

Sistem Informasi Pengelolaan Barang Logistik Bantuan Bencana Pada Strategy In Building Halal Tourism Awareness In Anyer

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ABSTARCT

Halal tourism has developed into one of the main sectors in the global tourism industry, with Indonesia as one of the potential destinations because the majority of its population is Muslim. Anyer, as a popular beach tourism destination, has a great opportunity to become a leading halal tourism destination. However, public and business awareness regarding halal tourism in Anyer is still relatively low compared to other destinations such as Lombok and Aceh.

This study aims to evaluate strategies in building halal tourism awareness in Anyer. Using a qualitative approach with a case study method, data were collected through in-depth interviews with stakeholders, participant observation, and document analysis. The results of the study indicate that effective strategies in increasing halal tourism awareness include the use of digital media, effective promotion, collaboration with stakeholders, and education for the community and business actors.

The study also found that the increase in the number of tourists to Anyer was influenced by infrastructure, government policies, tourism promotions, and developing tourism trends. By implementing broader marketing strategies, strengthening halal facilities, and clearer regulatory support, it is hoped that Anyer can develop into a competitive halal tourism destination, so that it can attract more Muslim tourists and contribute to regional economic growth.

Keywords: halal tourism, tourism awareness, marketing strategy, Anyer, tourism industry

INTRODUCTION

Halal tourism is increasingly developing into one of the largest tourism businesses in the world. Various countries and regions are competing to develop the concept of halal tourism to attract more tourists because the number of Muslim tourists looking for halal-friendly places. As a country with a Muslim majority population in the world, Indonesia has great potential to develop halal tourism, including in famous tourist areas such as Anyer, (Sari et al., 2024). known as a beach tourism spot, Anyer offers beautiful beaches and various tourist facilities. However, until now, awareness of halal tourism in this area is still low compared to other areas that have developed the concept of halal tourism, such as Lombok and

Aceh. (Ummah, 2023) In fact, with its natural potential, Anyer can become one of the most superior halal tourism destinations in Indonesia.

One of the main challenges in developing halal tourism in Anyer is the lack of understanding of halal tourism from tourists and businesses. To make the destination more attractive to Muslim tourists, several important elements, such as the availability of halal food, sharia-compliant accommodation, prayer facilities, and tourism activities that are in accordance with Islamic principles, need to be given more attention.

Developing strategies to raise awareness of halal tourism in Anyer is an important step in developing the destination. Some strategies that can be implemented include the use of digital media, effective promotion, collaboration with stakeholders, and providing education to the local community and tourism industry players. Halal tourism in Anyer can boost the regional economy by encouraging more Muslim tourists.

Halal tourism is now an important part of the global tourism sector. According to the 2019 Global Muslim Travel Index (GMTI) data, it is estimated that the number of Muslim tourists will reach 230 million by 2030. With the largest Muslim population in the world, Indonesia has great potential to develop into a Muslim-friendly halal tourism destination by 202. Known as a marine tourism destination, Anyer in Banten Province has beautiful beaches and many tourist options. However, halal tourism is still new and not fully developed. (Kemenag.go.id, 2019)

The main challenge in Anyer is the lack of understanding of halal tourism from tourists and businesses. To attract Muslim tourists to Anyer, important elements such as halal-certified food, sharia-compliant accommodation, adequate prayer facilities, and tourism activities that are in accordance with Islamic values must receive special attention. Strategies to increase awareness of halal tourism in Anyer are important steps. Some strategies that can be used include using digital media, conducting effective promotions, working with the government, business actors, and the community, and informing people about the importance of halal services. The development of halal tourism in Anyer is expected to increase the number of Muslim tourists and help regional economic growth.

Therefore, this study aims to evaluate various effective strategies to increase awareness of halal tourism in Anyer, with a particular emphasis on the role of marketing, legislation, and support from all parties involved in the development of halal-based tourism destinations. It is hoped that the results of this study will provide suggestions for local governments, tourism industry players, and the community as a whole in optimizing the potential of halal tourism destinations in Anyer. (Liu et al., 2022)

BASIC AND DEVELOPMENT HYPOTHESIS

A. Halal Tourism

Halal tourism is a type of tourism that offers facilities and services that comply with Islamic law. Halal tourism encompasses many things, according to the Global Muslim Travel Index (GMTI), including halal food, accommodation with prayer facilities, and holiday activities that do not conflict with Islamic principles (Mastercard-CrescentRating, 2023). Regulations such as the Regulation of the Minister of Tourism and Creative Economy on the Development of Halal Tourism support this idea in Indonesia.

