

The Regional Government's Role in Supporting Jumiang Beach to Become a Halal Tourism Destination

Muhammad Ersya Faraby¹, Hammam²

{ersya.faraby@trunojoyo.ac.id¹}

Trunojoyo University of Madura, Madura, Indonesia

Abstract. This study aims to determine the role of regional government in supporting the role of regional government in supporting Jumiang Beach in Pamekasan Regency to become a Halal Tourism Destination. Halal tourism is tourism that originates from nature, culture or man-made, framed by Islamic values, where the activities are supported by various facilities and services (hotels, restaurants, travel agencies, spas) provided by the community, entrepreneurs, government and government. areas that comply with sharia/Islamic provisions. In this study, researchers will conduct research as a step to find out the role of regional government regarding the availability of infrastructure, community acceptance, and social facts about Pamekasan Regency being a halal tourist destination. Further, the researcher will describe the indicators of halal tourism, then mapping the *attractions, amenities, accessibility and ancillaries*. This study uses a descriptive qualitative approach with a case study method. Basically, the results of the research above show that Jumiang Beach, Pamekasan Regency is worthy of being a halal tourist destination by looking at the existing tourism potential if studied based on the 4A theory, but there are still many challenges to be faced, such as the lack of initiation from the Regional Government in the form of regional regulations or related instructions from the Regent of Pamekasan. branding Jumiang beach as a halal tourist destination, the lack of supporting tourism infrastructure such as lodging facilities that comply with standards such as sharia hotels/lodgings, creation of integrated public transportation access, as well as a halal certification process for houses/food stalls and business products around the Jumiang beach tourist destination.

Keywords: *Regional Government, Halal Tourism, Jumiang Beach, Pamekasan Madura*

1 Introduction

Indonesia is one of the largest countries in the world, with a population of approximately 270 million people and a majority Muslim population of 237 million people or the equivalent of almost 86 percent of the country's population. This year, Indonesia achieved first place in halal tourism, based on the results of *The Global Muslim Travel Index (GMTI)* in 2023, this shows the great potential of Indonesian tourism on the international stage. Apart from that, it is supported by the achievement of the Minister of Tourism and Creative Economy in obtaining the title "*Halal Travel Personality of the Year*" which shows the Government's seriousness in supporting National tourism.



Fig. 1. Global Muslim Travel Index of 2023

Currently, the Ministry of Tourism and Creative Economy is aggressively developing tourism potential, especially halal tourism. Halal tourism is a very promising market according to various countries because it is predicted that by 2026, there will be 230 million Muslim tourists globally who will look for halal tourism. The increasing growth of Muslim tourists has given rise to a new segmentation in the tourism sector and can influence the tourism industry globally. The existence of the sharia tourism industry is not a threat to the existing tourism industry, but rather exists as a complement rather than an obstacle to the development of existing tourism businesses. The role of the Ministry of Tourism, Creative Economy and Tourism is very important as the main supporter of the formation of appropriate halal tourism to match halal tourist destinations with other countries (Apridia and Dahruji: 2022).

