



# Halal Tourism Based Economy Development

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## Abstract:

*This article examines the economic development based on halal tourism in Lampung Province. Tourism is a sector that has a very significant impact on national income. The increase in tourist visitors from year to year is also welcomed by the government in developing halal tourism along with increasing public awareness of halal products. Lampung province as one of the areas that continues to increase the number of tourists coming each year also needs to develop halal tourism, the implementation of halal tourism in Lampung province is expected to increase the economic growth of the community. The research uses qualitative methods, with data sources in the form of interviews, field observations and related documents. The result of this study indicate that the implementation of halal tourism can be realized because of four aspects, namely the system used based on Islamic sharia principles, the availability of halal products, the availability of halal facilities, and the comfort and safety of tourist. The implementation of the four aspects of halal tourism will be able to increase the economic growth of the community in Lampung Province amid increasing public awareness of halal products which are considered clearer and more reliable, not only by Muslims but also by non-Muslims.*

**Key Words:** Economic Development, Halal Tourism, Sharia Principles

## Abstrak:

*Artikel ini mengkaji tentang pengembangan ekonomi berbasis wisata halal di Provinsi Lampung. Pariwisata merupakan salah satu sektor yang sangat berdampak dalam pertumbuhan ekonomi masyarakat di Indonesia selain itu juga berdampak sangat signifikan kepada pendapatan negara. Meningkatnya kunjungan wisatawan dari tahun ke tahun juga disambut oleh pemerintah dalam pengembangan wisata halal seiring dengan meningkatnya kesadaran masyarakat terhadap produk-produk yang halal. Provinsi Lampung sebagai salah satu daerah yang terus meningkat wisatawan dari tahun ke tahun juga perlu dikembangkan wisata halal, implementasi wisata halal di Provinsi Lampung diharapkan dapat meningkatkan ekonomi masyarakat. Adapun penelitian ini menggunakan metode kualitatif, dengan sumber data berupa hasil wawancara, observasi lapangan dan dokumen-dokumen yang berkaitan. Hasil penelitian ini menunjukkan bahwa implementasi wisata halal dapat terwujud karena empat aspek yaitu, sistem yang digunakan berdasarkan prinsip syariah, ketersediaan produk halal, ketersediaan fasilitas halal, dan kenyamanan serta keamanan pengunjung. Implementasi keempat aspek dalam wisata halal tersebut akan dapat meningkatkan pertumbuhan ekonomi masyarakat di Provinsi Lampung ditengah meningkatnya kesadaran masyarakat pada produk-produk halal yang dianggap lebih jelas dan terpercaya, tidak hanya oleh umat Islam tetapi juga oleh non-muslim.*

**Kata Kunci:** Pengembangan Ekonomi, Wisata Halal, Prinsip Syariah

## INTRODUCTION

To advance the country's economic growth, one of the mainstay sectors for the Indonesian government is tourism. Therefore, the government through the Ministry of Tourism and Creative Economy is always making new innovations for the tourism sector in Indonesia to attract both domestic and foreign tourists. This is because the tourism sector is a sector that is very fast in generating additional economic income for the Indonesian state with capital that is not too large compared to other sectors. This shows that tourism can be relied upon as a supplier of foreign exchange for the country (Lukito, 2022).

To support tourism sector actors, the government provides policies in Law Number 10 of 2009 Article 1 Paragraph 1 concerning tourism so that it can become a legal umbrella for perpetrators (Fitrianto, 2019). The development of tourism in Indonesia has started to be pushed from the regions, currently almost all regions in Indonesia have their mainstay tourism sector as a uniqueness of the tourism sector from one region to another, including in Lampung Province which is currently developing a tourism sector that is able to attract foreign tourists such as the International Surfing Event which is held in Krui, West Coast District, which can attract foreign tourists to visit the West Coast.

