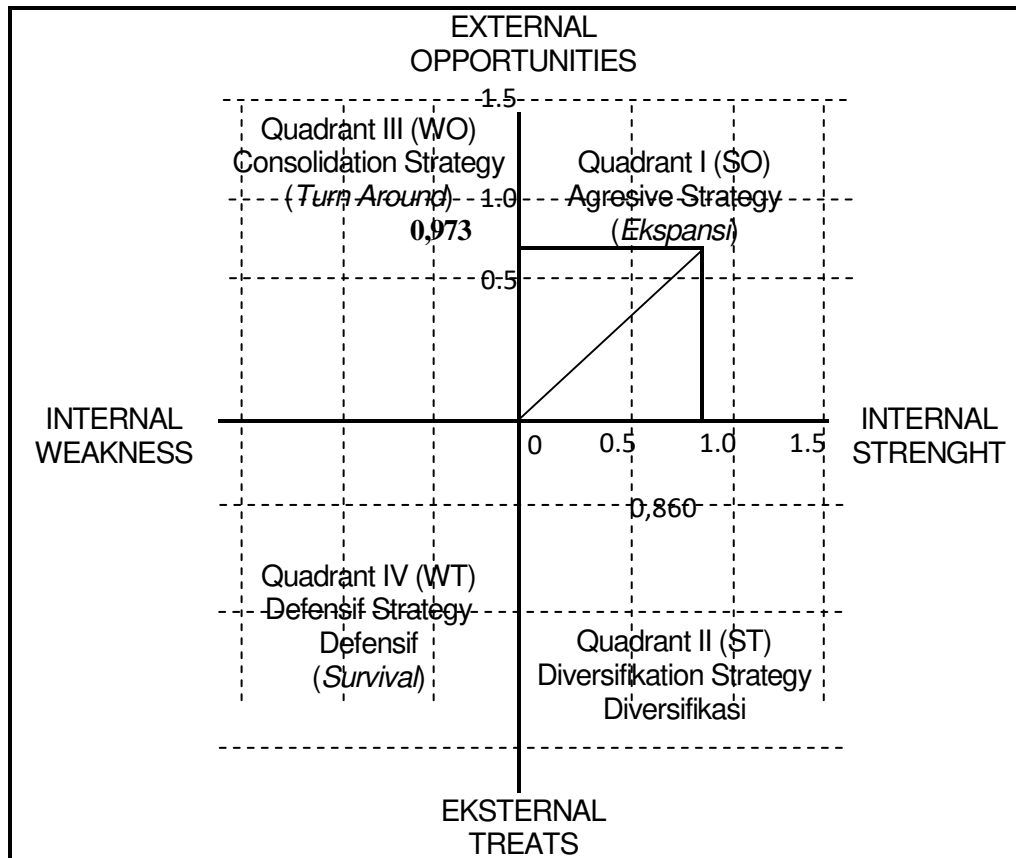


Figure 3. Matrix Grand Strategy Obyek Ekowisata Taman Nasional Sebangau

Result of internal and external factor analysis hence strategy of development of Sebangau National Park as continuous ecotourism is Expansion Strategy (*Growth Strategy*) in quadrant I (0,973; 0,860).

CONCLUSION

Taking into account the results of the analysis and discussion of research on development strategy in Sebangau National Park, Central Kalimantan Province to the development seen from the SWOT and Analytical Hierarchy Process (AHP) approach, the following conclusions can be drawn:

1. Sebangau National Park has the potential to be developed as a sustainable ecotourism area because it is a tropical peat swamp ecosystem conservation area, possessing natural beauty and high biodiversity, local cultural diversity, set as one of Central Kalimantan's tourism destinations. Thus all potential aspects that can be made as an opportunity has a high value with an average of 3.88.
2. Given Sebangau National Park is still relatively new in terms of business management, it was found several weaknesses and threats that are the challenge of sustainable eco-tourism development because the fire prone, still the hunting of animals, the lack of access to transportation, the lack of promotion and marketing of attractions, no investors, low human resources. Thus all the values of the weakness and threat aspects have a relatively high value of 2.03 and 2.09 between the criteria of 2.1 - 3.0.

3. The strategy development of Sebangau National Park's as a sustainable ecotourism is an expansion strategy (growth strategy), which is to optimally utilize the strengths and opportunities that are owned and based on the point of intersection with value (0.973, 0.860) in Quadrant I.

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An Analysis on Customers’ Satisfaction of Manual - based Ticket Service at Cooperative “Karya Bahari”, Bangsal, North Lombok

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ABSTRACT

In North Lombok regency there are a group of small islands known for its marine and coastal tourism namely Gili (Small Island), Gili Air, Gili Meno, Gili Trawangan. Tourism Promotion Agency of North Lombok regency, West Nusa Tenggara noted that the number of tourist arrivals to the area in 2015 was estimated to reach 600 thousand people. Cooperative "Karya Bahari" located in Bangsal Port, Pemenang, north Lombok is a company or cooperative that caters services to the tourists. Considering high rate of interest of tourist visiting the three Gilis then the service of Cooperative "Karya Bahari" should be improved. Therefore, the purpose of this study is to find out the passengers' satisfaction of manual – based ticket service of ferry transportation at Cooperative "Karya Bahari".

Keywords: Gili, Tourism, Cooperative, Satisfaction, Manual – based ticket service

INTRODUCTION

Background

North Lombok regency (KLU) is the youngest district of 10 (ten) districts / cities in the province of West Nusa Tenggara. In North Lombok regency there are a group of small islands known for its marine and coastal tourism namely Gili (small island), Gili Air, Gili Meno, Gili Trawangan. To get to these islands, the tourists must cross from the mainland (Bangsal Port) of Lombok. This port is managed by private company (Cooperative) "Karya Bahari". Since the number of tourists who are heading to the three islands keeps increasing and it was noted that in 2015 approximately 600 tourists visited the islands. Considering the work of Cooperative "Karya Bahari" has not been maximized in terms of inter-island passengers. Ayu et al (2013) found that Local (Indonesian) Tourists who boarded the ferry ship to the Gilis have a negative perception of boat service and ticket service at the port. Therefore Improvement of ticket service to reduce the accumulation of passengers in the port yard is a must for the manager of the ferry cooperative.

To evaluate the success of service is achieved (thorough) based on Service Dimensions. According to Parasuraman, Zeithaml, and Berry in Tjiptono (2008: 95) there are 5 Service Dimensions consisting of:

1. Reliability, which is related to the ability of the company to deliver the service promised accurately.
2. Responsiveness, related to the intention and ability of service providers to assist customers and respond to their requests immediately.
3. Assurance, related to the knowledge and courtesy of employees and their ability to grow trust and confidence



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4. Empathy, deal with the ability to understand customers' problems and take action for customers and give personal attention to customers
5. Physical evidence (tangibles), related to the physical appearance of service facilities such as equipment, human resources, and corporate communication materials.

Regarding the above description, it is necessary to conduct research to monitor consumer service management activities in Cooperative "Karya Bahari". The results of this research are then expected to be used as a suggestion of service improvement at Cooperative "Karya Bahari". Thus, the topic in this study is "ANALYSIS ON CUSTOMERS' SATISFACTION OF MANUAL – BASED TICKET SERVICE AT COOPERATIVE “KARYA BAHARI”, BANGSAL, NORTH LOMBOK

Research purposes

1. To find out the level of customer satisfaction on the quality of service based on (Tangibles, Reliability, Responsiveness, Assurance, and Empathy) provided cooperative “Karya Bahari”
2. To find out the dimensions of service quality that need to be improved by Cooperative Karya Bahari.

RESEARCH METHODS

The research type is descriptive research. Descriptive research is a study conducted to determine the value of independent variables, either one or more variables without making comparisons or connections with other variables Siregar (2013: 15). This research will describe level of user satisfaction of manual - based ticket service based on service quality provided by Koperasi Karya Bahari which primarily focus on Reliability, Responsive, Assurance, Empathy, and Physical Evidence.

This research is conducted to those (passengers) who use the services provided by cooperative “Karya Bahari”.

Two basic reasons for carrying out research in this location is;

- 1) A great number of passengers who visit cooperative Karya Bahari.
 - 2) Phenomena that occur while serving customers at Cooperative “Karya Bahari”.
- Data collection method used in this research is case study. According to Nazir (1999: 66) case study method is the study of a research subject with a specific phase of the overall personality, where the subject of research can be individuals, groups, institutions, and society. In this study the researchers focus on the problems that occur in Cooperative “Karya Bahari” as the main source of data collection

Method of determining Respondents in this research is done by using accidental sampling technique. According to Sugiyono (2013: 85) accidental sampling is a technique of determining samples accidentally, i.e anyone who by chance meets with the researcher used as a sample. In this study, respondents can be said to be suitable if the respondents are tourists, visiting Gilis at least 1 time, and possess the age of (no less than) 16 years.

Therefore, the number of samples taken by researchers is 60 respondents. This amount has already exceeded the minimum number of sampling according to Siregar (2013:56).

Data collection techniques and instruments

Data collection techniques

Techniques used to gather reliable data in this study are as follows:

1. Observation

In this research the researchers apply nonparticipant observation that is, technique of collecting data by doing observation directly on object under study. the researcher is not involved and merely as independent observer who monitor activity in Cooperative “Karya Bahari” which then result of observation can be made into a conclusion.

2. Interviews

Collecting data through/by direct questions to the passengers (who fulfilled requirements aforementioned in respondent) the researchers conducted an unstructured interview Sugiyono (2013: 140).

3. Questionnaire

Techniques by way of distributing a list of questions to the respondents to obtain data about the object of research based on the responses of respondents

Instruments

The data collection tool used in this research is questionnaire. According Sugiyono (2013: 142) questionnaire is a data collection tool that is done by giving a set of written statements to respondents to answer. In this research the questionnaire contains 22 statements related to service quality dimensions in which 5 statements for reliability dimensions, 4 statements for responsiveness, 4 assertions statements, 5 statements for empathy, and 4 statements for the quality dimensions of physical evidence.

Types and Data Sources

Data Types

The types of data used in this study are qualitative and quantitative data, namely:

(1) Qualitative Data is data in the form of statement thus it is not a number rather in the form of words or sentences Siregar (2013: 38). In this study Qualitative data obtained when researchers conduct unstructured interviews to users of ferry services who buy tickets at Cooperative “Karya Bahari” and personnel (receptionist) of ticketing service of ferry ship.

(2) Quantitative data) is data in the form of numbers Siregar (2013: 38). The data, in this case, is the number of visitors (passengers who use the service of cooperative Karya Bahari).

Data Source

Sources of data used in this study are as follows:

(1) Primary Data is data collected by researchers directly from the first source or where the object of research conducted Siregar (2013: 37). In this study, data is obtained directly from the Cooperative, such as data on the general description of Cooperative Karya Bahari.



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(2) Secondary Data is data obtained first indirectly or data obtained in the form that has been so or in the form of publications, such as reading material and literature.

Variables Identification

Based on the problems posed in this research, we can identify the following variables:

- (1) Reliability
- (2) Responsiveness
- (3) Assurance
- (4) Empathy
- (5) Physical evidence

Operational Definition of Variables

Service in this research is consumer response to various forms of service performed by the Cooperative in order to meet the needs of the consumers. The element dimension are as follows:

(1) Reliability is the ability of Cooperative Karya Bahari to provide services in accordance with the reliable information, which include:

1. Procedure of service at Cooperative Karya Bahari
2. Operating hours are in accordance with the schedule.
3. Excellent service.

(2) Responsevenness is the – quick response to assist the service users and provide prompt and precise services, which include:

1. Notifying the latest information to the passengers of the ferry service
2. Accuracy of personnel in giving service
3. willing to help the service users of ferry services
4. The alertness of providing services

(3) Assurance is the hospitality, knowledge and capability of giving satisfying service to causing trust to customers, which include:

1. services trusted (reliable)
2. No commotion
3. pleasant language and behavior
4. always answering questions

(4) *Empathy* is individual attention given by the Cooperative “Karya Bahari”so that the users (passengers or customers) feel important, appreciated and understood, which include:

1. Treating the service users of the ferry services with full attention.
2. Willing to receive complaints / suggestions
3. Not distinguishing (equal service) the service users of ferry services based on social status.
4. Always understand the specific needs of service users
5. Comfortable operating hours

(5) Physical evidence is physical appearance such as equipment, building facilities and others, which include:

1. Advanced equipment
2. Interior design of the room is interesting
3. Staffs Appearance
4. Facilities offered

RESULTS AND DISCUSSION

Respondent Identity

Demographic Characteristics of Respondents in terms of Age

	Frequency	Percent	Valid Percent	Cumulative Percent
14	1	1.7	1.7	1.7
16	1	1.7	1.7	3.3
17	2	3.3	3.3	6.7
18	3	5.0	5.0	11.7
19	8	13.3	13.3	25.0
20	10	16.7	16.7	41.7
21	4	6.7	6.7	48.3
22	9	15.0	15.0	63.3
23	8	13.3	13.3	76.7
Valid 24	1	1.7	1.7	78.3
25	2	3.3	3.3	81.7
26	2	3.3	3.3	85.0
27	1	1.7	1.7	86.7
28	5	8.3	8.3	95.0
29	1	1.7	1.7	96.7
30	1	1.7	1.7	98.3
40	1	1.7	1.7	100.0
Total	60	100.0	100.0	

From the table above is known that majority of respondents in this study were young under 30 years old (98,3%) While respondents under 20 years amounted to 41 percent of the total respondents as many as 60 respondents. This shows that the picture of passengers who crossed to Gilis are mostly young tourists.

Demographic Characteristics of Respondents in terms of Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Laki-laki	37	61.7	61.7	61.7
Valid Perempuan	23	38.3	38.3	100.0
Total	60	100.0	100.0	

From Table 4.2. above it is known that most respondents were male. While women who became respondents as many as 38.3 percent of the total respondents. This reflects that tourists who are interested in visiting the Gilis in North Lombok using KKB services are mostly male.



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Demographic Characteristics of Respondents in terms of Education

	Frequency	Percent	Valid Percent	Cumulative Percent
Elementary - secondary	18	30.0	30.0	30.0
Hgh school	3	5.0	5.0	35.0
Valid Diploma	24	40.0	40.0	75.0
undergraduated- Postgraduated	15	25.0	25.0	100.0
Total	60	100.0	100.0	

In terms of education, the majority of respondents were educated diploma (40 percent). Respondents who had primary school education to junior high school amounted to 30 percent of all respondents. Respondents who have completed higher education (Undergraduated and postgraduated) as much as 25 percent of all respondents. The rests were respondents with high school education level. This description of the educational level of the respondents confirms that tourists visiting Gili by boat from Koperasi Karya Bahari are still young.

Demographic Characteristics of Respondents in terms of Employment

	Frequency	Percent	Valid Percent	Cumulative Percent
Non giverrnment employee	5	8.3	8.3	8.3
Seller	2	3.3	3.3	11.7
Valid Farmer	1	1.7	1.7	13.3
Studying students	51	85.0	85.0	98.3
Entrepreuner	1	1.7	1.7	100.0
Total	60	100.0	100.0	

Regarding the above table it can be inferred that of all respondents 85 percent are still students. This confirms the demographic characteristics of age and education respondents. Since the research conducted in holidays so many tourists who are still classified as students or students who took vacation to the Gilis.

Result of Satisfaction Survey

**Customer Expectation over Service Quality Dimension at Cooperative
 “Karya Bahari”**

Service Dimension	Questioner	Average	Category
Reliability	1	4.92	SP
	2	4.45	SP
	3	4.53	SP
Rata-rata per dimensi		4.63	SP
Responsiveness	4	4.53	SP

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	5	4.33	SP
	6	4.55	SP
	7	4.40	SP
Rata-rata per dimensi		4.45	SP
Assurance	8	4.47	SP
	9	4.40	SP
	10	4.43	SP
	11	4.85	SP
Rata-rata per dimensi		4.54	SP
Empathy	12	4.35	SP
	13	4.60	SP
	14	4.38	SP
	15	4.60	SP
	16	4.41	SP
Rata-rata per dimensi		4.47	SP
Physical Evidence (tangibility)	17	4.73	SP
	18	4.63	SP
	19	4.53	SP
	20	4.77	SP
Average per dimension		4.67	SP

Based on the above table, it can be seen that the average respondent had very high expectations on each service dimension.

1. Dimension of Reliability consists of 3 statements and the result of each statements drawn and converted as average score of each reliability demension of 4.63. Based on the provision of the table of distribution frequency, the value of 4.63 can be stated Very Important for the respondent. This is because 4.63 is at point of 4.02 to 5.00 intervals. In this dimension, there are two statements that have a high expectation level that is in point of statement no 1 (service procedure) with average score 4,92 and no 3 (excellent service) with average score of 4.53. Very high level of consumer's expectation can be a concern for Cooperative "Karya Bahari" in providing satisfying services.

2. Responsiveness dimension consists of 4 statements, from the results of each statements then obtained the average score of the dimension of responsiveness at point of 4.45. Under the terms of the frequency distribution tabel then the value of 4.45 can be stated Very Important. This is because 4.45 is at 4.02 to 5.00 intervals.

3. In the Assurance dimension comprised of 4 statements from the results of each istatement obtained the average score of the Assursnce dimension of 4.54. Based on the provisions of the frequency distribution table then the value of 4.54 can be declared Very Important. This is because 4.54 is in interval 4.02 to 5.00.

4. Empathy dimension consists of 5 statements from the results of each statements obtained an average score of empathy dimensions of 4.47. Based on the provisions of the frequency distribution



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table then the value of 4.47 can be stated Very Important. This is because 4.47 is at 4.02 to 5.00 intervals.

5. Physical Evidence is composed of 4 statements from the results of each statements obtained the average score of physical dimensions of 4.67. Based on the provisions of the frequency distribution table, later the value of 4.67 can be stated as Very Important. This is because 4.67 is at 4.02 to 5.00 intervals. From the result of the average score for each service dimension can be seen that the service dimension of Physical Evidence is the most having the highest expectation score with score value that is 4.67. In addition, in this dimension there are 2 statements that have a high level of hope that is in point of statement no 20 (Facilities offered), and No. 17 (sophisticated equipment) High expectations of respondents can be a concern for Cooperative "Karya Bahari" in providing services.