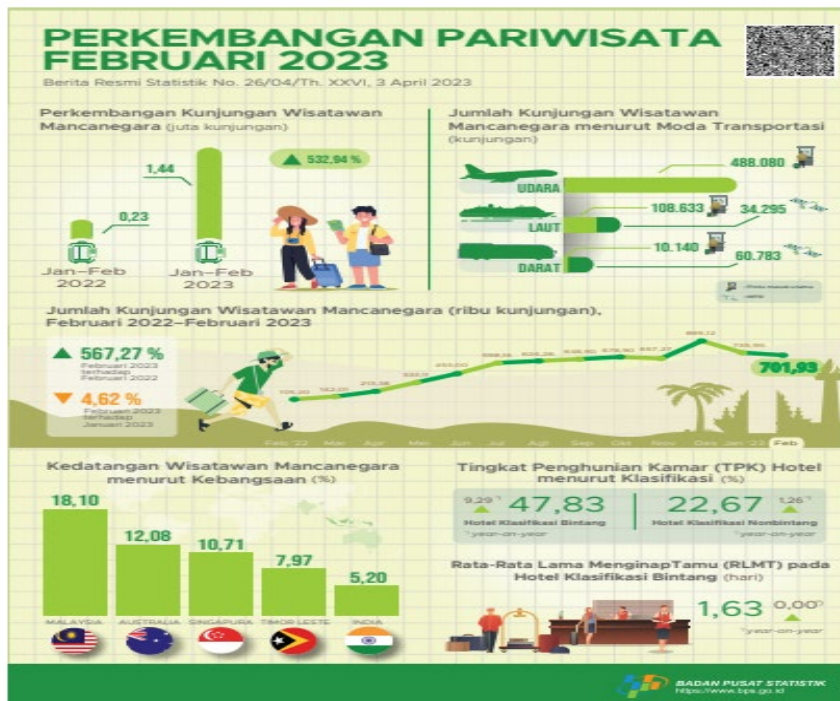


Fig. 2. Development of Foreign Tourist Visits

BPS data as of April 2023 shows that the number of tourists coming to Indonesia has increased, in other words Indonesia is still a magnet for tourists, both local and foreign, to visit existing tourist destinations, of course this will affect the income of the existing tourism supporting infrastructure sector such as hotels, managers of tourist attractions, SPA, etc. Madura Island is an island located in East Java Province. Madura consists of four regencies, namely Bangkalan, Sampang, Pamekasan and Pamekasan. Madura Island is certainly familiar to our ears, this island has a lot of beauty, especially the natural panorama around the sea. The majority of Madurese people embrace Islam, Madura is also known for having its own unique culture, even though it is located in the province of East Java, Madura has its own language which is used in everyday life, namely Madurese, not only in terms of culture, Madura is also famous for its religious society. Not only is the natural panorama attractive, but also the Islamic culture is also very distinctive, there are many Islamic holidays which are commemorated by the local culture, such as the mauludan event, there is also suro porridge, which is a typical Islamic New Year food in Madura. Based on the data above, Madura Island is an area that has the potential to be supported by the culture, characteristics and culture of the Madurese people if they implement the concept of halal tourism (Febrianti and Hipni: 2021).



Fig. 3. Development of Tourist Visits to Pamekasan Regency

Based on data from BPS Pamekasan in 2022 figures, there are various tourist destinations in Pamekasan Regency, one of which is Batu Ampar Beach with the most tourist visits of 128,374 visitors, followed by Talang Siring Beach with 21,622 visitors, Puncak Ratu with 18,541 visitors, Jumiang Beach with 16,710 visitors, and Kehi Hill with 13,606 visitors. Pamekasan Regency has a number of tourist destinations that have the potential to be developed. Tourist destinations in Pamekasan Regency are an area that has many tourist attractions, including natural tourism, cultural tourism, religious tourism and culinary tourism. However, until now the availability of official information regarding halal tourism guides is still very minimal, especially for the East Java region. This causes tourism actors to still not be very interested in the concept of halal tourism and only a few business actors are involved in halal tourism. Pamekasan Regency has a strategic position in developing halal tourist destinations with existing potential. This causes researchers to be very interested in analyzing the role of local government in supporting Pamekasan Regency to become a halal tourist destination.

2 Literature Review

2.1 Halal Tourism

The word halal comes from the Arabic language *halla*, *yahillu*, *hillan*, *wahalalan* which means justified or permitted by Sharia law, meaning something that is allowed or permitted by Allah. The word is the main source that is not only related to food or food products, but also enters all aspects of life, such as banking and finance, cosmetics, work, tourism, and others. Meanwhile, halal tourism is one of the emerging concepts related to halal and has been defined in various ways by many experts. Some of what defines halal tourism can be seen in the following table (Satriyan and Faridah: 2018). Halal tourism focuses on tourism services that provide various kinds of activities for tourists by adapting to the needs, lifestyle and comfort of tourists, especially Muslim tourists. Halal tourism is not only tourism related to religious tourism, such as the Hajj, Umrah or holy pilgrimage, but the objects in halal tourism are very diverse in the form of; natural tourism visits, cultural tourism, nature reserve tourism, ecotourism, as well as artificial tourism that is interpreted in accordance with Islamic principles. Halal tourism has several terms such as *sharia tourism*, *Islamic Tourism*, *halal friendly tourism destination*, *halal lifestyle*, *halal travel*, and *friendly travel destination*. In an industrial context, there is a new way to develop Indonesian tourism without losing the originality and uniqueness of each region through the implementation of halal tourism. Therefore, this method is an alternative product for goods and services that still implements halal tourism without eliminating conventional types of tourism (Rahmadian and Anam: 2021). Halal tourism or what is often called Sharia tourism is tourism that originates from nature, culture or man-made and is framed by Islamic values where the activities are supported by various facilities and services (hotels, restaurants, travel agencies, spas) provided by the community, entrepreneurs, government and local governments that comply with sharia/Islamic provisions. This halal tourism has variables, sub-variables and several indicators. Tourist Attraction According to Cooper, there are 4 (four) components that a tourist attraction must have, namely attraction, accessibility, amenities and ancillary (Faraby and Rozi: 2021).

