

# COMMUNITY EMPOWERMENT TOWARDS WORLD HALAL TOURISM IN CREATIVE VILLAGE OF SUKARUAS TASIKMALAYA

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## Abstract

Halal tourism is currently one of the leading sectors expected by the government and a top priority in the economy sector. This policy is strongly supported by available data and facts. As reported by a tourism research institute Lonely Planet. Minister of Tourism Arief Yahya said that in 2019 Indonesia is targeted to be ranked first as a world halal tourist destination as well as being the friendliest destination for Muslim tourists according to the Global Muslim Travel Index (GMTI). These achievements must be further improved by internationalizing the halal tourism industry in Indonesia. Therefore, this research is very relevant to realize these achievements. Sukaruas Creative Village which is located in Sukaraja Village, Rajapolah District, Tasikmalaya Regency is a village in West Java which has characteristics where the community has creativity which is used as the main capital in building the economic resilience of the community. The main objective of this research is to empower the people of Kampung Sukaruas to become one of the halal tourism destinations in Indonesia. In this study, the method used by the research team is a descriptive method with a qualitative approach. The attention of the District Government and the Provincial Government to the development of the Sukaruas Creative Village community through the tourism office is to build a Creative Village empowerment center as a place for discussion and consultation between Small and Medium Enterprises and village and district officials. The results shows that the economic and tourism potential based on local advantages in the Sukaruas Creative Village consists of handicraft industry activities that produce various kinds of souvenirs and also educational tours offered to visiting tourists.

**Keywords:** *World Tourism Destinations, Halal Tourism, Sukaruas Creative Village, Community Empowerment.*

## 1. Introduction

Since 2012, Sukaruas Creative Village has been designated as an area in Sukaraja Village as a Tourism Village which is located in the southern region of Tasikmalaya Regency close to the Garut Regency boundary. The determination of this Tourism Village was initiated by the Sukaraja Village Government in collaboration with the Regional National Crafts Council (Dewan Kerajinan Nasional Daerah, or abbreviated DEKRANASDA) of West Java Province to become a Tourism Village. The main actors in this assistance are the people of Sukaraja Village who are gathered in the Sukaraja Village Tourism Drive Group (Kelompok Penggerak Pariwisata, Kompepar). Sukaraja Village as a Tourism Village in Tasikmalaya

Regency, where Sukaruas Creative Village has a community empowerment program with a focus on developing the Tourism Sector (TS) and Economic Sector (ES) based on the tourism sector and the economic sector.

The tourism potentials in Sukaruas Creative Village include Mount Ciremai National Park, Betung Bamboo Conservation Forest, Kahuripan Spring, Kambing Village / Goat Village, Gongseng Waterfall, Loa, Bujal Dayeuh Site, Saurip Site, and Traditional Arts, as well as Jasreh Special Drinks. (Jahe sareng sereh), Tehreh Drinks (Teh Sereh) and other culinary delights. In fact, there are already sufficient and adequate number of homestays available in Sukaruas Creative

Village, currently right now there are 25-30 homestays.

The development of the Sukaruas Creative Village certainly cannot be separated from the participation of the local government of Tasikmalaya Regency through the Department of Tourism, Youth and Sports, Village Government and Kompepar Sukaraja Village. Some previous studies regarding halal tourism are as follows:

1. Halal Tourism: Developments, Opportunities, and Challenges by Eka Dewi Satriana and Hayyun Durrotul Faridah from Airlangga University who researched halal tourism in general (Journal of Halal Product and Research, 2018).
2. "Implications of Sharia Tourism on Increasing People's Income and Welfare" by Fitratun Ramadhany from the State University of Surabaya conducted a study on how sharia tourism has implications for community improvement (Jurnal.iainponorogo.ac.id. Muslim Heritage, 2018).
3. "Potentials and Prospects of Halal Tourism in Improving the Regional Economy (Case Study: West Nusa Tenggara) by Alwafi Ridho Subarkah who has proven that halal tourism has a positive impact on economic improvement in West Nusa Tenggara (Ejournal.umm.ac.id. Sospol Journal, 2018).
4. "Halal Tourism Village: Concept and Implementation in Indonesia" by Hendri Hermawan Adinugraha from Dian Nuswantoro University Semarang conducted research on the concept and implementation of halal tourism in Indonesia in general (Jurnal.unisu.ac.id. Human Falah, 2018).
5. "The Challenge of Halal Tourism Development in West Nusa Tenggara by A. Muchaddam Fahham from the Research Center of the Indonesian House of Representatives' Expertise Board conducted research on how halal tourism was developed in West Nusa Tenggara (Jurnal.dpr.go.id. Aspiration, 2017).

