



The Potential for Development of Raden Sekar Park as a Halal Tourism Object According to the Global Muslim Travel Index Standard

Shalza Yashinta Mayseliandra^{1*}, Yunaita Rahmawati²

¹ Institut Agama Islam Negeri Ponorogo; Indonesia, shalzamayseliandra@gmail.com

² Institut Agama Islam Negeri Ponorogo; Indonesia, rahmawati@iainponorogo.ac.id

Article Info	Abstract
<p>Article history: Received June 07, 2023 Revised July 01, 2023 Accepted August 27, 2023 Available online September 15, 2023</p> <p>*Corresponding author email : shalzamayseliandra@gmail.com Phone number: 085704544123</p> <p>Keywords: Halal tourism, Raden Sekar Park, Tourism potential, Tourism development</p>	<p>Halal tourism has a concept that makes it easier for Muslim tourists to fulfill their spiritual needs by fulfilling the obligations recommended in their religion when traveling. In 2022, Indonesia will be ranked second in the Global Muslim Travel Index (GMTI). Malang Raya is an Indonesian halal tour located in East Java Province. Apart from Malang Raya, in East Java there are also several tours that have the potential to be developed into halal tourism, namely in Madiun Regency such as Raden Sekar Park. The purpose of this study is to explain the potential, development and impact of halal tourism in Raden Sekar Park which meets GMTI standards. This study uses field research methods with a qualitative approach. Data collection techniques through interviews with interested parties and documentation related to ticket sales data. Based on the research results obtained: The potential for halal tourism in Raden Sekar Park almost meets GMTI standards, a strategy is needed from tourism managers and government support regarding halal tourism regulations and stakeholder awareness in terms of marketing to develop halal tourism according to GMTI standards and the presence of halal tourism does not only have an impact on managers and MSMEs around tourism, but also buyers can meet their needs while in tourist attractions and can open business opportunities for KUPS (Social Forestry Business Group).</p>
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INTRODUCTION

Halal tourism is a tourism industry that provides services to tourists by referring to Islamic rules (Priyadi, 2016, p. 3). This aims to respond to Muslim tourism enthusiasts with accommodation and restaurant facilities, including all facilities that can support the comfort of Muslim customers (Devitasari et al., 2022, p. 131). Culture-based tourism by prioritizing the values and norms of Islamic law as the main foundation is a form of halal tourism (Surur, 2020, p. 28). Halal tourism is not much different from tourism in general, but the concept of halal tourism can make it easier for Muslim tourists to fulfill their spiritual needs by fulfilling the obligations recommended in their religion while traveling (Aziwantoro & Pauzi, 2021, p. 72). Awareness of the huge potential of world Muslim tourists is quite large among ASEAN countries, especially Malaysia and Indonesia (Arisanti & Kurniawan, 2022, p. 5681). Opportunities for halal tourism in Indonesia are very large because the majority of the population is Muslim (Tanjung & Panggabean, 2022, p. 1470).

In 2022, Indonesia will be ranked second in the Global Muslim Travel Index (GMTI) after being ranked first in Malaysia (Puspaningtyas & Zuraya, 2022). GMTI is the result of research from CrescentRating, where the index serves as a reference for halal tourism criteria that produces rankings for countries in the world. GMTI's ACES model covers four key areas to enable destinations to attract more Muslim tourists, accessibility, communication, environment and service (Bahardeen et al., 2022, p. 25). Based on the 2019 Indonesia Muslim Travel Index (IMTI) report, several leading halal tourist destinations in Indonesia are Lombok, Aceh, Riau and the Riau Islands, Jakarta, West Sumatra, West Java, Yogyakarta, Central Java, East Java (Malang Raya), Sulawesi South and environs (Bahardeen et al., 2019, p. 14). Apart from Malang Raya, in East Java itself there are still other areas that have the potential to be developed into halal tourism, one of which is in Madiun Regency. Madiun Regency has a population of 749,066 people, while the population who embrace Islam is 741,684 people (Badan Pusat Statistik Kabupaten Madiun, 2021). This shows that the majority of the people of Madiun Regency are Muslim, as well as the potential for halal tourism in Raden Sekar Park that can be developed.

