

Research Article

Involvement of Journalists and Content Creators in Developing Opportunities for Halal Tourism

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ORCIDErik Setiawan: <https://orcid.org/0000-0003-1900-4290>Atie Rachmiate: <https://orcid.org/0000-0002-3645-2020>Kiki Zakiah: <https://orcid.org/0000-0002-0478-3714>**Abstract.**

Based on previous research, halal tourism development in Indonesia has not been optimal and faces various obstacles and constraints both psychological, regulatory, and socio-economical. One of the priority issues in the development of halal tourism is how to change the knowledge, and awareness among journalists and content creators so that the concept of halal tourism can be spread widely in various media. For this reason, this study uses an action research approach with Focus Group Discussion, interviews, and media content analysis, then provides treatment through the dissemination of the concept of halal tourism and fulfillment of halal products in tourist areas. The results showed that there is still an understanding gap about the concept of halal tourism, and a lack of awareness about the importance of developing halal tourism so that stakeholders have limited information about halal tourism produced by journalists and content creators in their respective media. The strategic approach to changing knowledge, awareness, and behavior related to halal tourism is through providing education and information to journalists and content creators, socializing government policies and action plans in an integrated manner, intensifying promotions related to halal tourism, information technology mapping, and community service activities related to halal tourism.

Keywords: mindset, journalist and content creators, halal tourism

1. INTRODUCTION

The rapid growth of world halal tourism is not matched by the response of Indonesian tourism actors. The root of the problem is that the understanding and interest of tourists and industry in the value of halal tourism products is still low, even though the majority of Indonesia's population is Muslim[1]. This gap also shows that there are still many obstacles in the implementation of halal tourism. One of them is that there are still many people who do not have the same perception of the term halal tourism. Terms circulating in society include: religious tourism, historical tourism, Islamic tourism, halal trip, halal holidays, halal tourism, universal tourism, Muslim friendly tourism, family tourism, and

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sharia tourism. Based on research conducted by Rachmiatie, et. al (2020) regarding perceptions regarding halal tourism between Indonesia and Thailand shows that the influence of communication is quite high in shaping the perception and interest of domestic tourists towards the sharia hotel concept, especially in strengthening the product value of halal tourism[2]. It can be seen from the following table:

TABLE 1: Previous Research.

No	Author	Title	Result
1	Atie Rachmiatie collaborated with Bongkosh (Shiam University) 2019	Exploration study on the tourism factors influencing Non Compliance to Sharia Concept among Hoteliers in Thailand and Indonesia	Some industry players prioritize Islamic values over the halal label, and the case in Indonesia, shows that some of them apply Islamic values in their business but avoid halal branding; on the contrary in Thailand they are open, confident with the Halal brand and actually accepted.[2]
2	Atie Rachmiatie collaborated with Bongkosh (Shiam University) 2020	The Role of Knowledge, Attitude and Subjective Norm on Muslim Tourists' Behavior in Choosing Halal Hotel and Restaurants: The Case of Indonesians	Many Muslims as tourists do not yet have the same perception, awareness and vision regarding Halal Tourism, especially in choosing products and services within the country. This is motivated by the diversity of different levels of religiosity.[3]
3	Atie Rachmiatie collaborated with Hera Oktadiana (James Cook University Australian) 2020	Model Ecosystem Halal Tourism and Analysis Policy Government for The Halal Tourism, Case in Indonesia	Government policy has not yet established a clear and easy Halal tourism ecosystem, especially in obtaining halal certification in the tourism industry (hotels and restaurants). Support from core stakeholders is very necessary to create a positive and beneficial tourism ecosystem for all parties.[4]
4	Atie Rachmiatie collaborated with LPDP 2021	Development of Halal Village Tourism Concept In Dayeuh Kolot Village, Subang Regency	The concept of halal tourism has only just become known in rural areas, therefore the learning model for developing halal tourism in rural areas must take an intense Information, Education and Communication approach by considering the socio-economic and psychological factors of village residents.
5	Atie Rachmiatie collaborated with MBKM Kemenristekdikti 2021	Implementation of the Halal Tourism Village Concept in Alam Endah Village, Bandung Regency, Sukalaksana Regency, Garut Regency, Cisayong Village and Guranteng Regency, Tasikmalaya.	Increasing the ability of residents to be able to raise the potential of the village so that it becomes a tourism resource by collaborating, coordinating and collaborating with Pentahelix and utilizing communication technology (Digital Media)[5]

TABLE 1: Continued.