Table 1. Components of Halal Tourism Attraction

NO	VARIABLE	SUB-VARIABLE	INDICATOR
1.	Attraction	1. Nature	1. Arts and Cultural performances and attractions that do not conflict with the general criteria of Sharia Tourism.
		2. Culture	2. Maintain sanitation and environmental cleanliness.
		3. Man-made	3. There are appropriate and holy places of worship for Muslim tourists at tourist attractions.
			4. There are adequate facilities for washing (cleanliness and availability of water for washing) at tourist attractions.
			5. Halal food and drinks are available.
2.	Amenities	1. Hospitality	1. Adequate facilities are available for washing.
			2. Ordinal facilities are available to make it easier to worship.
			3. Halal food and drinks are available.
			4. Facilities and atmosphere that are safe, comfortable and conducive to families and businesses.
			5. Maintain cleanliness
		2. Restaurants/ Food and Beverage Providers	1. Guaranteed halal food and drinks with MUI Halal certification.
			2. There is a Halal guarantee from the local MUI, Muslim figures or trusted parties, by fulfilling the conditions that will be determined later.
			3. Maintain a healthy and clean environment.
		3. Travel Agencies	1. Providing travel/tour packages that comply with Sharia tourism criteria.
			2. Have a list of accommodation that complies with general Sharia tourism accommodation guidelines.
			3. Have a list of food and beverage provider businesses that comply with the general guidelines for food and beverage provider businesses
		4. Spas	1. Male therapists for male customers, and female therapists for female customers.
			2. Does not contain elements of action porn and pornography.
			3. Use halal ingredients that are not contaminated with pork and its derivative products.
			4. Facilities are available that make it easier to worship.
		5. Tour Guide	1. Understand and be able to implement sharia values in carrying out duties.
			2. Have good character, communicative, friendly, honest and responsible.
			3. Appear polite and attractive in accordance with Islamic ethical values
			4. Have work competency in accordance with applicable professional standards.

3.	Accessibility	Information	1. Ease of access to sharia/halal tourism information
		Affordability	1. Tourist attractions are easy to reach. 2. Transportation (land, sea, air) is easy. 3. Transportation costs are in accordance with standards.
4.	Ancillaries	Institutional	1. There is a system that supports halal certification in tourist destinations.
			2. There are institutions that support halal certification in tourist destinations.
			3. There is a system that supports halal certification in tourist destinations
		Community development	1. Absorption of labor from local communities. 2. Community attitudes
	Marketing	1. Promotion 2. Proper branding	

2.2 Jumiang Beach Tourist Destination

Pamekasan Regency is a regency located between two other regencies on Madura Island, namely Sampang Regency and Sumenep Regency. Pamekasan Regency has several superior tourist attractions such as Jumiang Beach, Talang Siring Beach, Batik Tourism Area, Kampung Toleransi, Batumarmar Religious Tourism, Selamat Pagi Madura Tourism, and Brukoh Hills. Jumiang Beach is located in Tanjung Village, Pademawu District, Pamekasan Regency, and is one of the beaches to the east of Pamekasan city. Jumiang Beach is a sloping beach with sandy, rocky and muddy coastal areas with coral reefs that are rich in marine organisms, including macroalgae which has great potential for development. The diversity of macroalgae on Jumiang Beach has not been studied much, so it is necessary to identify macroalgae existed there, so that potential macroalgae can be identified and can be cultivated in the future (Fahrurrozi, 2020). Due to that Pamekasan Regency is located on Madura Island, it is not surprising that this regency has many beaches. Most of these beaches can be visited as tourist attractions and they contain abundant marine products, and the marketing of these marine products can even penetrate the international market. The beaches in Pamekasan Regency are no less interesting than other beaches on the island of Madura.