Culture, natural beauty, diversity of languages, ethnicities and customs are the main attractions for Indonesia in the eyes of world tourists. These uniqueness will not be found anywhere in the world except in Indonesia (Setiawan, 2017). The development of tourism will certainly have an impact on the economy of the people in Indonesia, meaning that tourism and the economy are two things that cannot be separated, are related to one another. Therefore, tourism development can also be adapted to current economic trends. Especially now that sharia-based economic trends have been noticed in Indonesia which of course can be developed with the halal tourism sector. The government is developing massively the Islamic economy and halal tourism, especially when you see that the Islamic economy is not just a trading system. However, as a whole the emphasis is of course on aspects of worldly worship which uphold ethics in interacting and promote sharia morality.

Halal tourism can be said to be part of the Islamic economy, halal tourism will certainly be a reliable sector for Indonesia, especially since the majority of the population is Muslim, of course it will be one of the main supporting factors. Halal tourism is also being promoted by the government through the Ministry of Tourism and Creative Economy and the Ministry of Religion through the Halal Product Guarantee Agency (BPJPH). In May 2022 Muhammad Aqil Irham as Head of the Indonesian Ministry of Religion's Halal Product Assurance Organizing Agency (BPJPH) said that halal tourism had great potential to strengthen the tourism industry in Indonesia, so this program had to be developed. in terms of services based on the availability of halal products (jawapos.com, 2022a). Furthermore, in June 2022 Menparekraf Sandiaga Uno said

that Indonesia had risen two rankings for halal tourism, currently Indonesia is number two in the world after Malaysia and it is targeted that in 2025 Indonesia will be ranked first in the world (jawapos.com, 2022b).

Based on some of the statements above, it shows that halal tourism in Indonesia certainly really needs to be developed, considering that the tourism sector is one of the sectors that can be relied upon to absorb state income, mainly from foreign tourists. Halal tourism certainly needs to be developed in various regions in Indonesia, not only in mainstay tourist areas such as Bali and Lombok. But also all Provinces, Regencies and Cities in Indonesia must start developing halal ecosystems including halal tourism.

Lampung Province is an area located at the southern tip of Sumatra Island, the population of Lampung province consists of native people and immigrants. As for the indigenous people of Lampung ethnicity, both Saibatin and Pepadun, immigrant residents are tribes who come from various regions and settle in Lampung Province such as Javanese, Sundanese, Batak, Palembang, Bugis, Semendo and so on (Syahputra & Ruslan, 2021), as gate of Sumatra, many tourist destinations are owned by Lampung Province which can be developed into halal tourism in the future, the development of halal tourism in Lampung will certainly boost the economy of the surrounding community.

Awareness of the use of halal products is currently increasing in people's lives, Islamic nuances (the majority of Muslims) are quite concerned and cannot be separated from various products marketed to fulfill daily life, consumption of halal products is not only intended for Muslims but for the whole community. This is because halal products are considered healthy and provide benefits. In fact, the enthusiasm for using halal products is not only widespread among Muslims, but also widely used by adherents of other religions in Indonesia (Nugraha, 2020). Compared to products whose halal status is unclear, products that have been guaranteed to be halal are in greater demand, KH. Ma'ruf Amin emphasized that for Muslim tourists sharia tourism is part of da'wah. Meanwhile, sharia tourism with halal products for non-Muslim tourists is a guarantee of health, that the food is definitely clean (Bawazir, 2013).

Halal tourism in Lampung Province needs to be developed, not only for food products, but tourism with lodging facilities must also start providing lodging that applies halal principles. Based on the background above, the author in this case wants to examine Halal Tourism-Based Economic Development in Lampung Province. The previous research on halal tourism is as follows, research by Sabiq Al Qita et al in a scientific article discussing halal tourism management (Al Qita, Sunarya, & Rusydiana, 2022), then research in the form of a thesis conducted by Rendayani regarding the strategy for developing sharia tourism in Puncak Mas Bandar Lampung (Rendayani, 2018) and Izzy Al Kautsar et al's research regarding the halal tourism business for Muslim families from a maqashid sharia perspective (Al Kautsar, Muhammad, & Lestari, 2022). Some of

the previous studies and studies above have similarities in the study of halal tourism, the difference between this study and some of the studies and studies above is that the authors focus on community economic development based on halal tourism.