No	Author	Title	Result
6	Atie Rachmiatie collaborated with Telkom University 2022	Mapping Community Attention, Motivation and Behavior based on Noeropsychology in Supporting the Development of Halal Tourism Villages in Bandung Regency	Attention, Motivation and Behavior of Halal Tourism Product Entrepreneurs is quite high based on Neuro-psychological measurements. The potential for sustainability and inclusiveness in halal tourism development is good, but efforts are needed to equalize perceptions between stakeholders
7	Atie Rachmiatie collaborated with Herdis, Universitas Indonesia, 2022	Halal Tourism Development post Pandemic-19 socio-economic perspective	Concepts and policies related to the Halal tourism industry must be reconstructed and a special model/strategy is needed to synergize and optimize all halal tourism potential, especially optimizing digital technology after the C-19 Pandemic.
8	Atie Rachmiatie, collaborated with Muhammad Saud (International Islamic University, Islamabad) Pakistan 2023	Model Construction of Stakeholders Engagement in The Halal Industry Ecosystem	There is still a gap in understanding terms and a lack of awareness about the importance of Halal Tourism among content creators, mainstream media actors as strategic targets for socializing halal tourism

Other research conducted by Rachmiatie, et.al (2021) shows that the Theory of Planned Behavior is very effective in explaining the behavior of Muslim tourists where strong attitudes and self-control in carrying out religious observance are the factors that most influence [6]. Furthermore, knowledge about the benefits of halal tourism encourages high attitudes and intentions to consume halal tourism products. Furthermore, other research conducted by Yulianita, N. et al (2021) shows that promoting halal destinations, both Indonesia and Malaysia, uses various types of social media. Social media is very effective if used as a promotional tool to introduce the tourism potential of an area, especially tourist attractions with Halal destinations, where these destinations can attract Muslim and non-Muslim tourists. [7]. In the hotel tourism segment, research was also conducted with hotels in Thailand and showed that in practice, the hotel industry has responded to the demand for halal hotels in various ways, ranging from value-centred to product-centred approaches.[4]

The terms “halal” or “Muslim-friendly” shape the mindset of Muslim travelers and influence their decisions in choosing or using tourism products [8]. One of the factors that shape the mindset, interest and attitude of visitors is the information they receive. Traditional media and new media/digital media are increasingly converging in presenting various tourism-related information. The problem is that Indonesians often

argue about the term, to the point that some people in the industry and even tourists themselves reject the word “Halal”. Therefore, the main strategy that can be taken in organizing and developing halal tourism is to provide understanding, awareness and awareness to communicators/mediators or journalists as content creators about the importance of developing halal tourism.

The overall objective of this community service is to increase the understanding, awareness and interest of information media producers in the concept of halal tourism, how to develop the halal industry, how to utilize local potential and natural resources for halal packaging tourism[9]. Therefore, the problem formulation in this research is as follows, first, what is the understanding of journalists and content creators about the concept of halal tourism? What is the awareness to produce information about halal tourism? What is the treatment to increase the understanding and awareness of journalists and content creators about the importance of tourism? halal?

