

THE EFFECT OF HALAL TOURISM DESTINATION PROGRAM ON SOCIOCULTURAL CHARACTERISTICS TOWARD EDUCATION DEVELOPMENT IN LOMBOK TIMUR DISTRICT

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ABSTRACT

The tourism sector was an economic activity that has become a potential mainstay and development priority for some countries, sometimes tourism activities clashed with the sociocultural and religious values of the local community, so that in the case of East Lombok Regency, it is applied as one of the models of halal tourist destinations. The program will have an effect on the sociocultural characteristics of the community and also influence the education development. This research was conducted in West Nusatenggara Province. The location was centered in East Lombok Regency. This research approach used a qualitative approach. The data were collected through interviews, observation and documentation studies. Data analysis were analyzed with an interactive analysis model. The results showed the effect of halal tourism destinations on the sociocultural characteristics in East Lombok Regency, namely: Increasing the number of tourists from Muslim-populated countries, the decline in poverty in East Lombok Regency which had an effect on the creative economy, employment opportunities, improving regional community welfare and poverty alleviation, and the establishment of halal tourism destinations and the development of tourism areas.

Keywords: Effect, Tourism, Halal, Characteristic, Sociocultural

INTRODUCTION

The development of potential tourism area can increase regional original income (PAD) that applied the concept of ecotourism management. Regional Original Income, which was an illustration of the regional finance potentially, relied on elements of regional taxes and levies. Regarding the local revenue from the retribution sector, the regions could explore the natural resources potency in the form of tourism objects. The government realized that the tourism sector is not the largest contribution sector in

regional income, but it was potential to increase local revenue. To enhance the role of tourism, it was closely related to the form of own tourism objects that can be sold with facilities and infrastructure that support them related to the tourism industry. The efforts to develop a tourism destination area must pay attention to various factors that influence the existence of a tourism destination (Hermon, 2010; Zain and Taufik, 2011; Erianjoni, 2012; Hermon, 2016).

According to Alikodra (1994); Erianjoni (2014); Kristian and Oktorie (2018), natural tourism activities can improve the economy of the informal sector, as well as the economy of the community around the tourist area. Recreational activities in addition to having a good effect on tourists will also have an effect on the community around the tourist area. Usually people will take advantage of these tourism activities to make a living. Various professions can be carried out by communities around tourist areas such as trading, farming and raising livestock (Rachmawati, 2005; Hermon, 2012; Oktorie, 2017).

The tourism sector as an economic activity has become a potential mainstay and development priority for a number of countries (Hermon, 2017), especially for developing countries such as Indonesia which has a large potential area with considerable tourist attraction, abundant natural beauty, various cultural heritage, and community life (ethnic) Tourism in Indonesia is one of the supporting economies that has bright prospects, but until now it has not shown a role that is in line with expectations in the development process in Indonesia (Zain and Taufik, 2011; Hermon, 2015; Erianjoni, 2017; Oktorie, 2018).

East Lombok Regency has an area of 1,605.55 square kilometers with a population of 1,153,773 million (2014 East Lombok Regency BPS data). East Lombok has a long coastline, considering that most of its territory borders on waters. To the north it borders the Java Sea, to the east by the Alas Strait, and to the south by the Indonesian Ocean, while to the west it borders Central Lombok and North Lombok Regencies. Because some areas are directly adjacent to the waters, East Lombok has a number of small islands called gili. According to the records of the Department of Marine and Fisheries of East Lombok Regency, there are 35 Gili in the waters of East

Lombok, five of which are inhabited, namely Gili Beleq, Gili Bidara, Gili Maringkik, Gili Ree, and Gili Sunut.

Tourism is the main attraction on the island of Lombok, namely the beauty of nature and culture that are still natural and preserved. This is an attraction so that various opportunities arise in developing tourism. With the existence of the tourism sector, it opens opportunities for the community, starting from the creation of employment fields, to the emergence of creative ideas. Tourism is like a stimulant that stimulates tourism actors on the island of Lombok to keep thinking about how to retain valuable assets to remain sustainable. The number of tourist visits to East Lombok in 2011 amounted to 15,030 tourist visits (8,778 foreign tourists and 6,252 tourists) or an increase of 7.70 percent compared to 2010. As for 2015 the number of tourist visits in Mount Rinjani National Park was 70,705 (27,186 foreign tourists and 43,519 tourists) increased by 9,013 people or 14.61 percent.

