

**LOCAL ECONOMIC STUDY ON TOURISM DEVELOPMENT OF HALAL
CASE STUDY: RINJANI CIRCLE AREA, SEMBALUN SUB DISTRICT, EAST LOMBOK DISTRICT**

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ABSTRACT

Halal tourism is the brand for West Nusa Tenggara province. Sembalun as one of kosher destination is part of Rinjani circumference and designated as a World Geopark by UNESCO. This study is aimed to assess the local economic empowerment base on halal tourism in Rinjani. The descriptive qualitative method was chosen to analyze the data. The Participatory Rural Appraisals used as an instrument to identify the expectations of the local economy, society. The study showed that local economic empowerment that could be developed as follows: 1) Halal food initiative through increasing community participation and skills, involving institutions, providing intensive assistance, and increasing the role of community and institution in creating cooperation, 2) Worship facility, improvement through increasing quality and maintenance of available worship facilities, 3) Services during Ramadan by improving the community and institutional capacity as well as delivering information to tourism operators and visitors, 4) Supporting facilities upgrading through increasing the nullah number of water-friendly toilets both quantity and quality,

Keyword: Halal Tourism, Geopark, Empowerment, Local Economy

ABSTRAK

Wisata halal adalah konsep baru untuk provinsi Nusa Tenggara Barat. Sembalun sebagai salah satu tujuan halal adalah bagian dari lingkaran Rinjani dan ditetapkan sebagai Geopark dunia oleh UNESCO. Penelitian ini bertujuan untuk menilai basis pemberdayaan ekonomi lokal pada pariwisata halal di Rinjani. Metode deskriptif kualitatif dipilih untuk menganalisis data. Participatory Rural Appraisal digunakan sebagai instrumen untuk mengidentifikasi harapan masyarakat ekonomi lokal. Studi ini menunjukkan bahwa pemberdayaan ekonomi lokal dapat dikembangkan sebagai berikut: 1) inisiatif makanan halal melalui peningkatan partisipasi dan keterampilan masyarakat, melibatkan lembaga, memberikan bantuan intensif, dan meningkatkan peran masyarakat dan lembaga dalam menciptakan kerjasama, 2) fasilitas ibadah, peningkatan melalui peningkatan kualitas dan pemeliharaan fasilitas, 3) layanan selama bulan Ramadhan dengan meningkatkan kapasitas masyarakat dan kelembagaan, layanan informasi dan pariwisata 4) peningkatan fasilitas pendukung melalui peningkatan jumlah toilet ramah air baik kuantitas maupun kualitas, 5) peningkatan kegiatan halal dengan menghilangkan kegiatan non halal dan mempromosikan kegiatan halal saja, 6) Privasi waktu luang dan penyediaan layanan melalui peningkatan kapasitas kelembagaan dan masyarakat untuk memberikan privasi dan fasilitas serta mengembangkan kerjasama dengan para pemangku kepentingan.

Kata kunci: Pariwisata Halal, Geopark, Pemberdayaan, Ekonomi Lokal

INTRODUCTION

Tourism in Indonesia is one sector that has great potential and deserves to be developed and managed optimally. Influence the development of the tourism sector has recently become an important concern as the sector's largest foreign exchange earner after oil and gas sector. The tourism sector is one of the leading sectors for national development because it can increase revenue through foreign exchange and also become the leading sector which plays an important role in economic development. As mentioned in Sunaryo (2013) that in addition to being a source of foreign exchange earnings, tourism also serves as an instrument of development equity and renewal of society (adoption of technology and the values of modernization). Other than that, Kosher travel destination into a new branding for the province of West Nusa Tenggara developed through the existing tourism potential, especially in Sembalun district, East Lombok. Kosher travel destination corresponding Regional Regulation West Nusa Tenggara Province No. 2 the Year 2016 concerning Halal Tourism is to provide security and comfort services to tourists to enjoy a tourist visit with a safe, lawful, and also may obtain facilities for tourists and managers of tourism activities. Around the circumference of Rinjani is one