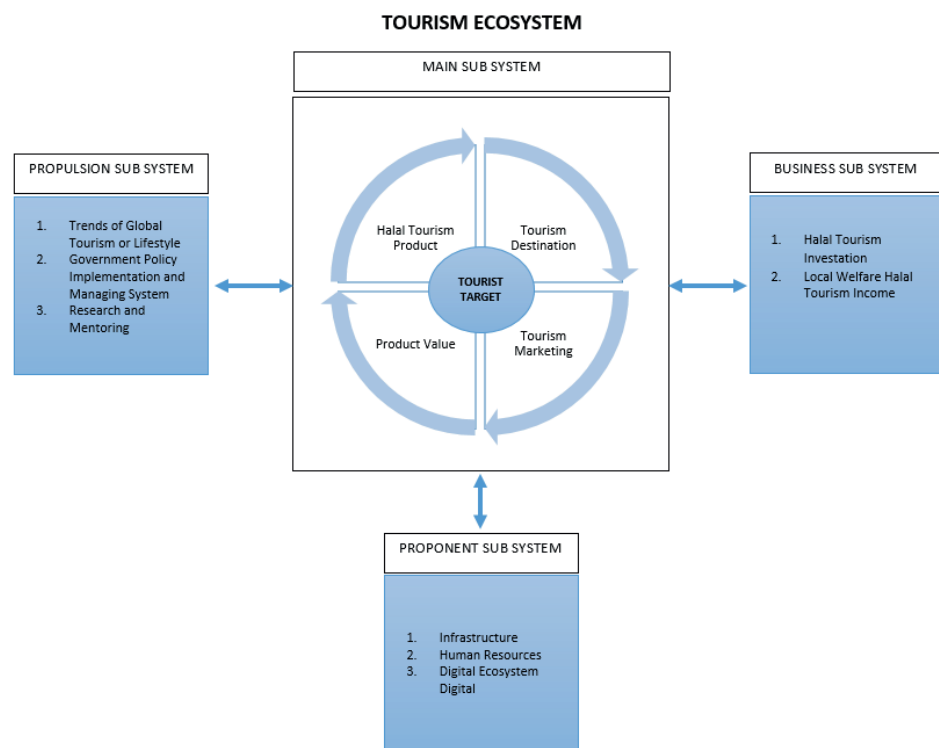


Figure 1: Tourism Ecosystem.

2. METHODS

This research method uses action research because there is a gap in understanding and awareness about the concept and development of halal tourism among journalists and

content creators. This is important because their position is in the intermediate target or the party that bridges between industry and business actors as well as the government which produces halal tourism policies with Muslim tourists. The research approach is “action research” using FGD data collection techniques, interviews and media content analysis. The following describes the research method carried out along with the steps and components:



Figure 2: Action Research.

Stages of Implementation of Focus Group Discussion and Dissemination (Focus Group Discussion And Dissemination) in order to identify problems related to the interests and behavior of field Muslim tourists, from the management aspect of applicable halal regulations, perceptions, interest tendencies, human resources, data, information, infrastructure. Besides that, identifying regulations and coordinating programs and activities in each agency related to the implementation of Halal Tourism. Identify supporting and inhibiting factors in the implementation of Halal Tourism. The first step of the Focus Group Discussion and Dissemination activities was held on June 13 2023 at the Prime Park Hotel Bandung

Carry out Focus Group Discussion and Disseminations in the form of counseling entitled: “Strategi Pelibatan Wartawan/Content Creator dalam Diseminasi “Muslim-Friendly Tourism”.

Participantas Focus Group Discussion and Dissemination consist of: P Participants of the Indonesian Journalists Association (PWI), Association of Content Creators, Union of Press Companies (SPS), Civis Journalists, Association of West Java Indonesian National

Private Broadcasting Radio, Association of Indonesian Television Journalists (IJTI), Online Media, Association of Indonesian Private Television (ATVSI), Representatives West Java Conventional Media.

2.1. Data Collection Techniques

This study used primary and secondary data with an exploratory research model. Researchers used quantitative methods using SEMPLS analysis to collect data related to the perception of halal tourism. The sampling technique used is non-probability sampling with a convenience sampling approach. Before this research survey is carried out, it is necessary to deepen the research variables and the relationship between the variables in the SDGs framework. For this reason, theoretical deepening was conducted with Islamic expert speakers, namely academician Muhammad Saud, Ph.D. from the Islamic International University of Islamabad. In addition, speakers from the Ministry of Tourism were added to get an overview of the concept of halal tourism in Indonesia. More specifically, the resource person of the Ministry of Tourism is a representative of Development Acceleration Team of Indonesian Halal Tourism.

