

Research Article

Developing Halal Tourism in Madura: In the Context Sharia Cooperation Model in Batik Creative Industry

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Abstract.

The purpose of this study is to analyze the impact of Sharia cooperation in the batik creative industry can support the development of halal tourism in the Sumenep district of Madura. The approach used in this research is qualitative, which is a field research study. The development of the batik creative industry is expected to encourage the welfare of local communities through the provision of employment for the community. The tourism sector is an important entity for economic progress in the village, which makes the village the basis of the future economic backbone. One form of effort in supporting the development of the batik creative industry is through the development of a cooperation model with sharia contracts. This research implies that the impact of Sharia cooperation can support the development of better halal tourism so that it will increase the economic empowerment of rural communities and create tourist facilities for Muslim consumers that can be a means of recreation and worship.

Keywords: Sharia cooperation, batik creative industry, halal tourism

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1. Introduction

Indonesia has great potential in halal tourism. This is evident from the 2023 Global Muslim Travel Index (GMTI) Report which ranks Indonesia as the best halal travel destination in the world, beating 140 other countries. This achievement increased from the previous year which was in 2nd place and Malaysia took the top spot. Indonesia's halal tourism development is one of the priority programs of the Ministry of Tourism and Creative Economy that has been worked on since five years ago. Indonesia as the first ranked best halal tourism destination in the world according to GMTI 2023 is expected to accelerate the opening of 4.4 million jobs in 2024 and attract 8.5 million tourists from the halal tourism sector or global Muslim-friendly tourism (1).

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As the global tourism sector progressively becomes a competitive market, grasping foreign travelers' wants, interests, desires, and behaviors plays a significant role in destination development (2). Because of this, halal tourism is acknowledged by practitioners and researchers as a significant market (3). According to (3), there is a correlation between the continual rise in the Muslim population worldwide and the swiftly increasing demand for halal tourism. As per (2), over thirty percent of the world's population is Muslim, and this proportion is predicted to increase further.

Islamic economic principles consistently refer to sharia as the religious law. Sharia law must govern every human deed, including community economic activities and plans for economic growth. According to (4), from an Islamic standpoint, economic development is the achievement of material advancement that fosters spiritual maturity to produce high-quality work, distributive justice, economic stability, and environmental care. Islamic economics is based on the idea that human interests should be balanced with those of society, the environment, and their Creator.

Indonesia is a country that has potential in the tourist sector. (5) in the development of culture-based tourism by prioritizing special interest tourism is very much developed in Indonesia. This can also be applied on Madura Island, given that Madura has a unique and diverse culture. The cultural base referred to here is as one of the potential "niche markets" that we call Niche Market Destination. Among the districts of Madura, Sumenep has the potential to develop to its full potential in the framework of creative economy-based tourism. However, for creative economy businesses in this area, the problems of lack of supporting infrastructure, lack of access to funding, lack of protection of intellectual property rights and lack of awareness of the potential of the creative economy are still an obstacle.

Batik Tulis Sumenep is one of the cultural heritages of the Sumenep Palace. This written batik has a unique motif that distinguishes it from other areas, besides that the coloring tends to contrast (6). The Sumenep written batik center is located in Pakandangan village, Bluto sub-district, about 16 km to the south of the Sumenep city center. This hand-written batik center has existed since the Dutch colonial era and the Sumenep Kingdom still stands. Until now, the batik center has survived. While maintaining the tradition of written batik, they still follow the development of motifs and designs in batik. In fact, the written batik craft center in this village has been famous since the Sumenep Kingdom still existed until it ended under the rule of Ario Prabuwinoko in 1926-1929. Not surprisingly, the batik motifs made in this village are heavily influenced by the palace tradition.

The aim of this research is to find out the general description of the batik creative industry in Sumenep Madura district. After knowing the description of the development of the batik industry in Sumenep, it can be used to analyze the development of sharia cooperation models in the batik creative industry to improve the welfare of the people in Madura, especially in Sumenep Regency.

2. Methods

This research is descriptive qualitative research, which is research that focuses on analyzing the conditions or phenomena/events that cause consequences/impacts in society, especially on the study instrument of the Batik Creative Industry in Halal Tourism Development on Improving Community Welfare in Madura, especially in Sumenep district. In addition, this study will also analyze the impact of the development of halal tourism carried out based on the village, especially on welfare issues, such as economy, social and infrastructure.

