

DEVELOPMENT OF HALAL TOURISM DESTINATIONS BASED ON LOCAL WISDOM IN BIREUEN REGENCY IN IMPROVING COMMUNITY ECONOMY

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Abstract

This study aims to determine how the development of local wisdom-based halal tourist destinations in Bireuen Regency in improving the community's economy. The research method in this study uses qualitative methods. The informants in this study were the Bireuen Regency Tourism Office, tourism managers, business owners and visitors. The data collection techniques used are observation and interviews and documentation. The core research results show that the development of local wisdom-based tourist destinations in improving the community's economy is optimal. uphold Islamic values in every tourist destination in Bireuen Regency. Worship facilities and infrastructure are available in every tourist destination. In addition, the community around the tour to get an increase in visitors carries out a promotion strategy by using social media to promote. In line with that, the Bireuen Regency Government through the Tourism Office collaborates to create synergy together in improving the economy of the local community through tourism development.

Keywords: *Destinations, Halal Tourism, Islamic Morality, and Local Wisdom*

INTRODUCTION

Tourism is a travel activity carried out by a person or group of people with the aim of visiting a certain place for recreation, personal development, or studying the uniqueness of the tourist attraction visited in a temporary period of time, a tourist attraction is a place that is the center of attraction and can provide satisfaction, especially visitors (Lukmanul Hakim, 2023). The tourism sector plays an important role in the economic development of a nation, this can be evidenced from the better and more advanced levels of economic growth. In Law No. 10 of 1990 it is stated that "Tourism is everything related to tourism, including the exploitation of tourist objects and attractions, as well as businesses related to this field, which consists of cultural tourism, maritime and marine tourism, nature reserve tourism (conservation parks), convention tourism, agricultural tourism, hunting tourism and pilgrimage tourism (Maturbongs & Lekatompessy, 2020). In terms of culture, Indonesia has more than 1,900 diverse cultural creations. This makes Indonesia a country rich in diversity of customs and traditions, this diversity also opens opportunities for Indonesia as a means of economic growth. The diversity of customs destinations owned by Indonesia makes Indonesia one of the destination countries for tourism. There are 503.34% of tourists from abroad who visit Indonesia every year, with an estimated number of tourist objects owned by Indonesia as many as 2,563 spread throughout Indonesia. (Andi Zulfikar Darussalam, 2021).

One of the efforts developed by the Indonesian government in an effort to increase its economic growth is the development of halal tourist destinations, where halal tourism itself refers to a type of travel or destination specifically designed to meet the needs and preferences of Muslim travelers, including compliance with Islamic sharia principles. (Iwan, 2021). But apart from Indonesia, which is trying to develop a halal tourism market share, Indonesia chose several regions consisting of Aceh, West Sumatra, Riau Islands, West Java, DKI Jakarta, Yogyakarta, Central Java, South Sulawesi, East Java, and West Nusa Tenggara, which are ten provinces that are targeted for the development of halal tourism. Through IMT 2022, there are three regions included in the Leading Regions group which managed to get the top three highest rankings adjusted to IMTI, namely West Nusa Tenggara, Aceh, and Riau Islands (Husin Demolingo, 2022). From the list of provinces above that have the potential for the development of halal tourism in Indonesia, only the province of Aceh is the only province in Indonesia that is still thick with Islamic values, as evidenced by the legal order that is enforced and customs that

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are thick with Islamic culture. Based on that, it is not surprising that tourism in Aceh is the development of halal tourism objects.

The city of Bireuen, nicknamed the “City of Santri” is a region located in the province of Aceh, Indonesia. In the 17th century, Bireuen was part of the powerful sultanate of Aceh, known as one of the Islamic centers in Southeast Asia. Over time, Bireuen has continued to be a center of religious activity and Islamic education in the Aceh region. Aceh in general has a rich Islamic heritage, and Bireuen is an integral part of the province. The activities of santri and pesantren are an important part of the educational culture in Bireuen, creating the city's identity as the “City of Santri.” Halal tourism in Bireuen Regency is starting to develop rapidly in this area including beaches, rivers, waterfalls to.