Raden Sekar Park is a new tourist spot located on Perhutani land, to be precise in Kradinan Village, Dolopo District, Madiun Regency. Built in 2017 on a 5 hectare land owned by Perum Perhutani by the Forest Resource Management Community (LMPSDH) Rizky Abadi and a third party which was inaugurated by the ADM KPH Madiun in mid-December 2020. The development of Raden Sekar Park has the concept of increasing the economy of the people around the forest so that many local people who are involved in the management of these tourist rides have started businesses to open stalls, maintain parks, park vehicles and so on (Sumedi, Oktober 2022).

Study (Novita et al., 2021, p. 302) entitled "Analysis of Halal Tourism in Increasing the Rate of Economic Growth in Lampung Province" uses the theory of readiness of sharia tourist destinations according to the Ministry of Tourism in 2015. From the results of his research there are still some deficiencies that need to be corrected, namely: there is no guarantee of halal food products, there is no adequate public transportation to get to tourist attractions

and there is no optimal cooperation between the government and managers. Study (Suryani & Bustamam, 2021, p. 146) with the title "Potential for Halal Tourism Development and Its Impact on Regional Economic Development in Riau Province" using the theoretical framework of developing tourism destinations according to Cooper, Fletcher, Gilberth, Shepherd and Wanhill (1998). The results of his research show that the potential for halal tourism in Riau Province is very feasible to develop because it is supported by the provision of attractions, accessibility, amenities, ancillary services and institutions that are quite good. The development of halal tourism has a significant impact on the economic development of the Riau region.

The difference between this research and previous studies lies in the types of tourist objects and the theory of analysis used, whereas the previous research examined broader objects such as tourism in the province, while the author discussed special natural tourism objects for community empowerment because the land used belonged to the Agriculture Service. The data analysis used by the author is the theory of the four indicators of the ACES GMTI 2022 model. With the large population of Madiun Regency who are Muslim and the potential for halal tourism in Raden Sekar Park, as well as development that is in line with this concept, this should be an opportunity to develop tourism into halal tourism where the standards used is GMTI.

Based on the problems above, the researchers formulated the problem, namely how the potential, development and impact of halal tourism at Raden Sekar Park are in accordance with GMTI standards.

METHOD

This type of research is field research with a qualitative approach. research conducted in a place or location chosen to research or investigate something that happens in that place is the meaning of field research (Fathoni, 2006, p. 96). Qualitative research with a descriptive approach requires direct information from sources about the state of the research object to be studied (Azwar, 2012, p. 108). This research was conducted from October 2022 to February 2023. The reason the researchers chose this location is because the majority of the population in Madiun Regency are Muslim and Raden Sekar Park has the potential for halal tourism that can be developed. In addition, the choice of this location was due to the development of Raden Sekar Park itself which has the concept of increasing the economy of the people living around the forest. Sampling in this study used a purposive sampling technique, namely sampling using certain considerations in accordance with the desired criteria to be able to determine the number of samples to be studied (Sugiyono, 2019, p. 138).

The samples in this study came from three parties concerned with Raden Sekar Park tourism including:

- 1) Mrs. Adel as Head of Agroforestry and Ecotourism Sub-Section of KPH Perhutani Madiun
- 2) Mr. Nur Salis as Chairman of LMPSDH Rizky Abadi
- 3) Mr. Sumedi as Deputy Director of CV. Willis Green Forest.

While the documentation method is used to obtain data in the form of documents or records at the Raden Sekar park tourist attraction related to ticket sales data.