Actual Performance over Service Quality Dimensions at Cooperative “Karya Bahari”

Quality dimension	Statements	Average	Category
Reliability	1	3.98	B
	2	3.17	B
	3	3.38	B
Average per Dimension		3.51	B
Responsiveness	4	3.62	B
	5	3.38	B
	6	3.50	B
	7	3.45	B
Average per Dimension		3.49	B
Assurance	8	3.47	B
	9	3.37	B
	10	3.34	B
	11	3.95	B
Average per Dimension		3.53	B
Empathy	12	3.37	B
	13	3.53	B
	14	3.47	B
	15	3.49	B
	16	3.42	B
Average per Dimension		3.45	B
Physical Evidence	17	3.24	B
	18	2.90	TB
	19	3.17	B
	20	2.84	TB

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Average per Dimension	3.04	B
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Based on the above table description, it can be inferred that the respondents perceived that the performance of Cooperative "Karya Bahari" has a good performance in every dimension of performance. But on the dimension of physical evidence (tangible) shows that at point question no. 18 (grooming Interior Design) and 20 (Facilities offered) are Not Good (TB). This means that the facilities owned by Cooperative "Karya Bahari" have not met consumer expectations.

**Conformity between Expectation and Actual Performance over Service at Cooperative
 “Karya Bahari”**

Service Quality Variable		No Atribut	Total Score		IPK	Criteria
			Expectation	KinerjaAction		
X1	Reliability	1	295	239	0.81	Satisfactory
		2	267	190	0.71	Not Satisfactory
		3	272	203	0.75	Tidak Puas
X2	Responsiveness	4	272	217	0.80	Satisfactory
		5	260	203	0.78	Satisfactory
		6	273	210	0.77	Satisfactory
		7	264	207	0.78	Satisfactory
X3	Assurance	8	268	205	0.76	Satisfactory
		9	264	199	0.75	Satisfactory
		10	266	197	0.74	Tidak Puas
		11	291	229	0.79	Satisfactory
X4	Empathy	12	261	202	0.77	Satisfactory
		13	276	212	0.77	Satisfactory
		14	263	208	0.79	Satisfactory
		15	276	206	0.75	Tidak Puas
		16	260	205	0.79	Satisfactory
X5	Physical Evidence	17	284	191	0.67	Not Satisfactory
		18	278	168	0.60	Not Satisfactory
		19	272	184	0.68	Not Satisfactory
		20	286	165	0.58	Not Satisfactory
TOTAL			5448	4040	0.85	Satisfactory
TOTAL ON AVERAGE			247.6364	183.6364	0.85	Satisfactory

In detail, the following are presented:

(1) Satisfied is the condition where the value of comparison between performance with expectations is equal to or equal to 0.85. The statement items included in this category are:

1. Point 1 the service procedure at Cooperative Karya Bahari.



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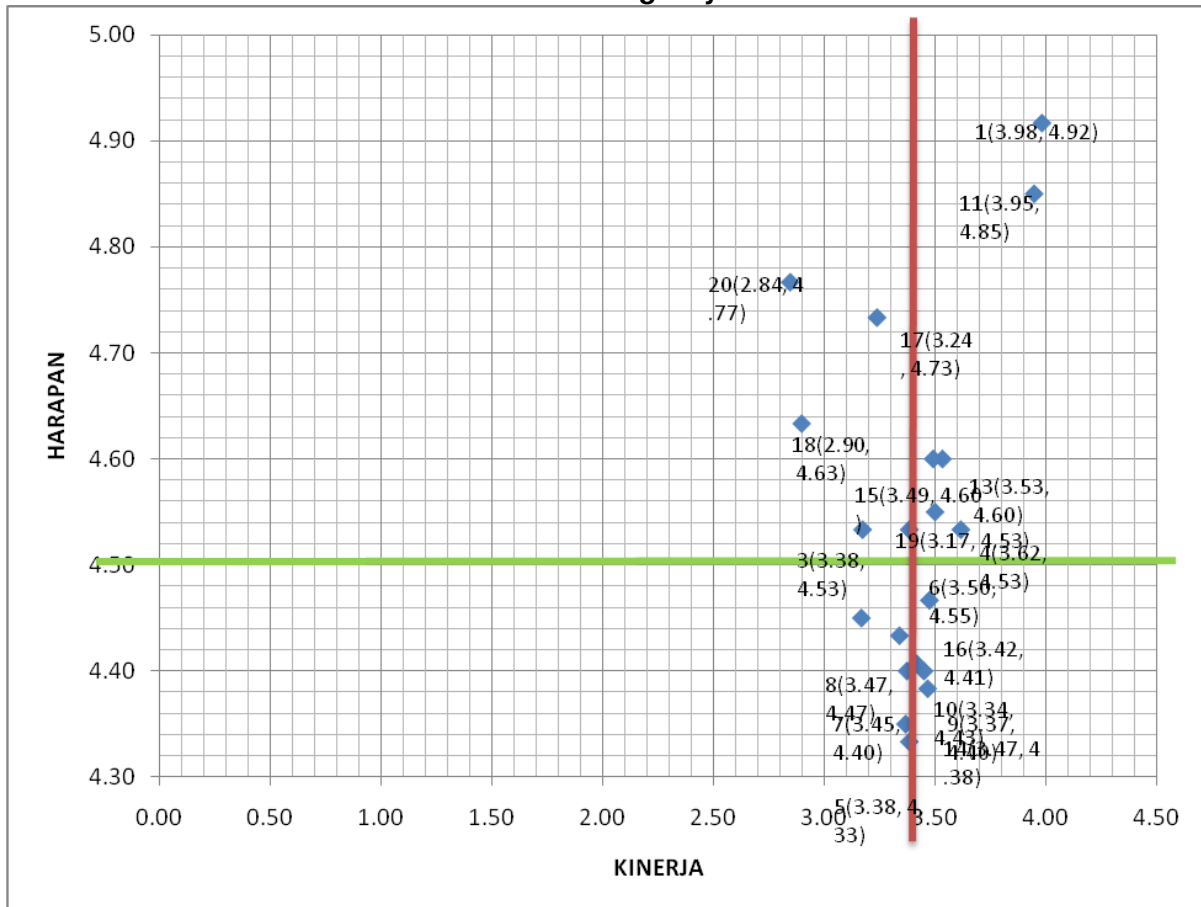
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2. Point 4 notifying the latest information to the passengers of the ferry service user.
3. Point 5 Accuracy of personnel in giving service
4. Point 15 understanding the specific needs of customers
5. Point 6 Willing to help the customers
6. Point 7 the alertness of providing services
7. Point 8 providing trusted services (reliable)
8. Point 9 no commotion during the service hours
9. Point 11 always answering questions
10. Point 12 treating the service users of the ferry services with full attention.
11. Points 13 willing to receive (deal with) complaints / suggestions
12. Points 14 not distinguishing (providing equal service) the service users of ferry services based on social status.
13. Points 16 operating hours.

(3) Dissatisfied, on the other hand, is the condition where the value of comparison between performance with expectation is less than 0.01. The statement items included in this category are:

1. Point No. 2, Operating hours are in accordance with the schedule.
2. Point No, 3, Excellent service.
3. Point No. 10, Pleasant language and behavior staffs of cooperative (service provider) always speak with pleasant language.
4. Point No. 15, Understand the specific needs of service users
5. Point No. 17, Advanced equipment.
6. Points No.18, Interesting Interior Design
7. Point No.19, Staffs Appearance (outfit, smile, body gesture, hair style)
8. Point No. 20, Facilities offered.

Cartesian Diagram For Dimension of Service Quality at Cooperative Karya Bahari North Lombok Regency.



Note : Harapan = Expectation while Kinerja = Actual Action

In the Cartesian diagram graph can be seen that each of dimension attributes spread in each zone and to find out which of services need improving can be identified as follows:

1. Quaran I shows high expectation of respondents while the actual action of cooperative was below expectation. In this zone respondents expectation is high at 4,54 while cooperative Karya Bahaari provides low services at 3,40 thus dimensions in this zone should be improved includes :
 1. Advanced equipment. (17)
 2. The interior design. (18)
 3. Facilities offered (20)
5. Quadrant II is a quadrant that describes the expectations of respondents and the actual performance of the company is also high. In this zone the expectation of respondents is above the average expectation score of 4.70 and the actual performance of Cooperative Karya Bahari was also quite high, because the actual performance in this zone is above 3.63. So the things need to be maintained are as follows :



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1. Procedure of service at Cooperative Karya Bahari. (1)
2. Always answer the question. (11)
3. Intention to receive complaints / suggestions. (13)
4. Understand the specific needs of service users. (15)
5. Appearance of staffs. (19)

3. Quadrant III is a quadrant that describes the expectations of consumers and the actual performance of the company is balanced (uqal) between the expectations of consumers with the performance of the company. So in this zone respondents are classified as satisfied, but considered less important because the expected level of Respondets is not so high as well as the actual performance of companies did not have a high score. The thing that should be done by Cooperative Karya Bahari is to maintain its performance. The ones included in this zone are as follows:

1. Operating hours is in accordance with the schedule. (2)
2. Excellent service. (3)
3. Accuracy in providing services. (5)
4. Intention to help service users of ferrying vessels (6)
5. The alertness of staffs in providing services. (7)
6. Trusted staffs. (8)
7. treating the ferry service users with great care (equal service). (12)

4. Quadrant IV is a quadrant that describes low consumer expectations but the actual performance of the company is high so that in this zone the company has been able to provide better service of consumer expectations. So in this zone the actual performance is overvalued to meet the expectations of respondents. The ones included in this zone are as follows:

1. notify the latest information to the users of the ferry service. (4)
2. There is no technical problem in Koperasi Karya Bahari KLU Winner. (9)
3. Speaking (communicating with or by) a pleasant language. (10)
4. Equalizing (not distinguishing)the service users based on social status. (14)
5. Operation time (schedule). (16)

CONCLUSIONS AND SUGGESTIONS

Conclusion

1. Over all dimensions of service quality consisting of (Tangibles, Reliability, Responsiveness, Assurance, and Empathy) provided by the work of Cooperative Karya Bahari are considered very important by the respondents.
2. Overall dimension of services Cooperative Karya Bahari are considered good (average) by the respondents of this research but there are 2 items / sub dimensions of physical evidence that is considered not good by the respondent.
3. Overall service quality Cooperative Karya Bahari considered satisfactory by the respondents of this research but there are 8 attributes that are not satisfactory respondents this research.
4. Attribute of service quality that need to be repaired by Cooperative Karya Bahari for consumer satisfaction can be noted as below :
 - Point. 2 ie, Operating hours are in accordance with the schedule.
 - Point , 3 ie, Free error service (excellent service).

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- Point. 10 ie, Pleasant language.
- Point. 15 ie Understanding the specific needs of service users.
- Point. 17 ie, advanced equipment.
- Point.18 ie, The interior design.
- Point No.19 is, Appearance Staff.
- No Points. 20 ie, Facilities offered.

Suggestion

1. CKB need to make repairs. Operating hours to fit the schedule.
2. CKB need to improve the quality of human resources and its ability in serving so that services free from mistakes, personnel (staffs of cooperative Karya Bahari) speak with pleasant and polite language and understand the specific needs of service user and wear formal outfits (appearance).
3. CKB needs to improve service capabilities with more sophisticated equipment and improved facilities and attractive interior design.



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Halal Tourism in Lombok Island: Implementation, Non-Muslim Perception on the Concept, and Muslim Tourists' Preference

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ABSTRACT

The market of Muslim tourist has been growing rapidly in the last few years. Thus, even non-Muslim countries such as Japan, Thailand, Philippines, and Brazil has been trying to develop their tourism destinations to be more Muslim-friendly. Lombok Island, as one of the most important tourism destinations of Indonesia is also developing *Halal* tourism concept and has won some *Halal* tourism awards in the last two years. This development in building *Halal* tourism concept has become highly important, not only for the government or business sectors, but also for researchers. Research in this field of study still leaves some gaps. In this research proposal, by adapting a qualitative research method, there are at least five research questions which are expected to be answered. For instance, how are the food preferences of Muslim tourists in West Nusa Tenggara?; what are the implications, potentials, and challenges facing by Lombok, West Nusa Tenggara in implementing *Halal* Tourism concept?; to what extent are religious beliefs influencing Muslim tourists' behavior on food preferences?; To what extent and in what ways is *Halal* Tourism concept has been implemented in Lombok, West Nusa Tenggara?; and how do the non-Muslim tourists perceive the concept of *Halal* Tourism in Lombok, West Nusa Tenggara?. Qualitative approach is going to be adapted. Informants will be chosen by adapting purposive sampling method and an in-depth interview will be conducted for data collection. Data analysis will be adapting Miles and Huberman method. The expected result of this study will hopefully answer the proposed research questions and give contribution to the field of study, to the government in making policy and standardization of *Halal* tourism implementation, and to the business sectors in providing *Halal* tourism products and services.

Keywords: halal tourism, Lombok tourism, qualitative study, Muslim preference, Non-Muslim perception

1. INTRODUCTION

1.1 Background to the Study

Tourism is a giant industry which can reach everyone and is not limited to some age, gender, or a certain social group. Together the actors of tourism business and the government (policy makers) are very keen in trying to provide tourism that is rich of unforgettable experiences to the tourists, also to make the business not viewed as an intimidating area to a certain social group. The said certain social group is Muslim, a religious group that has a very strict rules which limits its member (believer) in almost every aspects of their life. Realizing the growing market of Muslim tourist, even non-Muslim countries have been developed to provide Muslim-friendly tourism such as Japan, Thailand, Philippines, and Brazil (Battour and Ismail, 2015). For no other reasons, the development is to attract more Muslim tourists to visit their country.

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In the recent years, one of tourism industry that has been realized to be growing is food tourism. World Tourism Organization (2012) stated that in the last few years, gastronomy has become one necessary aspect in attempt to knowing the local culture and way of life of a tourism destination. Gastronomy, according to Oxford Dictionary (Anonym, 2015) is a practice or art in choosing ingredients, cooking and enjoying good food, can actually make every traditional value in tourism true, which is respecting tradition and culture, healthy life style, sustainability, and experience. Thus, it very much expected that the activity of local culinary marketing is not only to respect the local tradition and culture, but also to keep the sustainability of the tourism itself and to give a wonderful experience to the tourists. With the growing market of tourism, every destination is trying to offer a unique product to differ themselves from other destinations (Shenoy, 2005).

As for Muslim tourists' behavior towards food, there have been a number of studies that mentioned Muslim tourists behavior related to food preference in a tourism destination such as Athena Mak in UK (2012) and Hsu Fu-Chieh (2014) in Australia, both suggested that Muslim tourist prefer halal food during their traveling time. Even Battour and Ismail (2015) stated that the highest priority of the Muslim tourists is to make *Halal* food available in the destination. There has been some research examining food preference of foreign tourist towards local culinary. They have given a new insight on the field of consumer behavior. Other than wanting for a fine dining, tourists also seek for experiences (Alberto, 2014). As for Muslims as a whole, other than demanding *halal* food, this study aims to see the extent on how *halal* food is preferred by the tourists. In tourism area, especially in Lombok, many restaurants serve alcoholic drink and some even have bacon in the menu which is not desirable according to Islamic rules. So to the researcher, it is a little bit of mixed up circumstances for Muslim tourists. Thus, through this study, we hope to have a brighter picture on the extent of this Muslim tourist's preferences.

Lombok Island is located in West Nusa Tenggara (Nusa Tenggara Barat-NTB), Indonesia. Besides the fact that Lombok Island is known as the host for a high number of Muslim populations in Indonesia, Lombok is also known as The Island of a Thousand Mosques and has been awarded as “1st World's Best *Halal* Honeymoon Destination” and “1st World's Best *Halal* Tourism Destination” by Emirates Palace, Abu Dhabi, and UAE in 2015 and 2016. Although given the prestigious awards, only a handful study has been conducted to evaluate the extension of the concept of *Halal* tourism has been implemented. Thus, this research is expected to provide information for both policy makers and business sectors to develop and promote the fundamental of the concept.

On the other hand, given a tremendous gift of the natural beauty, Lombok Island has become one of the most attractive tourism destinations to foreign tourist from all over the world. Furthermore, like many culturally rich tourism destination in Indonesia, Lombok also has a large variety of local food. Yet, it hardly been seen any significant effort of the local government in attempt to introducing the local culinary of Lombok to the tourists. Through this research, introducing the island to the world of international level of study is one aspect to be anticipated.

The development of tourism in Muslim countries and the need to attract overseas tourists has led to conflicts over values and beliefs and is part of long discussion of identity of the Muslim world and how this identity is shaped by various processes (Jafari and Scott, 2014). Unlike Muslim tourists, non-Muslim (predominately Western) tourists don't really have any strict rules on how or what they should and shouldn't eat. In comparison to Muslim tourists, traveling should be an easier problem to some point. Nevertheless, we have yet to know how they perceive the concept and implementation of *Halal* Tourism. The furthest studies on non-Muslim are to see their acceptance of halal food (Khrisnan et al., 2017) and perception towards other *halal* products (Raihana and Kauthar, 2014).

As mentioned by Jafari and Scott (2014, p. 13), studies take variety of positions on the effect of religion: it may be ignored, be mentioned only in passing, or be a central topic. Even in Indonesia as a Muslim country which possesses a large number of Muslim, there has been no study conducted as to how the foreign tourists perceive its tourism, or tourists' behavior, especially its potential market, the Muslim tourists.



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With that being said, the researcher in this study assumes that studies in the area is highly needed by both the government and the researchers in order to give a better understanding and information on that matter.

1.3 Statement of Research Problem

Based on the stated background, the following are several research problems that are expected to be answered through this research.

1. How are the food preferences of Muslim tourists in West Nusa Tenggara?
2. What are the implications, potentials, and challenges facing by Lombok, West Nusa Tenggara in implementing *Halal* Tourism concept?
3. To what extent are religious beliefs influencing Muslim tourists' behavior on food preferences?
4. To what extent and in what ways is *Halal* Tourism concept has been implemented in Lombok, West Nusa Tenggara?
5. How do the non-Muslim tourists perceive the concept of *Halal* Tourism in Lombok, West Nusa Tenggara?

1.4 Objective of the Research

Based on the stated problems, the aim of this research is stated in the following.

1. To know the food preferences of Muslim tourists in West Nusa Tenggara.
2. To know the implications, potentials, and challenges facing by Lombok, West Nusa Tenggara in implementing *Halal* Tourism concept.
3. To know the extent of religious beliefs in influencing Muslim tourists' behavior on food preferences.
4. To know the extent and ways *Halal* Tourism concept has been implemented in Lombok, West Nusa Tenggara
5. To give understanding of the non-Muslim tourists perception in the concept of *Halal* Tourism in Lombok, West Nusa Tenggara.

1.5 Research Contribution

Although not considered as the most famous tourism destination in the world, Lombok as a developing tourism destination has just as much opportunity to be known by the world. Through this research, we hope to introduce the island that once has been called as the lost paradise to the world of tourism. And also, the expected result of this research will hopefully fulfill the gap of the previous research and provide a deeper understanding on Muslim tourists' preference on food. It also is expected to give a picture on the non-Muslim perception on *Halal* tourism concept.