Maritime Tourism is still the main tour in Bireuen Regency considering that this district is located in a coastal area with a coastline of 80 km. The beaches in Bireuen Regency include Ujong Blang Beach, Kuala Raja Beach and Kuala Jangka Beach. Bireuen Regency is also famous for its culinary tours such as: Satay Matang, Banana Chips, and Rujak Mameh Kuta Blang (Performance & Government, 2024). Bireuen City has various types of tourist destinations. This diversity makes Bireuen an area that has the opportunity to develop its cultural traditions and customs through the development of tourist destinations and can also improve the economy of the surrounding community based on local wisdom.

Table. 1
Halal Tourism Objects in Bireuen Regency.

No	Halal Tourism Objects
1	Pante Ujong Blang
2	Pante Karya
3	Kuala Jangka
4	Bate Iliiek
5	Kuala Raja

Source: Bireun District Government, 2024

Based on an initial survey, researchers conducted a few interviews with tourism managers in one of the halal tourist destinations in Bireuen Regency. The researcher's interview with Mr. Teuku Hanan Ilyas said that the development of tourist destinations here has been carried out effectively but there are factors that become small obstacles in developing ujong blang beach, such as, people are too captivated by foreign cultures, for example, not providing prohibited restrictions on tourist sites and applying Islamic rules appropriately. whereas the level of local wisdom from the source of Islamic values made by the local community makes one of the great potentials because there are differences in the concept of tourism (Interview, 2024). In line with the previous statement, Maimun as the manager of Kuala Jangka tourism said that: *“the estimation of tourism development here is very good, the community also supports the development which is based on local wisdom which will provide a special potential as a tourist attraction. However, there are things that provide obstacles from the development of local wisdom-based halal tourism. for example, the government does not provide enough support for this tour “.* meaning facilities that still feel lacking to develop tourism. even recorded previously two years ago we were given assistance with prayer rooms and Wc facilities. When viewed from the potential of visitors who often come, the development must be carried out simultaneously (Interview, 2024).

In line with the results of the initial survey, the discussion which is the topic of this research is problems related to the development of local wisdom-based halal tourism in Bireun Regency. Phenomena that occur in the management of halal tourism objects in Bireuen Regency in the form of challenges in maintaining a balance between the development of halal tourism and in the preservation of local wisdom and the process of modernization and commercialization can threaten cultural integrity and local wisdom values. In addition to inadequate infrastructure and lack of effective promotion so that it can be an obstacle to the growth of halal tourism in Bireuen Regency. One of the efforts that is the strength of the development of halal tourism is the recognition of the halalness of the destination as evidenced by the certificate and the components that exist in halal

destinations that meet the operational standards of halal tourism. Based on the results of the description of the background above, the researcher is interested in further analyzing destination development and choosing the title of this research with the title "Development of Local Wisdom-based Halal Tourism in Bireuen Regency in Improving the Community Economy".

LITERATURE REVIEW

Halal destination

Halal destinations play an important role in attracting Muslim tourists to visit a halal tourist destination. Halal destination attributes will be a preference for Muslim tourists in choosing a particular tourist destination. Muslim tourists tend to be interested in visiting tourist destinations that can meet their personal and religious needs. For Muslim tourists, their religious obligations must still be carried out even though they are traveling (Bismala, 2019). According to Battour (2021), halal destinations have three important elements that can represent sharia values related to tourism activities in the destination, including worship facilities, halalness, and Islamic morality. The availability of places of worship such as mosques or prayer rooms is something that must exist in every halal tourist destination (Azali et al., 2023)

Factors of Halal Destinations

Which is the basis for the development of halal destinations which will be described as follows:

1. Socio-Economic

Socio-economics is a person's position in a series of hierarchically arranged strata which is a weighted unity in matters of value in society which are usually known as privilege in the form of wealth, as well as income, and prestige in the form of status, lifestyle and power.