In contrast to previous studies, this research will focus on the community empowerment in Sukaruas Village, Tasikmalaya

Regency. The advantage of this research is that it is more focused about community empowerment in the development of the Tourism Sector and Economy Sector based on the Halal Tourism sector and the economic sector in Tasikmalaya district. Community Empowerment in this research is about the process of enabling communities especially in Sukaruas Village to increase control over their lives.

## 2. Method

This research was conducted using a qualitative approach method. According to Moleong, qualitative research is research that intends to understand phenomena about what is experienced by research subjects such as behavior, perceptions, motivations, actions and others holistically and by means of descriptions in the form of words and language, in a special natural context. and by utilizing various natural methods. Qualitative research is based on efforts to build their detailed researched views, which are formed with words, holistic and complex images (Moleong, 2017).

The type of data that will be used is qualitative data, namely data in the form of verbal words by not closing themselves to using numerical data. The data sources used are secondary data derived from various information, descriptions and analysis results sourced from references, information, documents and data regarding halal tourism in Indonesia. This research was conducted with descriptive qualitative analysis and explored the development of halal tourism, halal tourism destinations, its opportunities and also its obstacles. According to Bogdan, "Data analysis is the process of systematically searching and arranging the interview transcripts, field notes and other materials that you accumulate to increase your own understanding of them and to enable you to present what you have discovered to others".

Data collection in this study was carried out as follows:

- Collecting data and information about the concept and practice of halal tourism in general in Indonesia from secondary data by not closing the possibility of obtaining primary data through unstructured interviews with related parties.

- Reviewing and interpreting data and information regarding the concepts, policies and practices of halal tourism in Indonesia.
- Conduct an analysis of facts, opportunities, problems and solutions related to Indonesia as a world halal tourism destination.
- Prepare research reports after obtaining various inputs.
- Data analysis and processing in this study was carried out to obtain accuracy, accuracy of data presentation and research analysis as follows:
- Simplify the data obtained according to the most up-to-date source and time.
- Perform data interpretation to obtain the accuracy of data usage.
- The validity of the data is done to sort out the valid data in the study. Sorting the validity of the data is done by selecting the data used is derived from competent and valid sources and even attempted from actors and experts in halal tourism. In addition, the selection is done by comparing the existing data and taking stronger (valid) data.

### 3. Result and Discussion

Empowerment essentially have a main purpose to provide power or to increase empowerment. Community empowerment can be interpreted as an effort to make the community independent so that they are able to actively participate in all aspects of development. Independence does not mean being able to live alone but being independent in decision making, namely having the ability to choose and having the courage to refuse any form of assistance or cooperation that is not profitable and in this situation what must be changed is the mindset of women to want to make changes towards becoming more independent.

In this industrial era 4.0, every region is required to be able to compete and be able to produce superior products. With this pressure, creative ideas emerge that can become income for the area. Currently, the creative industry is considered to be able to make a very large contribution to the regional economy, especially in reducing unemployment. The increase in the value of

exports and the absorption of a large enough number of workers as well as a contributor to gross domestic product is one of the contributions of the current creative industry (UNCTAD, 2008).

The existence of this creative industry development will have a positive impact on improving the regional economy, prospering the social life of the community, a more advanced business climate, and also having an impact on the characteristics or image of a region. In addition, the creative industry can also increase regional income and can also develop the quality of Human Resources (HR). Besides helping to improve the economy, the creative industry can also absorb more workers and increase people's income. Utilization of the results of creativity, skills and talents possessed by individuals has a positive impact on people's lives through the creation and utilization of one's creative and creative power. The creative industry is a new sector that was appointed by the government to advance the regions of each industry player, especially to support the movement of tourism. The creative industry sector uses renewable resources, encourages the creation of innovation, and provides a positive social impact, especially for the community (Kemenparekraf, 2011).

Tasikmalaya as one of the regions in Indonesia that has a diversity of creative industries, especially crafts that have existed for a long time, if managed and developed properly will become one of the main supporters of the socio-economic life of the community. One of the main commodities of woven crafts in Tasikmalaya is woven mendong, pandanus, bamboo and water hyacinth. Even the mendong woven craft has been designated as a superior commodity typical of Tasikmalaya based on the Decree of the Regent of Tasikmalaya No. 522.4/189LH of 1994 concerning the determination of Competitive and Comparative Flora and Fauna that can contribute many benefits to economic growth.

The natural fiber woven crafts made in Tasikmalaya are occupied by many people, so that every effort to develop them will have a positive impact on the economy and the

welfare of the community. One of the creative industry centers is the Sukaruas Creative Village Community or abbreviated as PKKS (Paguyuban Kampung Kreatif Sukaruas) which is located in Rajapolah District, Tasikmalaya Regency, which is one of the associations based on the creative industry, especially the craft industry. Almost 80% of its citizens are craftsmen. The community is made by residents as a forum for aspirations for the creativity of the local community with the aim of increasing the creative industry in the village, both in the fields of crafts, culinary, even arts and culture.