1.6 Limitations

The study will be conducted in Lombok Island which means that other part of Indonesia will be excluded. Also this study is limited on food preference, as for that information on other field matter in *Halal* tourism such as destinations and hotels are not provided.

2. REVIEW OF LITERATURE

• Islamic Tourism

Islamic tourism (*halal* tourism) is a new concept in the tourism industry (Cookeaew et al., 2015). Any discussion of tourism in Islam world requires an understanding of the Qur'an (the holy book contains the word of God) and *hadith* (the recorded collection of word and action of the prophet PBUH). As a Muslim, rules contained in the Qur'an and *hadith* must be followed in their lives.

Although, on the individual level, the degree to which one adheres to the law of the religion may indicate the salience of religion in their lives (Jafari and Scott, 2014).

Thus, as stated by Jaelani (2017), Islamic tourism can be defined as the activities of Muslim travel from one place to another or when it is in a place outside of their normal residence for a period of less than one year and to engage in activities with the Islamic motivation. It should be noted that tourist activities in Islam must be in accordance with Islamic principles generally accepted, that is *halal*. *Halal* tourism integrates more conservative motivations, trying to valorize a conservative Islamic lifestyle and underline its incompatibility with Western type of tourism practices which currently dominating the modern tourism industry (Halabase PTE, in Chookaew et al., 2015). In Islam, every interactions between users (Muslim tourists) and producers of goods and services are bound to certain ethics and procedures that should be followed while carrying out their responsibilities, also every actions is according to the community norm and not to conflict with the Islamic law (Mustafar and Borhan, 2013).

The fundamental of *halal* tourism includes the components such as *halal* hotel, *halal* transportation, *halal* food premises, *halal* logistics, Islamic finance, Islamic travel packages, and *Halal* spa (Mohd et al., in Chanin et al., 2015). The tourism destinations are also expected by the Muslim tourists to have segregated beach, segregated swimming pool, and alcoholic drinking and gambling free (Battour and Ismail, 2014). Malaysia has been developed *halal* tourism and brand itself as Islamic tourism hub in recent years. It has a rich Islamic heritage as well as *halal* food. Muslim friendly people and wide Islamic environment which can provide Muslim tourists with a good Islamic experience, yet some activities such as drinking alcohol, wearing scanty clothing, sun bathing naked, and serving pork in restaurants are found especially in touristic places (Shafaei and Mohamed, 2015). In Thailand, The Thai Government has offered many incentives for Muslim tourists such as *halal* food, accommodation, and mosques (Chanin et al., 2015). At this point, we realize that every country or tourism destination which has brought the brand of Islamic tourism have different implementation of the concept.

- **Halal and Haram Concept in Term of Food**

In Islam, as mentioned before, rules in every aspect of life have been stated in the Quran and *hadith*. As for food, there are certain food that is allowed by Islamic law to eat (*halal*) and food that are prohibited (*haram*).

“Oh People! Eat of what is on earth, lawful and good; and do not follow the footsteps of the evil (Satan), for he is to you the avowed enemy”- (Surah Al-Baqarah verse 168, Al-Qur’an).

That *surah* from the Qur’an has become a fundamental law in the term of food consumption in Islam. Not only has the food to be *halal* (lawful), the food is also expected to be good for the body and the mind. In fact, *halal* and *haram* principles don not only apply to food products alone, but also to all kinds of products and services (Kamri, 2008 in Mustafar and Borhan, 2013).

As for *haram*, food will be categorized as *haram* for two reasons. One is for the food itself (ingredients, the preparation of the food, etc), and the other one is a reason that is indirectly-related to the food. This could be either the food are once been served to God (or God represents, which is commonly seen in Hinduism), bought with the stolen money, etc.

- **Tourism in Lombok, West Nusa Tenggara**

There are a several tourism areas in Lombok Island that is quite famous in the recent years. In the southern part of Lombok are Kuta, Tanjung Aan, Selong Belanak, Gerupuk, Are Guling, and Mawun, further to the northern side of the island there are Senggigi and Three Gilis (Gili Trawangan, Gili Meno, and Gili Air). These main tourists’ areas have been developing to be more like western-type of tourism, especially in the Gilis.

- **Non-Muslim Tourism and Non-Muslim Consumers**



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A thorough history of the development of tourism requires paying as much attention to the social and cultural conditions of tourists' ordinary, non-tourist lives as to their choices of tourism styles and destinations. In other words, it is important to pay attention to where tourists are coming from, including their cultural background, as it is to look at where they are going (Salazar, 2004). As the opposite to Muslim fundamental rules, Non-Muslim tourism or Western type of tourism is more open to happy fun life where alcohol is likely to present, no dress code for wandering the streets, sun bathing in bikini is very commonly seen.

Some of previous studies on Non-Muslim acceptance and perception towards halal food and other products have been held in Malaysia. Non-Muslim consumers are more aware and understand the context of halal products (Raihana and Kauthar, 2014). Non-Muslim consumers value halal food because of health benefits it provides which is purely voluntary on an individual decision rather than because to obey religion requirement (Khrisnan et al., 2017).

3. RESEARCH METHODOLOGY

This research is designed to understand deeply on consumer behavior towards *Halal* Tourism concept in Lombok Island. Thus, qualitative approach is best to use in attempt to gathering deep meaningful information on that matter. Qualitative methodology is based on post positivism philosophy, it is used for research which the objects are natural and which the researcher is the main instrument in both collecting and analyzing the data (Sugiyono, 2012: 15). Qualitative approach is believed to be the best for this study as it allows the researcher to see thoroughly at the objects, sharply understand value and changing situations during the research (Moleong, 2011: 10).

Purposive and snowball method will be adapted in choosing and determining the sufficient informants. Informants will be tourists, the governments, and the business men involved in tourism industry. The study will be conducted in Lombok Island, West Nusa Tenggara, Indonesia. The reason as to why the study will be conducted in Indonesia is the need for researcher to observe directly the objects of the study, to hold the interview with all the involved party (tourists, governments, and business sectors).

The primary data in this research will be in words gathered from all informants and pictures of all the activity and phenomena captured during the study, and as the secondary data is all relevant data from previous research, media, books, and other media (Moleong, 2011).

The informants of this study will be chosen by adapting purposive sampling method (Sugiyono, 2012: 300) which allows the researcher to choose informants with a certain characteristic. In this study, researcher will be choosing tourists that have visited and stayed in Lombok in the last 2 years for at least 3 days. To allow this study more flexible in gathering information and enrich the findings, accidental sampling will also be adapted. It is to allow the researcher to freely choose the informants from any gender, age, educational background, job, or nationality. Other than that, the number of informants is not determined and will be decided later when the information gathered is saturated.

Furthermore, researcher will hold an in-depth interview with the determined informants in a certain length of time. All conversations will be recorded under the awareness of the informants. The recording will be in video, voice, and photograph which are intended to allow the researcher to review every words, facial expression, intonation, etc that could give different meaning to the study.

As for analyzing the data, Miles and Huberman method (1984, in Sugiyono 2012) will likely to be adapted, which are data reduction, data display, conclusion drawing/verification. (1) Data reduction means summarizing, underlining the relevant point and focusing on what is important, determining the main topic and pattern in order to giving a clear picture of the problem. This will also allow the researcher to determine the next desired step. (2) Data display, it commonly comes in narrative texts and is to be analyzed next. (3) Conclusive drawing, which is ideally expected to answer the research problem and to enrich contribution to the field of study.

4. EXPECTED RESULT

The result of the study is expected to offer understanding on Muslim tourists' preference on food together with the extent to which *Halal* tourism concept has been implemented in Lombok Island. It also anticipates in giving understanding and contribution to the area of study of non-Muslim tourists' perception on the concept of Halal tourism.

Furthermore, by understanding the perception of non-Muslim tourists on the concept, it is expected to see the future challenge of Halal tourism that might be occurred. As for that, the expected solutions can be offered.

5. RESEARCH PLAN

Academic Activities	Year 1	Year 2	Year 3
Theoretical – conceptual framework			
Methodological development			
Revision of proposal for data collection design			
Data collection (fieldwork): interview and observation			
Data Analysis			
Writing up PhD report			
Conference and publication			

In details:

- The year 1 aims to (1) expand the horizon of theories and methodologies; (2) refining concepts, methods, and approaches of the research and (3) identify information sources and contacts for data collection. The output of the first year is a revised proposal.
- The year 2 is intended for data collection which is observation and interview. The first three months are intended to construct questions out line relevant to the study that will guide the researcher during interview. The following months are intended for observation and interview the informants, start analyzing the collected data, and start writing up the report.
- The year 3 aims to finish analyzing the data, finalize the writing, contribute in relevant conference, writing papers for journal, and PhD defense.

6. CONCLUDING REMARKS

The study concludes in Muslim tourist behavior, especially in their preference on food. Besides giving information on the extent of *Halal* tourism concept implementation in Lombok Island, it also will give information of non-Muslim tourists' perception on *Halal* tourism concept.

This study will hopefully give a meaningful contribution to the area of study.

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Empowering Local Community through surf life saving initiatives for the beach visitors in Sangsit Village

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ABSTRACT

This paper reports on the results of a study that explored the potentials and motivations of local community to engage in surf life saving initiatives, in order to promote safety beach for visitors. Moreover, it aimed at identifying the types of initiatives that are workable for the beach. This study was undertaken in Sangsit village involving local youths aging between 15 to 24 years old, consisted of 17 males and 5 females. This study revealed a number of motivations to participate in surf life saving activities such as having new skills and knowledge as well as performing service to local community. Furthermore, it was found that there were several potentials of the participants, such as swimming and running. Meanwhile, the initiatives were placing flags on patrolled beach, performing a broad patrol coverage surround the beach and beyond the flags, and providing beach visitors with required information and assistance. These findings raised importance on improving the competencies of surf life guards. Moreover, this study also highlighted the needs to educate the community with garbage management and how to maintain the cleanliness of the beach. Limitation and suggestions for future research are presented.

Keywords: beach, safety, surf life saving, visitor

1. BACKGROUND

In a global view, the continued growth of tourism has been evident. Reports on the performance or achievement of the tourism sector and the projection of continued growth in the future have been produced by a number of institutions including NWTO (2016). Such reports present the number of tourist arrival both domestically and internationally, tourist expenditure, economic impacts, and many more. In fact, its multiplier effects have made this sector to be considerably important. As such, tourism has become a central topic both within the academic realm and business practices (Trianasari, 2017, Trianasari, Sparks, & Butcher, 2017).

In a similar fashion, the tourism sector in Bali has also been projected to be continuously increasing. However, much attention has been given solely on the international aspect of tourism, for example international tourist behavior, international tourist expenditure, impacts of international tourist, and any more. In other word, limited focus has been given on the domestic side of tourism. While Bali has been known as an international tourist destination, it is also an attractive destination for domestic and even local tourists. Even more, the contribution of the domestic and local tourists cannot be ignored, particularly to the economic performance of the tourism sector in Bali. In fact, the domestic market is relatively more stable than the international one. That is, the domestic arrivals may not rigidly follow the high and low season pattern as the international may have. The domestic arrivals can be classified in a more specific season, for example weekend and weekday. However, in general the tourism sector enjoys the arrivals of domestic tourist almost all periods across the



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year. Such phenomenon is also noticeable for local tourists. However, limited attention has been given both from academic perspective as well as business practice. An example can be found in Sangsit Village, Buleleng. One of the local tourists' attractions in this village is beach. The visitors are not only from this village but also from neighboring villages such as Kerobokan and Giri Emas.

Indeed, limited research has focused on the local perspective. Among a few research on the above topic, Dharma (2016) has found that while many locals have benefitted beach as a pleasurable destination, most of them have seemingly ignored the safety aspect of the beach. Thus, it is not surprising that there were a number of accidents occurred during the visit of the locals to the beach. The accidents were ranging from injury to death which in fact can be minimized with the increased knowledge and awareness of the locals. Improving the locals' awareness of the potential danger in visiting beach may seem a little complex due to the characteristics of the local namely “*meboya*,” that is, an attitude of skeptic or disbelieve. Although, with a consistent and persistent effort it may be achieved, it seems that empowering some youths to involve in a surf life saving activities may be beneficial.

In response to such phenomenon, this study aimed to explore how the local youths can be empowered to help promote the safety of the locals while visiting beach. More specifically, this study intended to explore what are the potentials and the motivations of the local to involve in surf life saving activity and what kind of initiatives can be implemented to promote the beach as a safe local attraction. As argued earlier in this section, little research has been dedicated to understand tourism from the local or domestic perspective. Thus, this study provides insights that could improve understanding about the local tourist destination from the local perspective.

2. LITERATUR REVIEW

2.1 Surf life saving

Literature on surf life saving has largely discussed on the security aspect of beach visitor. This may be resulted from the concern on a great number of beach accidents. As such, implications of the previous research mainly relate to surf life saving initiatives. An example can be taken from the work of De Nardi and Wilk (2007) who reported the role of the surf life saving in keeping the beach visitors safe, particularly for Japanese market. The authors outlined several surf life saving innovative safety program. Moreover, it was emphasized that implementing the positive initiative is essential for the visitors and tourism sector in general. Another work on water safety has found that despite the international lifesaving common practice to place flags on patrolled beach as a sign of safe swimming area, many beach visitors are likely to ignore such safety warning (Wilks, De Nardi, & Wodarski, 2007). As such, according to these authors, broad beach patrol coverage beyond the flags is required. Moreover, assistance is required from time to time, because beach visitors are considered as the “key at risk” people for water safety information and assistance.

In line with Wilks et al (2007), former works of Ballantyne, Carr, and Huges (2004) have also shown that beach visitors, particularly international students were likely to engage in risky behavior at the beach. Furthermore, it was found that the research participants did not possess sufficient knowledge of beach safety practices. Their counterpart, that is, Australian students seemed to have a better knowledge and understanding of beach safety. However, students were found to be unable to implement their knowledge and put it into practice in the event of dangerous circumstances on the beach.

The above review on literature has underlined that a great number of evidence concerning the risky behavior of beach visitors has been collected in previous study. Related to such behavior, using the Theory of Planned Behavior (TPB), White and Hyde (2010) examined the predictors of visitors' willingness to swim up to 10 m and outside the 20 m of the patrol flags. The study found that

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age and perceived behavior control influenced willingness to swim beyond the flags. Also, visitors' intentions to swim between the flags were correlated with their behavior at follow up. Moreover, an initial investigation into an important safety behavior and identified factors to target when promoting safe swimming behaviors.

Furthermore, a more recent study by McKay, Brander, & Goff (2014) revealed that the majority (91%) of New South Wales coastal tourist parks are closest to surf beaches rated as hazardous to swimmers. Of these beaches, 35% are totally unpatrolled by lifeguards whereas another 61% are only partially patrolled (<25% per year). Indeed, park visitors were in high risk as the beaches were mostly unpatrolled. Thereby, the implications of this study were improved beach patrol, surveillance, and education on safety. The study also highlighted the need to incorporate human usage and interaction variables into existing beach hazard system.

A different focus of study was undertaken by Avramidis (2010) who critically evaluate the surf life saving from the point of legislation. The author reported that while it is mandatory by law, the practice of surf life saving required changes particularly within the areas of training and examination standard, qualification, establishment and operations.

2.2 Sangsit Village

Buleleng was one of the eight regencies in Bali, a relatively small island that is popular for its tourist attractions. Indeed, Bali has been viewed internationally as a desirable tourist destination. Buleleng is known to have the longest beach among all regencies in Bali, that is 157.05 km and is counted for 24.25% of the whole island. This regency has 9 sub districts, 129 villages, 166 traditional villages, and 19 the so called “kelurahan” in Indonesian. The well known topography of Buleleng is called “Nyegara Gunung,” that is, both sea and mountain can be seen from Buleleng. Within the regency itself, there are 86 tourist attractions that are spread out trough all villages. Those tourist attractions are grouped into three main areas which are Kalibukbuk/Lovina, Air Sanih, and Batu Ampar. Sangsit Village is part of the Air Sanih group.

Furthermore, the Cultural and Tourism Department of Buleleng Regency has promoted the concept of Cultural tourism based on Tri Hita Karana. Almost all villages have a community based tourism organization that manages the locals' potential and resources as tourism product. This organization is termed Pokdarwis (Kelompok Sadar Wisata, the Indonesian language of a group of local people who are aware of the tourism sector).

While promotional activity and budget allocation have been largely focused on tourism, the attention was mainly given to the international market. In other word, there has been a little attention given on the local or domestic market. The locals, especially those living in the villages, commonly use the beach as their pleasurable place especially during weekend. An example is Sangist villager.

The beach in Sangsit Village, as outlined by Dharma (2016), are used for religious activity (Hindu religion), fishing, swimming, competitions or festival (jukung/small ship/yatch), or, just relaxing on the sand and enjoying the nice breeze and the beautiful panorama especially during sun set time. With such list of activities, it can be concluded that the use of the beach is relatively intensive. That is, there are always beach activities throughout the year.

3. RESEARCH METHODOLOGY

This study was an exploratory type in its nature. It intended to explore the potentials of the local youth to promote a safe beach for its visitors through surf life initiatives. There were 22 participants recruited in the study, consisted of 17 males and 5 females. They were local youths of Sangsit Village, aging between 15-24 years old. An interview was conducted to collect data about the respondents' willingness to participate in surf life saving activities and about their potentials. The respondents were then treated with surf live saving training and after that were evaluated. Data



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gathered were analyzed qualitatively. Moreover, results of the study were not intended to provide a general conclusion.

4. Findings and discussion

4.1 Results

The results of this study found that research participants responded the surf life saving initiative in a positive manner. They demonstrated their understanding that the involvement in surf life saving team is a volunteer participation or service to community. They showed willingness to dedicate their resources, for example time. In terms of motivation, the most common response was to avoid negative behavior and influences such as drugs and the kinds that were occurring among youths in the village. Other respondents added that being active in surf life saving program would benefit them in terms of acquiring added value, skills and knowledge that could be used to get a better job. Indeed, among the respondents, there were members who cannot continue their study due to financial matter and were unemployed. There are also participants whose job was goods transporter that is, moving stuff from ships to the station at the harbor. They explained that their involvement in surf life saving activities may change their life. However, most of the participants were students and they described that their motivations were to gain new skills and knowledge as well as to help and protect the beach visitors.