of the destinations of the world which has been designated as UNESCO World Geopark area through geoculinary, geohomestay, geosouvenir, and geotourism. One area that has a diversity of tourism potential by presenting a variety of natural beauty and culture that is very interesting to visit is subdistrict Sembalun East Lombok as priority sites within the Rinjani with economic potential priority areas for the existence of regional Geopark World, namely Rinjani can developed through empowerment of the local economy, with 60% has the potential distribution geoculinary, geotourism, geohomestay, and geosouvenir than any other region. Halal tourism-based NTB Provincial Regulation No. 2 2016 is the tourism activity with the purpose of the travel and tourism industry set up facilities, products, services, and tourism management that meets the Shari'ah Halal Tourism development in Sub Sembalun circumference Rinjani, Lombok Timur the potential to become a new object that can increase the potential for regional , The existence of local potential in Sembalun district, East Lombok is currently not supported by the involvement and active participation of society and institutions in support of local potential. The study aims to analyze and develop local economic empowerment by

region Sembalun halal tourism in the district, district, East Lombok, Indonesia.

LITERATURE REVIEW

The concept of Rural Participatory Appraisal (PRA)

Participatory Rural Appraisal (PRA) is an appraisal/assessment/ research circumstances participatory village. Thus, the PRA method means the method used in conducting a study to understand the state or condition of the village with community participation.

Also, the PRA is a group of approaches and methods that allow villagers to share, enhance and analyze their knowledge of the conditions and village life, make a plan and take action. Community development efforts carried out following the program cycle. Recycling programs are stages in the development of programs ranging from the identification of problems and needs, the search for an alternative activity, the alternative election activities, organization and implementation of activities, and monitoring and evaluation (Driyamedia, 2006). So *Participatory Rural Appraisal* (PRA) is a method of understanding the location by learning from, for and with the community to determine, analyze and evaluate constraints and opportunities through multi-disciplinary and expertise to organize information and

decision-making following the needs. PRA has some techniques to gather and discuss the data.

Halal Tourism

Aan Jilani (20017), halal tourism in Indonesia has good economic prospects as part of the national tourism industry. The travel industry aims to not only provide material and moral damages for the tourists themselves but also has contributed to an increase in government revenue. Bersifat halal tourism is not exclusive, but inclusive of all travelers (Muslim and non-Muslim). The core of kosher travel emphasizes the principles of Shari'ah in tourism management and service was polite and friendly to all the tourists and the neighborhood. Therefore, to make Indonesia as a mecca for the world's halal travel, the development strategy aimed at the fulfillment of tourism competitiveness index as its main indicators, among others, the improvement of infrastructure, promotion, training of human resources,

Based NTB Provincial Regulation No. 2 of 2016 on halal tourism, tourism is the definition outlined various tourism activities and is supported by a wide range of facilities and services provided by communities, businesses, governments, and local governments. The trip is an activity carried by a person or group of people to visit a particular place for recreation, personal

development, or to learn the unique attractions visited in the interim period. Halal tourism is an activity of tourism at the destination and the tourism industry are preparing facilities, products, and services that meet halal tourism management.

Parameter Halal Tourism

Based on several studies that have been done before, it can be concluded some components or criteria must be met to develop the tourism potential of halal in Mataram as follows:

1. Availability of adequate facilities with the concept of halal, including:

- 1) Halal food and Halal (nonalcoholic, pork processed foods)
- 2) Hotel or lodging with the concept of halal and Islamic nuance.
- 3) Islam-based travel agent.
- 4) Gender-based relaxation spot Islam
- 5) Tour guide following Islamic
- 6) Amenities are clean and comfortable

2. Ease of accessibility and welcoming Muslim travelers, including:

- 1) Availability of transportation Muslim tourist-friendly and easily accessible service.
- 2) Easy access to visa arrangements and flight schedules from both inside and outside the country.
- 3) The availability of halal tourism information center for the Muslim

traveler friendly at all tourist locations (tourist guide books, pamphlets, maps of tourist sites in Mataram)

4) Provides network-based information services (websites) which are easily accessible by local and foreign tourists.

3. Safety and comfort of travel environments, including:

- 1) Cleanliness travel environment.
- 2) Good security system and Muslim travelers were friendly.
- 3) Security post provided standby.
- 4) Free from non-halal activities (discos and gambling locations).