Halal tourism is part of the tourism industry that provides tourist services by referring to Islamic rules. (Syahid, 2017), This halal tourism is intended for Muslim tourists (Muslim friendly) but does not close its use for non-Muslim tourists. For example, some things that need to be considered in halal tourism include hotels that provide places of worship for Muslims, provide halal food and drinks, have swimming pool and spa facilities that are separated by schedule or place for men and women. Likewise, transportation service providers are required to provide convenience for Muslim tourists in carrying out worship during the trip, in the form of providing a place to pray on the plane, notification when it is prayer time, providing halal food and drinks, and Islamic entertainment during the trip. (Sayekti, 2020).

Halal tourism, or another term for sharia-based tourism, is defined as a type of tourism that offers hospitality services that meet sharia requirements. The market for sharia-based products and services (tourism) includes customers who are not only Muslims but also non-Muslims. This is due to the fact that using sharia-based goods and services has a positive impact, health, and lifestyle enhancement. Sharia-based tourism has created upstream-downstream economic activities based on sharia principles that are believed to generate a lot of money, in addition to influencing the economy and behavior of the surrounding community. According to the Organization of the Islamic Conference (OIC), Islamic tourism is a tourist trip designed to meet the needs of Muslim tourists with services and facilities that are in accordance with Islamic principles. Other terms for tourist trips are Halal Tourism, Sharia Tourism, and Muslim Friendly Tourism. (Subarkah, 2018) pariwisata halal adalah konsep yang telah muncul sebagai respons terhadap kebutuhan dan preferensi wisatawan muslim dalam menghadapi tantangan dan peluang yang dihadirkan oleh dunia global yang semakin terhubung (Al Mustaqim, 2023; Fahmi et al., 2023; Kasmaniar et al., 2023; Kurniawan & Safitri, 2023). Definisi pariwisata halal melampaui sekadar pemahaman konvensional tentang pariwisata sebagai aktivitas rekreasi semata, melibatkan berbagai elemen yang terkait dengan norma-norma agama Islam. Pariwisata halal mengacu pada upaya untuk menciptakan lingkungan yang sesuai dengan prinsip-prinsip syariah, yang

mencakup aspek-aspek mulai dari makanan dan minuman yang halal, hingga pengalaman wisata yang menghormati nilai-nilai moral dan etika Islam. (Al Mustaqim, 2023)

Halal tourism, or halal tourism, is a type of tourism that is currently popular in the world. Halal tourism can be defined as any tourism object or action that is permitted according to Islamic teachings (Battour & Ismail, 2016). It is an effort to meet the demands of Muslim tourists by providing goods and services that do not conflict with Islamic law (Battour et al, 2011; Battour et al, 2012; Nassar et al, 2015; Sriprasert et al, 2014). Thus, this tourism segment meets the needs of tourists by providing facilities, infrastructure, goods, and services as well as tourism activities that are in accordance with Islamic principles. (Feriadin et al., 2021).

The halal tourism sector is growing rapidly throughout the world, not only in Muslim countries. Many countries, including Muslim and non-Muslim countries, are competing to meet all the needs of Muslim tourists to attract tourists (Battour & Ismail, 2016; Samori, Salleh & Khalid, 2016). The increasing demand for the tourism market from Muslim tourists has led to the emergence of halal tourism products in countries with a small Muslim population such as Singapore, Thailand, England, Hong Kong, Japan, South Korea, the United States, Taiwan, Spain, and Germany. (Liu et al., 2022)

B. Awareness in Halal Tourism

In halal tourism, awareness or consciousness refers to how much tourists and stakeholders understand and comprehend the importance of halal destinations. Awareness, according to (Kotler, 2016), is the first step in the consumer decision-making process, including the introduction and understanding of a product or service. For halal tourism, increasing awareness is essential to attract Muslim tourists and make destinations considered halal-friendly. Awareness in a general context literally means having experience of something and/or knowing well about what is happening now in halal food, beverages and other products. Therefore, awareness in the halal context can be conceptualized as a process of providing information to increase the level of awareness about what Muslims consume and use (Chong et al., 2022)

Referring to Ambali and Bakar, halal awareness can be defined as having a special interest or experience or having sufficient information about something halal food, drink and product. In other words, awareness is a basic part of human existence, which describes human perception and cognitive reactions to the conditions of what they eat, drink and use (Ambali & Bakar, 2014). So it can be concluded that halal awareness is a person's perception and cognitive reaction in knowing, understanding, feeling and choosing halal products, both food and drink, based on information about halal that someone gets consciously. (Khasanah, 2020)