Furthermore, in terms of skills and talents, it was identified that the local youths living in the beach mostly had talents and skills required for attending the training session of surf life guard, for example swimming, running, to mention the basic ones. In addition, more importantly, none of respondents were suspected with illness. In other words, all of the participants were in a good state of health. One important training program of surf life competences was performing first aid to victim. Moreover, a need of English skills was evident. As such, the training sessions of surf life saving competence and English course were programmed for the participants. Next, the surf life saving initiatives were placing flags on patrolled beach, performing a broad patrol coverage surround the beach and beyond the flags, and providing beach visitors with required information and assistance. Scheduled were arranged so that each participant gets the turn to perform their duty. Furthermore, research participants showed their ability to work as a team which is important to achieve the goals such as helping to improve the safety of the beach for visitors.

Another piece of finding that was slightly apart from the beach safety issue, respondents also demonstrated their concern on the cleanliness of the beach. Indeed, it was apparent that community and beach visitors largely ignore the importance of keeping the beach clean. Perhaps, there is a need to educate and socialize how to maintain the cleanliness of the beach and what benefit the visitors can get from it. This may require the role of local government or Head of the village. The concern of the participants on cleanliness led to the act of beach cleaning activity which was positively responded by the local government. Such act was followed by similar act organized by the local government and involving a number of organizations within the village.

To certain degree, the findings were in line with the literature within surf life saving, in particular with regard to the importance of surf life saving initiatives to promote safety for beach visitors (McKay, Brander, & Goff, 2014; De Nardi & Wilk, 2004; Wilk et al, 2007). The tendency of visitors to seemingly ignore the safety when visiting the beach also confirmed the literature. As such, the surf life saving initiatives were parts of the answer to such problem.

4.2 Limitation Direction for future research

Naturally, the limitation of this qualitative study is in terms of its inability to produce general conclusion. That is, the results of the study are not readily applicable for other samples or population. In other word, the results are specific to the context under study. Nevertheless, this study was not designed to provide generalization.

Next, as part of a larger study on beach tourism, this study has informed several important findings. It suggests that further study may compare the perception of participants on surf life saving during pre and post training. Moreover, future research may also examine the beach visitors perceptions on surf life saving. Also, research intending to examine the significance of surf life saving related to the number of beach accidents may have practical benefit.

5. CONCLUSION

This study has found that empowering the local youths to involve in surf life saving initiatives was an alternative to promote the safety for beach visitors. Although the involvement in such activities is considered volunteer service, the local youth showed a great interest and enthusiasm. There were several potentials of the participants collected in the study, such as swimming and running. Meanwhile, the initiative of the surf life savings were placing flags on patrolled beach, performing a broad patrol coverage surround the beach and beyond the flags, and providing beach visitors with required information and assistance. This study has provided insights within the tourism literature, especially in the area of surf life saving and beach visitor. Several limitation and direction for future research were described.

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Halal Tourism Marketing Strategy in Indonesia

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ABSTRACT

Halal tourism destination is a special attraction for locals and foreign tourists who want to visit Indonesia, which is a country with so many different tribes, nations, and religions. With these conditions, it surely helps when designing the marketing of halal tourism in Indonesia. To increase halal tourism destination, it can be done by using STP strategy. **1) Segmentation**, it seen from the promising halal tourism market in Indonesia which is a Muslim majority country. And also, Muslims in Indonesia are very friendly than other countries. **2) Targeting**, it seen from some areas that become a different halal tourist object with other countries in the world such as: Aceh, West Sumatera, Riau, Lampung, Banten, Jakarta, West Java, East Java, Makassar, Yogyakarta and Lombok. **3) Positioning**, it seen from how to do a campaign that focuses on the unique selling point of each destination. One of them is to establish halal travel alliance. In order to support the analysis, then the halal tourism development strategy is applied in Indonesia, such as: 1) Mapping, Assessment, and Competency Analysis, 2) Strategy formulation, criteria, policy development, Strategic and Action Plan, 3) Implementation of socialization, facilitation, standardization, advocacy, capacity building training and certification, 4) Regional preparation as The Halal Travel Destination, 5) Positioning and branding, as well as making materials and promotional materials; and 6) Planning to make a promotional events and taking an active role in both Halal Tourism national and international events.

Keywords: Marketing, Halal Tourism, STP.

1. INTRODUCTION

The Halal tourism has become a target in promoting the tourism sector in Indonesia (Awalia, 2017; Hashim, Murphy, & Hashim, 2007; Zailani, Omar, & Kopong, 2011). The concept of this tour has attracted hearts's tourists for the innovation in preparing the symbol of Islamic sharia and worship facilities. With this concept, Muslim tourist has been paid more attention to enjoy the attraction of tourism in Indonesia. With the hope that it will be able to compete internationally in marketing tourism destination products. (Baharuddin, Kasmita, & Salam, 2017). In order to support the competitiveness, the government put the strategic plan of the Ministry of Culture and Tourism of Indonesia in 2010-2014 in six priority that focus on the marketing development and tourism promotion, such as: 1) The Improvement of International Tourism Promotion, 2) The Domestic Tourism Promotion, 3) The Development of Tourism Market Information, 4) The Increase of Tourism Publications, 5) The Increase of Meetings, Incentive Travel, Conference and Exhibition (MICE) and, 6) The Management Support and Other Technical Support of Directorate General of Marketing.

The growth of Muslim tourist market exceeds the existing tourists in the United States, China, Germany, India and the UK. If averaged in each year the international Muslim tourists spend US \$126 billion (Rp1.222 trillion) almost equal to the Indonesia Government State Budget (Hariyanto,

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2016; Sofyan, 2011). Based on data from The World Tourism Organization (UNWTO) in 2010, argued that there are three countries that receiving the largest amount of international tourists, such as: France which is reached to 76.8 million people, the United States which is reached to 59.7 million people and China which is reached to 55.7 million people. While Malaysia became the 9th rank out of 10 countries that receiving the most tourists which is reached to 24.6 million people. (Sofyan, 2012). There are nine potential areas that can become a sharia tourism destination which has been established by the Ministry of Tourism and Creative Economy of the Republic of Indonesia such as: Aceh, West Sumatra, Riau, Lampung, Banten, Jakarta, West Java, East Java, Makassar, Yogyakarta and Lombok. (Statistics Indonesia, 2009).

The concrete steps that should be taken to improve the Indonesia's tourism competitiveness is to prepare the policies and innovate hardware. Furthermore, the tourism industry in preparing its software has a strong commitment to implement it. (Erawan, 1994; Sari, 2016; Utama, 2016; Waskita & Purwanto, 2008). It starts with the regulation of halal tourism development policy. With this regulation, the tourist destinations's promotion that has Islamic values especially in terms of food served, hotels, and worship facilities. The halal tourism development focuses on five tourism businesses such as: the provision of tourism facilities, restaurants, hotels, travel bureau, and spa and also supported by other tourism support facilities. (Mill & Morrison, 2002; Murphy, 2013; Nining, 2017; Permata, 2011).

Based on the opportunities and concrete steps taken, it will grow the interest of tourists to visit. However, there are major obstacles in attracting Muslim tourists to Indonesia. As stated by Tourism Minister, Arief Yahya, he explained that the issue of halal certification owned by restaurant is still low and should be above, eventhough tourists need to know the halal certification of the place they are going to eat. (Aiedah, 2015; Desianti, 2016).

2. DISCUSSION

Marketing in tourism is very supportive in increasing tourist arrivals in Indonesia. Therefore, in order to achieve this, it takes a marketing strategy that supports government policy. One of the strategies used in the halal tourism's marketing is by using a segmenting strategy, targeting, and positioning (STP) analysis from the result of visits of various groups of tourists that associated with tourism products. The analysis will be able to see the segmentation of tourist attraction in Indonesia. Furthermore, it will later be explained the acceleration step strategy of halal tourism development in Indonesia.

2.1. Strategi Segmenting, Targeting, dan Positioning (STP)

2.1.1. Segmenting

Segmenting is an art in identifying and exploiting opportunities that are in the market (Kotler & Armstrong, 2010). The segmenting in Indonesia are conventional markets and halal tourism market. These are the main attraction in Indonesia because Indonesia is a predominantly Muslim country. However, the most promising market segmentation is halal tourism. This is seen from the achievements obtained that Indonesia became the top ten in the halal tourism incorporated in the Organization of Islamic Cooperation (OIC). The countries referred to are: 1) Malaysia, 2) Turkey, 3) United Arab Emirates, 4) Saudi Arabia, 5) Qatar, 6) Indonesia, 7) Oman, 8) Jordan, 9) Morocco, and 10) Brunei Darussalam (Jaelani, 2017). The achievement is an opportunity as well as proving the saying of the Taiwanese state government which states that the worship facility and halal certificate is also exist in Taiwan, but the reason for visiting Muslim tourism in Indonesia is that Muslims in Indonesia are very friendly and more open minded than other countries such as: USA, Malaysia, Brunei (Chao, 2013).



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2.1.2. Targeting

After knowing the segmentation of halal tourism market in Indonesia, it takes a decision about the target market that provides a basis for determining the direction and purpose. Targeting is an option to the market segments, both in how to enter and how an organization or company in optimizing the market and determining the target market by using the concept of variability, priority, and flexibility. (Kotler, 1997). In order to select the market segment, it can be divided into 3 groups of world Muslim tourist market: 1) Muslim tourist market from Europe/America and Australia. 2) Muslim tourist market from Middle East and 3) Muslim tourist market from Asia. These three market groups travel such as: travel business, hospitality, tourist attraction's promotion and other business. There are nine potential areas as a destination for sharia tourism which has been established by the Ministry of Tourism and Creative Economy of Indonesia, such as: Aceh, West Sumatra, Riau, Lampung, Banten, Jakarta, West Java, East Java, Makassar, Yogyakarta and Lombok.

The concept policy of halal tourism development, has Islamic values with various comforts in the tour because some things have been available. The facilities are prepared such as: halal food, worship facilities, hotel, and others. In addition, it has halal-labeled standards, build a beautiful and comfortable places of worship at airports, ports and train and bus terminals. Tourism businesses, especially the type of accommodation that put a sign of Qiblah's direction in each room, providing prayer rugs and alquran, TV channels from Islamic countries, kitchens and restaurants that put the halal label. Travel Bureau sells both inbound and outbound tour packages with Islamic symbols and itineraries that provide opportunities for Muslim tourists to worship on the way and meet the islamic figures societies, taqlim assemblies, visiting Islamic boarding and the attitude of Islamic tour guide that can also speaks Arabic. (Pratiwi, 2016).

2.1.3. Positioning

Positioning is a step in introducing products to tourists so that it would be able to give certain impressions in mind. It is also happen in halal tourism marketing. The efforts to realize the positioning means that the government must take creative steps in competing in the international world. That is, positioning is not just a reliable product. However, it takes a communication strategy to influence tourist's mindset of so they will ble to visit Indonesia. One of the strategies to compete is an inclusive promotional strategy that focused on the unique selling point of each destination. One of them is to form **Halal Travel Alliance** which is the starting point of Halal Travel Consortium in Indonesia that consists of 589 travel agents. With that program, the industry actors can be easily doing a carry out cross-selling activities and also increase economies's scale on a wider scale (Hidayah, Riyanto, & Yurisma, 2016).

2.2. Strategy of Halal Tourism Development in Indonesia

2.2.1. Mapping, Assessment, and Competency Analysis

The first step in the development of halal tourism is by mapping each location of tourism in Indonesia. With mapped data, it will make it easier to make decisions in developing a tourism strategy. Furthermore, to perform competence assessment and analysis of the every tourist attraction that became tourist destination. The form of this strategy, such as: 1) Conducting Primary and Secondary research, 2) Conducting a comparative study of the competitiveness of halal tourism to Turkey, Italy, United Arab Emirates (UAE), Thailand and Malaysia, 3) Compiling the research results and market competitiveness and halal tourism, 4) Making Focus Group Discussion (FGD) that limited on indicators of the Islamic Economic Indicator (GIES), GMTI, Tourism and Travel

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Competitive Index (WEF) and Halal Tourism Criteria of Illinois Housing Development Authority (IHDA); and 5) Developing assessment and rating indicators for domestic and international halal tourism.

2.2.2. Strategy formulation, criteria, policy development, Strategic and Action Plan

After mapping every halal tourism in Indonesia. The next thing to do is to make a strategy formulation with various criteria. It will be easier to make policy development to determine the strategic and action plans; direction. The strategy's steps are: 1) The finalization of Halal Destination Criterion, 2) Undertake inventory of tourism business that has prioritized with halal tourism activities, 3) Making Halal Tourism Business Guidelines, 4) The implementation of any activities in order to increase tourist flow between countries from Organization of Islamic Cooperation (OIC), 5) Making a parameters and qualifications of human resources (HR) of Halal Tourism, 6) Making guidelines for the scope of human resource training of halal tourism.

2.2.3. Implementation of socialization, facilitation, standardization, advocacy, capacity building training and certification

The efforts to support any strategic and action plans, governments, communities and stakeholders are entitled to assist in the realization of strategic and action plans. To support such activities, the activities undertaken are to carry out socialization, provision of facilities, standardization of halal tourism attraction, provision of advocacy, implementation of capacity building training and provision of certification. With these activities, it will help to realize the goals. The concrete activities are: 1) Doing a socialization about the criteria of Halal tourism destinations to Lombok, West Sumatera, Aceh, DKI Jakarta and West Java and 10 Priority Destinations that have prospects of Muslim Tourists, 2) Assistance and consultation in the preparation of the destinations to become halal tourism destinations, 3) Doing a socialization about the guidelines for Halal tourism business to regional and industrial stakeholders in Lombok, West Sumatera, Aceh, DKI Jakarta and West Java; 4) To socialize the guidelines of halal tourism business to the National Sharia Council-The Council of Indonesian Ulama and Institute for Food, Drugs, Cosmetics of The Council of Indonesian Ulama 5) Conducting a certification of halal tourism business in Lombok, West Sumatera, Aceh, DKI Jakarta and West Java, and 6) Fulfilling Halal Tourism HR Training in Lombok, West Sumatera, Aceh, DKI Jakarta and West Java.

2.2.4. Regional preparation as The Halal Travel Destination

One of the efforts to attract many tourists to visit is to takes a strategic area and the availability of halal tourist destinations especially for Muslim tourists. As for the form of preparation, such as: 1) Conducting criteria assesment of Halal Tourism Destination to Lombok, West Sumatera, DKI Jakarta and West Java, 2) Creating and giving the assessment result and recommendation to local stakeholders in Lombok, West Sumatera, Aceh, DKI Jakarta and West Java.

2.2.5. Positioning and branding, as well as making materials and promotional materials

Practical steps that must be done in order to increase the amount of tourist visits of course supported by various activities. Activities that must be done is the determination of positioning and branding as well as making materials and promotional materials. The activities that support it are: 1) Identifying the analysis and research of behavior and market needs of Halal Tourism, 2) Making recommendation of positioning and differentiation of Halal tourism in Indonesia, 3) Following events both national and international that related to Halal Tourism industry, 4) Making the national halal



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tourism awards event, 5) Making the international halal tourism awards event, 6) Preparing the promotional content according to the character of the targeted foreign tourist market, 7) Making promotional materials print, audio, social media video and outdoor media, 8) Guiding the region in making the promotion of halal tourism destination, 9) Planning the halal tourism event in the country, 10) Gathering the destination and industry to participate in the event, 11) Conducting the inventory of domestic tourism event, 12) Choosing a domestic tourism event that will later to be followed by Halal Tourism, and 13) Gathering destinations and industries to participate in the event.

2.2.6. Planning to make a promotional events and taking an active role in both Halal Tourism national and international events

The planning in designing a halal tourism activity should be systematically, that is by planning to make a promotional events. In addition, it takes the involvement by taking an active role in both Halal Tourism national and international events. Concrete activities that can be implemented in Indonesia in maximizing the amount of tourists are: 1) Lobbying to stakeholders in Aceh, West Sumatera, DKI Jakarta and West Java, 2) Assessing to Aceh, West Sumatra, DKI Jakarta and West Java, 3) Establishing areas that will advance to follow the awards based on the results of the assessment, 4) Conducting a socialization of assessment indicators to the selected areas to participate in the awards, 5) Conducting predetermined area and industry assistance for the fulfillment of assessment indicators, 6) Undertaking the socialization of Indonesia's winners at halal tourism awards at government and community, 7) Conducting voting through social media, tv, audio and print media and etc, 8) Attending the annual meeting of Islamic Conference of Tourism Minister, and 9) Following the Tourism Industry Working Group at The Standing Committee for Economic and Commercial Cooperation of the Organization of Islamic Cooperation (COMCEC).

3. CONCLUSIONS

Halal tourism is a strategy in increasing the attractiveness of tourists to visit Indonesia. This is because Indonesia has a various tribes, cultures and religions that are different from other countries. To support the marketing of halal tourism, we used the **STP** strategy. **1) Segmentation** is seen from the excellence of the halal tourist attraction in Indonesia which we can see from the beauty of nature, ethnic diversity, nation, religion and community friendliness, and more open with other countries. **2) Targeting** can be seen from various targets of tourist destinations in various regions such as: Aceh, West Sumatera, Riau, Lampung, Banten, Jakarta, West Java, East Java, Makassar, Yogyakarta and Lombok. **3) Positioning** can be seen from how to do a campaign that focuses on the unique selling point of each destination. In addition, halal tourism development strategies can be taken, such as: 1) Mapping, Assessment, and Competency Analysis, 2) Strategy formulation, criteria, policy development, Strategic and Action Plan, 3) Implementation of socialization, facilitation, standardization, advocacy, capacity building training and certification, 4) Regional preparation as The Halal Travel Destination, 5) Positioning and branding, as well as making materials and promotional materials; and 6) Planning to make a promotional events and taking an active role in both Halal Tourism national and international events.

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Hotel Educational Program in the eyes of Millennial Students: An exploratory study at Undiksha

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ABSTRACT

This paper outlines the findings of a study that aimed at exploring how millennial students perceive a hospitality educational program. More specifically, this study intended to understand what aspects are considered important by students during their learning process. The research participants were students of Diploma 3 Hotel Department at Undiksha, comprising of 18 females and 14 males. This study revealed that the majority of students prefer to undertake the practical aspects more than the theoretical one, although several respondents explained that a balanced proportion of practical and theoretical would be good. Furthermore, participants emphasized their awareness of the importance of English skills and on the use of technology in the learning process as to avoid boredom. The latter suggests their typical millennial characteristics. The findings provide implication for hotel educational program seeking to understand the perceptions of millennial students and thus, to prepare program that satisfy their needs and wants and in the long term, the requirement of the industry. The results of the study also highlighted the needs of personal attribute such as good attitude, discipline, leadership, and hard work. Limitation and suggestions for future research are discussed.

