

## The Concept of Halal Tourism in Setanggor Halal Tourism Village

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**Abstract.** Most of the poverty comes from the village, 55% of the poor in Indonesia are in the village. The village has the potential for natural and cultural resources to be developed into tourism which can improve the economy of the local community. The purpose of this study is to describe a halal tourism village that was developed by the people of Setanggor Village. This research was conducted using a qualitative approach with a case study in the Setanggor Halal Tourism Village. Data analysis was carried out from the results of interviews, observations and field documentation. The results of this study indicate that halal tourism villages have a need for tour packages, accommodation, food, and drinks that are in accordance with Islamic law. One of the 3A concepts (Attractions, Accessibility and Amenities) is attractions, reciting the Quran beside the rice fields, tourists wearing polite clothes, providing halal food and drinks. This halal concept is an innovation in the development of a tourist village formed by the community and continues to be maintained so that it does not get rubbed between the culture and religion that the community adheres to.

**Keywords:** Halal Tourism, Local Community, Tourism Village.

### 1 Introduction

A common problem that often occurs in developing countries like Indonesia is the low standard of living of the people, which is reflected in minimal economic income [1]. According to the Central Statistics Agency, as of September 2021, there were 26.50 million individuals living in disadvantaged conditions. Of this number, around 14.64 million people live in rural areas, while 11.86 million people live in urban areas [2]. The main obstacle to improving welfare in rural areas is limited infrastructure, which is still relatively low, making it difficult to get adequate access from outside [3].

Rural areas have the potential for natural resources, local cultural heritage, and the social environment of the community which can be developed to become tourist villages. A tourist village is a village administrative area that has the potential and uniqueness of a unique tourist attraction, namely providing direct experience of the life and traditions of rural communities and all their potential. [4]. The concept of a tourist village is exciting and is also suitable for implementation by rural communities as part of efforts to improve community welfare [5]. The tourism sector is one of the most significant potentials in rural areas. From the 2018 Village Potential, there were 1,734 tourist villages throughout Indonesia [6].

West Nusa Tenggara Province is a province that makes tourism a priority scale so it is very easy to find tourist attractions in the city or district. NTB achieved the top ranking in the 2019 Indonesia Muslim Travel Index (IMTI), indicating its commitment to developing halal tourism. Halal tourism in NTB has become a new icon in tourism development efforts that require attention, hoping to attract the attention of tourists from within and outside the country. NTB's achievements are brilliant, such as being selected as the world champion in the categories of The World's Best Halal Honeymoon Destination and The World's Best Halal Tourism Destination at the World Halal Travel Summit organized by UAE Abu Dhabi in 2015 and 2016 [7].

The focus of developing halal tourism potential in West Nusa Tenggara is on developing halal tourism destinations in the Lombok region and its surroundings. The local government has taken strategic steps to increase the competitiveness of tourism in Lombok, including collaborating with the MUI and LPPOM as well as the Culture and Tourism Department to provide halal certification for various types of places such as hotel restaurants, non-hotel restaurants, restaurants and UMKM [8]. Apart from that, efforts to improve the quality of tourism services by emphasizing cultural aspects and religious values were also carried out [9], followed by the establishment of 99 tourist villages in the Lombok-Sumbawa region [10].

Setanggor Village, located in West Praya District, Central Lombok Regency, has the potential to be developed as a tourist destination in Lombok. This village covers an area of 676 hectares and has significant

natural resource potential, especially a rice field area of 483 hectares. Apart from that, Setanggor Village is also rich in arts and culture, with the presence of gamelan, dance, and traditional drama groups. Cultural heritage is also represented by historical objects, such as old gongs that are hundreds of years old.

The establishment of Setanggor Tourism Village is designed as a halal tourism village by integrating the concepts of tourist villages and halal tourism. The aim is that each stage of development does not violate the values believed by the community does not damage the quality of the environment and can maximize economic benefits for residents [11]. Setanggor Tourism Village is part of efforts to develop sustainable halal tourism in Lombok, which aims to create a competitive advantage in attracting tourists to visit Lombok as a halal tourist destination that prioritizes Islamic values. This is because Islamic values have a positive and significant impact on Muslim tourist satisfaction in whole or in part [12]. This research will discuss applying the 3A concept (Attractions, Accessibility, and Amenities) in halal-based tourist villages.