2.2. Data Analysis Techniques

This Community Service uses mixed methods that combine quantitative and qualitative methods. The qualitative method is an exploratory study with a semi-structured interview method. All interview processes will be recorded using a voice recording device (according to the agreement and permission of the respondent) and strengthened by the interviewer's notes. Some qualitative research with an interview approach makes it easier to complete information and extract conversational content [10]. To strengthen the validity of data from the transcript coding of the conversation will be sent back to the respondent concerned for validation of the content.

3. RESULT AND DISCUSSION

From the results of the Focus Group Discussion and Dissemination on June 13, 2023 at the Prime Park Hotel, there were 20 content creators who filled out the pre-test and post-test. From the results of the pre-test, there were 3 people who scored below 10 and on the results of the post-test there were 5 people who got a score of 10 and

there were 12 got a same score on the result pre and posttest. The meaning of the participant's state of knowledge about Halal Tourism is, First, journalists generally have extensive knowledge and insight about anything, including halal tourism. second, their understanding of halal tourism is colored by their belief in religion or as "strong" Muslims.

No	Participant	Pre-Test Value	Post-Test Value
1	Nugroho Iman Santoso	10	9
2	Reksa Sandi Purnama	11	12
3	Agung Gumelar	11	7
4	Zaiul Khaq	11	11
5	Tya Eka Yulianti	12	13
6	Ati Suprihatin	11	11
7	Dedy Suhaeri	13	12
8	Sandy F	11	11
9	Erna	11	11
10	Iqwan S.R	7	7
11	Muh Asri Rasma	12	11
12	Erwin Kustiman	10	10
13	Ahmad Nada K	10	9
14	Eli Siti W	11	11
15	Catur Ratua Wulandari	9	10
16	Edwan Hadnansyah	13	13
17	Arie Lukihardianti	13	13
18	Rani Ummi Fadila	10	10
19	Kelik	10	11
20	Abdullah	6	7

Figure 3: Pre and Post Test Result.

Based on the data above, it can be concluded that the level of knowledge is divided into 3 categories, namely low, medium and high. The level of knowledge increased by 5%, this can be interpreted as the presentation of the material delivered by the presenters consisting of Dr. H. Sapt Nirwandar, S.E. (Deputy Minister of Tourism and Creative Economy, United Indonesia Cabinet II 2011-2014 period), Mrs. Ir. Dina Sudjana (Chairman of the Salman Halal Center ITB), and Dr. Kiki Zakiah, M.Sc. (Lecturer of the Faculty of Communication Sciences, Bandung Islamic University as moderator).

Based on the post-test data above, it can be concluded that the percentage of knowledge of Muslim-Friendly tourism which previously reached 95% increased to 100%, understanding of Muslim-Friendly tourism which previously reached 70% increased to 100%, aspects of paying attention to the development of Muslim-Friendly tourism increased significantly all 40% to 30%, the comfort aspect with the Muslim-Friendly tourism concept has increased by 5% to 95%.

No	Knowledge Level/Skill	Pre-Test	%	Post-Test	%
1	Low (0 – 6)	1	5%	0	0
2	Medium (7 – 10)	7	35%	8	40%
3	High (11 – 15)	12	60%	12	60%
Total		20	100%	20	100%

Figure 4: Knowledge Level Percentation.