Key words: hotel education, millennial, student, tourism

1. BACKGROUND

The tourism industry has been projected to experience a continued growth globally in the years to come (UNWTO, 2016). This phenomenon brings along several impacts in many aspects such as economy, environment, culture, job opportunity, security, and others. Such multiplier effects may be positive or negative. On a positive note, it improves the income of the society and opens a considerably large job market. It also develops supporting facilities and infrastructure that can benefit the society. On the other hands, it may give negative influence related to culture, value, security, and environment. Those consequences require serious attentions and preventions.

In terms of job opportunity, the growth of the tourism industry is inevitably followed by the needs for professional hospitality employees. This is particularly true for developed tourist destinations. Indeed, in such areas tourism facilities are more advanced than the ones that are under developed. In Bali for example, the demands for professional hotelier is higher in the Southern part than in other parts of Bali as it is the central tourist place. Indeed, the development of the tourism sector in that area is considered to be the biggest and fastest. Thus, the needs for professional hospitality employees, particularly hoteliers are higher in this area compared to in other destinations.

To respond to such needs, the development of hotel/hospitality and tourism school is also evident. Several types of program are available ranging from Diploma I (1 year) to Doctorate degree. The diploma program in majority focuses on the technical skills of each of the hotel department,

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whereas the bachelor degree offers program for hospitality and tourism such as managing destination or managing hotel. The master and doctorate degree focus more on the conceptual aspect than the technical skills. Accordingly, the diploma graduates are likely to occupy the rank and file positions that require more technical skills. The bachelor degree may also be in that positions or Human Resource, Sales, or Accounting. The Master Degree is usually attractive for Department Heads or those who already in the managerial level. The Doctorate Degree is mostly applied by academia, although there are a few of practitioners who are already on the top position such as General Manager, or even owner.

Among other things, the typical requirements of professional hotelier are knowledge, skills (technical and English), and attitude. As hospitality industry is categorized as service rather than manufactured product, the most important player in the service delivery is people or employee. Thus, the quality of the service depends highly on the quality of the people. At the end, the service quality determines the sustainability of the business in the market place. As a result, viewing from the hotel education perspective, the quality of the hotel school graduates determines the success of the business.

While it is the focus of hotel school to prepare professional graduates, a challenging phenomenon has emerged in the delivery of the hotel educational program. It seems that in the era of technology, the millennial students may require a specific approach in delivering the program. Although it is arguably important, research has not much focused on such phenomenon. Thus, in response to such gaps, this study intended to understand the perceptions of millennial students toward hotel educational program and what constitute a good program that satisfy their needs and wants. The contribution of this study is in its ability to provide insights that could improve understanding the typical millennial students and thus, providing acceptable method of delivering the hotel educational program, and in turn, satisfying the needs of the industry.

2. LITERATUR REVIEW

2.1 Hotel education

As described in the beginning of this paper, with the continued trend of growth, the tourism industry plays an important role, for example in terms of job opportunity. A particular case in Bali is due to its popularity as an international tourist destination with increasing development of tourism organizations such as hotels, restaurants, adventure, transportation, and other supporting facilities. Consequently, the needs for professional hospitality employee are also growing. Indeed, the tourism sector occupies the highest job generator in this island.

Responding to such trend, a great number of hotel and tourism educational institution has established. In fact, hotel education is said to initially derive from the needs of a good management of the hospitality and tourism industry (Nelson & Dopson, 2013). As such, the indicator of a success hospitality education is quality and professionalism of the graduates and thus, recruited by the hospitality industry. Hospitality education program continuously re-evaluate itself in order to meet the needs and wants of both students and industry (Nelson & Dopson, 2013).

Beside the four main contents of hotels departments (front office, housekeeping, food and beverage service, and food production) that represents the vocational aspect of the program, typically the hospitality courses also includes business study components such as human resources management, supervising technique, accounting, sales marketing, business ethics, customer service, and many more. Indeed, many hotel and catering courses emphasize on management of practical food preparation as well as operations management. Thereby, it is not surprising that many hotel or hospitality educational programs are run under the Faculty of Economics and Business.

2.2 Millennial students



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This millennium era has much been highlighted by information and advanced technology that occupies the life of human being. In this era, information and technology has been used by human in many parts of their life. Furthermore, researchers have argued that the rapidly evolving technology has changed many aspects of human life. In fact, to certain degree and on a positive note, it does make human life simpler and easier. Indeed, with the help of technology, human life today can be said to be the most comfortable one, although certain generations, particularly the older ones, may struggle to put it into practice and get the benefit. On the other hand, the youngest generation mostly finds it easy to operate and use information and technology in their daily life. This generation is termed the millennial. It is defined as individual who was born between 1982 and 2002 (Wilson & Gerber, 2008). Perhaps, as these individuals are exposed to information technology since very young age, they are also known as digital native (Prensky, 2001). They seem to have privilege access to information, technology, and media is greater than any other generations (Roehl, Reddy, & Shannon, 2013).

Within the educational aspect, Roehl et al., (2013) emphasized the importance and urgency to adapt to the millennial learning preferences following the struggle of educators to capture the attention of the millennial students. Indeed, today students tend to intolerant to teaching method (Prensky, 2001). As such, it is important to understand the preferences of these students to improve their learning process.

2.3 Satisfaction

The service literature has profoundly highlighted the importance of understanding and retaining customer satisfaction. Previous research on satisfaction has been conducted within the context of a wide range of business types such as hotels (Trianasari, Butcher, & Sparks, 2017); airlines (Saha & Theingi, 2009); restaurants (Hayes & Wheating, 2007); government or public services (Westover & Taylor, 2009); banks (Shanka, 2012), education (Brown, Mazzarol, 2008), and many more. Indeed, one indicator of a success business is the level of its customer satisfaction. As such the correct way to measure business success is through the eyes of its customers. That is, business should understand how its customers perceive the quality of their product or service, on order to stay in the business.

While the importance of knowing customer satisfaction has been evident, firms should target more than retaining customer satisfaction. Customer who is satisfied with a product may not necessarily return. As such, achieving customer loyalty is even more important for a business to sustain. The loyalty behavior may be in the form of telling other people besides engaging in the repurchase behavior. In this case, a satisfied customer acts as an advocate or an agent of their common product. In other words, those customers create a community for certain brand or product. Such activities help the firms in terms of publication and advertising particularly word-of-mouth, which also results in the profitability of the firm.

The dissatisfied customer on the other hand, may choose the following actions, exit, make voice, report to third party, involve in negative word of mouth advertisement, redress, and so on. The safest action of unhappy customer for the business's point of view is to make voice or to complain directly. With this act, the firms have the chance to perform a service recovery action which in fact may turn the dissatisfied customer into delighted one. Many customers may even think more highly about the firms after the service recovery. In other words, customer may be more satisfied than when failure does not occur in which case, it is called the service paradox (McCullough, 2009; Michel & Meuter, 2008; Ok, Back, Shanklin, 2007).

Within the educational service, the (dis)satisfaction construct is also applicable. In this regard, student satisfaction is important to sustain the program or service. As such, it is essential to

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periodically distribute satisfaction survey to all students. Results of the survey can be used to develop and refine the program for improvement and thus, sustainability of the organization.

3. RESEARCH METHODOLOGY

This study aimed at understanding students' perception on hotel educational program. Respondents were 8 students of Diploma 3 Hotel Department at Undiksha, consisted of 18 females and 14 males. They were born between 1995 and 1999 and were suitable for the purpose of the research. Data were collected using interview method and were analyzed qualitatively. The results of the study were not intended to draw general conclusion. Instead, they are applicable specifically for the context of this study.

4. FINDINGS AND DISCUSSIONS

The results of this study found that respondents mostly prefer to undertake the practical aspects in the delivery of the program, more than the theoretical one. However, few respondents explained that a balanced proportion of practical and theoretical would be good. This is typically required for vocational program. This result seems to contrast with the critiques of the contemporary tourism curriculum that is overly vocational and managerialist (Caton, 2014). Indeed, balancing tourism education (theory) and training (practice) is essential and beneficial to all stakeholders involved (Zagonari, 2009). Furthermore, participants emphasized their awareness of the importance of English skills and on the use of technology in the learning process as to avoid boredom. The latter suggests their typical millennial characteristics.

The findings provide implication for hotel educational program seeking to understand the perceptions of millennial students and thus, to prepare program that satisfy their needs and wants and in the long term, the requirement of the industry. This finding is in line with the literature that says about the needs of inclusion of the business and managerial aspects in the hotel educational program (Caton, 2014; Lashley & Morrison, 2000).

Next, a set of personal attributes such as good attitude, discipline, leadership, and hard work were highlighted. Such personal qualities were said to be important for hoteliers. This interesting finding shows that the millennial also concern on the soft skill aspects, other than technology. This is in line with Caton (2014) who stated that the role the humanities could play in preparing tomorrow's tourism leaders, although still rarely considered.

Bearing in mind the growing importance of the tourism industry (Juanedaa, Herranza, Montañob, 2017), it is essential to take into account what constitute important in the delivery of hotel educational program as the providers of ready-to-use hotel graduates.

While this study provides contributions and guidance for future research, its limitation is acknowledgeable. That is, the results of the study are not intended to draw general conclusion. They are solely applicable within the context under study. This limitation is related to the nature of the qualitative study. Furthermore, future study may look into perceptions of hotel industry on hotel educational program and contrast with student perception. Also, examining the perceptions of students quantitatively may also be essentials.

5. CONCLUSION

This paper reports on the results of a study on students' perception toward hotel educational program. The study found that respondents prefer a more focus on practical aspect than theoretical one in the delivery of the program. However, a few respondents explained that a balanced proportion of the two aspects would be good. Furthermore, the research participants also stressed their



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preference of the use of technology. Next, it was also found that personal attributes such as good attitude, discipline, leadership, and hard work, are important aspects. Such findings provided insights that can be benefitted theoretically and practically, although the limitation of this study cannot be neglected. Finally, suggestions for future research were described.

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Local Wisdom for Sustainable Development of Islamic Tourism: a Case study of Kotagede Yogyakarta, Indonesia

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ABSTRACT

This study focuses on the development of Kotagede as one of Islamic tourism destination in Yogyakarta, Indonesia. Kotagede is developed as Islamic tourism due to its historical value as the center of the establishment of Mataram Islam Kingdom in Yogyakarta. The resident of Kotagede still uphold the cultural values and guidance of Islam. Along with the development of culture among the community, Kotagede as the center of cultural heritage of Mataram Islamic Kingdom can be one of the Islamic tourism icon in the city of Yogyakarta with the local wisdom as the priority.

This study aimed to identify the priority of Islamic tourism development based on local wisdom in Kotagede. Purposive and random sampling techniques were used to obtain respondents who comprised of 150 visitors, 150 craftsmen and 150 local community members. The data was analysed using the Importance Performance Analysis (IPA). This method is applied to identify the tourism indicators that should be prioritized in Kotagede as one of the icon of Islamic tourism in Yogyakarta while still upholding the cultural values of local communities. Various indicators will be used to determine the priority of Islamic tourism development such as the diversity of Islamic attractions, the integration of creative industries with Islamic tourism attractions, the availability of mosque facilities, the involvement of local communities in Islamic tourism activities.

The results indicated that the variables that have high priority to be improved are the honesty in the management and community around in Kotagede; the commitment of management and community to promote Sharia tourism; and the involvement of local communities in providing services to tourists. This study recommends the right policy priorities of these variables for achieving the sustainable development of Islamic tourism areas.

Keywords: Islamic tourism; Importance Performance Analysis; Kotagede; local wisdom; heritage,

JEL Classification: L83

1. INTRODUCTION

Tourism is one of the important economic sectors for a country. The tourism sector is inseparable from human life especially in terms of social and economic life. An activity that indirectly involves the community, which affects the local community is called tourism (Pitana, 2008). Since the term 'Islamic tourism' was first introduced more than a decade ago, there has been an interest and curiosity from tourists related to this type of tourism. Various parties and organizations both government and non-government have tried to promote the Islamic tourism industry by offering tour packages that highlight the culture and characteristics of Islam. In general, the term 'Islamic tourism' is limited to visits to Islamic shrines and historical and religious sites in Moslem countries related to Islamic history and Moslem communities. Yogyakarta is also one of the tourism destinations in Indonesia which has the number and variety of tourism destinations (DP). Until now there are 26



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natural tourism destinations, 28 cultural tourism destinations and 10 artificial tourist destinations that have been widely known (Tourism Office of DIY, 2008). Kotagede as one tourist destination in Yogyakarta has its own characteristics. Kotagede as one of Islamic tourism object due to its historical value as the center of establishment of Mataram Islamic Kingdom culture in Yogyakarta.

Kotagede as a cultural heritage center Mataram Islamic Kingdom can be one of the icon of Islamic tourism in Yogyakarta by involving local wisdom of local communities. Therefore, this study aimed to identify the priority development of Islamic tourism based on local wisdom in Kotagede. It would determine the tourism indicators that should be prioritized in Kotagede using Importance Performance Analysis (IPA). The final purpose is to promote Kotagede as one of the icon of Islamic tourism in Yogyakarta while still upholding the cultural values of the local communities. Various indicators encourage the Islamic tourism development such as the diversity of Islamic attractions, the integration of creative industries with Islamic tourism attractions, the availability of mosque facilities, the involvement of local communities in Islamic tourism activities, and so on.

There are many studies related to tourism sector, but local wisdom-based Islamic tourism has not been widely studied in Indonesia. Unlike previous studies that mainly using contingent valuation method (Majid, 2008; Diniyati and Achmad, 2007; Nasir, 2009), this study adapted Importance Performance Analysis (IPA). Some studies on tourism in Indonesia employed choice experiment (Crouch, 2010, Chaisemartin and Mahe, 2009). Other studies of tourism used contingent valuation method (Majid, 2008, Diniyati and Achmad, 2007), travel cost method (Adrianto, 2010, Ahmad, 2009), and economic value (Iswitardiyanto, 2011 and Ahmad, 2009).

2. RESEARCH METHOD

Purposive and random sampling techniques were used to obtain respondents who comprised of 150 visitors, 150 craftsmen and 150 community. The sample size used is based on the Watson et al (1993) formula, which is:

$$n = \frac{4Z_{1/2\alpha}^2 p(1-p)}{(\omega)^2}$$

where n = sample size; p = proportion of expected success from the sample; q = residual proportion (1-p); $Z_{1/2\alpha}$ = coefficient of confidence; ω = the number of errors that can be tolerated from the average population on the left boundary (L) and right boundary (R), so $\omega = L + R$

This study used Importance Performance Analysis (IPA) which is a descriptive analysis technique introduced by John A. Martart and John C. James in 1977. This analysis tool is used to identify the important performance factors that must be demonstrated by an activity or organization in fulfilling the satisfaction of their service users/consumers. Based on the quadrant analysis, the location of each variable would be in different quadrant, so it could be known which variables that is needs to be improved and should be paid special attention. In this study, Importance Performance Analysis (IPA) was used to map the priority of developing Islamic tourism in Kotagede through mapping of the relationship between the importance and performance of each attribute offered and the performance gap with the expectation of those attributes.

To indentify the level of perception, this study used Likert scale with four levels of scale which are very good with score 4, good with score 3, bad with score 2, and very bad with score 1. The formula used is as follows:

$$Tki = \frac{Xi}{Yi} \times 100\%$$

where Tki = level of respondent's suitability; Xi = satisfaction score; Yi = interest score.

After the measurement of conformity was made, the next step was to create a performance position map which was a construction consisting of four quadrants bounded by four lines intersecting upright on the following points:

$$\bar{X} = \frac{\sum_{i=1}^N \bar{X}_i}{k} \qquad \bar{Y} = \frac{\sum_{i=1}^N \bar{Y}_i}{k}$$

where X = average of the average score of satisfaction level of all variables; Y = average of the average score of performance of all variables; k = number of attributes that affect satisfaction.

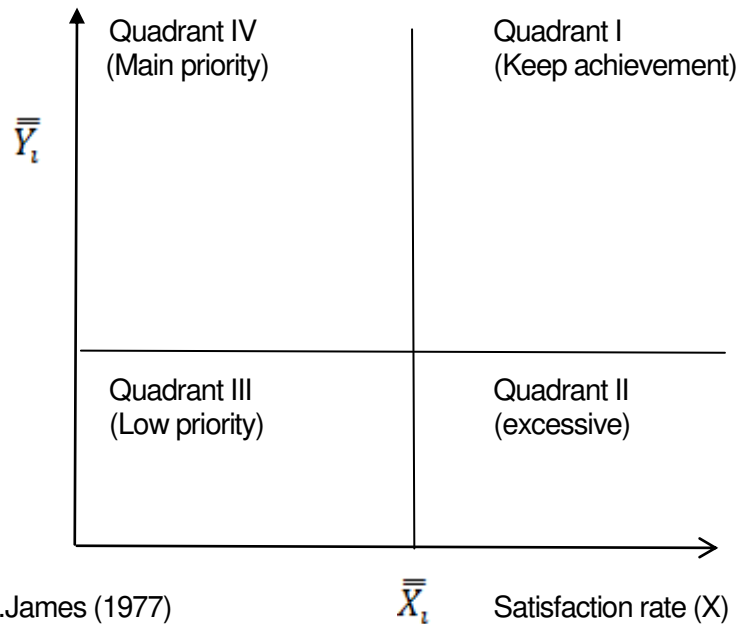
The horizontal axis (X) will be filled by the perception level score, while the upright axis (Y) will be filled by the expectation rate score. The simplification of the formula used is as follows:

$$\bar{X}_i = \frac{\sum_{i=1}^k X_i}{n} \qquad \bar{Y}_i = \frac{\sum_{i=1}^k Y_i}{n}$$

where $(X_i)^{-}$ = average score of performance appraisal level of attribute I (perception/performance); $(Y_i)^{-}$ = average score of importance rating level of attribute I (expectation/ importance); n = number of respondents

Analysis of Importance-Performance Analysis (IPA) used the mapping into four quadrants for all variables that affect the quality of related services.

Interest (Y)



Source: John C. James (1977)

Figure 1. Cartesius quadrant of *Importance Performance Analysis (IPA)*



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Quadrant I (Main Priority) with the title "increase performance" (High importance, Low performance). From the interests of consumers side, product or service factors are at a high level. However, from satisfaction side, consumers feel a low satisfaction, so that consumers require the improvement of these attributes. Therefore, the service provider must mobilize the existing resources to improve the performance of the attribute or factor of the service/product. In this study, quadrant I contains the attributes of Islamic tourism that are considered important by tourists but in fact these attributes have not been in accordance with the expectations of tourists. The attribute performance level is lower than the expectation level of the attribute. Attributes contained in Quadrant I should be further enhanced performance in order to provide tourists satisfaction.