4. Uniqueness and tourist attraction that is packed with the concept of Islam, includes:

- 1) Nature tourism.
- 2) Tour history.
- 3) shopping tour.
- 4) Religious Tourism

5. Develop institutional potential through community participation, including:

- 1) Communities.
- 2) Youth

Muslim travelers

Muslim travelers are the world's largest tourist numbers (Widagdyo, 2015). In line with the number of the Muslim population in the province of West Nusa Tenggara, especially the city of Mataram which is a market-based tourism industry has the potential to be developed into a halal tourism leading sectors that can

provide many positive effects to increase local revenues and improve the welfare of the community. In the document Global Muslim Travel Index (GMTI, 2016) explained, there are six staples obeyed by Muslim travelers in general. Six basic requirements are as follows:

1. Halal Food

Selection of tourist sites that provide halal food is the main thing considered by Muslim travelers before traveling. Generally, kosher travelers seeking tourist sites equipped with trading facilities (shops) that provide food labeled halal and easy to reach.

2. Worship Facilities / Means of Prayer

Daily prayer is one of the five pillars of Islam which become obligatory worship of Muslims. According to the Pew Research Center, 63% of Muslims perform prayer services five hours. While traveling, some of them will combine several prayers and perform three times a day. To meet the needs of compulsory worship, service and facilities frequented by Muslim travelers need to be complemented with prayer space. Another important consideration is the ablution activities that require space or a special place for washing the feet.

3. Services during Ramadan

Muslims tend not to travel during Ramadan, but many were still want to spend time away from home, especially if it coincides with the period of the school

holidays. Destinations can attract Muslim tourists during this period should be able to accommodate their special needs during the month of fastings, such as preparing food service by the hotel or inn.

4. Water-Friendly Toilets

For Muslims, water plays a key role in the purity and cleanliness, both of which are core aspects of the faith. Physical cleanliness is emphasized as a critical component of becoming a Muslim. Thus, special attention is given to the cleanliness of the toilets. In general, in the Muslim countries and the countries of South and Southeast Asia, ablution site is provided using a pipe attached to the wall of the toilet.

5. No Activity Non - Halal

Muslim tourists generally consider some of the "Haram" or Non-Halal. When traveling or visiting an area, generally Muslim travelers require a family-friendly environment. So, some Muslim travelers prefer to avoid places that serve alcohol, berdiskotik or adjacent to the location of gambling.

6. Recreational Facilities and Services at Privacy.

Muslim travelers are also usually seeking recreation facilities that provide privacy for men and women, including the following:

- 1) The pool and gym are on privileges for men and women (separately).
- 2) The beach, which provides an area for men and women, so that they can enjoy the holidays while maintaining privacy.

RESEARCH METHODS

This research method is descriptive qualitative by using primary data in the form of observations and interviews and secondary data in the form of journals, books, and related documents obtained from institutions and the use of Participatory Rural Appraisal Analysis is used as an instrument to identify the expectations of society towards the empowerment of the local economy.

The identification process is done by:

1. Social mapping, namely to create a picture of socio-economic conditions of the community. The result of this overview is a general map depicting a location state of society and the physical environment.
2. Review Secondary Data (Secondary Data Review / SDR), which is to collect information sources that have been published and are not propagated to know Which of data that already exist and thus no longer be collected.
3. Direct Observation (Direct Observation), the direct observation of activities at certain objects, events, processes, relation-

ships and record community to cross-check against community responses.

4. Semi-Structured Interview (Semi-Structured Interviewing / SSI), the interview using a systematic guide question is only open a guide and still likely to expand during the interview conducted.
5. Focus Group (Focus Group Discussion), a discussion between several people to discuss things in-depth is specific to obtain a picture of a certain problem in more detail.

The number of respondents was taken to represent the number of community groups and information needs in the area Sembalun, East Lombok district.

Respondents making process is by taking respondents considered representative representing community groups in providing informs. Communities living in the district Sembalun is some 15 communities and five officials of the relevant agencies of the district and district levels. So, there are 20 respondents represented as information sources that contribute to the PRA.