Halal awareness is the level of understanding that Muslims have about the concept of halal, including knowledge of what is permissible to eat and how products are made. Understanding halal products according to Islamic halal standards can be a mandatory requirement for buyers and producers to consume and produce food. (Nofianti & Rofiqoh, 2019). The ability to understand, feel, and be aware of things and events is known as awareness. "Awareness" is a term that refers to a person's understanding and perception of a particular event or subject (Aziz & Chok 2013). One way to determine halal awareness is to find out whether a Muslim understands the meaning of halal, knows how to slaughter animals according to sharia, and prioritizes halal food to eat. The more you understand the concept, process, and principles of halal, the more Muslims will prioritize halal food to consume. (Hendradewi et al., 2021)

Halal awareness is based on a Muslim's understanding of the concept of halal, the halal process, and the consumption of halal products in accordance with Islamic religious rules based on the Qur'an and Hadith (Suryowati & Nurhasanah, 2020, p. 14). Talisa and Indah in (Triana, 2021) define halal awareness from an industrial perspective as the awareness to consume goods that do not contain alcohol, pork, and products containing them. In the context of halal, awareness means understanding what is good and bad to eat and what is bad and should not be eaten based on Islamic religious rules found in the Qur'an and Hadith.

According to Ambali and Bakar in (Laila & Tarmizi, 2020, p. 3), the main sources of halal awareness are the role of halal certification, exposure, and health reasons. According to Yunus, indicators of halal awareness are awareness of halal, awareness of halal as a religious obligation, cleanliness and safety of products, and the importance of international packaging processes. (Masruroh & Rafikasari, 2022)

RESEARCH METHODS

This study will use a qualitative approach with a case study method to deeply understand the strategies used in building halal tourism awareness in Anyer. Data will be collected through in-depth interviews with key stakeholders, such as tourism destination managers, local governments, business actors, and Muslim tourists. In addition, participatory observation will be conducted at tourist locations to observe halal tourism promotion practices and the availability of facilities that comply with sharia principles. Document analysis, such as government policies and promotional materials, will also be used to gain a more comprehensive perspective on efforts to increase halal tourism awareness.

The data obtained will be analyzed using the thematic analysis method with Schleiermacher's hermeneutic approach, which allows researchers to understand the deep meaning of the narrative conveyed by the informant. Data validity will be

strengthened through triangulation of sources and methods to ensure the accuracy and consistency of the findings. The results of this study are expected to provide recommendations for stakeholders regarding effective strategies in increasing awareness of halal tourism in Anyer, so that it can attract more Muslim tourists and support the development of sustainable tourism.

RESULTS AND DISCUSSION

Entering 2024, the number of visitors again increased significantly to 2,499,996 people. Although this figure has not yet matched the number of visitors in 2022, this increase indicates a recovery in the tourism sector in Anyer Beach. It is possible that factors such as tourism promotion, infrastructure improvements, and government policies in encouraging tourism contributed to the increase in the number of tourists in 2024.

By looking at this trend, it is important for related parties to evaluate the factors that influence the fluctuation of the number of visitors and design strategies that can maintain and increase the tourist attraction of Anyer Beach in the future. (Mujahid, 2023)

Table 1: Total number of tourists visiting Anyer Beach from year to year

NO	YEAR	TARGET
1	2024	2.499.996
2	2023	676.320
3	2022	4.355.004

Source: data processed by researchers

The significant decrease in the number of visitors to Anyer Beach in 2023, from 4,355,004 people in 2022 to only 676,320 people, can be caused by several factors. One factor that often affects the tourism sector is weather conditions and the potential for natural disasters. If in 2023 there is extreme weather such as heavy rain, high waves, or even disasters such as floods or small tsunamis, this can reduce the interest of tourists to visit Anyer Beach. Although the COVID-19 pandemic has begun to subside, its economic impact will still be felt in 2023. People may still be readjusting their spending, especially for tourism activities. In addition, new travel restrictions or regulations imposed at the beginning of the year could also be a factor in the decrease in the number of visitors. Inflation and economic instability in 2023 could be the main causes of the decrease in the number of visitors. If the price of fuel, transportation, or entrance fees to tourist destinations increases, this could

make tourists think twice before going on vacation. In addition, the existence of other spending priorities such as education and basic needs can shift the allocation of funds for tourism. If there is increased promotion or development of other more attractive or more affordable tourist destinations, tourists may prefer other locations than Anyer Beach. In addition, changing tourism trends, such as increasing interest in nature tourism in the mountains or artificial tourism such as theme parks, can also be the cause of the decline in the number of visitors. Less than optimal promotion or minimal tourism events in 2023 can contribute to the decline in the number of visitors. If there are no festivals or special events that attract tourists, people's interest in coming to Anyer Beach could decrease.

