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THE IMPACT OF HALAL TOURISM ON THE ECONOMIC AND SOCIAL DEVELOPMENT OF THE LOCAL COMMUNITY OF SANTEN ISLAND

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Santen Island, one of the destinations growing tourism rapidly in Indonesia, has shown enhancement in visiting significant tourists, especially in the context of halal tourism. Halal tourism developed on Santen Island is a development destination marked with tours that exist, guarantee halal facilities. Like halal food, prohibited sale of alcoholic drinks, announcement time before prayer (azan), places purified completely with facilities, places of worship, as well as facility concept separation between men and women. This research aims to know the impact of halal tourism towards economic and social development of the local community of Santen Island. This research uses a qualitative approach with interviews of interested parties, like the local public, and secondary data analysis to give comprehensive insight. Research results show that halal tourism has a significant positive impact on the economy of Santen Island. This is reflected in the enhancement of public income through the tourism sector, creation of new jobs, and growth of local business that focuses on halal services and products. Apart from the impact on the economy, halal tourism also has an impact on changing social activities on Santen Island. Interaction between Muslim tourists and local communities has pushed the exchange of culture and understanding of cross-culture. The local community more values diversity and the awareness environment, along with increasing awareness will continue in tourism.

INTRODUCTION

Currently, industrial tourism has become a driving force and a mainstay in a country's foreign exchange (Elsa, 2014). The tourism sector is also experiencing growth rapidly in Indonesia. Development efforts in tourism in Indonesia are suitable with the Instructions of the President of the Republic of Indonesia Number 9 of 1969 in Chapter two, Article three, mentioned "efforts in developing tourism in Indonesia are something in the development of the tourism industry and are part of business development and development as well as welfare of society and state". In this instruction, it is already clear that development of tourism is for creating well-being for society and state. If the public is in a prosperous condition, then the state is in deep and safe circumstances. On the other hand, if the public is in unhealthy conditions, it will give a lot of problems for the country. In Indonesia, tourism is still becoming an interesting topic to develop. This is based on the numbers of resident Muslims in Indonesia becoming a majority so that it has potential new markets (Widagdyo, 2015). The concept is not yet so much offered in each city and district is to use concepts and values of Islam. Success in drafting halal tourism can be seen in the mirror from Aceh. Where is Aceh known? as the portico of Mecca is a province with developing programs of halal tourism (Satriana & Saridah, 2018). Aceh's achievements as a destination for halal tourism can be known from achievement in competition



national such as : Aceh as destination culture friendly traveler Muslim best , Sultan Iskandar Muda Airport as airport friendly traveler Muslim the best , and the Baiturrahman Grand Mosque as Power pull tour best . Not all tourism can be developed become halal tourism , because For become Halal tourism is a must fulfilled the conditions .

In 2012, the Ministry of Tourism and Creative Economy start move respond widespread halal tourism . In its development , it is called with the term ' Sharia Tourism ' , namely ' activities supported by various facilities and services provided society , entrepreneurs , government , and governments fulfilling area sharia provisions . ' This understanding then strengthened with birth Indonesian Minister of Tourism and Creative Economy Regulation No. 2 of 2014 concerning Guidelines Sharia Hotel Business Implementation . Sharia in this is understood as principles Islamic law as regulated by fatwas and/or has been approved by the Indonesian Ulema Council (MUI) (Fatkurrohman , 2017). This regulation is only limited to implementation sharia hotel business , not yet all aspect in tourism . Only in 2015, the Ministry of Tourism and Creative Economy together with MUI, the National Sharia Council (DSN), and the Business Certification Institute (LSU) in collaboration develop tourism and put forward culture as well as later religious values poured in Regulation of the Minister of Tourism and Creative Economy (Jaelani, 2017). Goals of the Ministry of Tourism and Creative Economy For make halal tourism in Indonesia for enrich variation industry tourist with spread Power pull halal concept , and display it in a way inclusive . Other goals For create something new trends in life society can accepted by all circles . Draft halal tourism is not limited to one group only , but covers all race , ethnicity and religion, which is the essence remove elements dangerous and damaging to products or services tourism (Pratiwi et al., 2018).