This study employed a qualitative methodology, in line with (7), which makes use of methods and procedures to provide comprehensive data and provide answers to queries. Qualitative research is descriptive since it gathers data through verbal explanations and visual depictions of the field environment, focusing on actual results rather than numerical values.

The approach that will be taken in this research is through a field research study approach, namely collecting primary and secondary data at the research location as an effort to answer research problems that have been determined.

Documentation and in-depth interviews were used to gather the data. An in-depth interview is a method of collecting data that involves conducting a thorough interview with an informant or data source, according to (8). Documentation, on the other hand, consists of information collection, selection, processing, and storage. Records are sub-due proof in written and visual materials that are captured without the researchers' involvement.

In the form of quantitative and qualitative data about the Batik Creative Industry in the development of halal tourism to improve the welfare of the community in Madura Sumenep district, especially in batik centers, namely Pekandangan village, Pragaan village, Pangarangan village, etc, as well as data obtained from villages, and from business actors in the village. In addition, data from government agencies related to

the batik industry and local government policies that can support the batik industry in Sumenep, such as the Department of Cooperatives and Small Medium Enterprises Trade Industry (DinKop UKM dan Perindag) Sumenep, the Regional Development Planning Agency (Bappeda) Sumenep, Department of Tourism, Culture, Youth and Sports (Dinas Pariwisata, Kebudayaan, Pemuda dan Olahraga) Sumenep.

TABLE 1: List of Key Informants.

No.	Initials	Gender	Office	Position
1	F	Male	Regional Development Planning Agency (Bappeda) Sumenep	Head of Economy and Natural Resources
2	SA	Male	Department of Cooperatives and Small Medium Enterprises Trade Industry (DinKop UKM dan Perindag) Sumenep	Head of sub field empowerment SMEs
3	AE	Male	Department of Cooperatives and Small and Medium Enterprises Trade Industry (DinKop UKM dan Perindag) Sumenep	Head of trade and industry
4	BI	Male	Department of Tourism, Culture, Youth and Sports	Head of Tourism, Culture, Youth and Sports

TABLE 2: List of Informants Related to the Implementation Model.

No.	Initials	Gender	Occupation	Village (District)
1	TF	Male	Owner of Al Barokah Batik SMEs	Pekandangan (Bluto)
2	ER	Male	Owner of Dermaga Batik SMEs	Pragaan (Pragaan)
3	TN	Male	Owner of Arah Naga Tresna Batik SMEs	Aeng Panas (Pragaan)
4	AM	Male	Owner of Mantaka Batik SMEs	Gapurana (Talango)
5	NH	Female	Owner of Al Qomar Batik SMEs	Pekandangan (Bluto)
6	AZ	Male	Owner of Melati Batik SMEs	Pekandangan (Bluto)
7	DH	Male	Owner of Canteng Koneng SMEs	Pangarangan (Sumenep)
8	RS	Male	Manager of Rutan Sumenep Batik	Pabian (Sumenep)
9	MZ	Male	Owner of Dharma Melati Putih Batik SMEs	Mandala (Rubaru)
10	SH	Female	Owner of Sinar Batik SMEs	Pajagalan (Kota)
11	WN	Male	Owner of wawan Batik SMEs	Paberasan (Kota)
12	FZ	Male	Owner of Labatik Batik SMEs	Pajagalan (Kota)

2.1. Secondary Data

In the form of data obtained from several agencies in Sumenep Regency, namely the Department of Cooperatives and Small Medium Enterprises Trade Industry Sumenep, the Regional Planning and Development Agency Sumenep, the Department of Tourism,

Culture, Youth and Sports (Disbudporapar) Sumenep, as well as the results of previously conducted research, scientific journals, position papers, mass media coverage, and textbooks.

2.2. Research Data Collection Methods

The research data collection methods (primary and secondary) were conducted through field studies based on predetermined research locations. Furthermore, through interviews with key informants (key informants) that have been determined and finally conducted FGD (Focus Group Discussion) with related agencies.

