

# The Role of Jumiang Beach Halal Tourism in Increasing Income of the Local Communities

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## ABSTRACT

This study discusses halal tourism as an instrument of Indonesian public diplomacy in order to increase tourist visits and improve the community's economy, where the large potential for halal tourism is expected to have an important role in the regional economy, especially for the people around Jumiang Beach, Pademawu District, Pamekasan Regency. This research used qualitative research to obtain a greater understanding of the phenomenon. The data were data collected from the field directly collected using interview scripts. The results of this study indicate that the economy of the community around Jumiang Beach has increased with the existence of Jumiang Beach. However, it has a decreased trend for tourist due to Covid-19 pandemic.

**Keywords:** The role of tourism, Halal tourism, Increased Revenue

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## INTRODUCTION

Indonesia is one of the most famous archipelagic countries in the world, which is based on data from the Central Statistics Agency that the area of Indonesia is 1,916,862.20 million km with a total of 16,056 islands from Sabang to Merauke and a population of 267,000,000 people, where we know the majority of the population Indonesia is Muslim and other religions such as Christianity, Buddhism, etc. are minorities. One of the supporting factors for economic growth in Indonesia is tourism, where tourism can help provide foreign exchange to the country. The development of halal tourism at this time has increased along with the interest of tourists who are on vacation to countries that have halal tourism objects.

Tourism is one sector that is a source of state revenue. Not only that, the tourism sector is also an economic activity which has a very long chain. The existence of the tourism sector can provide positive benefits for the government, the private sector and the community who are involved in taking advantage of business opportunities in tourism objects. the benefits that can be obtained by the government from the tourism sector such as sources of foreign exchange earnings and also taxes. The prospect of tourism in Indonesia is very large and exciting considering that tourism which is the prima donna of foreign exchange earners for the country. Meanwhile, halal tourism is tourism that wants to provide tourism services and facilities to the Muslim community which can also be enjoyed by non-Muslim tourists, which at least fulfil the basic needs of Muslim tourists, namely: the existence of adequate worship facilities and services, a friendly place to live. Muslim tourists, food and drinks with halal guarantees, as well

as tourist destinations such as natural, cultural, and artificial tourism which are equipped with facilities to be able to worship such as mosques or prayer rooms located around tourist attractions.

The application of halal tourism in Indonesia cannot be separated from the religious side and from the point of view of sustainable resources, both in terms of human resources and natural resources. From a religious point of view, the orientation of halal tourism is not only to earn income in the form of foreign exchange and direct income in the community, but also to prioritize Islamic principles, values and ethics/morals. Islamic values and ethics as stated in the MUI Fatwa that the implementation of sharia tourism/halal tourism must be avoided from polytheism (believing in other than Allah), immorality, evil and creating material and spiritual benefits.

The tourism sector plays an important role in the world economy because it is considered as one of the contributors to job growth and as one of the most important sources of Gross Domestic Product (GDP). An increase in Muslim tourists is an opportunity and a challenge to improve the tourism sector. The tourism sector also creates business opportunities that can be utilized by the community to carry out economic activities such as opening warteg businesses, transportation facilities, etc. Not only that, tourism is also able to increase the income of people who are directly involved in the tourism sector.

Pamekasan as one of the regencies in Madura also has natural and cultural potential that can be developed as a tourist attraction. One of these potentials is the beauty of Jumiang Beach, which is located in Tanjung Village, Pademawu District, Pamekasan Regency. Where Jumiang Beach also has fine white sand, calm waves and blue sea make the natural scenery of Jumiang beach very beautiful and can attract many tourists to visit the beach.

The road access that is owned is also quite good, so to go to Jumiang beach it can be reached by several types of transportation facilities ranging from public transportation or by using a private vehicle, of course it will be easier to go to Jumiang beach. Jumiang Beach itself is very different from some other beaches in Pamekasan Regency, because this beach is also located on a high land and has rocky contours. In addition, this cluster consisting of cliffs and corals presents its own exotic scenery and views. The waves that can break through directly are right on the sidelines of the reef which seems to be able to create a very beautiful sensation. As if, time was reluctant to move when we visited this Jumiang beach. Jumiang Beach can also get local revenue and not only that, but at the same time it can also improve the economic welfare of the people around Jumiang Beach.

Based on the description above, considering that tourism here plays a very important role in the world economy because it is considered one of the contributors to job growth. Thus, it is interesting to further study the role of Jumiang beach halal tourism in improving the economy of the community in Tanjung Village, Pademawu District, Pamekasan Regency.

