

# HALAL TOURISM DEVELOPMENT STRATEGY ON COMMUNITY ECONOMIC DEVELOPMENT IN MATANG RAYEUK VILLAGE, IDI TIMUR DISTRICT AND LEUGE VILLAGE, PEREULAK DISTRICT, WEST ACEH REGENCY

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**Abstract.** The development of halal tourism is one solution to the development of the community's economy and the development of remote villages because most of the distribution of objects and tourist attractions are in the village area. In Gampong Matang Rayeuk PP, Idi Timur District and Gampong Leuge, Peureulak District, East Aceh Regency, they are currently developing halal tourism for the economic development of the community. This study aims to analyze: (1) the strategy of developing halal tourism on the economic development of the community in Matang Rayeuk PP Village, East Idi District and Leuge Village, Peureulak District, East Aceh Regency. (2), community participation in the development of halal tourism on the economic development of the community in Matang Rayeuk Village, East Idi Subdistrict and Leuge Village, Peureulak District, East Aceh Regency (3), implications of halal tourism development on the economic development of the community in Matang Rayeuk Village, PP, Idi Subdistrict. East and Leuge Village, Peureulak District, East Aceh Regency. In this study, researchers used the constructivist paradigm. In accordance with the paradigm and problems chosen in this study, this study uses a qualitative approach. The data analysis technique in this study uses the Miles and Huberman interactive model. The results of the study show that: (1) Halal tourism development strategies for the economic development of the community (2) Community participation are: Tour managers, tour guides, producers of various creative products, traders and members of art groups. (3) Implications for the economy of Gampong Matang Rayeuk PP, Idi Timur District and Gampong Leuge, Peureulak District, East Aceh Regency.

**Keywords:** strategy; development of halal tourism; community economy

## I. INTRODUCTION

The Republic of Indonesia is a country that has the potential of abundant natural resources, biodiversity and historical/cultural heritage. The abundance of existing natural resources can increase economic growth when these resources can be developed properly according to what the community is interested in so that the utilization of these natural resources will not waste time or material due to failure in managing resources [1]. Tourism is one of the uses of natural resources that can have high economic value for an area that manages natural resources into a tourist place that can attract visitors both from within and outside the country, in addition to high economic value, tourism can grow and increase a sense of pride in the nation. so that people who care about a nation will grow [2]. Tourism is something that is of interest to every individual, because it can eliminate saturation, the development of creativity and able to support the productivity of an individual. The implementation of tourism is a very important tool in regional development in regional autonomy today, to be able to create jobs, increase and equalize people's incomes and introduce regional arts and culture and regional handicrafts to be marketed to tourists, both domestic and foreign tourists [3]. The results of data analysis show that in 2019 Muslim tourists reached 4.5 million with a level of

cooperation of 16. Indonesia is ranked first as the world's best halal tourism destination in 2019 according to the Global Muslim Travel Index (GMTI) surpassing 130 destinations from around the world [4]. Indonesia itself has been included in the top 10 in 2019 from tourist destination countries, industrial competitiveness is at 77.8 [5]

East Aceh Regency is one of the regencies under the auspices of Aceh Province which is located on the east coast. East Aceh Regency is a district with a capital, namely Idi Rayeuk. Administratively, East Aceh Regency consists of 24 sub-districts, 54 mukims, 513 villages, 1 kelurahan and 1,596 hamlets according to the East Aceh BPS in 2020. East Aceh Regency, with the majority of the Muslim community, uses religion as a reference in every social behavior, work, and activity [6]. Other. Broadly speaking, the tourism objects in East Aceh consist of religious tourism objects, cultural and historical attractions in the form of Islamic royal monuments as well as natural attractions/coastal tourism objects and culinary tourism objects that have their own uniqueness and added value for tourists visiting [7]. to this district. so that it can be used as a tourist attraction or a leading tourist destination in East Aceh Regency. However, the interest of both local and foreign visitors when entering the eastern region of Aceh, tourists are more dominant in visiting marine tourism such as the sea, because it is easier to reach [8].

The number of tourist visits that make East Aceh a place of visit can be seen in the table below:

Table 1. Number of foreign and domestic tourists in East Aceh district 2016 – 2020

Year	Type of traveler	
	Domestic	Overseas
2016	-	34 245
2017	58	13 872
2018	83	15 952
2019	43	15 589
2020	7	7 011

Source: East Aceh Regency Tourism, Youth and Sports Office 2021 [9].

Based on the table above, it can be seen that there have been international and domestic tourists visiting tourist destinations in East Aceh Regency between 2016 to 2020.