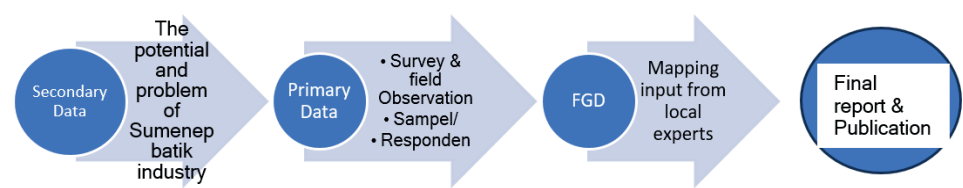


Figure 1:

3. Result and Discussions

The concept of halal tourism is a tourism concept that has gained high popularity in recent years. This is due to the increasing interest of interest in international tourist destinations. Halal tourism is a market that is growing very fast in the tourism industry. The market for halal tourism is market because the growth rate of Muslim tourists in 2020 will reach 4.79% compared to the average growth rate of 3.8. What is also should also be noted that halal tourism represents 13% of total international travelers. International travelers. Based on the Muslim Traveler Index, global halal tourism profits are estimated to reach 300 billion ((9); (10); (11); (12)).

The number of foreign tourists in May 2024, foreign tourist arrivals in Indonesia reached 1.15 million. This number increased by 7.36 percent compared to April 2024 month-to-month (m-to-m) and increased by 20.11 percent compared to the same month last year (y-on-y). Based on data from the Central Bureau of Statistics, in 2023 East Java contributed the highest number of domestic tourist movements in Indonesia. It was recorded at 187,110,998 domestic tourists or equivalent to 24.98 percent of the total 749,114,709 domestic tourist movements in Indonesia. In January 2024, the number of foreign tourists who came to East Java through the Juanda entrance was 17,196 visits.

this figure increased by 59.56 percent compared to the number of foreign tourists in January 2023 which amounted to 10,777 visits.

However, when compared to December 2023 which amounted to 23,244 visits, the number of foreign tourist visits decreased by 26.02 percent.

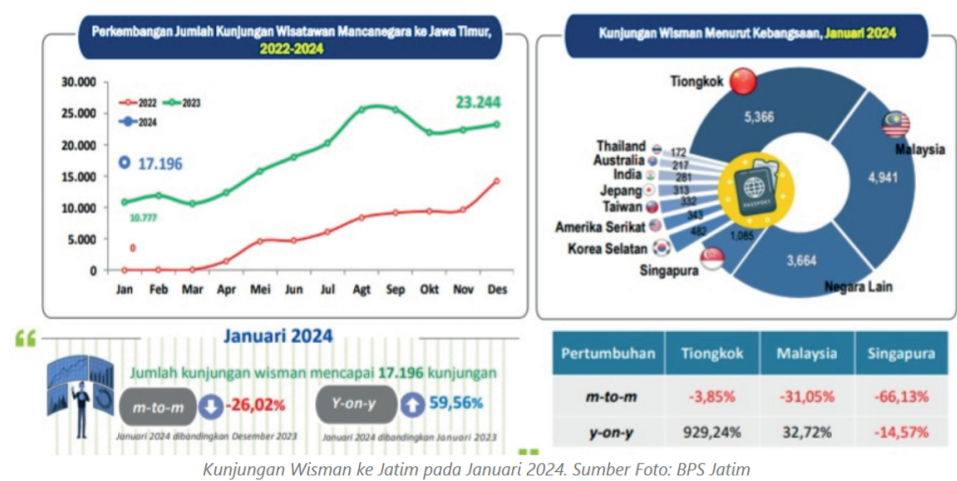


Figure 2: Foreign Tourist Visits to East Java 2022 – January 2024. Source: Central Bureau of Statistics East Java.

The increasing number of tourists and the number of tourist destinations is a new opportunity to develop tourism in Sumenep. District Sumenep is one of four districts on Madura Island, East Java Province. Sumenep district is divided into 27 sub-districts, 328 villages and 4 villages. There are 126 islands in Sumenep district, 48 inhabited and 78 uninhabited (13). Sumenep district is one of the area that has the potential to be developed as a tourism object. Many tourist objects make Sumenep district has great potential as one of the national and international tourist destinations. This can be one of the support for economic development in the Sumenep region. The presence of foreign tourists and domestic tourists can provide income for a region in the form of foreign exchange, taxes and other levies. This of course will also increase the development of new industries related to tourism, increase employment for the Sumenep population and introduce goods and souvenirs to the world.