RESULTS AND DISCUSSION

Rinjani circular area is one of the destinations of the world which has been designated as a UNESCO World Geopark area through geoculinary product, geohome-stay, geosouvenir, and geotourism. One area

that has a diversity of tourism potential by presenting a variety of natural beauty and culture is very interesting to visit is Sembalun sub-district, East Lombok district has an area of 217.08 km², is composed of four villages of Sembalun Bumbung, Sembalun Lawang village, village Sajang, and Petung Blok

village. Administratively, Regency Sembalun has an administrative boundary, which is in the north bordering the Sambelia district, in the south Regency Aikmel and Pringgasela, West Lombok regency in the west and District Pringgabaya in the east.

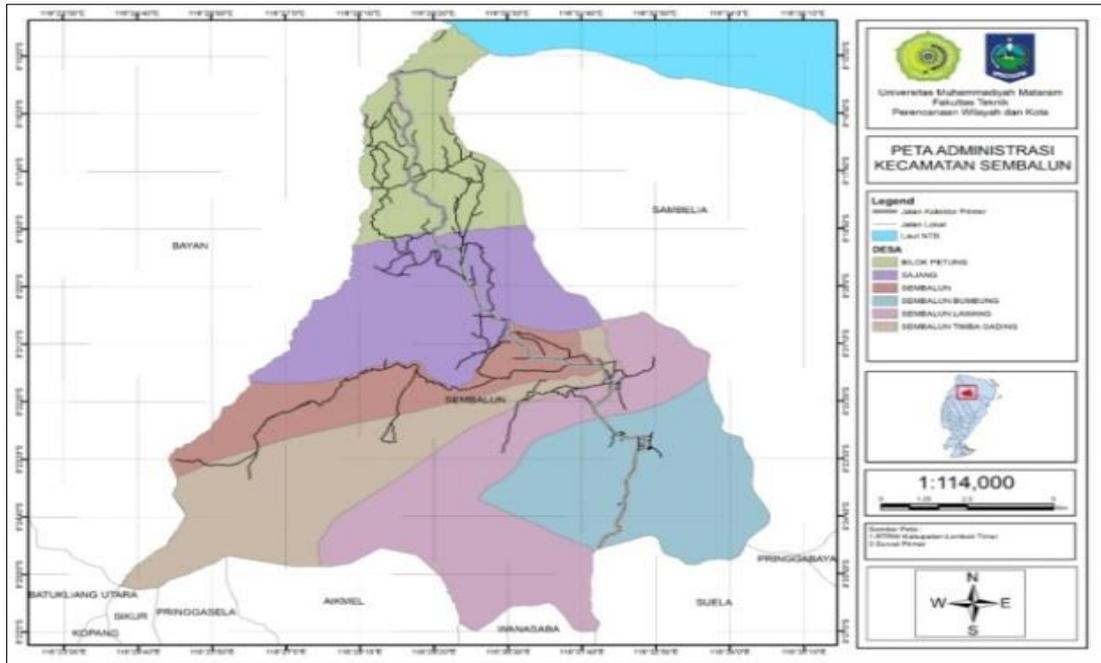


Figure 1. Administrative map of Sembalun Sub District

Distribution of Local Potential

Based on the recommendation of UNESCO, there are several local potentials, especially in Sub Sembalun, East Lombok district can be divided into several potential geo products such as geokuliner, geohomestay, geosouvenir, and Geotourism products. As for some of the local potential distribution can be described as follows.

1. Geosouvenir

Geosouvenir is the development of souvenirs made from the local to the forms and themes related to the geopark Rinjani. Potential geosouvenir in Sembalun district, East Lombok is based on the recommendation of UNESCO is in the village of Sembalun products with packaging woven shirts, keychains.



Figure 2. Geosouvenir in the district

2. Geoculinary

Geoculinary is the potential of the local culinary named in connection with the terms of geology and geopark Rinjani. Potential Sembalun geokuliner district, East Lombok based on the recommendation of UNESCO is in the village of Lawang Sembalun

with organic bread products with raw materials potatoes, strawberries and carrots and village Sembalun Bumbung with fresh food processed products (tomatoes, potatoes, shallots) to be packaged and marketed to hotels and restaurants



Figure 3. Geoculinary in the district Sembalun

2. Geotourism

Geotourism is a tour package that combines the destination with a wealth of

geological, biological richness, the cultural wealth coupled with the involvement of

schools and small industrial communities as part of a tourist destination to be visited by tourists. Potential Sembalun Geotourism district, East Lombok based on the



recommendation of UNESCO is in the valley Sembalun (Pergasingan Hill and Hill Selong), Loire Sembalun (Village Sembalun), Village Sembalun Beleq and Niagara Mangkusakti.