RESULT AND DISCUSSION

Halal Tourism Potential in Raden Sekar Park in Accordance with GMTI Standards

Halal tourism potential found in Raden Sekar Park tourism is measured using an assessment of the GMTI criteria. Based on the description of the data obtained, the researcher analyzed the four aspects of ACES as follows:

1. Accessibility

Accessibility is one of the factors that helps make it easier for tourists to travel to tourist destinations. There are three accessibility indicators, namely as follows:

- a) Visa requirements, this tour is in Kradinan Village, Dolopo District, Madiun Regency. which means being in the territory of the State of Indonesia, therefore the visa requirements follow the stipulations of the Law of the Republic of Indonesia Number 6 of 2011 concerning immigration (Republik Indonesia, 2009).
- b) Connectivity, road access to tourism is quite easy, because there are already directions and routes that can be accessed on the Google Maps application. Apart from that, the tour also cooperates with public transportation (rabbit train), the driver will get Rp. 1,000-, every 1 visitor brought.
- c) Transportation infrastructure, or the condition of the road to get to tourist attractions still has holes or can be said to be damaged. Therefore, there is still a need for development related to road infrastructure.

Based on the results of the analysis, access to tourism has fulfilled two indicators. First, the visa requirements that have been stipulated in the Law of the Republic of Indonesia. Second, there is connectivity with directions and paths that can be accessed on the Google Maps application and there are transportation offers in the form of a rabbit train.

2. Communication

The communication referred to here refers more to marketing carried out by tourism managers to reach visitors. There are three communication indicators, namely as follows:

- a) Destination marketing, already has a tour guide and marketing is done offline and online. Offline marketing is done by promoting groups of visitors and scouts. Online marketing using social media in the form of Facebook, Instagram, YouTube, Tiktok and WhatsApp applications and collaborating with Facebook groups.
- b) Communication proficiency, tourists can well accept what is conveyed by the tour guide. The language used is not only Indonesian, but also Javanese. The average tourist lives in East Java, so the choice of language is very necessary, because in that area the use of the Javanese language is still strong.
- c) Stakeholder awareness, 3rd Party as CV. Willis Green Forest has communicated related to marketing to both related parties to be able to assist in terms of

promotion. Both parties are still doing personal marketing, therefore stakeholder awareness in terms of marketing still needs to be developed.

Based on the results of the analysis, the communication aspect in Raden Sekar Park tourism has met two indicators. First, destination marketing, namely the existence of tour guides, the use of digital marketing. Second, the communication proficiency possessed by the tour guide with the use of language that has been adapted.

3. Environment

The environment is very important in facilitating a worry-free journey at the destination. There are five indicators of the environment, namely as follows:

- a) Safety, this tour provides security for vehicle in the parking lot to outbound game rides such as flying fox, adventure racing, and a small river that surrounds the camping ground area which also functions to drive away wild animals.
- b) Faith restrictions, the tour manager liberates the way tourists dress according to their beliefs. Especially for Muslim tourists, they are free to visit in clothes that they think are comfortable.
- c) Visitors arrival, this tour is still classified as a public facility, meaning that all tourists may enter tourist attractions on condition that they comply with halal and haram regulations.
- d) Enabling climate, there is a handling of honey bee education which is managed directly by KUPS (Social Forestry Business Group) 'Gunting Emas'. Honey bee education includes research and development of animal husbandry, which generates information to be introduced by tour guides to tourists as educational material.
- e) Sustainability, such as handling plastic waste by reducing the use of glass cups and replacing them with glass cups. Making signs for cleanliness directions called 'Sapta Pesona' in several areas and giving direct appeals to tourists with the aid of a microphone.

Based on the results of the analysis, Raden Sekar Park tourism has fulfilled the five environmental indicators. First, the safety provided is quite guaranteed. Second, faith restrictions are carried out by freeing the way tourists dress according to their beliefs. Third, the arrival of visitors without limiting the presence of non-Muslim visitors to travel. Fourth, enabling climate, namely the handling of honey bee education which is managed directly by KUPS. Fifth, sustainability related to cleanliness by placing sapta charm boards in several areas, directly appealing to and reducing the use of plastic materials.