This creative village concept is a strategy developed by the Indonesian government to improve the quality of the environment and people's lives. Some creative villages can be found in several big cities such as Bandung, Jakarta, Surabaya, Solo, Bali, and Yogyakarta. The concepts used are also diverse, namely tourist villages, arts and culture villages, music villages, cyber villages, industrial villages, and several other concepts that are made to adapt to potential problems or the context of each village. Sukaruas Village is a village where the people have skills or skills that have economic value. Whatever is around him becomes a place to work and generate rupiah coffers. The Sukaruas Creative Village community utilizes natural resources as raw materials for their handicrafts, namely natural fibers such as mendong, water hyacinth, pandanus, bamboo, banana midrib and bark.

The weaving skills of the Sukaruas people are a local wisdom that has been carried out by their great-grandfathers from a long time ago, which has been passed down from generation to generation to the next generation until now. This is what makes Sukaruas Village more unique and interesting compared to other villages. Even though the craftsmen in Sukaruas are already experts in weaving, training is still needed to sew and to create new, more varied patterns. In the past, the craftsmen in this village only wove dudukuy (hats made of bamboo) and also household furniture such as boboko (rice bowl). Along with the development of the era and diverse market demands, the craftsmen continue to innovate and develop their products so as to create various types of handicrafts.

This PKKS (Paguyuban Kampung Kreatif Sukaruas) or Sukaruas Creative Village Association was ratified by the village government through a village decree and made legal by the Ministry of Law and Human Rights. According to the PKKS chairman, it can be said that Sukaruas Village has developed, judging from the marketing coverage that has penetrated to foreign countries such as Japan, Italy, Malaysia, Turkey and Spain. In addition to the development of marketing, Sukaruas Creative Village is also often used as a place for weaving training and workshops from various regions in Indonesia. The following is data on visits from 2015-2019 at the Sukaruas Creative Village.

Table 3.1 Data on Visits to Sukaruas Creative Village 2015-2019

No.	Tahun	Jumlah Pengunjung
1.	2015	327
2.	2016	165
3.	2017	711
4.	2018	33
5.	2019	61
	<b>Total</b>	<b>1.207</b>

Sumber: Kampung Kreatif Sukaruas

In 2018 the Sukaruas Creative Village experienced a decrease in visits, this was because the management of the Sukaruas Creative Village was still not optimal and had limitations in human resources. In order for visits to increase and woven craft production

activities continue to grow, direct contributions from the local community, especially craftsmen, are needed as a key in the development of the creative industry in Sukaruas Creative Village as a craftsman village, so that it can produce culture and also



quality and diverse products. In addition, improvements are also needed in government services, local officials, as well as facilities and the quality of human resources in the Sukaruas Creative Village in order to further maximize its potential as one of the tourism destinations in Indonesia.

The success of the Sukaruas Creative Village can already be seen and evidenced by the many rows of stalls selling handicrafts, handmade wickerwork that line the streets of the sub-district, enough to prove that the Rajapolah sub-district and Sukaruas Creative Village are centers of cottage industries in Tasikmalaya district. The woven products with raw materials of mendong, pandan, and water hyacinth are also sold, ranging from bags, hats, wallets, to pencil cases. Besides being unique, the woven handicraft products sold in Rajapolah are known to be cheap with almost the same quality as the goods sold in stores. The charm of Rajapolah was also recognized by the Chairman of the Regional National Crafts Council (Dewan Kerajinan Nasional Daerah, Dekranasda) of West Java Province, Atalia Praratya Kamil.

Ade Abubakar, one of the woven craftsmen who is also the Chairman of the Sukaruas Creative Village Association, has succeeded in exporting woven handicrafts abroad. Ade said that all craftsmen in Sukaruas still use the manual method. Meanwhile, raw materials with good quality are sent from Kebumen, Central Java, in semi-finished form to be processed into ready-to-use goods. With the existence of a Tasikmalaya handicraft sales center, Rajapolah Permai has also become a shopping tourist destination center with the cultural wisdom of handicrafts typical of the people of Tasikmalaya Regency. Of course, the center of this destination is also an opportunity to improve the economic level of the local community. In addition, there are currently 60 homestays in Sukaruas Village that can be rented by visitors, including students, to find out more about Sukaruas Creative Tourism Village.

Currently, there are 30 home industries with various focuses in the Sukaruas Creative Village. Industrial activities are carried out by the surrounding community either all day or half the time. The ability of the community to process raw materials in the form of

mendong, pandanus and other raw materials has been obtained since elementary school because these materials are included in local content. Thus, weaving is not a new thing because people have known it for generations.