Halal tourism is a phenomenon that is currently increasing develop in industry global tourism . This concept is based on Islamic principles and integrates religious values to in experience travel . Muslim tourists , who are group big in the world. Halal tourism offers answer on this need with ensure that all aspect journey , start from food until accommodation , appropriate with Islamic guidance (El-Gohary, 2016). When discussing Halal Tourism , this includes more from simply halal food . This includes avoidance from alcohol , meat pigs , gambling , and conflicting activities with Islamic religious principles . Apart from that, Muslim tourists are also looking for it understanding accommodation need them , incl facility like bathroom with direction Qibla and prayer mat . Halal Tourism also promotes respect to culture and customs customs local while obey religious values . It creates opportunity For understand and appreciate diversity of the world while still operate confidence personal .

Indonesia, as a country with the world's largest Muslim population , has tons experience interesting halal tourism . Halal tourism in Indonesia includes various aspect , start from delicious halal food , understanding accommodation _ need Muslim tourists , up to destination rich tourism _ Islamic history , art and culture . The 2023 Global Muslim Travel Index (GMTI) report places Indonesia in the ranking First as destination The best halal tourism in the world, beating 140 other countries . This achievement is increasing from year previously it was in 2nd position and Malaysia occupied position top .



Apart from that, Indonesia also offers beauty outer nature normal , like beaches exotic , jungle tropical , and stunning mountains . All this makes Indonesia become destination interesting halal tourism for Muslim tourists from various part of the world. Indonesia also has the first Sharia Beach breakthrough historical reflection enthusiasm and desire For combine beauty natural with Islamic values in context tourism . With There is a Sharia Beach, Muslim and non-Muslim tourists can enjoy holiday they while obey Islamic principles , which include halal food , suitable accommodation , and an atmosphere that supports worship. Sharia Beach is not only become destination holiday , but also be symbol harmony between charm nature and religious beliefs . As a place of respect need Muslim tourists , the first Sharia beach in Indonesia offers a unique and immersive experience , where tourists can feel beauty beach , relax , play , and practice their religion without obstacles .

Santen Island is one of the destination areas halal tourism in Banyuwangi. Santen Island was developed as destination tour concept sharia, and become The first halal beach tourism in Indonesia. Santen Island was developed as a Halal Beach as an Effort to change the previous face of this area dirty and used localization . draft Halal tourism developed on Santen Island is development destination tour with guarantee halal facilities . Like , halal food , not peddling alcohol , notice time ahead worship (adhan), place purify complete with facility places of worship, as well facility concept separation between men and women . Entire the tour guides on Santen Island will wearing veil as well as put forward Islamic concept (Ariana, 2016). If there is tourists who come , tour guides will give hello , hello with friendly , polite and courteous . _ Syariah Beach is divided into two sides right and left . There's a banner big one that says rule enjoy beach . It's written there, side right earmarked for visitors general and side left for visitors woman . Limiter provided _ only form iron hollow , however thereby There is officer Satpol PP on duty start o'clock eight until five o'clock in the afternoon, and they didn't hesitate rebuked visitors who enter the area for Good Women child young as well as parents.

Halal tourism has become growing sector _ important in industry global tourism . Draft halal tourism includes aspects like food , accommodation , and activities comply Islamic principles (Arjana, 2015). Santen Island , as one destination potential adopters _ draft halal tourism , shows potency big in matter growth economy and change socially significant _ for public local . Draft Halal tourism is a must supported by various party . Provision of facilities For support halal tourism that brings visit traveler local in amount big expected jack economy populist . One _ parties involved _ big in industry tour is government (Windhyastiti & Widiawati , 2016). The role of government demonstrated by development supporting infrastructure _ condition halal tourism . Society will benefit greatly in matter economy populist if draft Halal tourism can work in accordance plans and hopes . This research was conducted For describe impact halal tourism on the economic and social development of the local community of Santen Island .

LITERATURE REVIEW

HALAL TOURISM

Table 1



Writer	Definition
Ministry of Tourism (2015)	Activities supported by various _ facility as well as services provided _ society , entrepreneurs , government , and governments fulfilling area _ sharia provisions .
Battour and Ismail (2016)	Activity in tourism that is ' permitted or permitted ' according to Islamic teachings .
Mohsin et al. (2016)	Provision of products and services fulfilling tourism _ need traveler Muslim finished Islamic religious teachings

Source : Processed data , (2023).