4. Service

Activities that create a distinctive impression for the provision of good service will lead to a sense of satisfaction for consumers. There are six service indicators, namely as follows:

- a) Halal food, not all food or drinks have a halal label or are halal certified, only some packaged food and food that has been PIRT. Even though halal has been guaranteed, product labeling is still needed to provide a sense of security for tourists, especially those who are Muslim.

- b) Prayer facilities, there are two prayer rooms equipped with places for ablution and prayer equipment.
- c) Ramadan services, these services are rarely found in nature tourism, but in tourism Raden Sekar Park has provided Ramadan services, this started with tourists who wanted to break their fast at tourist attractions and perform the terawih prayers together.
- d) Bathrooms, there are eight bathrooms, four in the inner area and the rest in the outer area close to the tourist stalls. The bathrooms provided at tourist attractions are always kept clean.
- e) There are no non-halal activities, the manager strictly prohibits alcoholic beverages or other non-halal activities, because this can damage the image of tourist attractions.
- f) Recreational service facilities by providing privacy for men and women. This service is still not supportive, because according to the manager, providing privacy means separating men and women in tourist attractions, causing uncomfortable conditions. However, the manager still forbids the scouts or campers to keep their distance, on the grounds that they are still in the forest area, so the manager hopes to be careful. This can be an obstacle to the development of halal tourism, because understanding regarding the concept of halal tourism is not fully understood.

Based on the results of the analysis, Raden Sekar Park tourism has fulfilled four of the six service indicators. First, the prayer facilities at tourist attractions have two prayer rooms and prayer equipment as well as a place for ablution. Second, Ramadan services such as providing a place and food to break the fast together until the terawih prayer. Third, the bathrooms at tourist attractions have eight doors which are always kept clean. Fourth, there are no non-halal activities in tourist attractions with strict prohibitions from the manager, because this can damage the image of Raden Sekar Park tourism.

Development of Halal Tourism at Raden Sekar Park in Accordance with GMTI Standards

The development of halal tourism is carried out by analyzing the potential for halal tourism which has not met the indicators from GMTI and in its use it still needs further development, the development of halal tourism in Raden Sekar Park tourism is as follows:

1. Accessibility

The development of this aspect lies in the transportation infrastructure indicator, because there is still an unrepaired road access of about 1 km to tourist attractions. The tourism manager said that in 2023 there will be road improvements in the form of road rebates and additional lighting with a budget originating from the Village Budget.

2. Communication

The development of this aspect lies in the indicator of stakeholder awareness, namely by communicating with the parties concerned in tourism management related to marketing. KPH Perhutani Madiun, has planned to gather tourism managers in Madiun to provide socialization regarding the good use of social media and collaboration with

influencers. This aims to reach a wider range of tourists and to increase traffic to the number of viewers.

3. Environment

Even though the five indicators related to the environment have been fulfilled, however, there is a suggestion received by the management, namely the creation of a cast area of 3x3 m to avoid flooding or wild animals such as snakes, this development is included in the safety indicator. In addition, the manager plans to develop an environmental climate, namely by making goat livestock education which will be managed directly by KUPS.

4. Service

There are two indicators that need to be developed in this aspect, namely food halalness and privacy between men and women. Development of halal food indicators by providing halal labels on food products or on banners of tourist stalls. The indicators of privacy between men and women are basic matters such as placing a usage sign on each bathroom door, providing a shaf barrier at the prayer room. The government also needs to provide socialization regarding family-friendly halal tourism regulations. In addition, facility maintenance must be carried out

The Impact of Halal Tourism Potential and Development at Raden Sekar Park According to GMTI Standards

One of the halal tourism potentials owned by Raden Sekar Park tourism lies in Ramadan services. This is unique and very rare, because these natural attractions open services from 07.00 am to 17.00 pm. However, during the month of Ramadan it can change its function as a place to break the fast. Providing Ramadan services is one of the impacts that have been felt from the potential for halal tourism. This can also be seen from ticket sales data for the month of Ramadan in 2021 and 2022.