Several factors influence the interest of tourists in coming to visit this beach, including the strategic location of the beach which is not far from the city center, its unique beauty, and also the art and culture of the people who are still strong around this beach (Santianah, 2017). One of the beaches in Pamekasan Regency is Jumiang Beach in Tanjung Village, Pademawu District. Pamekasan Regency's superior marine products include anchovies, seaweed and lemuru fish. Especially for anchovies, they have penetrated the international market, namely Japan. The fishermen's catch has the quality and quality of anchovies that are white, clean and the condition of the anchovies looks as intact as rice, so they are called anchovies which have a high value on the market. Usually, this commodity is used as a very tasty and savoury side dish. The government's role in exploring marine tourism and marine products in Pamekasan Regency has not been optimal, resulting in the management of marine tourism objects not being optimal and the management of marine products in the area not being optimal. In fact, the potential possessed by this marine object can be said to be able to attract local and regional tourists to travel to Pamekasan Regency.

3 Methodology

The method used in this research uses a descriptive qualitative approach with a case study method. Additional data collection was carried out by studying literature from various sources, both print and statistical databases. The type of research used is qualitative, namely research that produces information in the form of notes and descriptive data contained in the text under study. With qualitative research using descriptive methods. The descriptive analysis method provides a clear, objective, systematic, analytical and critical picture and information regarding the role of local government in supporting Jumiang Beach, Pamekasan Regency to become a halal tourist destination. The research location was conducted at Jumiang Beach, Pamekasan Regency. Data collection methods were carried out by observing, interviewing and documenting. Data sources used in this research include primary data and secondary data. Meanwhile, data analysis is carried out by means of data reduction, data presentation, and drawing conclusions.

Table 2. Research Informant

No	Informant	Analysis Aspects	Data Collection Method
1.	Head of Department of Youth, Sports and Tourism of Pamekasan Regency	Types of Tourism Destinations in Pamekasan Regency Pamekasan Regency Tourism Facilities and Infrastructure Pamekasan Regency Halal Tourism Development Plan	Interviews and Documentation
2.	Jumiang Beach Tourism Manager, Pamekasan Regency	Jumiang Beach Tourism Facilities and Infrastructure, Pamekasan Regency Pamekasan Regency Halal Tourism Development Plan	Observations, Interviews and Documentation
3.	Tourism actors (hotels, restaurants and tourists) around Jumiang Beach, Pamekasan Regency	Jumiang Beach Tourism Facilities and Infrastructure, Pamekasan Regency Pamekasan Regency Halal Tourism Development Plan	Observations, Interviews and Documentation

4 Results and Discussion

Jumiang Beach is located in Tanjung Village, Pademawu District, approximately 12km to the southeast from the City Center. This beach is beautiful with stretching white sand and beautiful coral cliffs on the east side. The first informant explained that the concept of halal tourism is a tourist destination in which there are no elements of alcoholic beverages, there are no tourist activities related to pornography, the food and drinks must also pay attention to halal aspects, as well as tourist activities that do not conflict with the principles of Islamic law. Meanwhile, the implementation of 4A (attractions, amenities, accessibility and ancillaries) in the Jumiang beach tourist destination is explained as follows:

- a. The attraction aspect at Jumiang beach already exists with the beauty of natural tourism in the form of beaches, availability of sanitary, and places of worship in the form of mosques are located very close to the beach which is suitable for washing and carrying out religious activities for tourists. In the case of food and drinks, halal labels are available, but only on products sold in stalls or shops, while for genuine products from business actors, there are several who have processed halal certification through mentoring activities by the UTM Halal Center.
- b. Amenity aspect, lodging facilities are not yet available around Jumiang beach, lodging locations in the form of sharia hotels are available in Pamekasan City which is approximately 15 km to the tourist destination, and places to eat or food stalls around Jumiang tourist attractions are available but not yet BPJPH halal certified, while travel agencies are only concentrated in Pamekasan City, spa facilities and tour guides are not yet available around Jumiang Beach.
- c. The accessibility aspect is the ease of information regarding Jumiang beach through online media, namely the Department of Youth, Sports and Tourism of the Pamekasan Regency website. In terms of affordability, tourism can be reached using private vehicles, while public transportation has not been integrated at Jumiang beach.
- d. In the ancillary aspect, there is no supporting system related to halal certification and institutions, while community empowerment at Jumiang Beach has been implemented by involving the community such as business actors, parking and horse rental services, for tickets managed by Village-Owned Enterprises (BUMDES) Tanjung. Tourism promotion branding is carried out by the marketing department of the Department of Youth, Sports and Tourism of the Pamekasan Regency.