## RESEARCH METHODS

The research in this article uses a qualitative-descriptive approach, according to Kriyantono a qualitative approach is a research approach that has the aim of describing a phenomenon with an in-depth explanation described by describing the state of the research object based on the facts found (fact finding) (Kriyantono, 2018) . This research uses a case study research method, this is because the case study method is a method used in answering research questions related to how or why (Yin, 2018). There are two types of data sources in this study, namely primary data and secondary data. Primary data collection is obtained from direct interviews (in-depth interviews) and observations. While data collection on secondary data in this study through literature study studies from written sources in the form of books, articles, and relevant scientific sources.

## FINDINGS AND DISCUSSION

The economic growth of a region is certainly supported by several sectors that affect the economy of the community itself. As with the education sector, such as schools, Islamic boarding schools, and tertiary institutions, their existence can certainly support the economic progress and development of the surrounding community. The tourism sector can also support the economic growth of its people (Yakup, 2019). In Lampung Province the tourism sector provides its own space for the community to innovate to establish businesses around the tourism area that can encourage them to gain economic benefits. For example, culinary tours in the city of Bandar Lampung such as the Chips Industrial Area on Jalan Z.A. Pagaralam which presents various processed Lampung-style chips, beach tours and snorkeling on Pahawang Island, Pesawaran Regency which presents the beauty of the underwater world and much more (Observation, 03 February 2023).

Before discussing too much about halal tourism, it is necessary to first decipher the meaning of tourism itself, in terminology the word tourism comes from the Sanskrit *pari, wis, and ata*. The word *pari* means complete or full, the word *wis* means village or house, while *ata* means wandering or going. Tourism is a series of activities for temporarily moving a person to a destination outside their place of residence and/or where they work to carry out tourism activities and prepare facilities and infrastructure to meet their needs (Surur, 2020).

Whereas halal tourism is a form of culture-based tourism, with the main foundation being sharia norms and Islamic values. The cycle of the tourism industry is still in the developed phase, which of course requires up-to-date ideas and internalization of a comprehensive understanding of the integration of

Islamic values in all stages of tourism. Halal tourism is always developing and continues to face challenges in technology, information and communication trends (Surur, 2020).

Halal tourism in Lampung Province needs to be developed, the development of halal tourism certainly needs policy support by the local government in the implementation process. So that it will have the most important positive impact on increasing the economic growth of the Halal tourism community when viewed from an economic system approach, namely being able to see halal tourism as a whole, all components and aspects related to economic activities in halal tourism (Sari, Bahrudin, Nurmalia, & Nurwulan, 2021). Halal tourism, in accordance with the theory of economic actors, the perpetrators of halal tourism activities are individuals or community groups in Lampung Province who spend their wealth to buy goods and services as fun, refreshing and entertainment. To be said to be completely halal when the source of funding used is halal, and of course transactions used for goods and services transactions are halal results.

Economic development based on halal tourism in Lampung Province will be realized with the availability of the following 3 aspects; First, the tourism management system must of course be based on sharia economic principles, so that it will provide a sense of fairness to all. Both halal tourism organizers and tourists. Second, the availability of halal products, these halal products are of course public consumption products in the halal tourism sector. Mainly like the availability of halal food. Halal food will be preferred by the community because it is considered safe for physical health. Halal food is not only in demand by Muslims, but people of other religions. Consumption of halal food and drinks is certainly an important part of organizing halal tourism. Currently, many packaged halal foods have also been certified by BPJPH, for non-packaged dishes, of course, they use preparations that are halal according to Islamic law.

Third, the availability of facilities based on Islamic sharia principles, such as inns with sharia principles, or sharia hotels. So that immorality and adultery do not occur outside of the marriage relationship, which is strictly prohibited in Islamic law. Thus, in the process of administering lodging or hotels, consumers or users must show identity as married or husband and wife if they are of the opposite sex or have a family relationship.