From several definition has been be delivered in table 1, then can concluded that halal tourism is activity journey Where supporting services or facilities activity safe and comfortable travel for traveler Muslim that is in accordance with principles Islamic sharia values .

By Specifically , halal tourism is activity trade or business (halal tourism). In Islamic literature , the term "halal" refers to everything that is commanded in religious teachings and becoming base for behavior and activities Muslims . By specifically , halal to use For understanding everything you can consumed according to the Koran or Hadith of the Prophet. The opposite term is "haram" which refers to an action violation on religious teachings by Muslims . Therefore , one Muslim required For get profit from halal activities and avoid things that are forbidden by religion. The word "halal" means something that is permitted and normal used For understanding valid . The concept of halal in Islam has a very specific motive like For conserve religious purity , for guard Islamic mentality , for maintain live , for protect property , for protect future generations , for guard price self and integrity . Also, the definition of halal refers to all aspect life like permitted behavior , speech , dress , behavior , manner . Additionally, the definition of halal is explored in various method because of its broad meaning from use the language is Eastern and deep narrow context is also used in the West. For Muslims , what makes it halal or permitted usually returned to partial Islamic law big nature definite and unchanging , and unlike law secular . Sharia is a living moral system that is not limited to requirements acceptable food consumed and continued develop in relationship with Muslim population . Therefore , the halal concept is important For become part from brand (Hery, et al: 2014).

HALAL TOURISM CONCEPT

Halal tourism appears from need traveler Muslim in accordance Islamic teachings , namely in accordance with the Koran and Hadith . So , Concept halal tourism is actualization from draft Islamic ie halal and haram values reject measuring mainly . This is meaningful all over aspect activity tourism cannot be missed from Halal certification is a must become reference for every perpetrator tourism (Battour et al, 2022). Halal tourism is very popular in Islam because every Muslim should do travel (because various reasons , among others related direct with Islamic law itself such as Hajj and Umrah) (El-Gohary, 2015). In the Koran, many supporting verses _ For do journey ie contained in Ali-Imran: 137; Al- An'am : 11; Al-Nahl: 36; Al- Naml : 69; Al- 'Ankabut : 20; ArRum: 9 and 42; Saba': 18; Joseph: 109; Al-Hajj: 46; Fathir: 44; Ghafhir : 82 and 21; Muhammad: 10; Jonah: 22; and Al-Mulk: 15. The verses of the Koran



support journey with objective spiritual , physical , and social (Zamani-Farahani and Henderson, 2010). From the verses the can take that lesson submission more self in to Allah it is possible with see direct beauty and grace His creation , as well understand small man can glorify the greatness of God. Journey can also improve health and reduce stress , so possible For worship more good . Connection tourists (guests) and religion are also emphasized , that Muslim as host _ must give friendly extra to tourists . Inside _ Islam , prayer safar (journey) more granted (Hashim et al. 2007). So Islam has Great influence on travel and drive tourism .