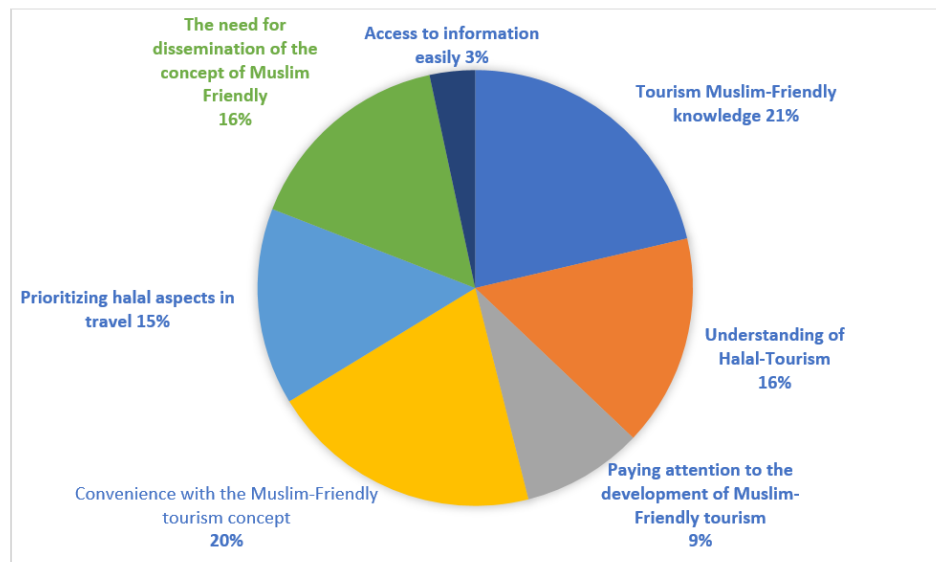


Figure 5: Result of Post-Test DiagramSource: Analysis Data, 2023.

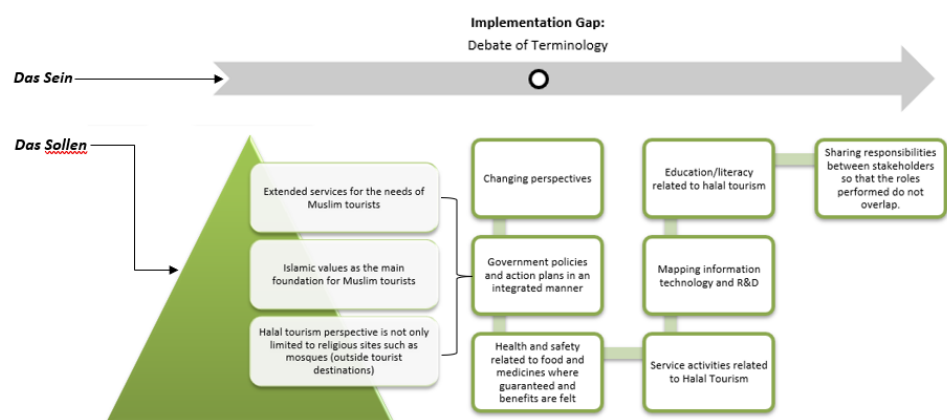


Figure 6: Flow of Thinking (Focus Group Discussion Findings)Source: FGD Data Processing, 2023.

Muslim-friendly is another terminology for Halal Tourism, because some consider Halal to be a word that has multiple meanings, from simple meanings to ideological arrangements. However, according to Prof. Dr. H. Sapta Nirwandar, S.E., and Ir. Dina

Sudjana actually the terminology debate is a situation that is currently happening, but in essence what should be done is the components listed under the gap.

Based on the findings of data processed from the post-test workshop, after the presentation of the material delivered by journalists and content creators, at least it can be illustrated how urgent halal tourism is for industrial progress and future benefits.

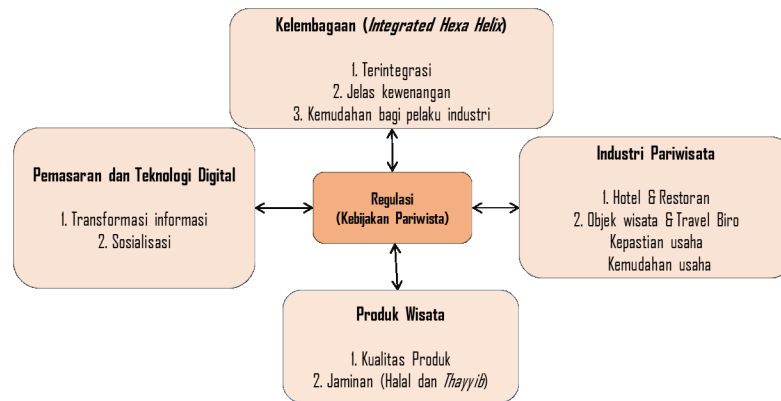


Figure 7: Flow of Thinking (Focus Group Discussion Findings)Source: Rachmatie, 2023.