Table 1 Ticket Sales Data During Ramadan 2021 and 2022

Year	2021	Number of Tourists	2022	Number of Tourists
Month	April	86	April	99
	May	113	May	125
Total		199		224

Source: Raden Sekar Park ticket sales data

Table 1 shows an increase in the number of tourists in 2022 in April and May (the month of Ramadan) or in years that have provided Ramadan services, namely an increase of 25 more tourists compared to the previous year, namely in 2021 (not yet providing Ramadan services).

From ticket sales data during the month of Ramadan, it is known that the potential for halal tourism has a positive impact on managers. Based on the data obtained, there are two developments, namely the flying fox and camping ground from the environmental aspect, namely security. The impact of this development besides increased security is an increase in the number of tourists, this can be seen from the ticket sales data for the last five months.

Table 2. Ticket Sales Data For the Last Five Months (October 2022 – February 2023)

Year	Month	Number of Tourists
2022	October	68
2022	November	97
2022	December	107
2023	January	113
2023	February	116

Source: Raden Sekar Park ticket sales data

Table 2 shows that in 2022 from October to November there was an increase of 29 tourists, then from November to December there was also an increase of 10 tourists, then in 2023 January and February also experienced an increase, although not much. Although the increase did not jump much, the increase was consistent.

Based on the results of the data, the two halal tourism developments have had a positive impact, so it is likely that the impact of the developments that are still in the plan will have a positive impact as well. There are four indicators whose development is still in the plan, including:

- a) Road infrastructure, the impact of the development of road infrastructure has been confirmed to be positive, because good road access can make travel feel comfortable and safe, so that it can influence tourist interest in visiting.
- b) Stakeholder awareness, such as the Perhutani Madiun KPH, definitely has a wider network of connectivity, so the impact will definitely be huge. Communication that is established and marketing that is increasingly broad will make it easier to reach tourists.
- c) Halal food, providing halal labels on food and beverage products sold in tourist attractions will provide a sense of security and eliminate tourists' doubts regarding the halalness of the products they consume.
- d) Recreational facilities with privacy, the impact of this facility is to create a sense of comfort for tourists, because there is no need to be afraid if you enter the wrong bathroom. In addition, it provides privacy when going to pray.
- e) The development of goat education can have both negative and positive impacts. The negative impact is that treatment which is quite difficult will make the goat not last long or die. While the positive impact, if this development is realized, it will certainly open up employment opportunities for other KUPS, become a tourist attraction, and provide for the needs of sacrificial animals during Eid al-Adha.

Based on the results of the analysis, Ramadan service indicators and the two developments that have been carried out have a positive impact on managers. This can be seen from the comparison of ticket sales data which has increased. The potential for halal tourism has a positive impact, it can become the basic foundation for the development of halal tourism.

CONCLUSION

The conclusion of the research objective is to explain the potential, development and impact of halal tourism at Raden Sekar Park in accordance with GMTI standards namely:

Halal tourism potential at Raden Sekar Park almost meets the GMTI standard, seen from the ACES (Accessibility, Communication, Environment) indicator, which has fulfilled 13 out of 17 the total number of indicators.

The development of halal tourism that is still needed is to improve road infrastructure to tourist attractions, develop stakeholder awareness in marketing and provide socialization related to halal tourism regulations, increase tourist safety and develop environmental climate related to livestock education in the form of goats which will be managed by KUPS, inclusion of a halal logo on food products and women's/men's signs on every bathroom door, providing separators for prayer rooms to provide privacy, utilizing MSMEs in the month of Ramadan and maintaining prayer facilities and bathrooms.

The impact of the potential for halal tourism in Raden Sekar Park, which is seen from the provision of Ramadan services, can be an additional income for managers and is also one of the impacts that have been felt from the existence of halal tourism potential. Halal tourism potential that has a positive impact can be the basis that the development of halal tourism will also have the same impact.

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