## 2 Research Methods

This research uses a qualitative approach, which is analyzed using descriptive methods. The research location is the Halal Tourism Village of Setanggor. Obtaining research data used interview techniques conducted on selected informants. Informants were selected based on their knowledge of tourism village management. The data obtained is a type of primary data, namely data obtained directly from the research object, which in this research is the research informant [13]. This research focuses on how the 3A concept (Attractions, Accessibility, and Amenities) is applied to halal-based tourist villages.

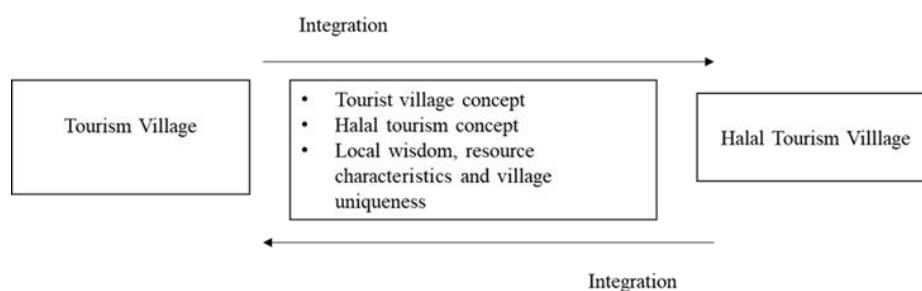
**Table 1.** Data types, techniques and sources

Data	Technique	Source
Attractions	Interview	<ul style="list-style-type: none"> <li>• Village head</li> <li>• Chairman of “Pokdarwis”</li> </ul>
Accessibility	Observations, interviews	<ul style="list-style-type: none"> <li>• Village head</li> </ul>
Amenities	Observations, interviews	<ul style="list-style-type: none"> <li>• Village head</li> <li>• Residents (Home stay owner)</li> </ul>

## 3 Finding and Discussion

Setanggor Halal Tourism Village is located in West Praya District, Central Lombok Regency. The Setanggor Halal Tourism Village supports the development of the Mandalika Special Economic Zone (“Kawasan Ekonomi Khusus”) therefore, the Setanggor tourist village could be a potential tourist destination option in supporting the Mandalika Special Economic Zone (“Kawasan Ekonomi Khusus”) tourist area. The Setanggor Halal Tourism Village was also inaugurated by the Ministry of Villages, Regional Development and Transmigration (PDTT) in 2019.

The Setanggor Halal Tourist Village is a tourist village that was formed by combining the concepts of tourist villages, halal tourism, local wisdom, resource characteristics, and uniqueness possessed by the Setanggor Halal Tourism Village to create new innovations in the development of halal tourism in rural areas.



**Fig. 1.** Integration of tourist villages and halal tourist villages (Adinugraha., *et al*, 2018)

In general, halal and conventional tourist villages have similarities in several aspects, especially those related to tourist needs and infrastructure development. However, halal tourism villages have a particular focus on providing facilities and services that comply with the principles of Islamic law [14]. Three key aspects must be considered in tourism development, namely attractions, accessibility, and amenities. These three components must be sustainable so that tourist attractions can have high competitiveness. In addition, the Indonesian Ministry of Tourism has issued several indicators or guidelines for managing halal tourist villages. Some of these indicators may include:

**Table 2.** 3A concept and indicators

<b>3A concept</b>	<b>Indicator</b>
<b>Attractions</b>	<ul style="list-style-type: none"> <li>a. Arts and cultural performances and attractions that do not conflict with Islamic law;</li> <li>b. Maintain cleanliness and sanitation of the environment;</li> <li>c. There are appropriate and holy places of worship for Muslim tourists at tourist attractions;</li> <li>d. Adequate washing facilities are available (cleanliness and availability of water for washing);</li> <li>e. Halal food and drinks are available.</li> </ul>
<b>Accessibility</b>	<ul style="list-style-type: none"> <li>a. Tourist attractions are easy to reach;</li> <li>b. Transportation is obtained;</li> <li>c. Transportation costs are by specified standards.</li> </ul>
<b>Amenities</b>	<ul style="list-style-type: none"> <li>a. Availability of appropriate facilities for washing;</li> <li>b. Availability of facilities that make it easier to worship;</li> <li>c. Availability of halal food and drinks;</li> <li>d. Facilities and atmosphere that are safe, comfortable, and conducive to families and businesses.</li> </ul>

