

# **ANALYSIS OF HALAL TOURISM DEVELOPMENT IN LOMBOK ISLAND TO SUPPORT THE ECONOMIC WELFARE OF THE COMMUNITY**

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Submitted: 16 August 2021, Revised: 25 August 2021, Accepted: 27 August 2021

**Abstract.** Halal tourism has recently begun to be frequently discussed with its enormous economic potential. Referring to Crescent Rating data which states that in 2014 Muslims around the world spent around US\$126.1 billion for tourism expenditure allocation where Indonesia was in the 6th position as the most favorite halal tourist destination in the world. This study aims to analyze the potential and development of halal tourism on the island of Lombok in improving the economic welfare of the people of Lombok. This research design uses a mix of qualitative and quantitative methods with data analysis using SWOT analysis. This potential needs to be observed by Indonesia with several favorite tourist attractions that have long been known to the world in this country. Lombok Island as one of the favorite tourist destinations in Indonesia in 2015 has won two awards as the World's Best Halal Tourism Destination and the World's Best Halal Honeymoon Destination where the Governor of West Nusa Tenggara TGM Zainul Majdi has stated his readiness to develop halal tourism in Lombok. With several favorite destinations such as Senggigi Beach, Gili Trawangan, and Mount Rinjani. So in this journal, the author will describe the results of research using a SWOT analysis on the development of halal tourism on the island of Lombok.

**Keywords:** halal tourism; Lombok island; SWOT Analysis.

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## INTRODUCTION

Islamic Economics is an important part of today's global economy. Seven sectors of the Islamic economy have increased significantly, namely culinary, Islamic finance, the insurance industry, fashion, cosmetics, pharmaceuticals, entertainment, and tourism (Faraby, 2021). Where the whole sector carries the concept of halal in every product. (Reuters, 2014) stated that several things are driving the growth of the global Muslim market, namely the demographics of a young and large Muslim market, the rapid economic growth of major Muslim countries, Islamic values that encourage business growth and Islamic lifestyles, the growth of trade transactions between countries. States of the Organization of the Islamic Conference (OIC), participation of multinational companies, technology, and connectivity between countries.

In the past, halal products were only imagined as food, beverage, drug, and cosmetic products that did not contain alcohol or chemicals containing elements of pork, blood, and carrion (Yustati et al., 2018). However, now there has been an evolution in the halal industry from financial products (such as banking, insurance, etc.) to products lifestyle (travel, hospitality, recreation, and health care). The Islamic economic sector that has experienced significant growth in products lifestyle in the tourism sector is sharia tourism (Faisal & SH, 2018).

CrescentRating in (Sofyan, 2012) states as smokeless industry and continues to experience extraordinary developments from conventional ones (mass,

entertainment, and just sightseeing) towards lifestyle fulfillment (lifestyle). The trend of sharia tourism as one of the fulfillment of today's lifestyle has become a world power that is starting to grow rapidly.

In several countries in the world, the term sharia tourism uses several quite diverse names including Islamic Tourism, Halal Friendly Tourism Destinations, Halal Travel, Muslim-Friendly Travel Destinations, halal lifestyle, and others (Fitriani, 2018). Sharia tourism is seen as a new way to develop Indonesian tourism that upholds Islamic culture and values (Jaelani, 2017).

The potential of the world Muslim market is indeed very tempting for tourism businesses. Based on data (Reuters, 2014) taken from 55 countries in the Global Islamic Economy Report 2014 – 2015, the total expenditure of the world's Muslims in 2013 in the halal food and beverage sector reached US\$1,292 billion or 10.8 percent of expenditure on food and drink needs. The world's population will reach US\$2,537 billion or 21.2 percent of global food and beverage needs in 2019.

In the travel sector, in 2013 the world's Muslims spent around US\$140 billion on travel or about 7.7 percent of global competition. It is estimated that this amount will increase to US\$238 billion or 11.6 percent of global travel sector expenditure in 2019 (excluding Hajj and Umrah travel). In the media and leisure sector, the world's Muslims spent around US\$185 billion or 7.3 percent of global contests in 2013 and is estimated to reach US\$301 billion in 2019 or about 5.2 percent of global contests (Reuters, 2014).