### Strategy

Strategy is basically a way to achieve goals. Strategy is the overall action taken to achieve goals related to directions, guidelines, activities, and resource allocation [10]. The term strategy has become a term that is often used by the community to describe various meanings such as a plan, tactic or way to achieve what is desired. Strategy is essentially planning (planning) and management (management) to achieve a goal [11]. However, to achieve this goal, the strategy does not function as a road map that only shows the direction, but must be able to show how the operational tactics are [12]. There are 4 concepts that must be available in halal tourism, namely:

- Halal guaranteed food and drink available
- Adequate and comfortable facilities are available for washing with water
- Facilities available that make it easy to worship
- Products and services for businesses and tourism objects, conducive to a halal lifestyle.

### Halal tourism

Halal tourism is a form of culture-based tourism by prioritizing the values and norms of Islamic law as the main foundation. The cycle of the tourism industry, which is still in the development phase, certainly requires more up-to-date ideas and internalization of a thorough understanding of the integration of Islamic values in all stages of tourism activities [13]. Halal tourism continues to develop and face the challenges of technology and information trends. According to the Republic of Indonesia Law number 10 of 2009 concerning tourism, it is explained that tourism is a travel activity carried out by a person or group of people by visiting certain places for recreational purposes, personal development, or studying the uniqueness of the tourism attractions visited, in a temporary period [14].

According to article 1 paragraph 4 of law no. 4 of 2009 defines tourism as all activities related to tourism and are multidimensional and multidisciplinary in nature that arise as a manifestation of the needs of each person and country, as well as interactions between tourists and local communities, fellow tourists, government, local governments, and entrepreneurs.

In Islam it is also commanded for people to travel or tourism. It is permissible to travel without sinning, to travel for the purpose of admiring God's creation and for learning and teaching. As explained in the Qur'an Surah Al-An'am: (6:11-12):

قُلْ سِيرُوا فِي الْأَرْضِ ثُمَّ انظُرُوا كَيْفَ كَانَ عَاقِبَةُ الْمُكْذِبِينَ قُلْ لِمَنْ مَا فِي السَّمَوَاتِ وَالْأَرْضِ قُلْ لِلَّهِ كُنْتُ عَلَى نَفْسِهِ الرَّحْمَةَ لِيَجْمَعَنَّكُمْ إِلَى يَوْمِ الْقِيَامَةِ لَا رَيْبَ فِيهِ الَّذِينَ خَسِرُوا أَنفُسَهُمْ فَهُمْ لَا يُؤْمِنُونَ

Meaning: Say (Muhammad), "Travel the earth, then see how the end of those who deny it." Say (Muhammad), "To whom belongs what is in the heavens and the earth?" Say, "To Allah." He has assigned (attribute) compassion to Himself. He will surely gather you on the Day of Judgment without a doubt. Those who harm themselves, they do not believe. (QS. Al-An'am: 6:11-12)

The verse explains that it is hoped that from tourism trips people will benefit from personal history or places and get to know this nature with all its beauty and art that shows the power of God.

### Halal Tourism Development

Tourism development is an effort to promote tourism activities so as to create a tourism business condition that can generate foreign exchange. The development of tourism, especially the development of coastal tourism, does not only fix natural and water tourism objects or only develops accommodation and restaurants, but is much broader than that [15]. Tourists who come still need facilities, transportation, attractive water tourism attractions, services, senses, a safe atmosphere, and others. Tourism development according to Swarbrooke in Soeda et al is a series of efforts to realize integration in the use of various tourism resources and integrate all forms of aspects outside of tourism that are directly or indirectly related to the continuity of tourism development.

## II. RESEARCH METHODS

In this study, the researcher uses the constructivist paradigm. The constructivist paradigm is the antithesis of the notion that puts observation and objectivity in discovering a reality or science. This paradigm views social science as a systematic analysis of socially meaningful action through direct and detailed observation of the social actors concerned with creating and maintaining or managing their social world. The constructivism philosophical paradigm is associated with the qualitative research approach. This is the case because the

paradigm seeks to understand a phenomenon under study from the experiences or angles of the participants using different data collecting agents. Also, the researcher constructs meanings from the phenomena under study through his own experiences and that of the participants in the study. The researcher evaluates what is said to ascertain the real facts. In his quest to find the true state of the situation under study, he sometimes engages in the activities as they are carried out by residents in the natural settings so that he experiences it himself or see others experiencing it [16].