Jumiang Beach has the potential to become a halal tourist destination if there is a regional regulation or instructions from the Regent of Pamekasan to make Jumiang Beach a halal tourist destination. Meanwhile, there are also many challenges due to the lack of support for destinations on Jumiang Beach, such as the lack of accommodation facilities that comply with standards such as sharia hotels/lodgings, access to public transportation that has not been integrated, and restaurants/food stalls that are still not halal certified.



Fig. 4. Researcher with First Informant
(Mr. Agus, Staff of UPT Destination of Department of Youth, Sports and Tourism of the Pamekasan Regency)

The second informant explained that the concept of halal tourism is a tourist destination area managed by the government or private sector in which there are products sold such as shops or food stalls that have been certified with a halal label as well as tourism actors, although there needs to be socialization and assistance, especially from the Pamekasan regional government in accelerating halal product certification for business actors around Jumiang Beach. In terms of the provisions for halal tourist destinations according to the DSN MUI fatwa, Jumiang Beach is worthy of being used as a Halal tourist destination, such as the availability of worship facilities, food stalls have curfews according to operational hours, there are no activities prohibited by Islamic law such as art performances that reveal nakedness, gambling, adultery, drug practices, alcohol and pornography. Apart from that, we still maintain the preservation of the existing environment and culture. However, on the other hand, there is still a lot that needs to be done to improve all elements, such as transportation access to destinations, construction of lodging facilities, sanitation improvements, as well as the halal product certification process for business actors around Jumiang Beach, especially food and beverage products supported by branding by the local government of Pamekasan Regency, if later Jumiang beach becomes a halal tourist destination.



Fig. 5. Researcher with Second Informant
(Mr. Kamaluddin, Jumiang Beach Tourism Manager)

The third informant is the Manager of the Madinah Syariah Pamekasan Hotel. Informants explained that in general they support Jumiang Beach as a halal tourist destination on the grounds that the Madinah Syariah Hotel is a place for tourist accommodation which clearly

applies sharia principles in its implementation, of course it also indirectly impacts tourist destinations, especially Jumiang Beach, even though it is not located close to each other but is still within reach. reach for tourists. The synergy and cooperation between the local government and sharia hotel managers in particular will be able to work well if Jumiang Beach becomes a halal tourist destination, but of course it must be accompanied by additional facilities and infrastructure, especially lodging facilities for tourists, both local and foreign, which are not yet available on the beaches around the Jumiang beach also the access to public transportation to increase the number of tourists visiting this tourist destination.



Fig. 6. Researcher with Third Informant
(Mr. Nanang Triawan, Manager of the Madinah Syariah Pamekasan Hotel)

The fourth informant, a tourist who visited Jumiang Beach, explained that she did not really understand the concept of halal tourist destinations, but the informant, as a tourist who visited the Jumiang Beach tourist destination, always behaved well, maintained manners, and maintained religious activities while traveling, especially when supported by the worship facilities available at Jumiang beach tourist destination in the form of a mosque. The informant is very supportive if Jumiang Beach becomes a halal tourist destination because in addition to the worship facilities, food and drinks are also available, which according to the informant already have halal labels, although not all food and drinks are supported by the local community who are friendly to tourists. Suggestions for tourism managers are to maintain the cleanliness of the environment around tourist destinations because there is still a lot of rubbish. As Muslims, they should maintain not only personal cleanliness but also environmental cleanliness, one of which is the Jumiang Beach tourist destination environment.



Fig. 7. Researcher with Fourth Informant
(Feby, Tourist of Jumiang Beach)

5 Conclusion

Basically, the results of the study above show that Jumiang Beach, Pamekasan Regency is worthy of being a halal tourist destination by looking at the existing tourism potential if studied based on the 4A theory, but there are still many challenges to be faced, such as the absence of any initiation from the Regional Government in the form of regional regulations or instructions from the Regent of Pamekasan regarding branding Jumiang Beach as a halal tourist destination, the lack of tourism support infrastructure such as lodging facilities that comply with standards such as sharia hotels/lodgings, creation of integrated public transportation access, as well as a halal certification process for houses/food stalls and business products around the Jumiang beach tourist destination. Apart from that, there must be synergy between the regional government of Pamekasan Regency, tourism managers in this case Village-Owned Enterprises (BUMDES) and the Tanjung Village Government, Pademawu District and local communities around Jumiang Beach in supporting the beach to become a halal tourist destination.