2. Local Culture

Culture is a civilization that contains a broad sense covering the understanding and feelings of a complex nation, including knowledge, beliefs, art, morals, laws, customs (habits) and other innate acquired from members of the community.

3. Knowledge

Knowledge is the result of knowing obtained from the results of sensing an object. Knowledge is included in the cognitive domain which is related to abilities in intellectual aspects such as skills in thinking and reexpressing objects of knowledge that have been known. The knowledge a person has will be influenced by internal (education, occupation, age) and external (environment, and culture).

4. Community Participation

Participation is a person's willingness to launch a program according to his ability and desire without setting aside others so that the program can succeed. A person's involvement will greatly affect the success of the program, with this participation a person can express a voice both in planning and in implementation or even in the evaluation / results of the program itself (Ismail, 2019). The principles applied in the development of this tour cannot be separated from the basic values of Islamic law, this is because every aspect of human life, the main belief in Islam is the belief that Allah SWT is the only god that can be worshiped. so all actions such as economic, political, social and cultural should be focused on Allah SWT.

Halal tourism

The concept of Islamic tourism is the actualization of the Islamic concept where the value of halal and haram becomes the main benchmark, meaning that halal certification is very important for tourism actors. The concept of Islamic tourism can also be interpreted as a tourism activity based on worship and da'wah when Muslim tourists can travel and admire the creation of Allah SWT (Tafakur nature) while still being able to carry out the five daily prayers can be well facilitated and can keep away from His prohibitions. The halal market can be categorized into three (3) categories, namely:

- a. Food
- b. Lifestyle (such as cosmetics, clothing, etc.).
- c. Services (such as tour packages, fees, and transportation).

It can be concluded that halal tourism is a travel concept that meets the principles of Islamic sharia in all its aspects. Halal tourism includes the selection of destinations that meet halal standards, as well as activities that are in accordance with religious values. The development of the halal tourism industry covers various aspects, including the promotion of culture, food, lifestyle, and services that meet Islamic norms. Halal tourism is not only

a trend, but also a form of travel that is valued by the Muslim community who want to live a halal tourism experience in accordance with Islamic teachings and halal tourism that aims to meet the needs of Muslim travelers in undergoing travel that meets the standards of religious and ethical norms.

Local Wisdom

Local wisdom is the worldview of a community in a particular region regarding the natural environment in which they live. This view of life is usually a view of life that has been rooted in the beliefs of people in the region for tens or even hundreds of years (Andi Zulfikar Darussalam, 2021). There are several characteristics of local wisdom according to (Alwasih 2020) which are the basis of local wisdom which will be described as follows:

1. Surviving the Onslaught of Foreign Cultures

Each country, region, or region has its own cultural customs. Unlike our country which still maintains its culture and customs, most people from foreign countries out there have forgotten the customs and customs of their local ancestors. They prefer a free life that is considered modern without being bound by advice, let alone old customs that are considered outdated.

2. Having the Ability to Accommodate Cultures that Come from Outside

Avoiding foreign cultures entering Indonesia is not an easy thing to do. Especially, in the era of globalization like now, where everything can be connected easily and quickly. Outside cultures or trends usually spread quickly through YouTube, Television, and social media.

3. Able to Integrate Foreign Culture into Indigenous Culture in Indonesia

Another characteristic of local wisdom is that local wisdom has the ability not only to accommodate, but also to integrate incoming foreign cultures and blend them with existing cultures well.

4. Able to Control Incoming Foreign Cultures

As discussed earlier, foreign culture is not something that can be rejected easily. But on the other hand, local wisdom, which is the original custom and culture, is also so deeply rooted that it will be difficult to eliminate it from society.

METHOD

This research is a type of qualitative research, qualitative research itself according to Lexy J. Moeloeng is an activity to explore and understand the meaning of a number of individuals or groups of people who are considered to have the capacity of the social problems to be studied. This research is descriptive, namely an effort to analyze and interpret the data that has been collected from the research process and then described, besides that this research is also included in field research and library research which refers to the use of primary data and secondary data as observational material obtained from direct interviews and reviews of previous scientific journals. Where the aim is to further examine the object under study both related to destination diversity, halal tourism and empowerment of local wisdom.