Community participation in developing economic potential based on shopping tourism or Shopping Tourism involves male and female community members as workers who develop creativity. This is in line with the opinion that women can put forward progressive ideas about equality and rights in the public sphere, while being central figures in saving the environment. According to PKKS, as many as 80% of the productive age population in Sukaruas village work as handicraft producers. The activities of male and female craftsmen are relatively different. The activities of preparing raw or semi-finished materials, coloring raw or semi-finished materials, as well as assembling and forming handicrafts are carried out by male workers.

Tourism development in Sukaruas village based on local culture can have a positive impact in the form of expanding employment opportunities and introducing culture to other communities. Currently, the majority of tourist package packaging is only in the form of shopping tours, but residents in Sukaruas Creative Village package integrated tours. Visitors can learn to make handicrafts from bamboo by providing attractions in the form of direct training and preparing their house to be used as a home stay. The results of the training process for making these crafts can be taken home by visitors as souvenirs.



Figure 3.1 Homestay Houses for tourists in Sukaruas Village

Head of the Creative Economy Section of the Tasikmalaya Regency Tourism and Culture Office, Budi Prayoga said that the development of tourist villages in the form of homestays as facilities for tourists who are visiting or at tourist sites. This is to fulfill the need for accommodation (lodging), because one of the challenges of the Tasikmalaya Regency Government for tourism development is the unavailability right now of representative hotel / lodging facilities yet. Therefore, it is focused on developing homestays for tourists visiting tourist destinations in the Tasikmalaya area.

The Homestay program which has been running in Pamijahan, Sindangkerta, Galunggung, and also Sukaruas Creative Village has been developed to become an international standard homestay. Based on data from the Tasikmalaya Regency Government, the number of local, regional and foreign tourists to tourist attractions in Tasikmalaya Regency in 2018 could reach 1.3 million tourists. And according to the latest data, in October 2019, the number of tourists visiting even reached 1.7 million tourists. This certainly has a significant impact on the increase in regional income. The people of Sukaruas Creative Village who are the object and subject of this research are economic actors who produce goods that have artistic value as a result of skills and crafts. This activity is a manifestation of the community's ability to process and utilize various resources that become their raw materials.

The skill of producing material works for the people of the Sukaruas Creative Village is a habit that is learned from the surrounding humans. In fact, it was found that the skills acquired by the people of the Sukaruas Creative Village were not obtained from formal education, but were obtained as a form of learning what other individuals did in the local community which was said to be a process of enculturation and internalization. Activities carried out by the Sukaruas Creative Village community in the field of Home craft industry require relatively large capital. The capital is used to purchase raw materials, purchase production equipment, pay for labor, and marketing costs. The capital of the craftsmen ranges from Rp. 5,000,000.00 to Rp. 20,000,000.00 with the source of funds from family loans, business profits and capital from BUMN and fostered partners.

The work of the Sukaruas Creative Village is an object that has artistic value. the raw materials used are derived from biological resources plus synthetic raw materials from artificial leather. The natural raw materials used include:

- Mendong obtained from the Manonjaya and Purbaratu areas,
- Pandan, obtained from the area of attack and Gombong,
- Lidi, obtained from Cikalong and Manonjaya,
- Rotan is obtained from Kalimantan,
- The bark is obtained from the island of Borneo,
- Water hyacinth is obtained from the Pekalongan area.



Figure 3.2 Raw Materials used to make handicrafts in Sukaruas Village

The activities carried out by the Sukaruas Creative Village community are included in the home industry activity category with the use of technology and production equipment that is still relatively simple, both for the preparation stage of raw materials, production, to finishing. At first the majority of the products produced were hats, but along with the times, the products produced became more diverse. Factually, at this time the material works produced by craftsmen in the creative village of Sukaruas include: hats, sandals, umbrellas, glass drink boxes, tissue boxes, wedding delivery boxes, newspaper boxes or baskets, clothes boxes or baskets, and flower baskets.

The continuity of an economic activity is related to how to market the work in the form of material. The work of the Sukaruas Creative Village craftsmen is marketed directly through shops located in the surrounding area and outside the city such as Tasikmalaya, Tasikmalaya City, Bandung, Jakarta, Bali, and other cities.

In order to developing halal tourism, especially in Sukaruas Village, of course, it cannot be separated from the support of the government and the community in advancing tourism, where the role of the government and the community is very helpful in developing the latest products and also innovation from tourism. With Indonesia as the country which has the largest Muslim community in the world, it is easier for the Indonesian government to help the community to develop this halal tourism. One of them is by making several policies and programs related to the development of halal tourism.

a. Indonesia's policy in developing halal tourism

Halal tourism is inseparable from the support of the government in Indonesia, whether its central or local ones in licensing and also making the law for halal tourism governance protection. If there is no legal law or basis, the development of the halal tourism itself will be hampered and its development will even stop for some time. This is a very important concern so the management of halal tourism has the right guidelines.