Nirwardar said that the development priority sectors for 2019 - 2024 include: agriculture, tourism and advertising. Global tourism challenges include the Russia VS Ukraine war, Chinese travelers will remiantly absent, labor shortages, and climate change. So, we must explore Muslim-Friendly widely. Even Qur’an be the basic of Islami tourism, there are verses: Surah Al-Jumu’ah Verse 10, Surah Al-Qof Verse 7-8, Surah An-Naml Verse 69, Surah Al-Luqman Verse 31, Surah Yasin Verse 12, Surah Al-Mulk Verse 15, Surah Al-Isra Verse 1.

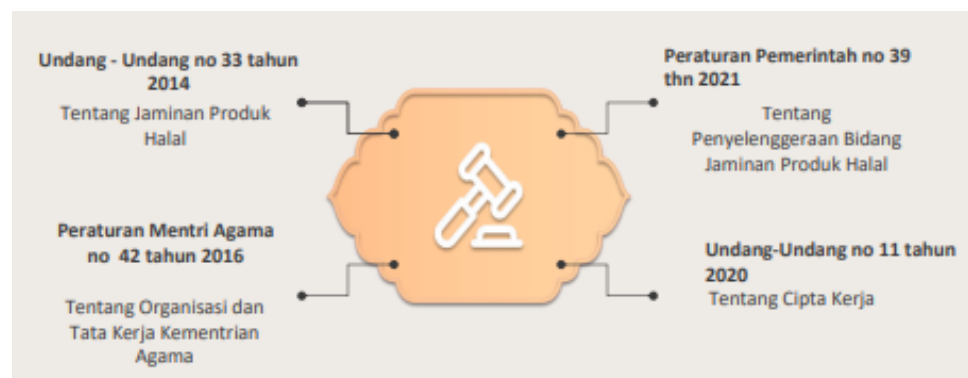


Figure 8: Legal Basic for Halal CertificatesSource: Sudjana, 2023.

Sudjana, is a halal practitioner who has been pursuing his field since 2015. What an extra approach is needed to make the public understand about halal. his efforts by approaching MSMEs starting from the grassroots. He found that many MSMEs still use non-halal and thayyib materials. He tries to communicate intensively and make a

reward for those who want halal certification. so that in the end the MSMEs want to be certified and properly educated. He believes that halal certification is an important and mandatory matter.

As Rachmiate found in 2022, he found that the ecosystem has sub-systems to be able to map the interests and behavior of Muslim tourists. if related to community service today, interests and behavior depend on the system and arrangements socialized by the sub-macro, namely the government. There are 6 guiding principles for halal tourism in West Java, namely:

The principle regulates the provision of basic needs for Muslim tourists

The principle of facilitating the implementation of halal tourism

Principle according to ability

Gradual principle

Priority scale principle

Principle of Inclusion (open, generally accepted)

4. CONCLUSIONS

There is still a low level of tourism business actors responding to halal tourism opportunities because they are considered difficult and high cost. A clear, conducive and sustainable (sustainable) halal tourism ecosystem has not been formed. The low level of human resources is related to understanding, awareness and interest in halal tourism, including business actors and related apparatus. There is a gap that shows there are differences in perception, understanding, awareness of stakeholders about the concept of halal tourism.

Guide so that all elements that are harmful and damaging to human life and the environment can be removed or avoided. Halal tourism is beneficial not only for Muslims but also for all people. The application of halal values "will not lose anything" but "gain more" because it expands the benefit and goodness of the people.

As a foundation in the development of halal tourism, apparatus, residents, business actors are able to raise various potentials to be developed into tourism resources (religious, cultural and local wisdom potential).

Increasing HR capacity (competence, mindset, commitment) needs to be done continuously, intensely and continuously, never stop learning.

Collaborate, coordinate and cooperate with Penta-Helix (Government – Universities – Mass Media – Industry – Community) by utilizing communication technology (digital media). Have a “dream” and are ready to make that dream come true by adhering to Islamic values.

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