**Table 1.** Top Ten Countries of Interest

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Organization of Islamic Cooperation (OIC) and the Non-OIC in the Global Muslim Travel Index (GMTI) 2020

Rating	Destinations	Score	Destinations Non-OICOIC	Score
1	Malaysia	83.8	Singapore (9)	65.1
2	Turkey	73,8	Thailand (20)	59.2
3	UAE	72.1	United Kingdom (25)	55
4	Saudi Arabia	71.3	South Africa (30)	51.1
5	Qatar	68.2	France (31)	48.2
6	Indonesia	67,5	Belgium (32)	47.5
7	Oman	66.7	Hong Kong (33)	47.5
8	Jordan	66.4	United States (34)	47.3
9	Morocco	64.4	Spain (35)	46.5
10	Brunei	64.3	Taiwan (36)	46.2

Remarks: (..) Overall GMTI Ranking 2020

Source: CrescenRating, GMTI Report 2020

The same study was conducted by MasterCard and CrescentRating (2015) in the Global Muslim Travel Index (GMTI) 2015 ([Raddana et al., 2017](#)), that in 2014 there were 108 million Muslim tourists who represented 10 percent of the total tourism industry and this segment had an expenditure value of US\$145 billion.

It is estimated that by 2020 the number of Muslim tourists will increase to 50 million tourists and represent 11 percent of the industry segment forecasted with an

expenditure of US \$ 200 billion. At a discussion forum with the theme of Halal Tourism and Lifestyle 2015 held by the Islamic Economic Community (MES) in NTB, the tourism ministry stated that Indonesia is trying to continue to develop halal tourism in the country.

The tourism ministry develops sharia tourism which includes four types of tourism business components, namely hotels, restaurants, travel agencies or services, and spas ([Yusrizal & Suparmin, 2018](#)). There are 13 (thirteen) provinces that are prepared by Indonesia to become sharia tourist destinations, namely West Nusa Tenggara (NTB), Nangroe Aceh Darussalam, West Sumatra, Riau, Lampung, Banten, DKI Jakarta, West Java, Central Java, Yogyakarta, East Java, South Sulawesi, and Bali ([Nasarudin, 2018](#)).

West Nusa Tenggara Province has long been known in the world on the island of Lombok itself by TGM Zainul Majdi has declared its readiness as one of the centers of halal tourism in Indonesia by utilizing the anthropology of the community, especially Muslim Muslims and natural beauty. that is there ([Awalia, 2017](#)).

Therefore, in this journal the author will examine the development of halal tourism on the island of Lombok through a SWOT analysis (Strength, Weakness, Opportunity, and Threat) with case studies on three main tourist destinations on the island of Lombok, namely Gili Trawangan, Mount Rinjani, and Senggigi beach.

This study aims to analyze the potential for halal tourism on the island of Lombok in improving people's welfare.

#### METHODS

In this study, the types of data used were qualitative data and quantitative data, while the data sources used were primary data sources and secondary data sources. The researchers in this study collected data using the method of observation or direct observation at the research site, depth interviews (in-in-depth interviews), namely asking directly to selected informants, and document studies (documentation).

According to (Sugiyono, 2011) that in research information greatly affects the results of the research, especially qualitative research, because the information that works serves to obtain maximum information.

The research that the author adopts in this journal will use SWOT analysis which is one method for developing the conditions and methods of a problem, project, or business concept based on internal factors (inside) and external factors, namely strengths, weaknesses, opportunities, and threats (Rangkuti, 1998). Freddy (2014:83) in (Rizqullah et al., 2018) states that the method most often used in the evaluation is to find deficiencies in current conditions and find the right strategy to solve the problem.

A. SWOT analysis consists of four factors, namely:

- a. Strengths is Analysis of the strength of the existing strength conditions in the organization, project or business concept, the strengths that are factors in the organization's body, the business concept project itself, namely what strengths tourism has, by knowing, tourism can be developed become more resilient to survive in the market and be able to

compete for further developments related to tourism.

- b. Weakness Is a condition of weakness that exists in an existing organization, project, or business concept, the weaknesses are analyzed, are factors contained in the body of the organization, the project or the business concept itself, in this study are all factors that are not profitable or detrimental for tourism development.
- c. Opportunities is a condition the opportunity to grow in the future that happens, the condition that occurs is a chance from outside the organization, project or business concept, itself, for example, policies, etc.
- d. Threats Is a condition that threatens from outside. This threat can disrupt the organization, project, or business concept being run.