Indonesia in its rules makes a law that strengthens the development of halal tourism which refers to Pancasila and also the 1945 Constitution, namely:

1. Law no. 10 of 2009 concerning Tourism

The first point in Law No. 10 of 2009 explains that tourism is carried out with the principle of upholding religious norms and cultural values as an embodiment of the concept of life in a balanced relationship between humans and God Almighty, the relationship between humans and fellow humans, and the relationship between humans and the environment. (jogloabang.com). This is the basis for developing halal tourism where Islamic religious values are the main concern in the core development of the halal tourism.

2. Law no. 33 of 2014 concerning Halal Product Guarantee

Halal products are very important in the consumption of food and beverages, where as we know halal means food and drinks that have been tested for goodness for those who consume them. Food and drinks are the most important things that must be considered in traveling, where the main human need is to eat, this is what makes tourists pay attention to food products in Indonesia. Not only food and drinks, this is a guarantee for all products

in the environment of Indonesian halal tourism.

The government of Indonesia is thinking seriously about the halalness of products that exist in the environment of Indonesian halal tourism by making a law that regulates the halalness of the food, namely by making a law on halal products in collaboration with the Indonesian Ulema Council (Majelis Ulama Indonesia, MUI). What is meant by halal is what is stated in the Al-Quran and also As-sunnah, therefore in deciding between which one is halal and haram is not just a matter that anyone can decide about it. Therefore, it takes people who have been trusted in deciding this matter and have proven their truth in following the true teachings of Islam, namely based on the Qur'an and As-Sunnah.

Another policy carried out by the government is to create a Halal Tourism Development Acceleration Team issued by the Decree of the Minister of Tourism of the Republic of Indonesia Number KM.36/OT.001/MP/2016 concerning the Halal Tourism Development Acceleration Team. In this case, the Ministry of Tourism created a specific unit for Indonesian Halal Tourism so it can signify the increasing competitiveness of halal tourism and start the 2016-2019 Halal Tourism campaign program.

Another reference is Indonesia also taking part especially in some improvement of Indonesian halal tourism by making government regulations, namely PP No. 50 of 2011 which is about the Master Plan for Indonesia's Tourism Development, PP No. 52 of 2012 about the Certification of Competency and also certification of Business in the sector of Tourism, and Government Regulation No. 31 of 2019 concerning Halal Product Guarantee.

In the presidential regulation, the Presidential Regulation no. 63 of 2014 concerning the Supervision and Control of the Implementation of Tourism, Presidential Regulation No. 64 of 2014 concerning Cross-Sector Strategic Coordination of Tourism Implementation, and Presidential Regulation No. 2 of 2015 concerning the RPJMN.

Another rule about halalness is a ministerial decree, namely the Decree of the Minister of

Health of the Republic of Indonesia No. 1098/MENKES/SK/VII/2003 which concerning Requirements for Sanitary Hygiene for Restaurants and Restaurants, and Minister of Tourism Decree no. 55 of 2016 concerning Delegation of Authority to Expand the Scope of Business Certification in the Tourism Sector. In the ministerial regulation, namely, RI Tourism Regulation No. 12 of 2016 concerning Amendments to the Regulation of the Minister of Tourism No. 1 of 2016 concerning the Implementation of Tourism Business Certification, the Minister of Tourism of the Republic of Indonesia No. 18 of 2016 concerning the Registration of Tourism Business, the Minister of Tourism of the Republic of Indonesia No. 14 of 2016 concerning Guidelines for Sustainable Tourism Destinations, Minister of Tourism No. 10 of 2016 concerning Guidelines for Preparation of Provincial and Regency/City Tourism Development Master Plans, and Tourism Ministerial Regulation No. 11 of 2015 concerning the Enforcement of National Work Competency Standards in the Tourism Sector.

Indonesian governments which connected to halal tourism also made laws and rules, namely Regional Regulations governing Regional Halal Tourism Destinations, and also regulations from Governor, Regent or Mayor about this Halal Tourism. The example of Indonesian government support in development of halal tourism is the West Nusa Tenggara (NTB) Province being the one and only province in Indonesia that has regional regulations about halal tourism that also included in Regional Regulation No. 2 of 2016 concerning halal tourism or sharia.