Quadrant II (Maintain achievement/ performance) - High importance, high performance
From the interests of consumers side, factors of products or services are at a high level. The level of customer satisfaction is high as well. These require the service provider to maintain its position, because these factors that attract consumers to take advantage of service /products. In this study, Quadrant II contains attributes of Islamic tourism that are considered important and have high performance. These attributes have to be maintained at a later time.

Quadrant III (Low Priority) - Low importance, low performance

The factors in this quadrant have less impact on consumers. Similarly, service providers considered as a low priority, which is basically not a problem. In this study, quadrant III contains attributes considered less important by the tourists and in fact its performance is less satisfied. The increase in the attributes of Quadrant III can be reconsidered because the effect on the benefits felt by tourists is very small.

Quadrant IV (Excessive) - Low importance, high performance

From the interests of consumers side, the attributes of products or services are less important, but from the level of satisfaction side, consumers feel very satisfied. In this study, quadrant IV contains attributes that are considered less important and excessive. Increased performance of attributes in Quadrant IV will lead to a waste of resources.

3. RESULT AND DISCUSSION

Importance Performance Analysis in this study is used to measure the satisfaction of tourists in the tourist area of Kotagede Yogyakarta, in regard to the services and facilities provided by the manager of the tourist area. The priority of development on services and facilities in the tourist area is then can be identified. The satisfaction of tourists as well as services and facilities provided by the manager can be seen in the quadrants that exist in Cartesian diagram. The goal is to determine the priority scale of development or improvement in order to achieve visitors satisfaction.

In the IPA method, the data obtained is then translated using Cartesian diagram. This diagram is divided into four quadrants bounded by a linear line from the X axis representing the value of performance and the Y axis representing the value of importance. The linear lines are derived from the average value of performance/levels and importance/interest levels. The quadrants in the Cartesian diagram are filled by the point coordinates of which each point coordinate describes the assessment of the questionnaire answers. Coordinate points are derived from the average performance and importance/interest results. In addition, it is also calculated the level of suitability to determine visitor satisfaction and scale priority improvement based on the variables expressed. Conformity score values were derived from comparisons of performance scores and interest scores. The level of conformity with the low percentage, is the main priority scale that must be improved by the management of Kotagede Yogyakarta tourist area but if the level of conformity with the percentage is too high, it is included in the excessive scale.

Table 2 presents the coordinates of each variable and the level of suitability for the respondent from local community members, craftsmen and tourists. It illustrates the coordinates of points X and Y, the degree of conformity as well as the mean total scores of X and Y and the average level of total fit for the respondents of the community members, craftsmen and visitors. The data is then compiled into Cartesian diagram with quadrant boundary (linear line) of community members on X = 4.04 axis and Y axis 3.62, craftsmen on X axis = 3.86 and Y-axis 3.25 and tourists on axis X = 3.84 and Y axis = 3.99 to obtain Cartesian diagram as shown below.

1. Cartesian Diagram of Community Members

The Cartesian diagram in Figure 1 explains:

a. **Quadrant I** is an achievement quadrant. This quadrant explains that the variables that are in quadrant I is a variable that has a good performance that has been achieved by the management of tourist areas Kotagede Yogyakarta according to the local community members. These variables include:

- 1) Hygiene of the Moslems worship in the tourist area of Kotagede Yogyakarta
- 2) Tour performances as a form of pride to Yogyakarta culture
- 3) Preservation of historic buildings as a cultural heritage in the tourist area of Kotagede Yogyakarta
- 4) Preservation the culture and characteristic of the tourist area of Kotagede Yogyakarta

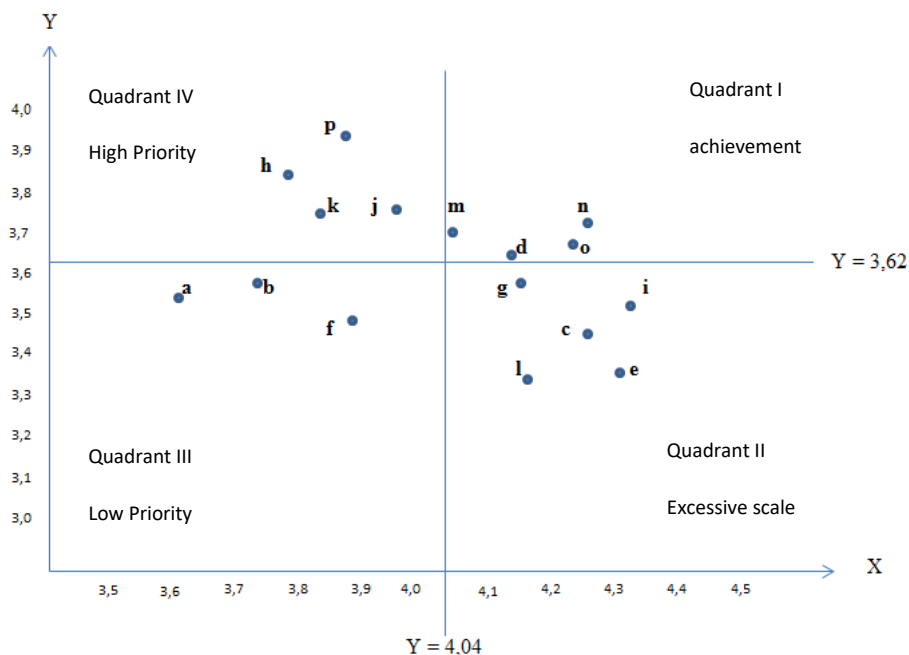


Figure 1. Cartesian diagram of Community

These variables are a measure of community satisfaction with the services provided by the management of Kotagede Yogyakarta tourist area, so it is necessary to be maintained by the tour manager.

b. **Quadrant II** is a quadrant that shows excessive scale, meaning that the variables in this quadrant II is a variable that is not important to be improved, but these variables are constantly improved by the tour manager. These variables include:

- 1) Moslem worship facilities in the tourist area of Kotagede Yogyakarta
- 2) Easy to reach moslem worship facilities for tourists around the tourist area of Kotagede
- 3) Culinary around the tourist area of Kotagede Yogyakarta
- 4) Hospitality and maintained attitude of tour guide and surrounding community



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- 5) Availability of supporting facilities such as culinary, souvenir shops, parking facilities, seating, toilets, and tour guides which are clean and comfortable
- c. **Quadrant III** is a low priority quadrant to be improved. The public considers that the improvements made to the variables in quadrant III should be moved to other variables that are more likely to be improved. The variables contained in Quadrant III are:
- 1) Sanitation of Kotagede Yogyakarta tourist area
 - 2) Comfort of tourists around Kotagede tourist area
 - 3) Service and devotion of managers to tourists according to Islamic Shariah
- The low priority for quadrant III because these variables are maintained and running well, so it does not require any improvement.
- d. **Quadrant IV** is a quadrant with variables which have a high priority to be improved. The goal is to improve the performance of variables for higher satisfaction when visitors traveling to the tourist area of Kotagede Yogyakarta. These variables include:
- 1) Honesty in the management of tourism of the manager and the community around the tourist attractions in Kotagede
 - 2) Commitment of managers and the surrounding community to promote syariah tourism in the tourist area of Kotagede Yogyakarta
 - 3) Involvement of local communities in providing services to tourists
 - 4) The easy access of transportation to tourists around the tourist area of Kotagede Yogyakarta

2. Cartesian Diagram of Craftsmen

The Cartesian diagram in Figure 2 explains:

- a. **Quadrant I** is an achievement quadrant. This quadrant explains that the variables that are in quadrant I are variables with good performances that have been achieved by the management of tourist areas according to craftsmen. These variables include:
- 1) Hospitality and maintained attitude of the tour guide and the surrounding community
 - 2) Preservation of the culture and characteristic of the tourist area of Kotagede Yogyakarta
- These variables measure the craftsmen satisfaction of the services provided by the manager of Kotagede Yogyakarta tourist area, so it is necessary to be maintained by the management. However, the variable of hospitality and the maintenance of the attitude of the tour guide and the surrounding community are also considered excessive by the craftsmen. It is proved by the coordinate point for that variable located at the Y line between quadrant I and II.

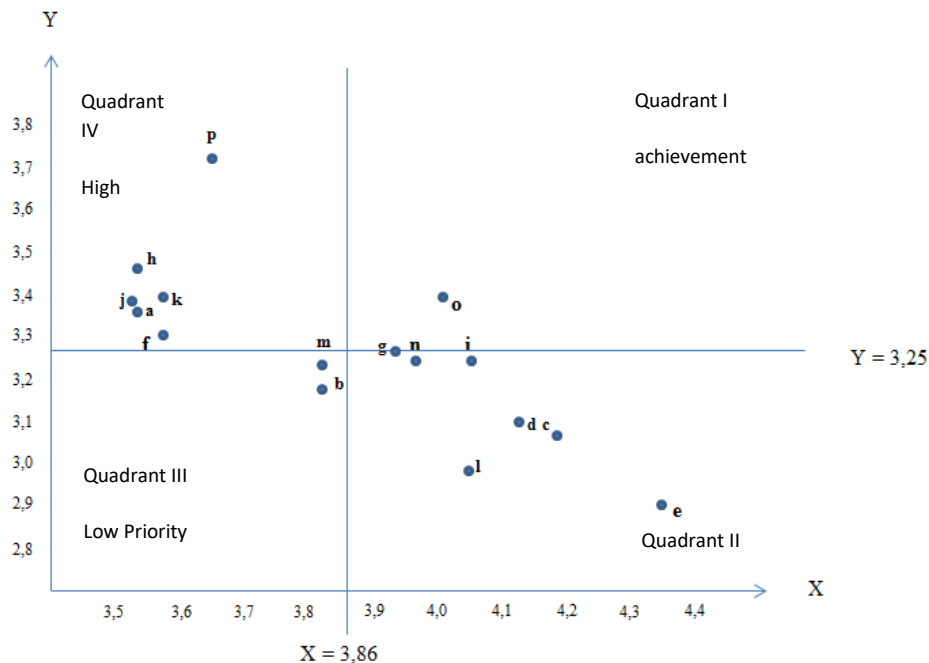


Figure 2. Cartesian Diagram of Craftsmen

- b. **Quadrant II** is a quadrant that shows excessive scale, meaning that the variables in quadrant II are variables which are not necessary to be increased, but are constantly improved by the tour manager variables. These variables include:
- 1) Moslem worship facilities in the tourist area of Kotagede Yogyakarta
 - 2) Cleanliness of the Muslim's worship place in the tourist area of Kotagede Yogyakarta
 - 3) Easy to reach Moslem worship facilities for tourists around the tourist area of Kotagede
 - 4) Culinary around the tourist area of Kotagede
 - 5) Hospitality and maintained attitude of tour guide and surrounding community
 - 6) Availability of supporting facilities such as culinary, souvenir shops, parking facilities, seating, toilets, and tour guides are clean and comfortable
 - 7) The preservation of historic buildings as a cultural heritage in the tourist area of Kotagede Yogyakarta
- c. **Quadrant III** is a low priority quadrant to be improved. The craftsman considers that the improvement made for the variables in Quadrant III should be transferred to other variables that require more improvement. The variables contained in Quadrant III are:
- 1) Tour performances as a form of pride to Yogyakarta culture
 - 2) Comfort of tourists around Kotagede tourist area
- The low priority for quadrant III is respect to the condition of these variables which are maintained and running well, so it does not require any improvement.
- d. **Quadrant IV** is a quadrant with variables that have a high priority or high priority to be improved. The goal is to improve the performance of variables for tourists to get higher satisfaction when traveling to the tourist area of Kotagede Yogyakarta. These variables include:
- 1) Sanitation of Kotagede Yogyakarta tourist area
 - 2) Service of managers of tourism area according to Islamic shari'ah
 - 3) Honesty in the management and the community around the tourist attractions in Kotagede



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- 4) Commitment of managers and the surrounding community to promote syariah tourism in the tourist area of Kotagede Yogyakarta
- 5) Involvement of local people in providing services to tourists
- 6) The accessibility of transportation to visit around the tourist area of Kotagede Yogyakarta

3. Cartesius Diagram of Visitors

The Cartesian diagram in Figure 3 explains:

a. **Quadrant I** is an achievement quadrant. This quadrant explains that the variables that are in quadrant I is a variable that has a good performance that has been achieved by the management of tourist area of Kotagede Yogyakarta. These variables include:

- 1) Moslem worship facilities in the tourist area of Kotagede Yogyakarta
- 2) Cleanliness of the Muslim’s worship place in the tourist area of Kotagede Yogyakarta
- 3) Preservation of historic buildings as a cultural heritage in the tourist area of Kotagede Yogyakarta
- 4) Preservation the culture and characteristic of the tourist area of Kotagede Yogyakarta

These variables are a measure of the satisfaction of tourism services provided by the management of Kotagede Yogyakarta tourist area, so it is necessary to be maintained by the management.

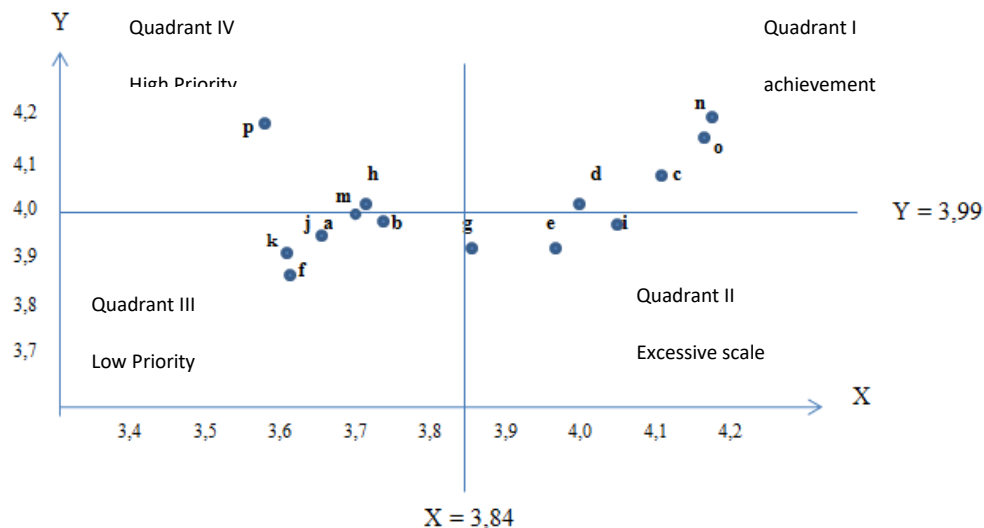


Figure 3. Cartesian Diagram of Visitors

- b. **Quadrant II** is a quadrant that shows excessive scale, meaning that the variables in quadrant II are variables that are not necessary to be increased, but the variables are constantly improved by the tour manager. These variables include:
- 1) Easy reach of moslem worship facilities for tourists around the tourist area of Kotagede
 - 2) Culinary around the tourist area of Kotagede
 - 3) Hospitality and maintained attitude of tour guide and community around
- c. **Quadrant III** is a low priority quadrant to be improved. Visitors consider that improvements made to these variables should be moved to other variables that are more in need of improvement. The variables included in Quadrant III are:
- 1) Sanitation of Kotagede Yogyakarta tourist area for tourists
 - 2) Service of managers to tourists according to Islamic Shariah

- 3) Commitment of managers and the surrounding community to promote Shariah tourism in Kotagede
- 4) Involvement of local communities in providing services to tourists
- 5) Tour performances as a form of pride to Yogyakarta culture
- 6) Comfortability of tourists around Kotagede tourist area

The low priority for quadrant III is respect to the condition of these variables which are maintained and running well, so it does not require any improvement. However, for the varieties of tourist performances as a form of pride to the culture of Yogyakarta also entered in quadrant IV that means these variables are important to be improved.

d. **Quadrant IV** is a quadrant with variables that have high priority to be improved. The goal is improving the performance of variables for tourists to get higher satisfaction when traveling to the tourist area of Kotagede Yogyakarta. These variables include:

- 1) Honesty in the management of tourism by the manager and the community around the tourist attractions in Kotagede
- 2) The easy access of transportation to tourists around the tourist area of Kotagede Yogyakarta
- 3) Tour performances as a form of pride to Yogyakarta culture

The IPA method used in this research aims to identify the priority of Islamic tourism development in Kotagede Yogyakarta by improving the variables contained in quadrant IV or the quadrant that have priority to be improved on Cartesian diagram of community members, craftsmen and tourists, so that the satisfaction of the tourists increase when they visit the tourist area of Kotagede Yogyakarta. In addition, the level of conformity is also used to see the suitability of variables found in quadrants in Cartesian diagram of the community, craftsmen and tourists. The lower the percentage of variables, the more prioritized the variables to be fixed. But the variables which have exorbitant percentage can be declared as excessive one.

4. Conclusion

In order to develop Islamic tourism in Kotagede Yogyakarta, the variables that have high priority to be improved for community satisfaction are the honesty in the management and community around the tourist attractions in Kotagede; the commitment of management and community to promote syariah tourism; the involvement of local communities in providing services to tourists; and the easy access of transportation to visit around the tourist area of Kotagede Yogyakarta.

Regarding the craftsmen's satisfaction, there are variables that have to be improved including the sanitation of Kotagede Yogyakarta tourist area; the service of management of tourism area according to Islamic shari'ah; the honesty of management and community; the commitment of management and community to promote Shariah tourism; the involvement of local people in providing services to tourists; and the accessibility of transportation to visit around the tourist area of Kotagede Yogyakarta.

The development of Islamic tourism of Kotagede is also has to satisfy the tourist by prioritizing the following variables: the honesty in the management and community; the easy access of transportation; and the tour performances as a form of pride to Yogyakarta culture.

Considering the finding, this study recommends the right policy priorities of these variables in order to achieve sustainable development of Islamic tourism areas.