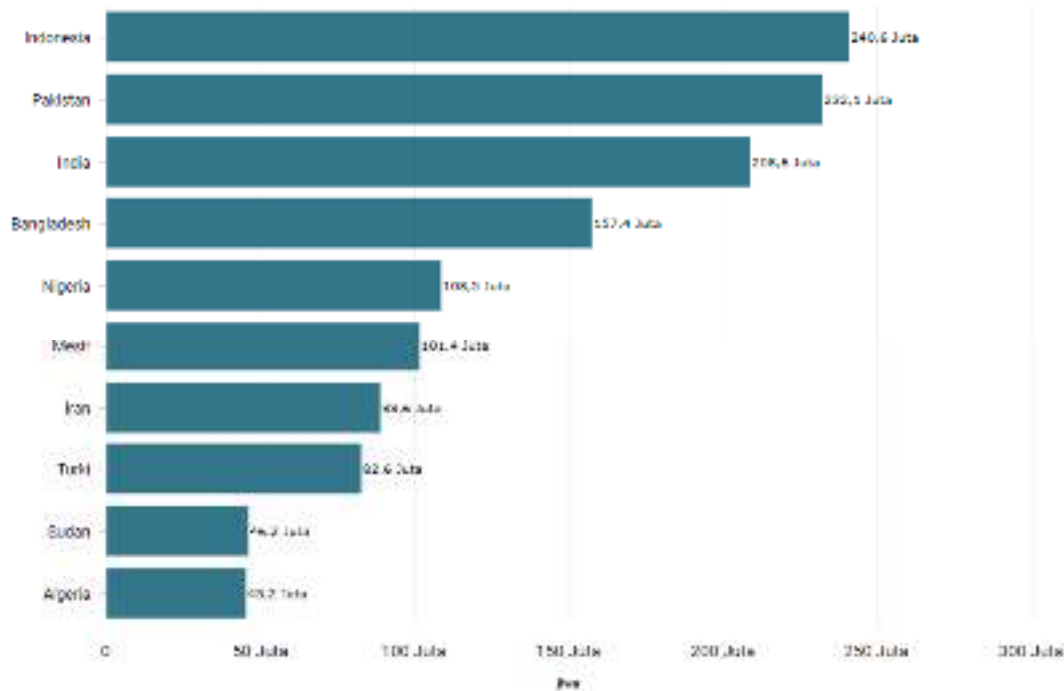
Halal tourism is draft compliant tourism Islamic religious principles , esp in matter food , clothing , behavior , and environment . This concept has develop as response to request Muslim tourists who want undergo journey in accordance with their religious rules . Following is a number of aspect main from draft halal tourism :

- 1) Availability Halal Food and Drinks
Halal tourism ensures that all food served and provided in accordance with Islamic law . This means that all product food and drink must fulfil halal requirements have been met determined (Sahida *et al* : 2014).
- 2) Halal Certification
Own halal certification from recognized authority. For ensure quality and compliance products and services (Siddiqi:2017).
- 3) Local Economic Development
Halal tourism contributes to development economy local with create opportunity employment and empowerment public local (Akbar and Zuhro , 2017).
- 4) Information Transparency
Give clear and transparent information to Muslim tourists about services and products offered.
- 5) Maintenance of Values Culture
Maintain and promote culture local as well as Islamic values in design and implementation tourism (Jamal *et al* : 2017).
- 6) Ethical Compliance and Attire
Provide guide about ethics appropriate dress and behavior with Islamic principles .
- 7) Muslim Friendly Services
Helping Muslim tourists with facility like prayer room , and bookmarks direction Qibla
- 8) Cleanliness and Health
Guard adequate hygiene and health in all over facility tourism , incl sanitation and facilities appropriate health.
- 9) Security and Safety
Ensure security and safety of tourists .
- 10) Comfort and Privacy
Provide safe and comfortable environment For Muslim tourists , incl worship facilities and amenities special for Women (Hall *et al* : 2015).

HALAL TOURISM OPPORTUNITIES AND CHALLENGES



Based on The Royal Islamic Strategic Studies Center (RISSC) report entitled *The Muslim 500: The World's 500 Most Influential Muslims 2024*, Indonesia is a country with population Muslim most in the world. RISSC records, total population Muslims in Indonesia reached 240.62 million people in 2023. This number is equivalent to 86.7% of population national total of 277.53 million soul. Figure 1 shows Amount Muslim population in the world in 2023.



Source : Processed data, 2023

Based on picture that Pakistan occupies order both countries with population Muslim the most after Indonesia, namely as much as 232.06 million people or around 96.5% of the total population in the country. Furthermore, India is trailing in position third with population Muslim as much as 208.57 million people (14.6%), Bangladesh 3.87 million people (91%), and Nigeria 108.54 million soul (48.5%). With many Indonesia's Muslim population is opening up opportunity big for Indonesia to develop halal tourism. Opportunity the among them are:

- 1) Halal tourism is not only can enjoyed by tourists Muslims, but also by non-Muslim tourists
- 2) Indonesia has potency big For become player main in tourism is halal because own population Muslim largest in the world.
- 3) Indonesia has be one destination Halal tourism is starting glanced at by tourists Muslim abroad

Whereas For a must challenge faced in development Halal tourism includes (Rahmi, 2020):

- 1) Governing regulations Halal tourism in Indonesia is still Not yet comprehensive



- 2) Marketing Halal tourism is not something easy Because difference between demands non- Muslim tourists and tourists Muslim
- 3) Challenge main in understand Halal tourism is coming from level understanding public Alone

In facing challenge the government , entrepreneurs and society _ need work together to utilise existing opportunities and overcoming them existing challenges . One method For develop halal tourism is with notice fulfillment adequate worship services like facility prayer and ablution places with clean water are available food that is guaranteed to be halal, as well as the absence of activity drink alcohol and service private can differentiate between women and men . Apart from that, it also needs to be done socialization about halal tourism and improving socialization strategies with various element public For introduce halal tourism as well hear input so that halal tourism can be achieved accepted by society.