Recently a new concept has emerged with the aim of continuing to develop tourism in Lombok. Maybe this time it was only heard in our ears a concept of religious nuance called halal tourism or Moeslem friendly tourism. This halal tourism began to be heard at the end of 2015. At that time Lombok was one of Indonesia's representatives in the 2015 World Halal Travel Awards in Abu Dhabi. And this competition brings great results to the people of Indonesia, especially Lombok. In this prestigious event, Indonesia won awards in two categories at once namely World ' s Best Halal Honeymoon Destination and World's Best Halal Destination. Lombok as an Indonesian representative, because it has enormous potential. Especially with his nickname as the island of 1000 mosques added to his confidence to take part in running a genre that promoted the Islamic Shari'ah. Since the time of receiving this award, the name of the island of Lombok has become more famous to the extent of the Muslim traveler. Surely the main target

METHOD

This research conducted in West Nusatenggara Province. The research location was centered in East Lombok Regency. This research approach used a qualitative

approach, which seeks to express and understand the realities in the field as they are. Data collection was conducted by participatory observation techniques and in-depth interviews. Focus group discussions (FGD) were conducted with several speakers representing various elements, namely; local government, tourism managers, community leaders, visitors and local communities (Hermon *et al.*, 2017; Hermon *et al.*, 2018) in tourism areas in East Lombok Regency in a place that has been designed in such a way as to produce policy directives. In addition, data collection used documentation studies to reveal administrative data, geographical and monograph area. Data validity used triangulation techniques. The data analysis were analyzed by using taxonomic analysis from James Spradley, namely by describing and expressing taxonomies, classifications and referential from local terms. Next, the rules of behavior towards the appropriate environment considered by the study through cultural themes. Then the data obtained from the results of the FGD (Forum Group Discussion) were processed by using the AHP (Analytical Hierarchy Process) application with priority policy of directions and implications.

RESULTS AND DISCUSSION

Implementation of Halal Tourism Programs in East Lombok Regency

Early in 2015, Indonesian was proud of an extraordinary achievement inscribed by one of the most beautiful islands in the archipelago, Lombok. The world acknowledgment of international tourism on "Halal Tourism" labeled in Lombok. Indonesia was appreciated three awards at the World Halal Travel Awards held in the United Arab Emirates in October 2015. Lombok Island won two categories, namely Lombok, Indonesia as the World's Best Halal Tourism Destination and Lombok, Indonesia as The World's Best Halal Honeymoon Destination. While one other award was represented by Sofyan Hotel Betawi as The World's Best Family Friendly Hotel. In international arena, Indonesia competed with other major countries which are dominated by countries in the Middle East region and earlier declare halal tourism in their countries. The acquisition of the "Halal Tourism" award and the increasing number of foreign tourists visiting Lombok Sumbawa were also additional proof that the West

Nusa Tenggara Government and the Ministry of Tourism (Kemenpar) were seriously working on the potency of halal tourism in Indonesia. Based on data from the Directorate General of Immigration and BPS, the number of foreign tourists visiting Indonesia through the main entrance of Lombok International Airport in August 2016 amounted to 9,157 people. This number has increased by 13.20% compared to August 2015 which only amounted to 8,089 people. This shows a maximum synergy between the government and the community to continue promoting halal tourism in Lombok Sumbawa.

The West Nusa Tenggara Government has also taken several important steps to maintain the title of the best halal tourism destination in 2016. These steps are spearheading to convince tourists, that Lombok Sumbawa is committed to becoming the world's best Muslim Friendly Tourism. The following are some of the things that have been implemented by the government as supporting the readiness of West Nusa Tenggara Province as a halal tourism destination: a) Endorsement of PERDA for halal tourism in March 2016. This Regional Regulation is the pioneer of the first halal tourism PERDA in Indonesia. The main purpose of the enactment of this Regional Regulation is as a guide for tourism managers in providing halal tourism services to tourists. b) Providing tourist tours in Arabic. The high interest of Middle Eastern tourists visiting Lombok, has made the NTB government begin to realize the importance of Arabic speaking tour guides. The existence of this tour guide makes it easy for local residents with tourists to communicate and transact. c) Halal certification and standardization for 20 hotels and restaurants in 2016. This halal certification and standardization was carried out by the MUI in collaboration with the NTB Disperindag, as well as the District and City Health Offices in NTB. The advantages that obtained by hotels and restaurants that have obtained halal certification, namely Muslim tourists who visit and stay at hotels do not hesitate to consume food served by the hotel or restaurant. d) Hold the World Travel Writers Gathering Since 2014, the BPPD NTB has collaborated with relevant agencies and ministries to hold an annual agenda, the World Travel Writers Gathering. At the event they invited bloggers to write about the beauty of tourism in Lombok and Sumbawa.