Cultural Education Tourism, the art and culture of Sumenep is a characteristic and style of the community that can be an attraction for foreign and domestic tourists. Some art and culture tours that can be visited include, batik handicrafts, one of the centers of written batik in Sumenep is in west Pakandangan village, Bluto sub-district. Other villages where there is a written batik industry include Pragaan village, Pangarangan village, Mandala village, Pajagalan village and scattered in 12 other villages.

3.1. Batik Creative Industry Development Program in Sumenep District

The batik creative industry in Sumenep district is one of the regional potentials that needs to be developed to improve the community's economy so that it can create jobs and reduce poverty. The following are programs to develop the batik industry in Sumenep district and its problems:

1. Batik Development and Training

Coaching is an activity that involves craftsmen and facilitators selected from dis-perindag, where craftsmen will be coached to improve the quality of batik products. Meanwhile, batik training is an activity to train batik makers to recognize natural materials, as done by batik makers in the past, provide broad insights into batik motifs, especially the potential in the surrounding environment and increase a high sense of entrepreneurship, especially in the field of batik.

Actually batik training activities have been running well from year to year, but what is complained about by small and medium batik enterprises is the lack of training in batik packaging and marketing. In today's digital era, there is a need for batik marketing training through online channels.

2. Batik Exhibition

The Sumenep Batik Festival is an annual event with the aim of supporting and elevating Micro, Small and Medium Enterprises (MSMEs) especially those engaged in local batik typical of Sumenep. This festival has a positive impact on the economy of the Sumenep community, especially local batik craftsmen, despite taking a break for three years due to the covid-19 pandemic. In addition, it will further enrich and popularize typical Sumenep batik, both in the national and international markets.

In 2018, the Sumenep district government held "Batik On The Sea" as a series of activities to welcome the Tourism Visit Year. The Batik On The Sea activity was packaged in a "Batik Fashion Competition" with the theme "Batik Ethnic Madura Casual" with the venue in the Lombang Beach area.

Although every year there is a batik exhibition festival in Sumenep, a batik center market that specifically sells various kinds of batik typical of Sumenep has not been provided by the Sumenep local government. Based on the results of in-depth interviews with batik MSME owners, they strongly urge the government to provide a batik center market.

3. Batik Gebyar

Batik Sumenep made by the detainees of the Sumenep Regional Office of the Ministry of Law and Human Rights of East Java was again exhibited at a national level event. This time the batik with the Catra brand enlivened the Gebyar Wisata Nusantara Expo 2024 event held at the Jakarta Convention Center. Batik Catra's participation in this prestigious event is the result of cooperation between the detention center and the Sumenep District Disbudporapar.

This is clear evidence that the guidance carried out in detention centers has produced works of artistic and economic value. Batik Catra consistently raises motifs typical of Sumenep Regency. Local wisdom is a source of pride that must be widely introduced. All batik MSMEs in Sumenep also want to be included in the national level batik exhibition by submitting the flagship batik products of each MSMEs facilitated by Disbudporapar. So that Sumenep batik is famous to the national and international level.

4. Uniform Batik Civil Servant Sumenep

Strategic policies related to the use of written batik clothes with typical Sumenep District patterns as official clothing for State Civil Apparatus within the Sumenep District Government. The legal basis for this policy is Sumenep Regent Regulation No. 48 of 2023 concerning Amendments to Regent Regulation No. 73 of 2022 concerning Official Clothing in the Sumenep District Environment. The objective/problem solved is to preserve typical Sumenep batik and empower MSMEs.

5. Batik Product Innovation

Batik product innovation is an activity of developing creativity and new ideas for batik finished products into a variety of unique and distinctive batik products. Each batik design and production process reflects the culture and history of Sumenep, from keris motifs, cattle races, to architectural elements such as the Jamik Sumenep Mosque and Asta Tinggi.

Marketing is one of the important aspects in advancing Sumenep batik. Based on observations and interviews with MSME owners, they still have difficulties in marketing online using technology and social media platforms. So far, the Office of Cooperatives and MSMEs has done from year to year is only limited to batik training, there has never been training to market online and how to package batik cloth beautifully so that it is attractive to buyers.