### III. RESULTS AND DISCUSSION

Based on the results of research conducted at Pelangi Beach, Gampong Matang Rayeuk PP, East Idi Subdistrict and Ma' Leuge Beach, located in East Aceh Regency, related to the problem of halal tourism development strategies for community economic development through observation, interviews and documentation, the researchers found various facts about Halal tourism development strategy towards community economic development in Gampong Matang Rayeuk PP, East Idi District and Gampong Leuge Kec. Peureulak Kab. East Aceh, community participation in the development of halal tourism and the impact of tourism development on the economic development of the community. Based on the results of interviews conducted by researchers with Mr. Nirwan Adam as the chairman of the Ma' Leuge Beach Tourism Awareness Group Manager in Gampong Leuge, Peureulak District, Kab. East Aceh, facilitator and one of the initiators of youth tourism development where he revealed the beginning of tourism development in Gampong Leuge Kec. Peureulak Kab. East Aceh as follows:

"We are engaged in tourism development in Peureulak District starting in 2021, it is independently by Peureulak's own youth friends. Because we realize the potential that exists in Peureulak. At that time, 90% of the people in Peureulak were farmers and we realized at that time that it was impossible for us to rely on this source of livelihood for farmers in the long term, because for example, if one household has three rice fields, then it has three fields. 3 children, then the 3 plots of rice fields will be divided among the 3 children into 1 plot equally, not to mention the need for land to build a house, not to mention if later these 3 children have more children, you can imagine how that 1 plot of rice fields will be. This is further divided among 3 or 4 children. Well like that's the deck, we are aware of such conditions, so like it or not we have to find solutions to these problems and look for the potentials that exist in Peureulak, so we are aware that this potential is related to tourism. Why? Because this Peureulak wants to be seen from any side, it is still beautiful for us who are here, especially people from outside Peureulak and come to Peureulak. We, who were born here and grew up here, never get tired of the scenery in Peureulak."

Likewise, Khaidir's expression as the chairman of the Tourism Awareness Group Management (Pokdarwis) Pelangi Beach Gampong Matang Rayeuk PP is the same as Pak

Nirwan Adam's words. However, Mr. Khaidir added regarding the development in the following years to the point where success was obtained:

"Therefore, since 2021, without full support and facilities from the government, we have not taken steps to develop tourism even though we have communicated with the government area but yeah maybe their attention is very less. With this lack of support from the government, we Peureulak Youth continue and do not step back to develop tourism and yes, Alhamdulillah, go ahead and this is purely from friends of the Peureulak youth sawadaya, this means that at that time our parents in Peureulak were still lay and not aware and accept with the development of tourism at that time. So from there, every year the progress of tourism in Peureulak is extraordinary, even nationally."

The interview statement above is supported by the researcher's observations as shown in the following figure:



Figure 1. Tourists enjoying the destinations of Pelangi Beach and Ma' Leuge pantai beach

From this statement, it can be seen that tourism development in Peureulak, especially in Gampong Matang Rayeuk PP, East Idi District and Gampong Leuge Kec. Peureulak Kab. East Aceh was indeed initiated by the local community, which has now begun to be supported and facilitated by the local government. Then in 2022, based on the results of observations and interviews related to the development of halal tourism, the Gampong Government and the Tourism Office are actively socializing by holding meetings with the community and related parties for how to develop halal tourism better based on the principle sharia. These meetings resulted in an agreement to make rules that must be obeyed by tourists so that they pay more attention to the rules and are not too free in traveling. In an effort to develop halal tourism in Gampong Matang Rayeuk PP, East Idi District and Gampong Leuge Kec. Peureulak Kab. East Aceh strategies or steps taken are as follows:



a. Development of Halal Tourism Destination Products or Objects.

In developing tourism products in Gampong Matang Rayeuk PP, East Idi District and Gampong Leuge District. Peureulak Kab. East Aceh, people from all parties work together to develop every destination in Gampong Matang Rayeuk PP, East Idi District and Gampong Leuge Kec. Peureulak Kab. East Aceh through the creation of photo spots or better known as selfie spots, such as those that have been made by young people in the mainstay tourist destinations of Gampong Matang Rayeuk PP, East Idi District and Gampong Leuge Kec. Peureulak Kab. East Aceh where several star photo spots and love photo spots have been made.

b. Increase Promotion through Internet media.

The kinds of promotional activities that can be done are: Advertising, Personal Selling, Sales Promotions, Brochures Printing, Positioning, Public Relations, and Publicity. Due to the lack or limited experience and insight of the community in terms of tourism promotion, the East Aceh Regency Tourism Office in collaboration with relevant parties continues to provide trainings to improve the abilities and skills of the people in tourist areas in East Aceh as well as the people in East Aceh. Gampong Matang Rayeuk PP, East Idi District and Gampong Leuge Kec. Peureulak Kab. East Aceh. This training aims to make tourism actors able to promote or explore the natural wealth or tourism they have not only on a national scale but also on a global scale.

c. Issuing rules in accordance with sharia principles.