## **METHOD**

This study uses qualitative methods, namely observing, interviewing and describing a state of the object being studied. Where this qualitative method is the data collected not in the form of numbers but the data comes from the field which is collected using scripts, interviews and studying documentation. As well as a final research note that describes further the role of Pamekasan beach halal tourism in improving the community's economy (A case study of Jumiang Beach in Pademawu District, Pamekasan Regency).

Data analysis technique is the process of compiling data so that the data can be interpreted. Compiling data means being able to classify it into interpretations or interpretations, which means giving meaning to analyzes that explain categories and look for relationships between various concepts. Analysis of qualitative research data is essentially a process that starts from the data collection stage in the field and is then carried out intensively

after all the data has been collected. In analyzing the data, the author uses qualitative data analysis techniques using descriptive methods. Descriptive analysis is used to analyze the data obtained through interviews and observations in the form of qualitative data. This analysis departs from empirical facts or events and then the findings are studied.

## **RESULTS AND DISCUSSION**

### **Halal Tourism**

Halal tourism terminology found in several countries uses terms such as Islamic tourism, halal tourism, or halal travel. according to article 1 of the regulation of the Minister of Tourism and Creative Economy of Indonesia no. 2 of 2014 concerning guidelines for conducting business in Sharia hotels, where what is meant by sharia are the principles of Islamic law as stipulated in the fatwa and/or approved by the Indonesian Ulema Council. The term sharia began to be used in Indonesia in the banking industry in 1992. From the banking industry to other sectors, namely sharia insurance, sharia service, and halal tourism. The definition of halal tourism is an activity that is supported by various facilities and services provided by the community, businessmen, government, local governments that comply with sharia provisions. Halal tourism can be used by many people because of the universal characteristics of its products and services.

Tourism products and services, tourist objects, and tourist destinations in halal tourism are similarities to tourism products, services, objects and destinations in general as long as they do not conflict with sharia values and ethics. Thus, halal tourism is not only limited to religious tourism. Based on the above understanding, the concept of sharia which does not conflict with the values and ethics of sharia is related to the concept of halal and haram contained in Islam. There are four important factors that must be considered to support sharia tourism: (1) Location: Application of the Islamic system in tourist sites; (2) Transportation: Implementation of the system, such as segregation of seats between men and women who are not mahram; (3) Consumption: Islam is very concerned about the halalness of food and drink. this is also contained in the surah Al-Maidah: verse 3; (4) Hotel: All work systems and facilities that operate in accordance with Sharia principles.

Along with technological developments, halal tourism is currently a world trend, where its development continues to increase. The term sharia, which is usually synonymous with financial institutions, is slowly starting to spread to lifestyles, one of which is the tourism sector. Momentum like this is enough to attract the attention of tourism actors involved in it, including the local government which continues to improve to be able to develop halal tourism products so that tourists can be interested in visiting and can prepare facilities or infrastructure in accordance with sharia provisions. Where the tourism minister has also regulated the implementation of sharia tourism in Law article 6 paragraph 1 Number 1 of 2016 saying that all implementations related to sharia tourism businesses must have halal certification that has been issued by the DSN-MUI.

The Ministry of Tourism-Creative Economy and the National Sharia Council of the Indonesian Ulema Council set the standard criteria for Sharia tourism, as follows: (1) Aiming for social welfare; (2) Aims at refreshment, education, and peace; (3) Keep away from khurofat and polytheism; (4) Keep away and do bad things, such as adultery, pornography, liquor, drugs, and gambling; (5) Pay attention to security, trustworthiness, and peace f. Inclusive and universal character; (6) Paying attention to environmental conservation and (7) Upholding socio-cultural values and local wisdom.

The concept of halal tourism in practice chooses tourist destinations that uphold the rules of Islamic sharia and this is a major consideration. Every destination that will be a destination must be in accordance with Islamic principles. For example, there are facilities for worship that can be adequate in the form of the availability of prayer mats, mukena, sarongs with maintained hygiene conditions and can meet needs. Several other aspects that support

such as; mosques are friendly to women and children. In order to meet the needs of Muslim women, mosques are designed with more space for women. As well as the conditions of the community that complement each other to be able to realize halal tourist destinations that are in accordance with sharia principles.