**Table 2.** SWOT Matrix Analysis

	<b>Strengths (S)</b>	<b>Weakness (W)</b>
<b>FAS</b>	Finding internal strength factors	Finding internal weaknesses
<b>EFAS</b>		
<b>Opportunities (O)</b>	<b>SO Strategy</b>	<b>WO Strategies</b>
Finding external opportunity factors	creates strategies that use to take	advantage of opportunities create weaknesses to take advantage of

<b>Threats (T)</b>	<b>ST Strategy</b>	<b>WT Strategy</b>
Finding external factors	creates strategies that use to overcome threats create strengths that create	weaknes ses and avoid threats

Source: Adapted from Rangkuti (2009: 31)

## RESULTS AND DISCUSSION

In this halal tourism research, focus on research that will be explored at the research location, namely Lombok island is as follows:

1. Attractions: natural, cultural, and man-made.
2. Travel tour packages and Muslim tour guides
3. Food and beverage supply business
4. Accessibility, access to information
5. agencies, Institutions, halal institutions, halal certification, costs, and processes
6. Central and regional policies
7. Promotion.

### Lombok Island Tourism Potential and Attractiveness

In this study, the authors conducted a case study on the development of halal tourism on the island of Lombok for several reasons. First, before winning two international awards at the World Halal Travel Award event in the United Arab Emirates (UAE) in 2015, namely, in the

categories of Best Halal Tourism DestinationsDestinations in the and the World's Best Halal HoneymoonWorld, Lombok island has long been known for its tourism potential and its religious population. Islam so that both can be seen as great potential in developing halal tourism on the island of Lombok (Chotijah, 2017).

Talking about the tourism potential of the island of Lombok it can be divided into two tourism potentials, namely nature, and socio-cultural potential. Tourist destinations on the island of Lombok have various types of diverse tourist attractions, ranging from the beauty of the sea and beaches as in the case of Tiga Gili, Senggigi Beach, and Kuta Beach, highland areas and waterfalls such as in the Bayan and Mount Rinjani areas, to the potential socio-cultural tourism such as Bau Nyale and Nyongkolan which are usually enlivened with various cultural attractions such as parades in traditional clothing and traditional arts.

### Development of Halal Lombok Tourism from the Strength-Opportunity (SO)

Strategy From this strategy several things can be done in the development of halal tourism on the island of Lombok including:

- 1) Improved infrastructure that can facilitate tourists such as places of worship, tourism information centers, public toilets, and trash bins, and pay more attention to the safety and comfort of visitors by increasing the security and comfort of tourist attractions.
- 2) Create special tour packages according to target markets such as the Malaysian

market which is interested in historical and religious tourism or the American and European markets who like adrenaline-pumping activities such as surfing and climbing Mount Rinjani.

- 3) Cooperating with tourism, especially in creating halal certification for the concept of halal tourism on the island of Lombok.

#### **Development of Halal Lombok Tourism from the Weakness-Opportunity (WO)**

Strategy From this strategy several things can be done in halal tourism on the island of Lombok, including:

- 1) Providing incentives from the central/regional government, especially in matters relating to the submission and financing of halal certification and training human resources in the form of tourism awareness groups (Pokdarwis)
- 2) Improvement of supporting facilities and infrastructure such as places of worship, residences, and supporting facilities such as hospitals,
- 3) Tourism promotion strategies by following current technological developments.

#### **Development of Halal Lombok Tourism from the Strength-Threat (ST)**

Strategy From this strategy, several things can be done in the development of halal tourism on the island of Lombok, including:

- 1) Increasing coordination and cooperation in socializing sharia tourism to both residents and local and international institutions intense in terms of sharia tourism such as Crescent Rating or PATA in Lombok with the

promotion of halal tourism on the island.

- 2) differences with different halal tourist attractions compared to the concept of halal tourism in other areas.
- 3) security and comfort of tourists which can be done by securing intensely with residents and related parties such as the police.

#### **Development of Halal Lombok Tourism from the Weakness-Threat (WT)**

Strategy From this strategy, several things can be done in developing halal tourism on the island of Lombok including:

- 1) Maintaining and paying attention to the socio-cultural uniqueness on the island of Lombok
- 2) Encouraging tourism business people to learn English, Arabic, as well as other foreign languages in interaction to attract foreign tourists.
- 3) Carry out branding that shows the uniqueness of Lombok as a halal tourist destination compared to other regions.

#### **CONCLUSIONS**

Based on the description above, a brief conclusion can be drawn that efforts to develop halal tourism on the island of Lombok have basically been going well, although some further development efforts are still needed. There are many interesting tourism potentials on the island of Lombok, including the beauty of the sea and beaches to the potential for socio - cultural tourism such as Bau Nyale and Nyongkolan which are usually enlivened with various cultural attractions.

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