Figure 1.1 The most popular beaches for tourists



Sambolo Beach in Anyer is increasingly becoming a top choice for tourists, both local and foreign. Its natural beauty, clean white sand, and relatively safe waves make it a favorite destination for families and tour groups. In addition, its easy accessibility from Jakarta and the surrounding big cities makes Sambolo Beach a top choice for those who want to enjoy beach tourism without having to travel far.

One of the main factors that makes Sambolo Beach more popular is its complete facilities. Along the beach, there are various supporting facilities such as a large parking lot, food stalls offering fresh seafood, and lodging with various price options. In addition, tourists can also enjoy various interesting activities such as renting a lifebuoy, playing ATV along the beach, to trying water sports such as banana boats and jet skis. The existence of these continuously developing facilities increases visitor comfort and attracts more tourists every year.

In addition to the facilities, the main attraction of Sambolo Beach is the beach atmosphere that is suitable for various segments of tourists. For families, this beach offers a safe play area for children with relatively stable waves. Meanwhile, for young people and couples, Sambolo Beach provides various interesting and Instagrammable photo spots, such as gazebos above the sea, piers, and stunning sunset views. The existence of these spots makes Sambolo Beach increasingly popular on social media, which ultimately increases tourist visits.

Another factor contributing to the increasing popularity of Sambolo Beach is the frequent tourism promotions and events held in the area. Music festivals, beach sports activities, and various cultural events are additional attractions that make tourists interested in coming back. Coupled with relatively affordable entrance ticket prices compared to other beach tourism destinations, Sambolo Beach is the main choice for tourists looking for a fun nature tourism experience without having to spend a lot of money.

With these advantages, it is not surprising that Sambolo Beach continues to experience an increase in the number of visitors from year to year. To maintain this positive trend, tourism managers and local governments need to continue to improve facilities, maintain beach cleanliness, and conduct wider tourism promotions so that Sambolo Beach remains one of the leading destinations in Anyer.

CONCLUSION AND SUGGESTION

This study highlights strategies in building halal tourism awareness in Anyer, which is still lagging behind other areas such as Lombok and Aceh. Based on the analysis, increasing halal tourism awareness can be achieved through various strategies, including the use of digital media, effective promotion, collaboration with stakeholders, and education for the community and tourism industry players.

The results of the study show that the increase in the number of tourists to Anyer is greatly influenced by various factors, such as infrastructure, government policies, tourism promotion, and developing tourism trends. Although the number of visitors experienced a decline in 2023, the increasing trend occurred again in 2024, indicating a recovery in the tourism sector.

In addition, Sambolo Beach has emerged as a leading destination in Anyer with its natural beauty, complete facilities, and diverse tourism activities. Factors such as effective promotion, tourism events, and social media trends have also contributed to the increasing popularity of this destination. Thus, to make Anyer a competitive halal tourism destination, a broader marketing strategy, strengthening of halal facilities, and clearer regulatory support from the government and related parties are needed. These efforts are expected to not only increase the number of Muslim tourists, but also contribute to the overall economic growth of the region.

SUGGESTION

The local government and tourism industry players need to improve the promotion strategy of halal tourism in Anyer, both through digital media, social media, and offline campaigns. Creating interesting digital content and collaborating with Muslim influencers can be an effective strategy to reach the target of Muslim tourists.

To support the development of halal tourism, there needs to be an increase in facilities such as halal-certified restaurants, accommodation that is in accordance with sharia principles, and the provision of adequate places of worship. Standardization of halal services must also be implemented to ensure the comfort of Muslim tourists.

Collaboration between the government, business actors, tourism communities, and religious organizations needs to be improved in supporting halal tourism. Partnerships with halal travel agencies and transportation service providers can help facilitate Muslim tourists in their travels.

Halal tourism awareness in Anyer still needs to be improved, both for business actors and the local community. Training and socialization related to the concept of halal tourism can help improve understanding and readiness in providing services that suit the needs of Muslim tourists.

In addition to offering beautiful beaches, Anyer can develop more halal-friendly tourism activities, such as Islamic educational tourism, Islamic cultural festivals, and sharia-based family tourism. With the variety of activities, halal tourism in Anyer can be more attractive to tourists from various segments.

The local government needs to design policies that support the development of halal tourism, including incentives for business actors who implement halal standards, easily accessible halal certification, and supervision of compliance with halal tourism standards at the Anyer tourist destination.

To ensure the effectiveness of the implemented strategy, it is necessary to conduct regular monitoring and evaluation of the development of halal tourism in Anyer. Tourist satisfaction surveys and tourism trend analysis can be used as material for developing more optimal follow-up strategies.

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