Fourth, a conducive environment. This conducive environment is how tourism management prioritizes the safety and comfort of its visitors. So that consumers feel satisfied, comfort and security are certainly part of "fair" as one of the principles of the Shari'ah economy itself. Of course, these three aspects need to be considered in organizing halal tourism in Lampung Province.

The implementation of halal tourism greatly contributes to the community's economy and has positive implications for society. The implications of halal tourism from a material perspective can be seen in the aspect of people's income in tourism potential areas of Lampung Province whose economy is

increasing (Noviarita, Kurniawan, & Nurmalia, 2021). Every tourism sector in an area is closely related to society, one of which is the economic sector. Tourist visits which always increase from year to year will certainly have positive implications for the economy in Lampung Province.

The development of halal tourism can make a significant economic contribution to the whole community as actors of this halal tourism. The welfare of the people of Lampung Province has increased since the existence of sharia tourism. In 2021 the tourism sector in Lampung Province has an influence of 2.3% with the number of tourists increasing to 713,591 people. The economy of a region can be seen from the value of Regional Original Income (PAD). In 2021 Lampung Province's PAD is 779,337.85 million rupiah, with a fiscal independence level of 105% so that it has a delegative relationship pattern.

Lampung Province certainly has its own charm or magnet for tourists who want to visit, this is shown by the increase in tourist arrivals from year to year. Tourist objects, culinary, customs, arts and culture, as well as tourism facilities are an attraction for both domestic and foreign tourists (Rostiyati, 2013). Increasing the number of visitors is a very potential area for the community in regional or regional economic development, considering that tourism is currently one of the necessities in the life of every human being, and has even become a trend in the life of modern society.

The economic potential of halal tourism in Lampung Province can be seen from cultural, culinary, pilgrimage tourism, natural beauty must always be developed into a lucrative economic potential, this certainly needs support from the government and related stakeholders such as practitioners and academics. Moreover, halal tourism is one way of preaching. The existence of a halal tourism policy will certainly be able to support the process of broadcasting the da'wah. In addition, as a Muslim, halal travel can increase the spirit of da'wah in an individual Muslim.

The process mentioned above is of course very valuable, halal tourism does not only answer worldly needs, but is able to meet the needs of the afterlife because it is Islamically valuable. As with visiting the graves of saints and historical places in the spread of Islam, it will certainly further increase our piety to Allah SWT and be able to take lessons from the da'wah events of previous propagators of Islam in the archipelago.

The trust of the people of Lampung province in halal products continues to increase, because halal products are considered to have a clear status. This requires the community to always try to fulfill their needs with something that is halal which is considered to have a clear status. The existence of halal tourism as a response to public awareness, halal tourism has enormous opportunities in Lampung Province. This is partly due to the fact that the majority of the population of Lampung Province are Muslim and the increasing number of tourists visiting Lampung Province from year to year, both domestic and foreign tourists.

## CONCLUSION

Lampung Province has an attraction for tourists in terms of culture, natural beauty, and culinary. This is shown to bind domestic and foreign tourists from time to time. The development of the tourism sector also has its own impact on increasing the economy of the people of Lampung province. Tourism development continues to be carried out, including the development of halal tourism which has also begun to be encouraged by the central government to local governments, halal tourism is also being developed in Lampung Province. The material economic potential contained in halal tourism in Lampung Province, namely cultural, culinary, pilgrimage tourism, must continue to be developed and of course stakeholder and government support is needed in the form of policies for implementing halal tourism.

The increasing awareness of the people of Lampung Province regarding halal products is getting better and requires the community to try to fulfill their life needs with something that must also be clear about its halal status. The implementation of halal tourism cannot be separated from the aspects of the implementation system, the availability of halal products, supporting facilities, and the safety and comfort of the tourism area. Opportunities for halal tourism in Lampung Province are very large because the majority of the population of Lampung Province are Muslim and the increasing number of tourists, both local and foreign, coming to Lampung Province so as to improve the economy of the people of Lampung.

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