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Appendix

Tabel 1. Customer Satisfaction Index (CSI)

Variable	Interest (I)	Satisfaction (P)	Score (S)
	Scale 1-4	Scale 1-4	$S = I \times P$
Total score	Total I = Y		Total S = T

Tabel 2. Koordinat Tiap Variabel dan Tingkat Kesesuaian

No.	Variables	Community		Craftsmen		Tourists	
		Point Coordinate (X,Y)	Level of comformity	Point Coordinate (X,Y)	Level of comformity	Point Coordinate (X,Y)	Level of comformity
1	The cleanliness of Kotagede Yogyakarta tourist area	3,61 : 3,55	101,87 %	3,54 : 3,35	105,56 %	3,51 : 3,95	92,41 %
2	Tourists' comfort around Kotagede tourist area	3,76 : 3,58	105,02 %	3,83 : 3,17	121,05 %	3,74 : 3,98	93,96 %
3	Moslem worship facilities in the tourist area of Kotagede Yogyakarta	4,27 : 3,45	123,55 %	4,19 : 3,05	137,33 %	4,11 : 4,07	100,98%
4	Cleanliness places Muslim worship in the tourist area of Kotagede Yogyakarta	4,13 : 3,63	113,97 %	4,13 : 3,09	133,40 %	4,00 : 4,01	99,66 %
5	Accessibility moslem worship facilities for tourists around the tourist area of Kotagede	4,31 : 3,36	128,17 %	4,35 : 2,89	150,23 %	3,97 : 3,93	101,01 %
6	Service of management to tourists according to Islamic Shariah	3,89 : 3,49	111,66 %	3,57 : 3,29	108,29 %	3,61 : 3,87	93,11 %
7	Hospitality and guard attitude of the tour guide and the surrounding community	4,15 : 3,59	115,39 %	3,94 : 3,25	121,10 %	3,85 : 3,93	97,91 %
8	Honesty in the management of	3,79 : 3,25	98,44 %	3,79 : 3,25	102,31 %	3,72 : 4,01	92,51 %



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No.	Variables	Community		Craftsmen		Tourists	
		Point Coordinate (X,Y)	Level of conformity	Point Coordinate (X,Y)	Level of conformity	Point Coordinate (X,Y)	Level of conformity
	tourism by managers and the community around the tourist attractions in Kotagede						
9	Culinary around the tourist area of Kotagede Yogyakarta is halal	4,33 : 3,53	122,87 %	4,06 : 3,23	125,82 %	4,05 : 3,97	102,18 %
10	Commitment of managers and the surrounding community to promote syariah tourism in Yogyakarta Tourism area Kotagede	3,96 : 3,77	105,13 %	3,53 : 3,37	104,54 %	3,65 : 3,95	92,41 %
11	Involvement of local people in providing services to tourists	3,83 : 3,76	101,77 %	3,57 : 3,38	105,52 %	3,61 : 3,91	92,16 %
12	Availability of supporting facilities such as culinary, souvenir shops, parking facilities, toilets, and tour guides are clean and comfortable	4,16 : 3,35	124,05 %	4,05 : 2,97	136,09 %	3,91 : 3,83	102,26 %
13	Tour performances as a form of pride to Yogyakarta culture	4,05 : 3,70	109,54 %	3,83 : 3,22	119,04 %	3,70 : 3,99	92,65 %
14	The maintenance of historic buildings as a cultural heritage in the tourist area of Kotagede Yogyakarta	4,26 : 3,74	113,90 %	3,97 : 3,23	122,88 %	4,18 : 4,19	99,84 %
15	Still preserved the culture and characteristic of the tourist area of Kotagede Yogyakarta	4,24 : 3,68	115,21 %	4,01 : 3,39	118,50 %	4,17 : 4,17	99,84 %
16	Accessibly of transportation for tourists around the tourist area of Kotagede Yogyakarta	3,88 : 3,94	98,47 %	3,65 : 3,71	98,38 %	3,88 : 3,94	85,32 %

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No.	Variables	Community		Craftsmen		Tourists	
		Point Coordinate (X,Y)	Level of conformity	Point Coordinate (X,Y)	Level of conformity	Point Coordinate (X,Y)	Level of conformity
	Average	4,04 : 3,62	111,48 %	3,86 : 3,25	118,60 %	3,84 : 3,99	96,15 %



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Developing Sustainable Tourism in Klungkung Regency through the Synergy of Agriculture And Tourism Sectors

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ABSTRACT

This research is an initial part of a larger study on synergizing agriculture and tourism in Klungkung Regency, Bali. The aim of the study was to identify elements within the agriculture and tourism sectors to be synergized. The method of the research was descriptive qualitative using in depth interview. Data were collected from respondents who are government officers from Agriculture, food security, and tourism departments and, community. Samples were taken using snow ball sampling method. The results of the study showed that Klungkung possesses a large portion of agricultural area both in the downstream and upstream of the regency and that surrounds the city. Furthermore, it was identified that the agricultural products produced in Klungkung were in the forms of horticultural corps such as green vegetables, chili, long beans, ground kale and watercress, eggplant, cucumber, shallot and pare. Beside the horticultural corps, the local people also plant food crops such as rice, corn, and soy. In processing the field, the local community use organic fertilizer and chemical material with the purpose to increase the production of the farmer. The agricultural products of the community are also sold directly by the farmers either to the market or directly on the farm at a price in accordance with the market price usually played by the middlemen. An interesting note here is that the role of the middlemen in determining the price which often disadvantageous for the farmers. The sales of the agricultural products tend to be higher than the production cost.

Keywords: synergy, agriculture, tourism, farmers

1. INTRODUCTION

Tourism in Bali is synonymous with the culture of its society which is the culture of the peasant community. In line with the global growth, the tourism in Bali also experiences a rapid growth. Consequently, there are positive and negative impacts. The positive one can be seen from the economical aspects, job market and employment opportunities, development of infra structure, and many more. Whereas, the negative one can be seen from the behavioural and cultural aspects, environmental aspect, security, heavy traffic in certain tourist destinations, as well as the possible conversion of the agriculture land into tourism businesses. As such, enjoying the positive sides of the tourism sector with a careful plan while keep preserving the local value and culture as well as the land would balance the positive and negative sides of this sector.

Klungkung is one of the regencies in Bali that has an area of 315 km² and is divided into the mainland of Klungkung and Nusa. Nusa is an archipelago region that consists of Nusa Penida Island, Nusa Lembongan Island and Nusa Ceningan Island. Administratively Klungkung Regency

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governs 4 districts, namely Klungkung, Dawan, Banjarangkan and Nusa Penida sub-districts with 53 villages and 244 dusun (an Indonesian of a smaller part of village). A total of 30.2% or 16 villages are located in the District of Nusa Penida from 53 villages in Klungkung Regency (RPJMD Klungkung Regency, 2013).

Klungkung Regency mostly depends on its agricultural products. Indeed, the agricultural sector in Klungkung still exists today. Based on data from the local agriculture bureau in 2016, the number of rice fields in Klungkung is 3,843 ha as show in table below.

Tabel 1 Area of Rice Field in Klungkung Regency (Agriculture Departement, 2016)

NO	Sub district	Area Of Rice Field (ha)									
		Year									
		2008	2009	2010	2011	2012	2013	2014	2015	2016	
1	2	3	4	5	6	7	8	9	10	11	
1	Banjarangkan	2,008	2,008	2,008	2,006	2,000	2,000	2,000	2,000	2,000	2,000
2	Klungkung	1,256	1,256	1,256	1,227	1,227	1,227	1,227	1,227	1,227	1,227
3	Dawan	612	612	612	612	616	616	616	616	616	616
4	Nusa Penida	-	-	-	-	-	-	-	-	-	-
Total		3,876	3,876	3,876	3,845	3,843	3,843	3,843	3,843	3,843	3,843

As also seen in the table, there are activities of agricultural land conversion in the year 2011 amounted at 6 Ha in Banjarangkan district and 19 Ha in Klungkung district. The agricultural conversion in 2011, did not give a negative impact to the gross regional domestic product (GRDP) of Klungkung .Viewed from the distribution of percentage of gross regional domestic product (GRDP) of Klungkung Regency in 2014, the agricultural sector was able to provide the highest contribution of 23.39%, while the second position was contributed by the supply sector of accommodation at 13.15% (BPS Klungkung, 2015). This condition would likely be reversed if it cannot be managed well. As occurred within the tourism sector in which its development may turn to negative impact when not well managed, if agriculture is not handled properly and policy does not benefit farmers, then gradually agriculture will be abandoned and the agricultural land will switch its function.

In the effort of developing sustainable tourism, the synergy of two main sectors like an agriculture and tourism as a main contributor in Klungkung regency needs to be done because it will be able to provide positive benefits for local communities in which the majority work in agriculture sector. Farmers in this case may not only act as an objects but also as a subjects in their territory. In addition, collaborating between agriculture and tourism makes it possible to attract young people to stay in the village rather than moving to other regency to get a job and work as creative and innovative young farmers. It may maintain the sustainability of the village, the benefits of tourism and agricultural collaboration can minimize land conversion. As such, it is arguable that this research would provide contribution both within the tourism literature and practical aspect.

2. RESEARCH METHOD

This study used a qualitative descriptive approach, in which the data obtained from observations and interviews about agricultural and tourism conditions in Klungkung Regency were described. The sampling technique used in this research was snowball sampling. The data collection method were observations and interviews which were conducted to the farmers, agriculture service, food security department, and culture and tourism office of Klungkung Regency. The object of this research is the



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synergy of agriculture and tourism sectors, whereas the subject is agriculture and tourism in Klungkung Regency.

3. FINDING

Agricultural land in Klungkung Regency is mostly spread out in all districts such as Banjarangkan, Klungkung, and Dawan. The agriculture products are rice, sweet cinnamon, and soy crops and various types of vegetables, such as green vegetables, chili, long beans, ground kale and watercress, eggplant, cucumber, onion and pare. In addition to planting horticultural crops and food crops, the community also planted roses with various color variations such as red, pink, purple, lilac, and white. Moreover, there is plantation named Bunga Pacah that is often used by Hindu community to make canang sari, a kind of offering. Canang Sari is a symbol of thankfulness to the Hindu god, Ida Sang Hyang Widhi Wasa. It is offered every day as a form of thanking to The Creator for the peace given to the world. Canang sari normally filled with colorful flowers.

In cultivating agricultural land after planting rice crops, people in Klungkung regency usually will plant horticultural crops using intercropping system. This intercropping system is considered really effective because farmers can enjoy the gradual harvest. The longest harvesting crops used as the main crops are usually chili plants, which are then supported by some crops that harvest more quickly such as cucumbers, long beans, green vegetables, pare, and bunga pacah.

The farmers of Klungkung Regency in their efforts are to increase production by using inorganic and organic fertilizer collaborations. However, in practice in the field, farmers tend to use inorganic fertilizers as a means to improve soil fertility in the short term. In addition, farmers also use chemicals to eradicate pests in plants. This condition has been done for a long time so that if this is maintained then it will have a negative impact on environmental sustainability.

Agricultural land processing in Klungkung regency has also started to combine the utilization of machine and manual. However, the use of machine such as tractors seems to be more frequently found compared to the use of cows to plow rice fields. This condition is very good when viewed from the side of effectiveness, because farmers are not too difficult to graze a cattle, get a cow feed and hijacking work that is relatively faster to implement. The use of technology on the one hand gives a positive impact but on the other hand it gives negative impact where the culture of "metekap" which is the tradition of the peasant community in Bali, may gradually disappear and even may become extinct. Viewed from the manual side, people still do manual work such as planting plants and weeding plants.

Furthermore, the farming community in Klungkung Regency still preserves the traditional Balinese water management "subak". Subak is an organization of water management (irrigation) in the rice fields in Bali. In Subak many farming activities are related to the philosophy of Hindu "Tri Hita Karana" (three things to create wellbeing between human and god, human and human and also human with the environment). The implementation this situation is such that many ceremony to be held by subak member either collectively or personally. The collective ritual activities are conducted by subak member. The study showed that such activities include "ngusaba" ritual for hope on success for the period of the paddy session, "pekelem" ritual for hope on success for the full session, "magpag toya" ritual for the beginning of diverting water from the river to the primary canal, "ngerestiti" ritual for hope of God Blessing the farmer, and "nangluk merana" ritual for hope to be prevented from pest attack. The individual ritual activities are conducted by the farmer are "ngendagin" ritual before cultivating the land, "ngerasakin" ritual after ploughing the land, "pengwiwit" ritual starting to plant seeds, "nuasen" ritual choosing best day to planting, "ngulapin" for calling and hoping for cleaning of weeds, "ngeroras" ritual 12 day after planting, "mubuhin" ritual for spreading slurry and hoping for fertility, "neduh" ritual after one month planting and hoping that attacks of pest can prevented, "nyungsung" ritual two month after planting, "nyiwa seraya" when rice is flowering,

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“biukungkung” ritual just before the paddies began to bear the fruit, “mebanten manyi” ritual just before harvesting and hoping for the best result, “mantenin” ritual after storing paddies in a granary, “ngeresiti” ritual hoping that god will bless the farmer (Sutawan, 2008). these rituals are local wisdom that is still maintained by farmers in Klungkung today.

Having identified a wide range of collective activities, an imperative note to make is packaging them into a tourism product. This can be the starting point of synergizing the agriculture and tourism department. Indeed, in the future existence of such authentic ritual must be preserved because it will attract the tourists.

Farmers sell their produce directly to the market or through middlemen. The price will vary and is highly dependent on both customer demand and seller offerings. The middlemen in this case have a big enough role in monopolizing the price of agricultural produce in Klungkung regency, for example, the interest of bunga pacah at the time Galungan and Kuningan, the price of interest which initially ranged from Rp. 1000 up to Rp. 6000 rises to the range of Rp. 35,000 per kilogram. In fact, after the celebration then the price will be adjusted, even it can reach Rp. 200 per kilogram. This condition is quite apprehensive because farmers have to spend enough money to buy seeds, as well as pay labor costs in helping to prepare the land, from start embrace agricultural land, planting, weeding and harvesting crops.

To minimize these conditions, an effort is needed to improve the living standard of the community, especially the farmer community in Klungkung Regency with relatively stable pricing. Improvement of agricultural products of the community also needs to be considered so that the quality of agricultural products is good and safe to consume, consumed and does not damage the surrounding environment. So the utilization is important as to viewing the sustainability either from the natural resources or the surrounding environment and the human resources.

4. CONCLUSION

Klungkung possesses a large portion of agricultural area both in the downstream and upstream of the regency and that surrounds the city. Furthermore, it was identified that the agricultural products produced in Klungkung were in the forms of horticultural corps such as green vegetables, chili, long beans, ground kale and watercress, eggplant, cucumber, shallot and pare. Beside the horticultural corps, the local people also plant food crops such as the paddies plant, corn, and soy. In processing the field, the local community use organic fertilizer and chemical material with the purpose to increase the production of the farmer. The agricultural products of the community are also sold directly by the farmers either to the market or directly on the farm at a price in accordance with the market price usually played by the middlemen. An interesting note here is that the role of the middlemen in determining the price which often disadvantageous for the farmers. The sales of the agricultural products tend to be higher than the production cost. Furthermore, this study has identified interesting collective activities which may become an interesting point to sell to tourists. They can be a potential tourism product. As such, synergizing both agriculture and tourism department seems to be essential.

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Identification of Strengths, Weaknesses, Opportunities and Threats in the Development of Jeruk Manis as Tourism Village in East Lombok Regency

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ABSTRACT

This study aims to determine the Strengths, Weaknesses, Opportunities and Challenges of the development of Jeruk Manis as Tourism Village in East Lombok. This research is descriptive type research with qualitative method which aims to describe subject and object related to research problem. The subject of this research is the people of Jeruk Manis village, Sikur district, East Lombok regency. The results showed that the main strength of Jeruk Manis village is the existence of Jeruk Manis Waterfall supported by the local culture. The weakness of Jeruk Manis Village is its location which is quite far from the city. While the village development constraint is the average quality of education for the villagers, the average quality of education for poor villagers makes it difficult for these villagers to increase the income and quality of their human resources. From the external side, Jeruk Manis village has an opportunity to develop a halal tourism in cooperation with other tourism objects such as Sembalun. Challenge of Jeruk Manis village is to keep the awareness of tourism of local residents and to build new things so that the tourists will have activity in Jeruk Manis Village as well as the travel entrepreneurs (organizer) are not afraid to bring their guests to visit this area.

Keywords: village, tourism, Jeruk Manis, development

1. INTRODUCTION

Based on data from BPS, West Nusa Tenggara (NTB), the contribution of tourism revenues is still not significant. The Provision of Eating and Drinking Stores contributes only 2.4 percent, quite low when compared to other tourism provinces such as Bali and Yogyakarta. Therefore, there is still a lot of potential that can be explored.

One of the efforts to overcome the problem of NTB tourism is to make marketing innovation. Attracting new market segments are one among the marketing strategies for tourism businesses to keep NTB tourism up and growing at high competition. There are many segments of the tourism industry; each is determined by the needs and purpose of travel such as beach tourism and medical tourism.

One of the islands in NTB is Lombok. The island is known for its culture and the main thing is its natural beauty, but so far the tourist areas offered by the government and business actors in the field of tourism is still a little and very monotonous. By far, the most well-known tourist area in the island are of Senggigi, Gili, and tourist areas located in Central Lombok such as Kuta beach and the surrounding area, whereas there are still many potential areas of tourism in other parts of Lombok island.

East Lombok regency, for example, there are many corners of the region that are potentially teeming with tourism sites but having not been noticed or sought to know their existence and potential. From the results of identification conducted by Permadi et al (2017) there were 41 tourism villages and



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villages that have the potential to become tourism in remote areas of East Lombok. But many do not succeed in attracting tourists to come. Considering the condition or access to the tourist area is not safe or hard to reach. This is what encourages researchers to conduct research on Tourism Village of Jeruk Manis, Sikur District. This research is expected to identify the strengths, weaknesses, opportunities and challenges faced in building a tourist village in Jeruk Manis Village and then providing solutions related to tourism in Jeruk Manis in particular and East Lombok in general

2. LITERATURE REVIEW

This research is about tourism destination and marketing. Because of that the researcher reviews the theory of Tourism and Marketing. According to Kotler (2000) marketing is a human activity directed to meet the needs and desires through the exchange process. Meanwhile Stanton says marketing is the overall system of business activities aimed at planning, pricing, promoting and distributing goods and services that can satisfy the needs of both buyers and potential buyers. The concepts include: need, desire, demand, production, utility, value and satisfaction; exchanges, transactions and market relationships, marketing and markets.

One of the products that are marketed is tourism. In Law No. 10 of 2009 on Tourism, the definition of tourism is as follows: "Tourism is a wide range of tourism activities and supported by various facilities and services provided by the community, businessmen, and government.