The object of this research is the development of tourist destinations in bireun district based on halal tourism. Data analysis techniques are carried out in three stages, consisting of data reduction, namely selecting key things, focusing on important things and looking for themes and patterns, secondly presentation in the form of compiling a set of information, so as to provide the possibility of drawing conclusions and taking action in research and drawing conclusions in the form of conclusions for stages in a series of research implementations which will later become one final answer related to the problems studied.

RESULTS AND DISCUSSION

1. Development of Halal Tourism based on Local Wisdom in Bireuen Regency in Improving Community Economy

Local wisdom-based tourism such as religious tourism, Islamic culture, culinary and natural tourism. Local wisdom that is still preserved by the people of Bireun Regency provides one of the attractions for foreign tourists and local tourists. It is clearly illustrated that the local government is maximally developing local wisdom-based tourism with the aim of providing community welfare and improving the community's economy through local wisdom-based tourism which is believed that tourists are starting to have an interest in tourist destinations in Bireuen Regency. This is in line with Aliyatun Nurul Hasanah's research (2021) where there are important things that must be done in making visitors attracted to the development of halal tourism based on local wisdom. And also Martubong's research (2020) says that increasing collaboration between the Government and the local community can make the success of developing tourist destinations. Likewise, this study shows that the role of the

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Government and the community around tourism in Bireuen Regency prioritizes synergy to achieve goals in improving the community's economy through tourism in Bireuen Regency. Worship facilities built in the tourist area are in the form of prayer rooms that are implemented in accordance with Islamic rules. For the general scale, the main priority in the development of the creative economy in this tourist destination is more in the early stages centered on culinary activities, ranging from snacks to staple foods. The culinary offered by the local community has a license and some already have a halal certificate. Because, the stages to get the success of a halal destination must be in accordance with Islamic principles, especially for culinary, it must contain natural ingredients that are in accordance with Islamic provisions. Regarding culinary, there is one that has been recognized by the eyes of the outside community, namely Naga Sari and Banana Chips. These two snacks can only be found in Bireuen Regency. Even if there are other regions that make these two snacks, it is certain that the taste is different. Spontaneously this is proven by the number of out-of-town visitors stopping here, it is certain that almost all of them buy these snacks which will later be used as souvenirs or souvenirs for families at home. Therefore, the level of creativity of the local community of Bireuen Regency is very worthy of being developed both from consumption and handicrafts so that it can provide competition to other regions in improving the economy of local communities.

The aspect of Islamic morality that is enforced in halal tourism in Bireuen Regency has the principle of Islamic law. Provisions and rules imposed on visitors who will come to travel in the Bireuen Regency area. The local community and government emphasize that whatever provisions are against Islam there will be penalties. The local community is used to the existence of rules and regulations that must be set naturally, because the average community that manages tourist destinations basically embraces Islam. Stages of halal tourism management based on local wisdom have the potential to build the community's economy. The existence of destination sites from the relics of the era provides its own uniqueness for the Bireuen Regency area. The developments carried out from 2009 to the present provide feasibility for the opening of tourist sites, with structured and neat stages that provide a display that makes visitors interested. In line with that, developing local wisdom-based tourism is a faster step towards achieving common goals. Halal tourism mentioned in this case has three categories of local wisdom-based tourism, namely Religious Educational Tourism, Arts and Culture Tourism, and Nature Tourism.