6 Acknowledgement

Alhamdulillah, praise be to the presence of Allah SWT for all His countless blessings to all His creatures, both those full of wisdom and immorality, both those full of sin and those still suffering, both those full of happiness and full of trouble. May prayers and greetings continue to be poured out upon the Prophet Muhammad SAW, a revolutionary figure who brought grace to the whole world and will always be a role model for friends and foes. The

preparation of this work was of course not only carried out by us alone and of course involved many parties, both directly and indirectly involved. Therefore, we would like to express our gratitude to the parties who have helped carry out our small contribution to development and research. Apart from that, there are also many other parties who cannot be mentioned one by one who have helped with what we have done as part of a major development process towards a better stage. Hopefully this article can have more impact than what we have done a little, especially in relation to the scope of halal tourism development. Furthermore, it can open insight and opportunities for many parties in developing halal tourism in Madura, especially Jumiang Beach, with the support of all the potential that the Madurese people have, especially in the tourism sector. We are aware that as ordinary people, there are many potential errors that exist and many still occur from various aspects starting from the initial process, implementation aspects, data obtained, data analysis to research results and research outcomes that are far from perfect. Therefore, it is possible to find many things that need to be improved in the process that we have carried out so far until we can finally complete this work. Because we as authors are of course open to various improvements and developments in what we can do, even if it is a little.

References

1. Anah, E. S. S. (2017). Pengembangan Potensi Ekonomi Kawasan Pesisir dalam Peningkatan Kesejahteraan Masyarakat. *Lembaran Masyarakat: Jurnal Pengembangan Masyarakat Islam*, (Vol 3, Nomor 2). <http://dx.doi.org/10.32678/lbrmasy.v3i2.1186>.
2. Apridia, M., & Dahruji, D. 2022. Analisis Potensi Destinasi Wisata Halal di Daerah Pesisir Selatan Kabupaten Bangkalan (Kecamatan Kamal, Labang dan Kwanyar). *PROCEEDING UMSURABAYA*, 1(1).
3. Fahrurrozi, F. (2020). Analysis Concept of The Blue Economy Islamic Perspective (Case Study as Marine Tourism in Pamekasan). In *Jurnal Perisai* (Vol 4, Nomor 1). <https://doi.org/10.21070/perisai.v4i1.435>.
4. Faraby dan Rozi. 2021. Potensi Kabupaten Bangkalan Menjadi Destinasi Wisata Halal. *Jurnal Ilmiah Ekonomi Islam*, Vol. 7 No. 01, Hal 67 – 74.
5. Febrianti dan Hipni. 2021. Dinamika Pengembangan Pariwisata Halal Di Madura Perspektif Sosio Legal. *Jurnal Kabilah*, Vol. 6 No. 2.
6. Rahmadian dan Anam. 2021. Prospek Wisata Halal Di Kota Malang: Sebuah Tinjauan Atas Peluang Dan Tantangan. *Jurnal Pariwisata Pesona*, Vol. 6 No.1, Hal 17 – 25.
7. Satriana dan Faridah. 2018. Wisata Halal: Perkembangan, Peluang, dan Tantangan. *Journal of Halal Product and Research (JHPR)*, Vol. 01 No. 02.
8. <https://www.crescentrating.com/reports/global-muslim-travel-index-2023.html>
9. <https://pamekasankab.bps.go.id/publication/2022/02/25/0bf7afe45145290d21de0727/kabupaten-pamekasan-dalam-angka-2022.html>
10. <https://www.bps.go.id/pressrelease/2023/05/02/1977/kunjungan-wisatawan-mancanegara-pada-maret-2023-tumbuh-470-37-persen-bila-dibandingkan-bulan-yang-sama-pada-tahun-lalu-dan-jumlah-penumpang-angkutan-kereta-api-pada-maret-2023-naik-13-56-persen.html>