#### b. Cooperating with Various Institutions

The Ministry of Tourism is collaborating with the National Sharia Council (Dewan Syariah Nasional, DSN), the Indonesian Ulema Council (Majelis Ulama Indonesia, MUI) and the Business Certification Institute (Lembaga Sertifikasi Usaha, LSU). The concrete form of this collaboration is by developing tourism and promoting culture and religious values which will then be stated in the Regulation of the Minister of Tourism and Creative Economy. The Indonesian government also collaborating with Indonesian Hotel and



Restaurant Association (Perhimpunan Hotel dan Restoran Indonesia, PHRI) so they can establish halal inn for tourists and also places that can serve halal foods, and also collaborating with Association of the Indonesia Tours and Travel (ASITA) to create a halal tour packaging for tourist attractions (Satriana, Dewi, Eka, 2018). Halal Tourism: Developments, Opportunities and Challenges. Surabaya, Center for Research and Development of Halal Products, Universitas Airlangga).

#### c. Making Mission Achievements in Halal Tourism

In developing Indonesia's halal tourism sector, initially the Indonesian Government, which is the Ministry of Tourism, focused on developing national tourism in 10 priority destination locations. This is done to be able to compete with other countries in the field of tourism progress, especially halal tourism. The 10 priority destinations developed are North Sumatra, West Sumatra, Bali, West Nusa Tenggara (Lombok, Mandalika), Southeast Sulawesi, Yogyakarta, DKI Jakarta, Aceh, West Java, and East Nusa Tenggara.

The Indonesian government, especially the Ministry of Tourism, right now has 6 important targets for the 2014-2019 period, which is:

1. The main contribution of Indonesian Tourism's is because the GDP or Gross Domestic Product increasing from 9% to 15% from 2014 to 2019. Also in November 2015 the Indonesian GDP from tourism is about 9,5%.
2. The Increase of Indonesian foreign exchange from Rp.140 trillion to Rp.280 million, in 5-year span from 2014 to 2019. And also right now, contribution from Indonesian tourisms to the GDP is about 4% with the total value of Rp.155 trillion in foreign exchange.
3. The increase of contribution to employment chances in Indonesia from 11 million to 13 million in 5 years, from 2014 to 2019.
4. The increase of Indonesian tourism competitiveness index from 70 to 30 in 5 years, 2014 to 2019.
5. The increase of foreign tourist come to Indonesia from 9.4 million to 20 million

in 5 years, from 2014 to 2019. Also in September of 2015, the total of Indonesian foreign tourists was about 8.69 million.

6. The Increase of domestic tourist travels from 250 million to 275 million in 5 years from 2014 to 2019 (Kemenpar, 2015).

To achieve these 6 targets, Indonesia has divided the products of Indonesian tourism into 3 main categories which is nature, culture, and man-made products such as:

1. Nature Tourism, it includes adventure tourism, marine tourism, and also ecotourism
2. Cultural Tourism, it includes historical heritage and cultural tours, culinary and shopping tours, and also is village and city tours
3. Artificial Tourism, it includes sports tourism, MICE tourism, and also hybrid or integrated tourism.

#### d. Introduction to Indonesian Halal Tourism

The Ministry of Tourism has prepared destinations of Halal Tourism in Indonesia, Muslim-friendly inn and hotels, also halal travel agencies. Other than that the Ministry carried out various campaign and promotion to promote and introduce Indonesian halal tourism especially to community of international Muslim, such as:

1. The creation of the Halal Tourism brand or it can be said the branding of Halal Tourism Indonesia Indonesia is carried out as the international branding of Indonesia that represent the nature, the diversity of arts and culture, and traditions, as well as the Indonesian people's lives harmony.
2. The Indonesian Ministry of Tourism carried out the POSE activity which is Paid media, Owned media, Social media, and also Endorser tactics in the implementation of the campaign of Indonesian Halal Tourism. For example, Paid Media such as HalalBooking.com, Islamic Finder, The Muslim Travel Girl, British Muslim, and also Trip Advisor. Next is Owned Media such as The official website for Indonesian Halal

3. Tourism with Social Media such as Facebook (Ministry of Tourism facebook page), Instagram (@kemenpar account and @indtravel account), and also in Twitter (@kemenpar\_RI account). Lastly Endorser which the Ministry of Tourism has appointed several national celebgrams such as Laudya Cytia Bella (Artist), Asma Nadia (Novelist), and also Dian Pelangi (Fashion Designer) as ambassadors of Halal Tourism.
4. Campaign of Indonesian Halal Tourism Campaign through many Festivals and also Expos. The Ministry of Tourism introduce and also promote Indonesian Halal Tourism to the muslim community from the Middle East through the Arabian Travel Market (ATM) event in Dubai 2016, also doing the exhibitions and promotions of Indonesian Halal Tourism in Riyadh Travel Show (RTS) on 12-15 April 2016, also the Ministry of Tourism participates in Malaysia International Halal Showcase (MINHAS) in Kuala Lumpur on 2016 and 2017 to promote Indonesian Halal Tourism.
5. The Embassy of the Republic of Indonesia (KBRI) in Norway Reiselivsmessen Exhibiton which is the largest annual exhibition in the Nordics on Januari 13-15 2017 promoted the Province of West Sumatra in Indonesia as the World's Best Halal Destination 2016 and also the World's Best Halal Culinary Destination 2016, also on April 2017 the Embassy of the Republic of Indonesia (The Indonesian Embassy in Pakistan) took part in the Halal Industry International Exhibition which organized by the Punjab Halal Development Agency (PHDA) in Islamabad.
6. Familiarization Trip Program, or abbreviated as Fam Trip is a series of programs which carried out to promote and also introduce the in-depth explanation about Indonesia's tourism for travel agents, mass media, and blog writers (bloggers). The Ministry of Tourism and the Indonesian Embassy in Kuala Lumpur have invited about 10 travel agents and also tour operators as well as 10 Malaysian journalists to promote Indonesian halal tourist destinations such as Pulau Seribu Mosque Tourism in Lombok on March 29 to April