PEOPLE'S ECONOMY

People's economy in Article 33 of the 1945 Constitution is system economy Where production done by all , for all , as well as below ownership members society . The purpose of economy populist is untuk realize fair and family economy in create prosperity for all Indonesian people. Halal tourism is possible role important in support and develop economy people , especially in areas that have potency halal tourism . Halal tourism has close relationship _ with economy populism , As for the point that explains connection between halal tourism with economy populist including :

- 1) Development of Small and Medium Enterprises (SMEs)
Halal tourism is possible give opportunity for SMEs to involved in provision appropriate services and products with halal principles . For example , local SMEs can be involved in provide food , crafts , or services fulfilling tourism halal standards (Jamaludin *et al* , 2017).
- 2) Enhancement Income and Opportunities Work
Halal tourism is possible give source income addition for public local through opportunity Work in sector tourism . With increasing request will halal services and products , this can be produce more Lots opportunity work at level local .
- 3) Women's Empowerment
Industry halal tourism is also possible give opportunity for Woman in public local For involved , okay in business culinary , crafts hand , or service tourist others . This can increase contribution economy Woman in society .
- 4) Local Community Participation
Halal tourism provides chance for public local For involved in business travel , fine as guide tourism , provider accommodation , or provider food . This can be done increase participation economy public local and deliver benefit directly on the economy them .
- 5) Development Local Infrastructure
Halal tourism requires development infrastructure that can profitable economy local . This includes development roads , airports , accommodation and facilities supporter



others who can create field work and trigger growth economy in the region (Ali *et al* , 2015).

RESEARCH METHODS

Type of Research

The method used in this study included in qualitative descriptive . On qualitative descriptive do formulation problem based on exploration and shooting situation social that will studied and researched by researchers in a way comprehensive , broad , and deep . Here researcher do excavation information to the parties involved in management of Sharia Beach on Santen Island . For Creswell (2014) research qualitative is one method used through object researched in a way natural . Collection of necessary data done detailed use interview in a way deep to the parties involved . The location of this research was carried out on Santen Island , Karangrejo, Banyuwangi.

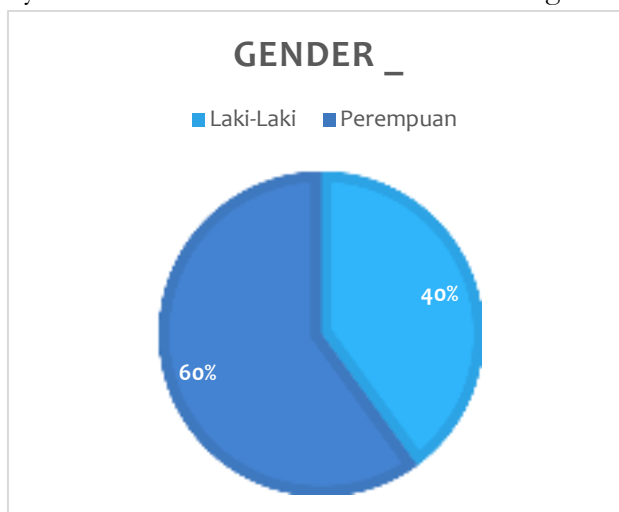
Population and Sample

This research uses purposive sampling technique , with criteria subjects needed by researchers as following :

1. Residents stay around beach Santen Island .
2. Traveler beach Visiting Santen Island For enjoy tourism .
3. Traders around the Santen Island Beach area
4. Chairman of the beach POKDARWIS Santen Island Karangrejo Banyuwangi as managing party tour