### 3.1 Attractions

Attractions or what is usually called attractiveness are assets that can attract domestic and international tourists [15]. The attractions offered by the Setanggor Halal Tourism Village are divided into two, namely the half-day tour in Setanggor Village and The Amazing Night Setanggor Tour. A half-day tour in Setanggor is a package for tourists with limited time. This tour package will be held from morning to afternoon. Meanwhile, the Amazing Night Setanggor tour package has a longer duration and is held at night. As previously explained, the Halal Setanggor tourist village is a tourist village that integrates Islamic culture and religion, so the attractions offered cannot be separated from these two things. From the results of observations in the field, the attractions offered in the Halal Setanggor tourist village have both Islamic and cultural value, namely:

**Table 3.** Attractions in the Halal Tourism Village of Setanggor and the categories.

<b>Attractions</b>	<b>Category</b>
Tourists who have just arrived will be given clothing typical of the Sasak tribe of Lombok, the aim is for every guest who comes to wear polite clothing.	Islamic
Watching the guest welcoming dances, namely the foster Trasne dance and the colossal Gandrung dance as well as the Gendang Beleq performance	Culture
Watching local children recite the Quran in the middle of the rice fields. Tourists who are Muslim can join in to recite the Quran together.	Islamic
Watching the culture of “Pepaosan” (reading Lotar) and “Bepantun” (replying to rhymes)	Culture
Make compost and bio-urine	Nature
Picking dragon fruit on 1 hectare of land	Nature
Planting and picking cassava	Nature



**Fig. 2.** Typical Sasak Lombok clothes

### 3.2 Accessibility

Accessibility is intended as all facilities that make it easy for tourists to reach a destination or related tourist destination. Halal tourist villages must be accessible with facilities, infrastructure, and transportation systems, making it easier for tourists to get to and from destinations by sea, land, and air. Tourists must also be able to travel easily around tourist destinations. It is important that a higher level of accessibility will make a place more accessible, and along with that, the comfort level of tourists in visiting also increases.

Access to the main road is quite easy because the distance between Setanggor Halal Tourism Village and the main road is around 13 minutes or 5.9 kilometers. The Setanggor halal tourism village is strategically located, close to Lombok International Airport, only about 9,8 kilometers, making it easier for tourists who come to Lombok. Apart from that, the access route to Setanggor remains smooth and not congested. Several *Cidomos* (typical Lombok horse-drawn carriages) have been provided to explore tourist locations. Tourist also have the option to walk or use *Cidomo* to reach villages, rice fields, and irrigation canals.



**Fig. 3.** Main road to the Setanggor Halal Tourism Village

### 3.3 Amenities

Amenities are complete facilities, infrastructure, equipment, and amenities supporting tourist activities and services. In the halal tourist village of Setanggor, there are several homestays that tourists can choose as a place to stay. The policy for homestays is to separate tourists of each gender who want to spend the night except those who are married who can gather in one room by showing proof of the validity of the marriage. Most Setanggor halal tourist village residents are Muslim, so the food and drinks provided or sold are confirmed to be halal (without alcohol and pork ingredients) and are prepared by Islamic law.



**Fig. 4.** Setanggor homestay

#### **4 Conclusion**

Setanggor Halal Tourism Village is a new way to develop Lombok tourism that upholds culture and Islamic values. NTB is nicknamed “The Country of a Thousand Mosques,” a native Sasak tribe whose majority population is Muslim. This form of tourism should provide value-added to the attraction of rural tourism destinations that are more populist to foster economic development in the countryside to accelerate economic growth and the welfare of local communities.

The 3A concept (Attractions, Accessibility, and Amenities) applied to Setanggor Halal Tourism Village are 1) Arts and cultural performances and attractions that do not conflict with Islamic law; 2) Halal Setanggor Tourism Village has a strategic position; 3) Facilities and atmosphere that are safe, comfortable, and conducive to families and businesses; 4) Availability of halal food and drink.

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