### Legal Basis for Halal Tourism

The existence of halal tourism is a necessity in the midst of the dynamics of the development of the tourism sector. Tourism terminology in the context of Islam is allowed as long as it does not go out of the rules set by Allah SWT. So, in this context, the footing of tourism according to Islam must be based on the Qur'an and Hadith. A strong legal basis for the Qur'an and Hadith will have a significant impact on the growth and development of world Islamic tourism, especially in Indonesia. To understand related to the existence of Islamic tourism, it is necessary to have a good understanding of the legal basics concerning Islamic tourism, both contained in the Qur'an and Hadith. The essence of Islamic tourism is tourism that is allowed by Allah SWT because there are elements to get closer to Allah SWT. For this reason, when we decide to travel, it is important for Muslims to prioritize Islamic tourism over conventional tourism. This choice cannot be separated that Islam has concepts that prioritize brotherhood and socio-economic justice. The arguments related to halal tourism can be seen in the Qur'an and Hadith. Al-Qur'an letter Al-Hajj verse 46 which reads:

أَفَلَمْ يَسِيرُوا فِي الْأَرْضِ فَتَكُون لَهُمْ قُلُوبٌ يَعْقِلُونَ بِهَا أَوْ آذَانٌ يَسْمَعُونَ بِهَا فَأِنَّهَا لَآتَعَى الْأَبْصَرَ وَلَكِنْ تَعَى الْقُلُوبُ الَّتِي فِي الصُّدُورِ

Meaning: "So if they do not walk on the earth, then do they have hearts with which they can understand or have ears with which they can hear? for verily it is not the eye that is blind, but that which is blind is the heart that is in the breast."

Meanwhile, sourced from the Hadith of the Prophet SAW, the fatwa stated, among others, Ahmad's history which reads: From Abi Hurairah, that the Prophet SAW. said: "Travel, you will be healthy, and fight, and you will be satisfied". Tourism according to Law no. 10 of 2009 concerning tourism, namely: Article (1) paragraph (1) tourism is a travel activity carried out by a person or group of people by visiting certain places for recreational purposes, personal development, or can learn the uniqueness of tourist attractions visited in a temporary period. Article (1) paragraph (3) Tourism is a variety of tourism activities and can be supported by various facilities and services that have been provided by the community, businessmen, government, and local governments. Article (1) paragraph (4) tourism is the entire activity related to tourism and is multidimensional and multi-disciplinary in nature that appears as a manifestation of the needs of each person and country as well as interactions between tourists and local communities, fellow tourists, government, regional governments, and also entrepreneurs.

### Increased Revenue

Every tourism activity generates income, especially for the local community. The income is generated from transactions between tourists and hosts in the form of purchases made by tourists. According to Samuelson and Nordhaus, income is the amount of money received by households in a certain period of time. Income basically depends on the work in the field of service or production, as well as the time worked hours are devoted, the level of hourly income received. Income is divided into two things, namely gross income and net income. Gross income is having an understanding with revenue, namely the number of products produced in the production period multiplied by the price per unit of the product. Meanwhile, the definition of net income is the difference between the output value and all costs incurred significantly in a production period.

People's income is very dependent on the business field, employment level, general education level, productivity, business prospects, capital and others. These factors are the cause of differences in the level of income of the population. Income distribution indicators that will provide guidance on aspects of income distribution that have been achieved. This assumption becomes a study to measure people's income: (1) Age People's income is very dependent on the field of business, employment level, general education level, productivity, business prospects, financing and others. These factors are the cause of differences in the level of income of the population. Income distribution indicators that will provide guidance on aspects of income distribution that have been achieved. This assumption becomes a study to measure people's income; (2) Working Time Outpouring Working time is the length of work time used by a person which is measured in hours.

The working hours used vary from one individual to another. Basically, a person's income depends on the time or hours devoted; (3) Education Level In general, the type and level of education can be considered to represent the quality of the workforce. Education is one of the factors that can improve the quality of human resources. With the higher quality of resources, the productivity will also increase and in the end can increase a person's income and (4) Total Income Community income greatly influences the amount of demand for an item. Changes in people's income result in changes to the demand for an item. The relationship between the two variables, between people's income and the amount of demand for an item depends on the type and nature of the item.

The magnitude of the influence of tourism on the community due to tourism in addition to increasing income is an opportunity or job opportunity and is expected to increase public awareness of the importance of tourism development. This awareness can be done through the application of *Sapta Pesona* for the community because those who are in direct contact with tourists are the community. The community must be able to create a sense of security for tourists by always keeping the environment clean, not littering, maintaining natural beauty and displaying attractions related to local culture so as to provide the most beautiful memories for tourists.