Demographics Respondent

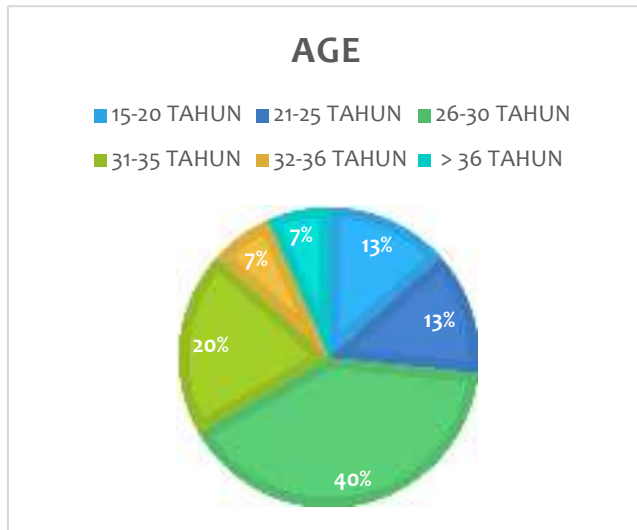
Demographics respondents by type gender , age and religion for the 15 respondents consisting of from chairman pokdarwis , community, visitors and sellers in the area around Syariah Beach. With data details as following :



Source : Data processed, 2023



Diagram above show demographics respondents than in this research . Of the 15 respondents , 9 people (40%) were consists than respondents men , and as many as 6 people (40%) are respondents woman .



Source : Data processed, 2023

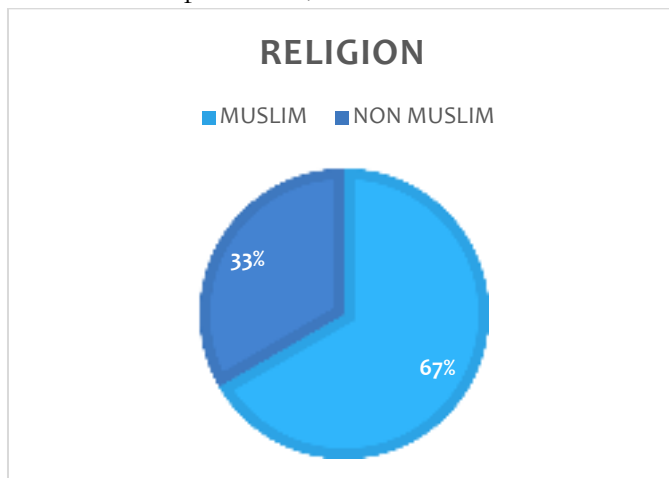


Diagram above show demographics respondents than in this research . Of the 15 respondents , age majority is 26-30 Years (40%). Meanwhile, religion is the majority from respondents are Muslims (67%).

DATA ANALYSIS

Triangulation method used by researchers as method data analysis . As for the stages Data analysis carried out by researchers , namely :

1. Assessment will that problem will be discussed through secondary data sources , after that it will be done stage interviews , observations , as well survey to source .



2. Carrying out a cross test to the data obtained .
3. Retest to information that has been obtained before .
4. Withdrawal conclusion of the data and information that has been provided obtained .

RESULTS AND DISCUSSION

The tourist attractions on Santen Island are : tour where is nature ? tour natural divided into two , namely tour maritime and tourism adventure . Tour nautical usually also called related tourism with water samples such as : Beaches, Lakes and Islands . The Banyuwangi area is very well known with tour nautical majority tourism in Banyuwangi is beach and one of them Santen Island . The following is the informant's data in study This :

TABLE 2
INFORMANT DATA

No	Informant	Status
1	Abdul Aziz	Chairman Pokdarwis Banyuwangi
2	Slamet Efendi	Head Environment Island
3	Ainul	Employee Department of Tourism
4	Kuncoro	Owner Roadside stall
5	Yanto	Inhabitant
6	Ahmadi	Inhabitant
7	Supriyadi	Owner Roadside stall
8	Handoko	Inhabitant
9	Dodik	Local Tourist
10	Sri Lestari	Head of Micro Business at the Banyuwangi Micro Business and Trade Cooperative Service
11	vindhha	Traveler from Surabaya
12	Yanti	Owner Roadside stall
13	Yuanita	Satpolik
14	Fenny	Inhabitant
15	Rachma	Inhabitant