Each halal tourist destination ensures that the local community is involved in managing tourism. Communities around tourism get a role as managers in carrying out creativity, both facilities and infrastructure. The Regency Government does not limit the creativity of the local community as long as it is in accordance with the principles of Islamic law and complies with all the prohibitions that have been imposed in Islam without exception. The more obvious the creativity of the local community, the more it adds capital to the local area as an attraction that will arise from visitors. In this case the halal tourism manager is divided from the manager, the business owner around the tourist destination located in Bireuen Regency. Tourism development is successful when it has an impact on the community around tourism, especially in the economic field. Economic benefits in tourism development in general can be seen from the point of view of supply and demand. This is done with the aim of not only preserving nature and culture but also to improve the economy of the Dawuhan community. The economic benefits obtained from tourism development in Bireuen Regency by developing tourism will create new jobs and business opportunities for the local community.

2. Community Strategy in Increasing Halal Tourism Visitors Based on Local Wisdom

Strategy is a way to determine the success of an activity in an organization to achieve goals. Tourism development is one way to promote tourist destinations so that they become more developed. Promotion is an activity that has a function to offer or inform a product or service to consumers (customers) so that customers can be interested in the product or service offered. The development of a tourist area cannot be separated from the efforts made through tourism cooperation. Islamic values in the development of local wisdom-based halal tourism carried out in Bireuen Regency where basically Indonesian society consists of a variety of cultures that are used as local wisdom inherent in the community itself. Therefore, Islam enters and integrates as a religion that is able to make culture a means of da'wah in order to achieve success. Local wisdom with Islamic religious rituals itself cannot be separated, in practice it always coexists as an expression of a cultured society. The arrival of Islam shows the relationship between Islamic law and customary law in protecting every deviant behavior and thing in people's lives.

The stages of the strategy carried out to increase visitors with the aim of increasing the income of the people of Bireuen Regency are promotion. Socialization that gives the impression of promotion is carried out by tourism managers as the previous basis related to the important role of the local community has a great influence in

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increasing visitors who come. The form of promotion is carried out by tourism managers using technology and using social media as a means of creating creativity. The more interesting the local community does the promotion, the more it will give the impression of curiosity and make outsiders interested in halal tourist destinations in Bireuen Regency. Regarding promotion, it is necessary to develop halal tourism in terms of advertising. In addition, from the results of promoting using social media, visitors who basically do not know the location of each halal tourism in Bireuen Regency can find out where the location and position of these tourist destinations are. This step is one of the appropriate targets to get attracted to visitors, especially later that each tourist destination is based on local wisdom. In realizing local wisdom-based halal tourism, it must carry out sustainable development. So that later it can be passed down to the next generation. The synergy of the Bireuen Regency Government and the Community as managers is planning or determining the direction in the development of halal tourism, determining the institutions authorized to run it and both parties make a rule or direction in accordance with the plan in accordance with the provisions of Islamic law. So it is very necessary to have control and supervision from both parties in order to achieve the goal of developing local wisdom-based halal destinations. The function of wisdom in the development of culture and science can be seen from the factors of knowledge and insight which are important factors that make tourism develop in Islamic culture.

CONCLUSION

Based on the results of observations and descriptive discussions from interesting researchers, several conclusions can be drawn, including the following:

The role of halal destinations in the development of halal tourism based on local wisdom in Bireuen Regency already contains values in accordance with Islamic principles. The wisdom practiced by the people of Bireuen Regency is increasingly being realized today. Apart from that, worship facilities are available at tourist destination locations in Bireuen Regency, such as prayer rooms, places to take ablution water, and worship equipment. The available road access is already optimal, but there are some road accesses that have not yet been paved, such as in coastal tourist areas. Halal tourism in Bireuen Regency has 3 categories based on local wisdom, namely, Religious Education Tourism, Arts and Culture Tourism, and Nature Tourism. The halal tourism destination located in Bireuen Regency is fully managed by the local community. The community's strategy for increasing visitors to halal tourism is based on local wisdom by promoting halal tourism. Local communities use promotions via the internet using social media, so that people are free to be creative when promoting halal tourism in Bireuen Regency. Apart from that, the Bireuen Regency government and the community as managers of tourist destinations have synergistic efforts in achieving goals. The purpose of synergy is to work together and work hand in hand in improving the development of halal tourist destinations in Bireuen Regency

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