2, 2016. This program using the theme of the Route of King Salman which is a trace of King Salman's journey during his visit to Indonesia, (Satriana, Dewi, Eka, Faridah, Duyrrotul, Hayyun, 2018).

Indonesia through the Ministry of Tourism has done many technical guidance regularly and also workshops especially in top 10 halal tourism destinations in Indonesia. In order to accelerate the development of national halal tourism destinations with global standards, the Ministry of Tourism held the Indonesia Muslim Travel Index (IMTI) in 2018 and 2019. The IMTI assessment was carried out directly by CrescentRating-Mastercard in collaboration with Indonesia using the four main indicators set by GMTI, namely: accessibility, communication, environment, and service. The results of the assessment of the four main aspects will automatically determine the top 5 priority halal tourist destinations in Indonesia. (kominfo.go.id).

Indonesia has also launched a new program that can encourage the advancement of halal tourism, its called the Indonesia Muslim Travel Index (IMTI). This IMTI program related to the values of GMTI, which specifically to promote halal tourism in Indonesia so that it is more developed and to show the ranking of destinations in Indonesia that are friendly to Muslim tourists with various predetermined criteria.

After Indonesia declared itself as a halal tourism destination, it had a positive effect on increasing foreign tourist visits to Indonesia, which of course was followed by an increase in foreign exchange from the tourism sector. Foreign tourist visits in 2019 amounted to 12.27 million, this number has increased by approximately 2.63% compared to the number of Muslim tourist visits in 2018 which amounted to at least about 11.96 million. (Kompas.com). Indonesia has been experiencing an increase in foreign tourists. The Central Statistics Agency (BPS) noted that foreign tourists from the Middle East who visited Indonesia jumped rapidly. In June 2019, foreign tourists from the Middle East visited 36.5 thousand, an increase of 529% or approximately five times from the previous month which was approximately only 5.8 thousand. The biggest improvement was seen in the quantity

of foreign tourist from Saudi Arabia, which has increased by 1,002,55% or approximately 10 times to 26,4 thousand visits in total, from only 2.4 thousand visit.

After that, the second largest growth occurred in the quantity of foreign tourist from UAE and Kuwait. Foreign tourists from UAE increased from 200 to 800 or increased 315.96%, while those from Kuwait rose from 100 to 700 visit or increased 536.45%. From data in 2018, the growth percentage of the Indonesian halal tourism market has reached

18%, with the quantity of foreign Muslim tourists visiting Indonesian halal tourist destinations reached 2.8 million tourists, also foreign exchange reached approximately Rp.40 trillion in total. Referring to the target of achieving 20 million foreign tourist visits (foreign tourists) to be achieved in 2019, the Ministry of Tourism is targeting 25% or the equivalent of 5 million of the 20 million foreign tourists are Muslim tourists (setkab.go.id). The data can be seen in Figure below.