The importance of a regulation or rule to help control and control the community and tourists seems to be starting to be realized by tourism actors and all related parties. The making of this regulation is to control the visitors or tourists with certain limitations so as not to deviate from the provisions of sharia. Therefore, the people of Gampong Matang Rayeuk PP, East Idi District and Gampong Leuge Kec. Peureulak Kab. East Aceh and Gampong-Gampong which are located in Peureulak District are currently collaborating with the Tourism Office to hold a meeting in order to formulate some kind of rules that apply to every destination in the Kec. Peureulak, not only in Matang Rayeuk PP, East Idi District and Gampong Leuge District. Peureulak Kab. East Aceh only but also in the villages in Peureulak District. Based on the results of observations and interviews of researchers with informants, currently two meetings have been held in the Gampong scope and one in the subdistrict scope.

d. Prepare other supporting infrastructure in accordance with sharia standards.

Amenity is a supporting facility for the smooth running of tourism business activities. which is in the context of halal tourism which is also intended to provide comfort to visiting tourists. In this case the community and tourism managers in Gampong Matang Rayeuk PP, East Idi District and Gampong Leuge Kec. Peureulak Kab. East Aceh continues to improve various accommodations and other supporting facilities that are really needed by tourists, as has been actualized by the community as tourism managers in Gampong Matang Rayeuk PP, East Idi District and Gampong Leuge Kec. Peureulak Kab. East Aceh, namely the provision of restaurants, information

centers, communication facilities, places and food facilities that are halal guaranteed and in accordance with predetermined sharia standards and are protected from everything that leads to immorality, polytheism, kufarat, adultery, pornography and pornography, liquor, drugs and gambling, cultural arts performances that are against sharia and sanitation and environmental hygiene.

Then another development component that is no less important is the image or good name. In an effort to maintain the good name of Gampong Matang Rayeuk PP, East Idi District and Gampong Leuge District. Peureulak Kab. East Aceh, the local community continues to maintain its trademark, namely the hospitality owned by the community that makes tourists comfortable and happy. Gampong Matang Rayeuk PP, East Idi District and Gampong Leuge Kec. Peureulak Kab. East Aceh has a community that is fairly friendly to everyone who comes or visits its village, not only in Matang Rayeuk PP, East Idi District and Gampong Leuge District. Peureulak Kab. East Aceh, but this hospitality is naturally owned by the Acehnese people in general. In the management of tourism in Gampong Matang Rayeuk PP, East Idi District and Gampong Leuge Kec. Peureulak Kab. East Aceh is fully managed by the youth or POKDARWIS Gampong Matang Rayeuk PP East Idi District and POKDARWIS Gampong Leuge Kec. Peureulak Kab. East Aceh from planning to monitoring, this is in accordance with the vision of Gampong Matang Rayeuk PP, East Idi District and Gampong Leuge District. Peureulak Kab. East Aceh which reads "Together with Youth Build a Village", therefore the government of Gampong Matang Rayeuk PP, East Idi District and Gampong Leuge Kec. Peureulak Kab. East Aceh gives authority and responsibility to manage tourism to youth who are members of POKDARWIS Gampong Matang Rayeuk PP, East Idi District and Gampong Leuge District. Peureulak Kab. East Aceh. In this management, POKDARWIS organizes its members which are divided into five groups that take turns every day. One group consists of youths from the same hamlet, these five management groups will take turns to maintain tourist destinations, starting from: maintaining cleanliness, maintaining ticket booths, maintaining parking and cafe stands built by POKDARWIS.

#### IV. CONCLUSION

The strategy of developing halal tourism on the economic development of the community in Matang Rayeuk Village, PP, East Idi Subdistrict and Leuge Village, Kec. Peureulak Kab. East Aceh. Product Development or Tourism Destination Objects. Increasing Promotion through Internet Media, Issuing rules in accordance with sharia principles, Completing the Facilities of Worship. Prepare other supporting infrastructure in accordance with sharia standards. Community participation in the development of halal tourism on the economic development of the community in Matang Rayeuk PP Village, East Idi Subdistrict and Leuge Village, Kec. Peureulak Kab. East Aceh. In the development of halal tourism in Gampong Matang Rayeuk PP, East Idi District and Gampong Leuge Kec. Peureulak Kab. East Aceh, the

development model used is a development model in which the community is no longer an object, but also a subject who is actively involved in planning, implementation and monitoring. Aside from being a direct tourism manager, the community also acts as a producer of various local creative products, members of arts and cultural groups, traders, tour guides and providing tourist attraction equipment services.

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