The momentum of the resurgence of halal tourism in Lombok Sumbawa was repeated this year after gaining 4 awards from 15 nomination categories in the 2016 National Level Halal Tourism Competition (KPHN), 4 namely, Novotel Lombok Resort & Villas, Central Lombok NTB as a Friendly Resort for Best Muslim Travelers, Lembah Sembalun Area, East Lombok NTB as the Best Muslim Tourist Honeymoon Destination, Wonderful Lombok Sumbawa (www.wonderfullomboksumbawa.com) as the Best Muslim Tourist Friendly Travel Website, as well as one typical West Nusa Tenggara cuisine namely Taliwang Moerad Chicken, NTB as the Best Local Halal Food. Four awards obtained by Lombok Island would represent Indonesia along with 11 other categories at the 2016 World Halal Travel Awards.

Apart from all the successes that have been achieved, Lombok Sumbawa continues to improve it in order to seize the world's halal tourism market as well as to avoid low season like previous years. The dream of the government and society of West Nusa Tenggara Province is not just a figment, after the Indonesian government has targeted the ranking of the Global Muslim Tourism Index from rank 4 in 2016 to rank 1 in 2019. Of course, the achievement of this big thing requires support from all parties, not just local governments and the center, but the active role of the community to continue to be People Power in Tourism. It can be an added value so that the target is quickly realized.

Through the People Power Tourism, it is expected to be able to give a big contribution in promoting Lombok Sumbawa as the main destination for halal tourism in Indonesia for tourists, both domestic and foreign tourists. One concrete step that has been taken is to form a volunteer association called Wonderful Lombok Sumbawa (WLS). Volunteers who joined in Wonderful Lombok Sumbawa (WLS) will create new innovations in order to promote halal tourism in Lombok Sumbawa. With a main focus on the use of social media, they launched a movement called "One Million Fans for Wonderful Fanpage Facebook Lombok Sumbawa". WLS hopes that tourism information that has been published through the Facebook fanpage and other social media movements makes it easy for potential tourists to know more about halal tourism on Lombok Island.

Effect of Halal Tourism Destinations on the Sociocultural Characteristics of Communities in East Lombok Timur Regency

Increased Number of Tourists from Muslim Population Countries as a majority area of Muslim population, NTB has advantages over others. Eventhough Law No. 33 of 2014 concerning Guaranteed Halal Products, there is no derivative from the central government. The regional regulation has already made by government number 51 of 2015 concerning halal tourism and Regional Regulation No. 2 of 2016 concerning halal tourism. Then it has an effect of increased number of tourists from Muslim-populated countries such as, the results of interviews with the General Manager of the Jayakarta Lombok Hotel Cherry Abdul Hakim revealed an increasing in the country of origin of tourists staying at his hotel. In 2014, the number of tourists from the Middle East was 405 people and Malaysia was 502 people. In 2015, Middle East tourist visits rose to 935 people and Malaysia 1,719 people. It is estimated that a similar increase also occurred in several other hotels that became lodging places of Muslim countries such as Saudi Arabia, Qatar, United Arab Emirates, Egypt, Kuwait, Malaysia and Brunei Darussalam.

The decline in poverty in East Lombok Regency has an effect on the creative economy, employment opportunities, increasing community welfare and poverty alleviation in the regions which can be seen in the table below. Based on the table in the year Poverty Depth Index and Severity Poverty Index in East Lombok in 2015 states that the poverty depth index in urban areas is 4.05 and the poverty severity index is 1.23. Whereas in rural areas the poverty depth index in 2015 is 2.66 and the poverty severity index in East Lombok is 0.68. and seen from urban and rural poverty depth index (P1) which is 3.25 while the poverty severity index (P2) is 0.91. While the depth index of poverty in urban areas in 2016 states 3.14 and poverty severity index (P2) 0.78. In rural areas the poverty index in rural areas is 2.90 and the poverty severity index is 0.77. if combined cities are combined with rural areas, get the results that the poverty depth index (P1) is 3 and the poverty severity index (P2) in 2016 is 0.77. If we look at the 2015 table with 2016 there is a decline in poverty which in 2015 the poverty depth index (P1) is 3.25 while in 2016 it is 3. And seen from the comparison on the poverty severity index (P2) in 2015 and 2016 there is also a decline which in 2015 the poverty severity index was 0.91 while in 2016 it was around 0.77. So it can be concluded that

with the presence of halal tourism in the East Lombok area there is an increase that can help the economy of the people in Lombok Timur. c. Determination of halal tourist destinations and development of tourist areas in order to support the halal tourist destination area, the East Lombok Regency Government has set tourist destinations and development of tourism areas such as: Rehabilitation of Selong City Square, Opening of coastal roads for accessibility to the beaches of Heaven, Pink Beach, and Kura-Kura Beach, tourist facilities in Labuhan Haji Beach. d. The effect of halal tourism on the East Lombok community is that due to the absence of proper socialization of the concept of halal tourism, there has been a polemic between communities about halal tourism about what the limits are, how to monitor it. This happened because the meeting of two interests on one side of the tour to improve the economy of the community and regional income on the other hand clashed with the religious interests of Lombok people who were religiosity.