Figure 4. Geotourism in the district Sembalun

3. Geohomestay
Geohomestay is houses which functioned as an inn that can be rented by tourists at affordable prices. Equipped with the interior and the information boards on the theme geopark Rinjani in Lombok

Potential geohomestay Sembalun district, East Lombok based on the recommendation of UNESCO, there are 3 units Homestay with the needs of the development of the toilet seat and the service and processing.



Figure 5. Geohomestay in the district Sembalun

Characteristics District of Sembalun

1. Population

District Sembalun + 217.08 square kilometers with a population of Sembalun district, East Lombok in 2017 currently

amounts to 20 980 people consisting of 10 411 men and 10 569 women with a population density of 1.50 ha/person.

Residents who live in the area Sembalun often called 'People Sembalun', they claim to be from ethnic Sasak and in local history is believed to be the oldest in Sembalun most dominant stay in this area and generally in Lombok Island. Besides, there is a population of newcomers from surrounding villages, from Bali and Java, and Muslims are dominant.

2. Livelihood and Income

Communities in Sembalun district, East Lombok majority are subsistence farmers. This is evidenced by the many farm communities near their home with excellent potential as potatoes, peppers, tomatoes, strawberries, onion, and garlic. However, not only as a farmer, but people in the district Sembalun also worked in the livestock sector. It can be seen from the people who keep cows around the house with a rather large amount.

Economic activity in the District Sembalun in the last two years has increased, and the implications for the improvement of people's income. Previous Community economic activity is only supported by the agricultural sector in the development, trade and livestock economy also began to grow rapidly. So, in addition to agriculture, livestock trade and provide a

substantial contribution to employment. Sembalun county revenue sources come from several sectors, namely agriculture, plantation, farming, services, household industry, and trade.

3. Institutional

Community institution is an institution established by the community itself as needed and is a partner of the government to increase community participation in development. The formation of social institutions in the District Sembalun, both type and amount determined by the circumstances and customs prevailing in the society.

The existence of social institutions is a strategic step in the effort to uphold the democratic life and as a vehicle for learning the pillars of democracy exist in society. Representation of the various groups and sections of the society looks at each member institution of society, so that social control over government, service, and development will be better.

With a variety of considerations and demanding needs of the community and to support the development of activities in the Regency Sembalun, 2016 can be inventoried number of social institutions as much as 15 pieces include:

- 1) A group of women such as the Family Welfare and Dasawisma Group.

- 2) Youth Organizations such as sports clubs, youth in every race and Youth Society Mosque or Masjid.
- 3) Professional Organizations such as the Farmers Group, Gapoktan, Taxi Motor Club.
- 4) Organizations father as Langaran Group, and the Group of Death Banjar.
- 5) of the Mutual Cooperation Group as Bhakti Months Cooperation Committee, the Group of Mutual-Help build a house, Tomb Cleaning Group Cooperation, the Mutual Cooperation Group Planting.
- 6) Village Community Resilience

Besides, there are community organizations that specifically deal with and coordinate the processing of agricultural products in the district Sembalun, which collectively done by housewives in processing agricultural products into processed products as souvenirs that can be enjoyed by people of District Sembalun. as a tourist village. Such institutions include:

- 1) Rinjani Women's Group Women (Garlic Black Processed)
- 2) Women's Group Puri Rinjani
- 3) Jorong Sejahtera Group (Processed Agricultural Products)
- 4) Sekar Wangi Women's Group (Processed Tomato).
- 5) Tough Women's Group (Processed Tomato)
- 6) Combined Group (Processed Food)

Results of Participatory Rural Appraisal (PRA)

PRA is one of the instruments used to determine the society's expectations of local economy potential in the surrounding area. Results PRA has been done in Sembalun district, East Lombok that can be viewed from various aspects, among others:

1) Potential Areas

- Communities in Sembalun district, East Lombok, about 85% of people already know the potential of rural areas, especially the tourism potential that gets a lot of attention from tourists.
- Residents in the District Sembalun have tried to maximally support the potential of their village to manage and grow regularly associated with the potatoes, strawberries, tomatoes and other agricultural products so that the community of agricultural products will also increase.