### **Conditioning the Community's Economy After the Jumiang Beach Halal Tourism**

This research is located in Tanjung Village, Pademawu District, Pamekasan Regency. This research began in September-October 2021. Pamekasan as one of the regencies in Madura also has natural and cultural potential that can be developed as a tourist attraction. One of these potentials is the beauty of Jumiang Beach, which is located in Tanjung Village, Pademawu District, Pamekasan Regency. Where Jumiang beach with its fine white sand, also calm waves and blue sea make the natural scenery of Jumiang coast very beautiful and attracts many tourists. Jumiang beach can also get local revenue and not only that, but at the same time it can also improve the economic welfare of the people around Jumiang beach. In the Jumiang beach area there are also several food characteristics to be used as souvenir centers for tourists, including *campor lorjuk*, *rujak kelang* and so on.

Based on the results of the study, there are several business actors located on Jumiang beach, the income of the community in Tanjung Village, Pademawu District, Pamekasan Regency has increased, the community can also fulfill their needs and desires. At first the people could not buy the things they wanted, so for now they can be fulfilled. From the results of interviews conducted with Mr. Supriadi, S.Pd as the manager of Jumiang Beach, he said:

"With the existence of halal tourism on Jumiang Beach, thank God, the welfare of the community has increased, because with Jumiang Beach, people can sell around Jumiang Beach and can have income to be able to buy the necessary needs. And thank God, it can also reduce unemployment who previously did not have a job, so with Jumiang Beach, you can work whether it's being a parking attendant or selling around Jumiang Beach".

People who tend to calculate their income per day to per week on average generate income between Rp. 100,000-Rp. 350,000. From this income, it shows that people's incomes can be said to be above the average where the level of community income is to measure the level of household welfare as in the theory which says that income measures are measured to see different levels of community welfare. so, in this case the measurement of community welfare is different, the level of community expenditure also depends on how much income is earned from work and this can see and measure the welfare of the community.

**Table 1.** Increase in Community Income Around Jumiang Beach

No	Year	Percentage
1	2016	70%
2	2017	75%
3	2018	80%
4	2019	85%
5	2020	70%
6	2021	75%

In addition, in terms of income, which has increased, people's lives have become prosperous, and the mindset of youth has also changed, tending to think about ways to make money. As the results of the interview with Mrs. Juhaiyeh:

"Alhamdulillah, with the existence of Jumiang Beach, the economic income obtained is increasing, I was the first to sell on Jumiang Beach, in 2016. Especially when on Sundays, more tourists will visit, the more income will be obtained. However, since the Covid-19 pandemic, income has decreased and is not as stable as before the pandemic, for daily income since the pandemic is around Rp. 35,000, on Sundays usually many tourists visit, thank God, the income is usually around Rp. 100,000-Rp.250,000".

The same explanation was explained by Mrs. Sanima, Mrs. Kiki, and Mrs. Yut Nandayani as sellers in the Jumiang beach area that "with the Jumiang beach income has increased, but with the current condition of tourists visiting has decreased due to Covid-19".

**Table 2.** Community Data Around Jumiang Beach

No	Name	Number KK	Percentage
1	Sanima	5	75%
2	Kiki	2	80%
3	Yut Nandayani	4	70%
4	Juhaiyeh	6	85%
5	Leni	4	75%
6	Bura'i	5	80%
7	Suparman	4	70%

From the results of the research conducted, it can be concluded that with the existence of halal tourism, it can increase people's income, the income and expenditure of the community are already above average and it can be said that the community is already prosperous because the community is able to meet their daily needs. This is in line with the theory put forward that a prosperous family is one that can meet primary, secondary, and tertiary needs. One of the goals of the Jumiang beach in Tanjung Village is one of them for the welfare of the community and can reduce unemployment. Income earned from working to meet daily needs. The main factor that makes people's income in Tanjung Village increase is from the Jumiang beach. Increased visits will affect people's income.

## CONCLUSION

Based on the results of the study, several conclusions can be drawn as follows. First, halal tourism is an activity that is supported by various facilities and services provided by the community, businessmen, government, local governments that comply with sharia provisions. Tourism destinations in general as long as they do not conflict with sharia values and ethics. Thus, halal tourism is not limited only to religious tourism. Based on the above understanding, the sharia concept that does not conflict with Sharia values and ethics is related to the halal and haram concepts in Islam. In addition, the increase in community economic growth due to tourism in addition to increasing income is an opportunity or job opportunity. This job opportunity can be created through a culinary business pioneered by the local community so that many specialties of tourist areas are sold. Second, the overall level of community welfare in Tanjung Village, Pademawu District, Pamekasan Regency can be said to be prosperous with the increase in community income. Because with the existence of sharia tourism, Jumiang beach has an important role in people's income. Increasing tourist visits at Jumiang beach will affect the benchmark of community income. Since with the number of tourists visiting, the income of the community will also feel an increase.

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