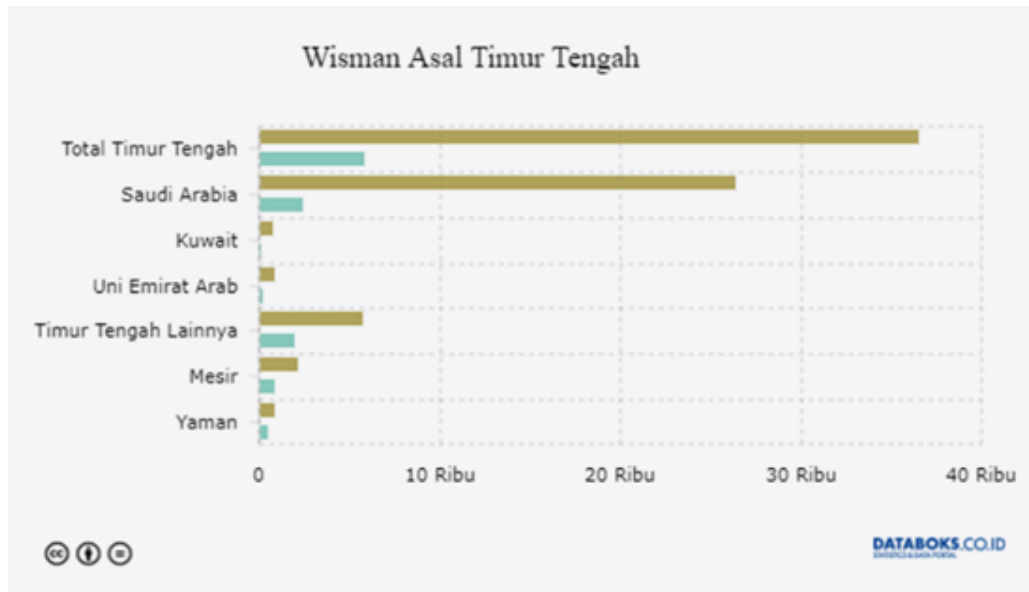


Figure 3.3. Middle East Tourist Visit Data

We can see the clear evidence of the successful development from halal tourism project which has made an increase in the quantity of foreign tourist. However, this success is still not something we can be proud of, because to maintain the existence of halal tourism in the international level is very difficult. Also Indonesia has its own problems, specifically about people still not understand about halal tourism.

One example of a halal tourist destination that is in great demand by Muslim foreign tourists is Lombok. Lombok is an area that is in great demand by foreign tourists, especially Muslims. With the title that Lombok holds as the world's best halal tourist destination and also the world's best halal honeymoon destination, this is a distinct advantage for Indonesia in the eyes of the world. On the other hand, Lombok, NTB, is favored as a

halal tourism destination in Indonesia where in 2015, Lombok won the World Halal Travel Award for the categories of The World Best Halal Tourism Destination and also won The World Best Halal Honeymoon Destination. In 2016, at the same event, Lombok again won 3 awards for the categories of World's Best Halal Beach Resort, World's Best Halal Travel Website, and World's Best Halal Honeymoon Destination. On that occasion, Minister of Tourism Arief Yahya conveyed the position of Lombok, NTB, as a halal tourist destination to open up itself as wide as possible to tourist arrivals. Since Lombok was chosen as The World Best Halal Tourism Destination and The World Best Halal Honeymoon Destination at the World Halal Travel Awards in 2015, the growth of tourists in 2016 actually increased, foreign tourists

reached 32.3 percent while domestic tourists were 47 percent.

The Ministry of Tourism also continues to show commitment and support for Lombok as a halal tourism destination. One of them is through the development of Islamic Center tourism attractions, the Hubbul Wathan Mosque, Mataram, NTB. The Ministry of Tourism's support is in the form of lighting arrangements (illuminations) at the Islamic Center which will be carried out in two stages, namely in 2016 and 2019. In 2016, the installation of lights was carried out in tower 99 and the dome of the mosque. Meanwhile, in 2019 44 units were installed for the 66 towers and 40 units for the lobby dome. (kemenpar.go.id).

#### 4. Conclusion

Sukaruas Creative Village in Sukaraja Village, Rajapolah District, Tasikmalaya Regency is one of the tourist destinations in West Java province which has high potential in the tourism sector as well as the economic sector. The skills possessed by its citizens, most of whom are craftsmen, can bring financial and cultural benefits. This local advantage-based economic potential includes handicraft industry activities that produce various kinds of souvenirs, as well as educational tour packages offered to visiting tourists.

This is the basis for this research to make Sukaruas Village in Tasikmalaya as one of the halal tourism destinations in Indonesia. Various regulations have been made to help the halal tourism development, but of course this must also be in cooperation with public understanding about halal tourism so that there are no more misunderstandings that result in poor judgment in making policies. One of the factors that must be considered is cooperation, so that the halal tourism development in Indonesia can be done successfully.

Another step taken by Indonesia in developing Sukaruas Village into a halal tourism destination is to introduce it to the Muslim community, especially international ones with various campaigns carried out under the coordination of the Ministry of

Tourism, one of which is through internet media, making several exhibitions and festivals held in Indonesia and other countries, and also carry out very large promotions or discounts to attract the attention of tourists, especially from foreign countries. Based on the conclusions that have been made, the FISIP UNPAS research team would like to convey some suggestions both academically and practically about halal tourism in Sukaruas Village.

Academically, the government should be more active, especially in conducting studies on the concept of halal tourism, both sharia and constitutional, then also add material on halal tourism which includes food, drinks, clothing, transportation, entertainment, and also arts such as handicrafts. In this Sukaruas Village Practically, there should be a form of collaboration with universities, especially UNPAS for business actors in Sukaruas Village regarding halal tourism and also preparing trained personnel in this field, as well as conducting socialization and promotion of this halal tourism.

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