2) Problems or Constraints

- Of the people who attended the PRA activities, approximately 15% of people stated that there are no obstacles or problems in managing and developing the potential in their village.

- However, about 85% of people claim that there is a problem or obstacle in supporting the potential potency in their village, the problems include:
 - a. Low public knowledge in managing and developing the potential in a region
 - b. The facilities and inadequate infrastructure to support this potential
 - c. Marketing and prices of agricultural products are considered incompatible with a limited range of marketing

3) Institutional

- In Sembalun district, East Lombok existing specialized agencies that handle the processing of agricultural products into something that can be enjoyed by tourists who come. For example, by making culinary crackers, potato chips, strawberry fruit processing, and other culinary culinary-that will be marketed centrally by-die.
- Institutions that there are also very participatory and have an active role in supporting the potential that exists in the District Sembalun.
- Sembalun youth groups in the village, it is participating in the process of managing and developing

a wide range of potential, especially in tourism potential.

4) People's Fate

- Communities in Sembalun, East Lombok district hope there will be more guidance and assistance to the public about the procedures related to the management and development of potential in their area.
- People expect that the agricultural products that they manage will increase.
- The society also hopes that tourism in the district Sembalun can become an alternative tourist destination that can be visited by tourists both domestic and foreign.
- The society hopes there will be support and active participation of local governments in deciding and build potential in Sembalun district that has great potential to support the region in its development as a tourist village.

Referral-Based Local Economic Empowerment Halal Tourism.

Based on local potential and the results of PRA conducted in Sembalun, East Lombok district, landing a locally-based economic empowerment halal tourism in the

region of the circumference of Rinjani is as follows:

- 1) The food is kosher, through efforts to increase engagement and community skills, institutionalization in the production and marketing of halal food, provide intensive assistance to communities, institutions related to the production, marketing and certification of halal food, increasing the active role of communities and institutions to build cooperation and dissemination of information halal food to travelers and tourists.
- 2) Facility worship, through efforts to improve the quality and maintenance of adequate worship.
- 3) Service during the month of Ramadan, through efforts to improve the capacity of communities and institutions and disseminating information to stakeholders in tourism and tourists during Ramadan.
- 4) The small and friendly Toilet water, through efforts to increase the number and quality of adequate toilets.
- 5) There are no non-halal activities, through efforts to improve the capacity of communities, institutions, and dissemination of stakeholders in tourism and tourists to not get involved in the activities of non-kosher.

- 6) Recreational facilities and services with privacy, through efforts to improve the capacity of communities, institutions, and quality in the provision of recreational facilities and services with privacy as well as establishing cooperation with stakeholders.

CONCLUSION

Based on the results of Participatory Rural Appraisal (PRA), the people in the district Sembalun, East Lombok hope that the local potential could provide value selling more and contribute significantly to the development of the region into one of the destinations permitted to provide meal and service for Moeslem travelers in particular.

Referrals can be given to empowering the local economy based on parameters of tourism lawful, namely: 1) The food is kosher, through efforts to increase engagement and skills of people, institutions in the production and marketing of halal food, intensive assistance to communities, institutions, production, marketing and certification of halal food, increasing the active role of communities and institutions to foster cooperation and information dissemination halal food to tourism and tourists, 2) prayer facilities, by improving the quality and maintenance of religious facilities were adequate, 3) Service during the month of Ramadan, through efforts to improve the

capacity of communities and institutions and dissemination of information to stakeholders in tourism and tourists during the month of Ramadan, 4) Toilet friendly little water, through efforts to increase the number and quality of adequate toilet, 5) No activity of non-kosher, through efforts to improve the capacity of communities, institutions and dissemination of information stakeholders in tourism and tourists to not get involved in the activities of non-kosher, 6) Recreational facilities and services with privacy, through efforts to improve the capacity of communities, institutions and quality in the provision of recreational facilities and services with privacy as well as establishing cooperation with stakeholders. Institutions in the provision and quality recreational facilities and services with privacy as well as establishing cooperation with stakeholders.

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