Understanding tourists according to the Law of the Republic of Indonesia No. 9 on Tourism, Chapter I contains about General Provisions of Article 1 paragraph 1 and 2 formulated as follows:

Travel is an activity or part of the activity done voluntarily and temporary to enjoy the object and tourist attraction. On the other hand, tourists are people who do tourism activities. From the above definition it is concluded that tourists are the perpetrators (consumers) who perform activities outside the daily activities to make a tourist visit or a trip planned to get satisfaction for yourself. According to Suwardjoko and Indira (2007: 16), tourists are divided into two categories: Foreign Tourists (International) i.e tourists from various other countries who visit the region of Country X, and citizens X who travel outside the territory of Country X. National Tourist Domestic i.e tourists who do tourism activities within the territory of Country X. In Indonesia, domestic tourists consist of domestic tourists and foreign domestic tourists. Tourists are often known by the term "visitor" which has become 2 categories, namely: 1. Visitors as tourists means visitors who come to a State where they stay for 24 hours which has a purpose for both personal and organizational purposes. 2. A visitor as an excursionist means a visitor may remain a day in a State without any intent to live in that State.

In this study one of the tourism products that can be offered to tourists is the Tourism Village of Jeruk Manis. According to Soemarno (2010) he states that "tourist village" is usually a rural area that has some special characteristics that deserve to be a tourist destination. In this region, the inhabitants still have a tradition and culture that is still relatively original. In addition, several supporting factors such as typical food, agricultural systems and social systems also color a tourist village area. Beyond these factors, natural resources and natural environment are important factors of a tourist village area. In addition to a variety of uniqueness, the tourist village area is also required to have various facilities to support it as a tourist destination. Various facilities will facilitate the visitors of the tourist village in doing tourism activities. Facilities that should exist in a tourist village area include: transportation, telecommunications, health, and accommodation. Especially for accommodation facilities, tourist villages can provide lodging facilities in the form of lodges (home stay) so that visitors can feel the atmosphere of the countryside is still original (Soemarno, 2010). Tourism Village is "A rural area that offers a whole atmosphere that reflects the authenticity of the countryside both from socio-economic life, social culture, customs, everyday life, has a distinctive building architecture and village structure, or unique and interesting economic activities that have potential for the development

of various components of tourism, for example: attractions, accommodation, food-drinks, souvenirs, and other tourist needs (Soemarno, 2010).

From the Tourism Village component according to Gumelar (2010), Putra (2006) and Prasiasa (2011) it can be concluded that there are some requirements that must be fulfilled by a village so that it can be called as a tourist village. These Terms are Uniqueness and Originality, Location and accessibility, Cultures that include customs and local customs and local norms, Supporting facilities and infrastructure, Nature, Local community participation and ensuring security, order and cleanliness

3. RESEARCH METHODS

This research is descriptive type research with qualitative method which aims to describe subject and object related to research problem. By doing descriptive, it is expected to get the picture which later can be concluded to be solution of problems cropped up to subject and object of research. The subject of this research is the villagers of Jeruk Manis, Sikur sub-district, East Lombok regency that is supposed to have tourism potential. This research was conducted at Jeruk Manis Village location. This study was conducted on September 16, 2016. The type of data relates to where (place) the data obtained. Whether data is obtained from a direct source (primary data) or data obtained from an indirect source (secondary data). Data collection techniques used were observation and interview.

4. RESULT AND DISCUSSION

4.1. An Overview of Jeruk Manis Village

Jeruk Manis Village, one of the villages in Sikur District, East Lombok regency, is known to have a very beautiful natural charm. This village is located quite far from the city of Mataram, which is about 50 Kilometers with a journey of about 2 hours. From the data collection of all the villages, the population of Jeruk Manis Village counted as many as 2250 people with details of men as many as 580 people and women as many as 1670 people. The potential is very abundant, both in terms of agriculture to tourism. The main tourist attraction of this village is Jeruk Manis Waterfall which can be visited by using private vehicles.

This waterfall is in the south, about 50 km from the city of Mataram. The route to this waterfall is Mataram - Narmada - Mantang - Kopang - Masbagik - Jeruk Manis Village. If tourists still have enough time, tourists can also visit the village of Tetebatu because the location is not far from the location of Jeruk Manis Waterfall.

The chief of Jeruk Manis Village, Nurhadi Muis, said that Jeruk Manis Village currently has three tourism objects that will be developed, including "Durian Indah" located not far from the village, and not in surrounds of the Rinjani National Park area. However, even though they have high enthusiasm to develop tourism in their village, if they do not get government support, either Pemkab (Regent) or Pemprov (Central Government), it will go nowhere.

Administratively, Jeruk Manis Village is located in Sikur District, East Lombok Regency, West Nusa Tenggara. This village has an area of 256.66 Ha. Jeruk Manis Village is divided into 4 hamlets namely Kebun Baru, Barang Panas, Gawah Buak dan Erat Tangge Mayung. Jeruk Manis village was established as a preparatory village since 10 November 2010 and then it established as definitive village since November 9, 2011. Jeruk Manis Village is an expansion of Kembang Kuning Village. The administrative boundaries of Jeruk Manis Village as follows in the North is adjacent to Kembang Kuning Resort, Rinjani National Park, in the South is Kembang Kuning Village, in the East is Jurit Village and West side is adjacent to Tete Batu Village

4.1.1. Socio-economic community



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In February 2012 the total population in Jeruk Manis Village is about 2033 people with 991 male and 1042 female. Viewed from the level of education, generally people in this village have a relatively low education. Only 7 people reached the college level, 2 diploma graduates and others claimed to have attended elementary school (SD), junior high school (SMP) or high school (SMA). Even so, among the many people in this village, the level of primary education is much more dominant, and even then on average not to finish primary school (SD).

Education facilities in this village are still relatively low-support. There are only two elementary schools (SD) and one junior high school (SMP) located in Dusun Gawah Buak.

In addition to minimal educational facilities, health facilities are also not well-equipped in this village. People who are sick must, at least, go to the mother village in Kembang Kuning to get the health service or in Kota Raja which has the infrastructure of puskesmas (health center).

Based on occupation and living hood, people in Jeruk Manis Village generally work as farmers and cattle ranchers, chickens and ducks. People claim that the income earned every day is not certain. It's just that when working as a farm laborer in the fields, they get a wage worth Rp. 20,000 / day.

Various agricultural commodities planted by the villagers are assorted variation; people plant not only rice or corn but also plant fruit crops such as coconut, banana, avocado, jackfruit, rambutan, durian, mangosteen and other fruits. Pharmacies live like ginger, kencur, turmeric, galangal and others and vegetables such as peanut, long bean, black beans, chilies, tomatoes and some other vegetables.

The interaction of the surrounding community in Jeruk Manis Village against the forest area of Kembang Kuning Resort, Rinjani National Park is relatively high. Most of the people entering the forest area are residents who want to take ferns, firewood or those who work as farmers by taking grass in the park area.

The Sasak community in Jeruk Manis Village is a homogeneous society. No residents found other settlers living in this village except for occasional those who sell and come to the waterfall tour. Although the community is relatively homogeneous, the people of Jeruk Manis Village, which are part of the Sasak tribe, are currently not so strong in carrying out the customs / traditions of the Sasak tribe, unlike the case in the village of Bayan or Desa Adat Senaru. Only certain traditions such as marriage procession, cultivation and rice harvesting, and the wisdom of respecting nature (forests) that are currently still exist and run by the villagers in Jeruk Manis Village. The entire community is Muslim. The mobility of residents in this village is quite high, although road accessibility in some locations is still much damaged. Even on main village access, the roads are still clay-roads that would be very difficult to pass during the rainy season falls. No less than 12 km distance that must be taken by citizens every day if they want to reach the capital district in Sikur. This distance can be reached about 0.5 hours by motor vehicle. Usually people who go back and forth out the village are people who seek sustenance outside such as selling crops or just go shopping to the market for household needs

4.1.2. Culture and Local Wisdom

The original population of Jeruk Manis Village is the Sasak tribe, not least the people who live in the villages around Rinjani National Park. The majority of the Sasak tribes are Muslim, but in reality the influence of Islam also acculturates with local beliefs to form a stream like wektu telu. At this time, the existence of wektu telu already lacks a place because it is not in accordance with Islamic Shari'a. The strong influence of Islam shifts Hindu power on Lombok Island, until now it can be seen only in the western part of Lombok Island, especially in the city of Mataram.

The majority of the Sasak religion, based on its history, originated in Java during the period of the 16th century Demak Islamic empire. It is said that the religion of Islam was spread by Sunan Prapen, so that the culture of society cannot be separated from Islamic culture such as the memorial of the

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Prophet Muhammad, the Lebaran of Topat (two weeks after ramadhan), salvation and thanksgiving, and the marriage merged into one in a cultural acculturation.

For people living around Mount Rinjani, their lives cannot be separated from the forest. In the forest they look for fruits, wood for building materials, firewood, fodder grasses and wildlife hunting, especially in the Rinjani National Park (Pramesthi 2008).

4.1.2.1. The traditional wisdom of the Sasak people in Jeruk Manis Village

The traditional wisdom that lives and thrives in the Sasak community in the Jeruk Manis Village, is enclosed by rules better known to the local people by the name of awig-awig (local wisdom). Sartini (2004) concludes as follows: Local wisdom is the basis for thinking and acting because it has several functions, namely: (1) functions for the conservation and preservation of natural resources; (2) functions for the development of human resources; (3) functions for the development of culture and science; (4) serves as advice, beliefs, literature and taboos; (5) is ethical and moral. Traditional wisdom is closely related to efforts to support conservation, especially the sustainability of the region because most of the traditional wisdom grows and develops in remote communities, forest edges far from outside or global influence. According Suhartini (2009) in the development of the community to adapt to the environment by developing a wisdom in the form of knowledge or ideas, tools, combined with customs and cultural values. The diversity of forms of adaptation to the environment that exist in one community is a hereditary heritage that later became a guide in utilizing natural resources and environment. This form of adaptation became known as traditional wisdom. The importance of studying traditional wisdom is a manifestation of respect for previous ancestors as well as maintaining the balance and environmental sustainability. Especially for the Sasak people in Jeruk Manis Village the tradition / traditional wisdom is not written and its application is not as thick as the people who still adhere to the rituals of adat traditions such as those that take place in Adat Village Senaru or Bayan Village. Villagers in this village understand awig-awig as a trust or good social habit to follow but not necessarily all. The traditional habits / wisdom among them is how to treat rice by holding a ceremony or thanksgiving before and after the harvest and appreciate the environment.

1. i How to treat rice, one of the Sasak tribal traditions that may now almost extinct, is the procession of planting (cultivation) and rice harvest which is fully-loaded with messages and meaning and the traditional wisdom that is in it. Usually the rice used by the Sasak people in the Jeruk Manis Village is a type of fur rice (Javonica). People in this village also know some other rice names such as rice gama, red rice and combo rice. The farmers in Jeruk Manis Village still believe in the existence of abundant sustenance as long as willing to work. God will always bless His people if they want to work hard. Based on these arguments and beliefs, farmers in Jeruk Manis Village do not want to remain silent. They realize that God-provided sustenance should be sought.

2. Ceremonial barrels (rice harvest). This ceremony is done when the crops in the fields are time to be harvested. The owner of the rice field then searches toaq lokaq (the elder), religious scholar (ustadz, ulama or master teacher), also the neighbors to hold a ceremony of thanksgiving or salvation. The rice storage store (pantek bale) in everyday life should not be empty. Rice / grain is taken from the barn at the time the supply of rice is almost gone or if there is a certain ceremony or emergency.

3. The attitude of respect for the environment Medicinal plants taken from forests are only used for the purposes of the illness alone (sustainable use). Some medicinal plants that have functional value have also been cultivated by villagers in Jeruk Manis Village to reduce direct harvesting from the forest. This, they do to preserve the forest. Maintaining forest conservation is a manifestation of citizens' awareness in Jeruk Manis Village about the importance of forests. People in this village



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believe that forest conservation will determine the availability of springs for their village. Water is very important for the people of this village because most of the people work as farmers and the water is very important for irrigating their fields. Communities are also prohibited from dumping and burning in the forest, including disposing of household waste or sewage, or sewers. The community's concern for the forest environment and cleanliness is because there is a sense of togetherness and the same destiny between citizens. In addition to people's concern for the physical environment, Jeruk Manis villagers are also very concerned about the social environment. Culture gotong royong or mutual help (siru balas) is still visible in this village. When facing people affected by death or during a certain celebration, such as home construction, wedding party, circumcision, aqiqah and so on, community members participate, either with energy, goods or with money. Anyone who helps is usually fed as a form of gratitude. This is common in Jeruk Manis Village. Even in the people who are affected or seem less capable of every citizen who helps is precisely do not want to be troublesome and enough to eat in their homes.

4.1.3. Land use

Arrangement of land is very important to accelerate construction construction. Most of the utilization of land in Jeruk Manis Village is for village center area, rice field, settlement, plantation, yard, grave and other public infrastructure. Of the total area of the village that is 256.66 Ha, the division consists of village offices 0.32 Ha, rice fields 160,67 Ha, settlement 9 Ha, plantation 75,49 Ha, yard 6 Ha, grave 3 Ha and other public utilities 2 , 18 Ha.

4.2. The Strengths of Jeruk Manis Village

The main strength of Jeruk Manis village tour is the existence of Jeruk Manis Waterfall. In addition the village still has another waterfall that is Durian Indah and Tibu Bunter. One of the advantages Jeruk Manis Village, it has three attractions that are located close to each other. So, by buying an admission ticket only, visitors or tourists will be served by the beauty of three stunning attractions. In addition, the other strength of this tourist area is the Sasak culture that can be seen at local wisdom that is still preserved and togetherness of the people who still keep “gotong royong”. One form of “gotong royong” is the formation of a conscious group of village tourism that participated in builds and maintains the tourist attraction in the village. Of the many waterfalls located in the area of Rinjani mountain, can be said, Jeruk Manis waterfall which has been well managed by the district government, local managers and developers. Thus, around the waterfall is already there are buildings in the form of homestay, cottages, and restaurants. In addition, the access road to Jeruk Manis Village is in very good condition and using new hot mixed asphalt. The condition causes many local and foreign tourists who visit the island of Lombok take time to enjoy the natural scenery and villages around the waterfall. The security of visitors is guaranteed at Jeruk Manis Waterfall location, because tight surveillance from the public has been able to suppress crime rate. In 2013, Jeruk Manis Village was awarded as a village with zero crime. The combination of natural beauty, visitor security and cheap cost incurred, making this attraction more and more visited by local and foreign tourists. What is interesting about Citrus Waterfall is the belief of local people who believe that the waterfall has a property to nourish hair. Hereditary beliefs based on the legend further increase the magical power of waterfalls in attracting tourists.

4.3. Constraints of Jeruk Manis

Jeruk Manis village is a relatively new expansion village that getting less attention, so it still needs to be developed. Because it located in remote area near Mount Rinjani National Park, the village is quite far from the city and other tourist locations, so that tourism agents have less interested to offer this tourist area as a destination destination. It has difficulty in arranging spending time and tourist activities when visiting this area. On the other hand it also difficult to determine which area of the next

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tour will be visited because this area is far from other tourist areas, whereas there is no activity that can be done in Jeruk Manis Village. Besides the obstacles faced is the lack of funds to develop this area, due to lack of attention from the government, this area lack of funds to develop its potential and do development, so far this area develops its area only with funds from the community and donations from the visitors tour Jeruk Manis waterfall but the number of visitors is not much so the funds are only sufficient for maintenance costs and keep what is already there. The last and vital obstacle is the average quality of education for the villagers, the poor quality of education of the poor villagers makes it difficult for these villagers to increase their income and the quality of their human resources, which inevitably hampers the development of this region due to the knowledge of its citizens low make less courageous they count in building the business and their lack of awareness of the many opportunities that can be a source of income local residents.

4.4. Chance of Jeruk Manis Village

The opportunity of tourism development in this area is

1. Developing halal tourism. As a region with a Muslim-majority population (97 percent), East Lombok clearly has great potential to attract Muslim tourists.
2. Building an accommodation or lodging with views of Mount Rinjani that we can see up close can certainly make this the attraction of the tourists stay at Jeruk Manis Village
3. Use of empty land for out bond, this can be used to make out bond with many rides. In addition, the housing in this village usually has a large land and consists of several houses, this can be used if the surrounding people work together to build a simple lodging for tourists to visit, although there are some inns nearby but the condition is not well-preserved, support in the form of socialization on related issues is very helpful
4. Development of organic farming on basis of agro-tourism. The Jeruk Manis Village community in recent years has developed agro tourism by maintaining the village identity as an agricultural village. One of the efforts to develop agro tourism in Jeruk Manis is by developing organic agricultural crops by making organic fields, not far from the local village office.

4.5. The Challenge of Jeruk Manis Tourism

Challenges faced include,

1. Village administrators should continue to nurture and raise awareness of local residents to see opportunities and build a business that can advance their village and attract tourists to their area. The willingness and awareness of Jeruk Village people is considerably playing roles to work together in creating and maintaining sources.
2. Creating a package or a new tourist activity for tourists to have activities in Jeruk Manis Village so that travel entrepreneurs are not afraid to bring their guests to visit this area.
3. Preparing Shopping Places for tourists. This activity can not be separated from tourism travel, even is one type of tourism that is big enough for a tourist destination.

5. CONCLUSIONS AND SUGGESTIONS

5.1. Conclusion

The main strength of Jeruk Manis village is the existence of Jeruk Manis Waterfall. In addition the village still has another waterfall that is Durian Indah and Tibu Bunter, Three attractions waterfalls in Jeruk Manis located contagiously close from one another. The natural conditions are supported by local wisdom and Sasak Culture that is still preserved and the community togetherness that still keeps gotong royong (work together). The weakness of Jeruk Manis Village is its location is quite far



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from the city, business actors engaged in this field are less interested to offer this tourist area as a destination, tour packages to Jeruk Manis are still scarce and lack of funds to develop this area, due to lack of attention from government. The constraint on the development of Jeruk Manis tourism village is the average quality of education for the villagers, the average quality of education of the low-income villagers makes it difficult for these villagers to increase the income and quality of their human resources, Opportunities of Jeruk Manis village is to develop halal tourism in cooperation with other tourism objects such as Sembalun, Building lodging with mountain views Rinjani, In the area near the waterfall is still very much empty land, and Development of organic agricultural crops by making organic rice fields. Jeruk Manis village challenge is to keep maintaining and increasing awareness of local tourism and attract tourists to visit their area, and create new things for tourists to have activities in Jeruk Manis Village.

5.2. Suggestion

5.2.1. For Local Government

The government needs to initiate the creation of tourism support facilities in Jeruk Manis Village. Besides culinary skills courses, selling handicrafts and tour guide services need to be held.

5.2.2. For Further Research

The results of identification that have been done in this study can be continued with subsequent research. The next study that can be done is continuing this research by using SWOT analysis deeply in order to find the best strategy for the development of tourism village in Jeruk Manis tourism. So that Researchers can then develop appropriate strategies for planning the development of the tourist village.

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