Source : processed by researchers in 2022

DISCUSSION

THE IMPACT OF HALAL TOURISM ON THE ECONOMIC AND SOCIAL DEVELOPMENT OF THE SANTEN ISLAND COMMUNITY

Utilization something area tourism in essence is nature activities seeking profit or seeking profit . This is meaningful development tourism cannot be separated from aspect economic or in other words not separated from aspect enhancement income , okay income area nor income public local as impact from exists location tourism in the area that . Existence Sharia Beach tourism on Santen Island provides impact to growing efforts micro , like provider service



Lodging and stalls in the area area this tour . The perpetrators This tourism also originates from the Santen Thus Island Community with exists area This tour is also possible empowering economy public local . Merchants who sell goods trade in the area place tour also experienced enhancement his income along development place tour that .

Halal tourism is possible own significant impact to development economic and social people on Santen Island or anywhere , especially If done with good and sustainable . Following is a number of impact positive from halal tourism towards development economic and social community :

1) Enhancement Income

Halal tourism is possible increase income public local through enhancement visit traveler Muslims who are looking for halal services and products . This can be done form halal restaurant , adequate accommodation halal standards , and various appropriate activities with sharia principles . Income from traveler can increase level life public local . On Santen Island there are many Once the local community opened it restaurants around the tourist area , of course restoring it has own halal certification so tourists don't need to worry about halal product that . With opened his Sharia beach tourism helps the community from side economy , income they increase as usual a day only get Rp. 200,000 now per day you can get Rp. 500,000 – Rp. 1,000,000.

2) Creation Field Work

Industry halal tourism creates field Work direct and indirect , especially in sectors hospitality , food and beverage , transportation and sectors tourist others . This can help reduce unemployment on the Island Santen. Previously Santen Island is place localization However since become destination halal tourism practices prostitution the stop and be field new job with its founding there are also stalls and restaurants around the beach souvenir shop and there a number of standardized accommodation with sharia provisions based on MUI National Sharia Council Fatwa No. 108/DSN-MUI/X/2016 concerning Guidelines Maintenance Tourist Based on Sharia principles , some provisions that become guidelines for sharia hotels include

- a) Sharia hotels are not allowed provide facility access pornography and action immoral .
- b) Sharia hotels are not allowed provide facility entertainment that leads to polytheism , immorality , pornography , and/or acts immoral .
- c) Food and drinks provided by sharia hotels are mandatory has get halal certificate from MUI.
- d) Sharia hotels must be provide adequate facilities , equipment and facilities For implementation of worship, incl facility purify .
- e) Hotel managers and employees are required to wearing appropriate clothing with sharia.

3) Development Product Handicrafts



Tourists visiting Santen Island often look for product craft unique and related hands with culture local . This can push development business local producer craft hand like weaving , carving , art appearance , and other related items with culture local .

4) Empowerment of Local Communities

Empowerment economy public local is one impact positive from the social development of society. Developer halal tourism can intertwine partnership with community local For ensure that benefit economy from The industry is spread out in a way fair .

5) Increase tolerance between people religious Because halal tourism is possible interesting traveler from various background behind religion. Halal tourism invites traveler from various background behind religion for visit area that . It creates opportunity for public locals and tourists For interact , share experience , and understanding difference culture and religion.

Increase quality life public around object tour Because exists enhancement field work and income . Industry halal tourism creates opportunity significant work in various sector , like accommodation , restaurant , transportation , guide tourism and crafts hand . This helps reduce level unemployment and giving source stable income for public local

7) Increase concern to environment Because halal tourism implements principles friendly environment . Halal tourism often takes priority principles sustainable environment , such as use source Power wise nature , reduction waste , and use efficient energy . This can be done become example for industry tourist others and inspire public local For adopt practice sustainable .

CONCLUSION

Halal tourism is possible own significant impact to development economic and social people on Santen Island or anywhere , especially If done with good and sustainable . Following is a number of impact positive from halal tourism towards development economic and social community :

- 1) Enhancement Income
- 2) Creation Field Work
- 3) Development Product Handicrafts
- 4) Empowerment of Local Communities
- 5) Increase tolerance between people religious Because halal tourism is possible interesting traveler from various background behind religion.
- 6) Increase quality life public around object tour Because exists enhancement field work and income .
- 7) Increase concern to environment Because halal tourism implements principles friendly environment .



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