Effect of Halal Tourism Destinations on The Development of Education in East Lombok Regency

Based on the results of research at educational institutions and several schools, it could be revealed that there has not been a direct influence on halal tourism programs at educational institutions. At the East Lombok Education Agency level, there is no clear coordination with related institutions regarding the implementation of halal tourism programs, while schools such as SMAN 1 Rujuk Selong were ready to support halal tourism programs because according to Mr. Abdul Hakim as Public Relations at the School that through religious education and character programs and extracurricular activities at the school can actually be synergized with the development of human resources to support the program.

Policy Directives to Increase the Effectiveness of The Implementation of The Halal Tourism Destination Program towards The Community in East Lombok Regency.

The policy directives designed in this study were as follows: (a) Preparation of Halal Tourism Regulations at the Regency / City level, (b) Preparation of Kindergarten RPJMD. District/ City Regarding Tourism Development, (c) Making Technical Implementation Guidelines / Technical Guidelines for Halal Tourism Implementation,

(d) Structuring Halal Tourism Information Systems, (e) Promotion and Marketing Strategy for Tourism Objects, (f) Increasing Socialization Effectiveness, (g) Cross-Sector Cooperation District/ City, (h) Improvement of Facilities and Infrastructure Tourism Objects (i) Increased accessibility of tourist destinations, and (j) Strengthening Institutional Internal Units in Tourism SKPD. (a) Preparation of Halal Tourism Regulations at the Regency / City level, (b) Preparation of the RPJMD of the Kindergarten. District/ City Regarding Tourism Development, (c) Making Technical Implementation Guidelines/ Technical Guidelines for Halal Tourism Implementation, (d) Structuring Halal Tourism Information Systems, (e) Promotion and Marketing Strategy for Tourism Objects, (f) Increasing Socialization Effectiveness, (g) Cross-Sector Cooperation District/ City, (h) Improvement of Facilities and Infrastructure Tourism Objects (i) Increased accessibility of tourist destinations, and (j) Strengthening Institutional Internal Units in Tourism SKPD.

The preparation of halal tourism regulations at the district/ city level gets a score (178) and the preparation of the district/ city RPJMD on Tourism Development gets a score (108), Making operational guidelines/ technical guidelines for halal score tourism (123), so that the three policies become the main property while structuring halal tourist information systems, promotion and marketing strategies for tourism objects, increasing the effectiveness of socialization, cross-sectoral cooperation in districts/ cities, improving tourist facilities and infrastructure, increasing accessibility to tourist destinations, and strengthening internal units in Tourism OPD is a supporting priority in halal tourism programs.

CONCLUSION

The implementation of halal tourism programs in East Lombok Regency several things that have been implemented by the government as supporting the readiness of the West Nusa Tenggara Province as a halal tourist destination are: Endorsement of PERDA halal tourism in March 2016, providing Arabic tourist tour guides, certification and halal standardization for 20 hotels and restaurants in 2016 and held the World Travel Writers Gathering. The effect of *Halal* Tourism Destinations on the sociocultural characteristics of the People in East Lombok Regency, namely:

Increasing the number of Tourists from Muslim-populated countries, Reducing Poverty in East Lombok Regency which has an effect on the creative economy, employment opportunities, improving regional community welfare and poverty alleviation, and the establishment of halal tourist destinations and tourism area development. Policy directives to improve the effectiveness of the implementation of halal tourist destination programs for the community in East Lombok Regency, The policy directives designed in this study (a) preparation of halal tourism regulations at the district/ city level, (b) preparation of district/ city RPJMD on tourism development, (c) the making of operational guidelines/ technical guidelines for halal tourism, (d) structuring halal tourist information systems, (e) tourism promotion and marketing strategies, (f) increasing the effectiveness of socialization, (g) cross-sectoral cooperation in districts/ cities, (h) revamping tourism object facilities and infrastructure (i) increasing accessibility of tourist destinations, and (j) institutional strengthening of internal units within the OPD tourism.

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