In addition, batik MSMEs facilitated by the local government need to establish partnerships with influencers and fashion industry players to introduce Sumenep batik to

a wider market. So far, there has been a lack of coordination between batik artisans and related agencies. Even though the Sumenep district head has been very active in attracting the attention of national officials, including the president, who has started wearing Sumenep batik at various official events.

3.2. Policy Implications

The key to successful economic development and business development lies in the superiority of human capital in building a creative economy in the current modern economic development, through: long-term investment in education, modernization of information infrastructure, improvement of infrastructure for the development of creativity and innovation capabilities, and the creation of a conducive economic environment to encourage more attractive but efficient market transactions.

In the framework of developing an integrated, sustainable and inclusive creative industry, human resource development needs to be directed at improving the competence and quality of human resources, especially business actors so that their business performance increases and can encourage increased welfare. For this, the development of the Batik Creative Industry above can be carried out with several approaches and programs as follows:

1. Create a Batik Creative Industry training with an entrepreneurship curriculum that provides capacity in terms of management, finance, and other technical aspects. The form of the institution is adjusted to the conditions of the community, by strengthening the curriculum through integration with tourism values, aspects of technology, entrepreneurship, and hospitality so as to form business actors and workers who are in accordance with the needs of the tourism business.
2. Develop business incubators as training and pilot facilities for various business initiatives. These business incubators can also be equipped with a technology adoption process to trigger and facilitate the process of creativity, adaptation and innovation among business actors. In addition, business and technology incubators for MSMEs are also directed to spur businesses to be more innovative, creative and adaptive.

3.3. Development Model of Sharia-Based Batik Creative Industry

The Sharia-based Batik Creative Industry Development Model in Sumenep Regency can be optimized by establishing a Batik Central Market as a forum for Batik MSMEs

and functioning as a marketing showcase for Batik products. In diagram 3, the synergy model between: Batik MSMEs, Resellers and the Batik Central Market can be shown. In practice, sharia contracts are used, especially rahn between batik MSMEs and resellers. The role and function of resellers is to help batik MSMEs in marketing their products. Resellers hand over security deposits to batik MSMEs and can take the batik cloth for the amount of the deposit, then the batik cloth will be resold to consumers. Reseller prices are cheaper according to the agreement with batik MSMEs because resellers take large quantities. This collaboration between batik MSMEs and resellers is in accordance with sharia contracts.

Rahn is a well-known contract among academics, referenced in classical fiqh literature, and thoroughly elucidated by reference to the primary sources of rulings—the Quran and the Sunnah. Conversely, it’s a contract that has already used before to Islam (14). Rahn means evidence, endure, seizure, restrain, and establish when used literally (15). Rahn is also defined by the Al-Maany dictionary as a claim on (property) as security for repayment of a loan or debt, or the total sum owed under a pledge (AlMaany, n.d.).Rahn is defined as “transfer of asset from the creditor to the debtor as a security” in technical terms.

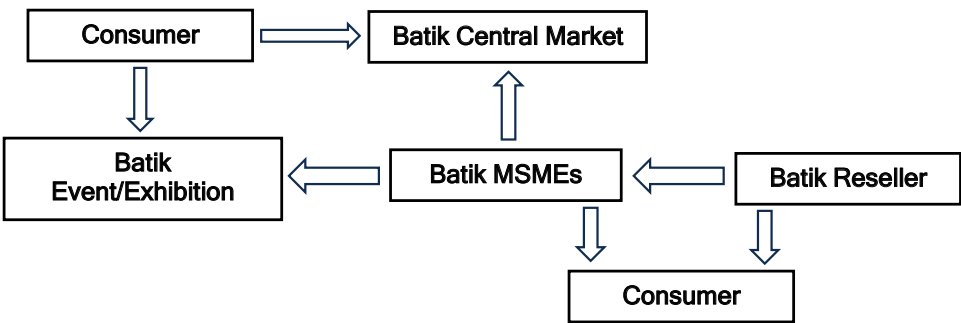


Figure 3: Development Model of Sharia-Based Batik Creative Industry.

4. Conclusions

Based on the results of the study can be drawn conclusions:

1. There are 5 programs of the development batik industry in Sumenep district, among others: a. Batik Development and Training, b. Batik Exhibition, c. Batik Gebyar, d. Uniform Batik Civil Servant Sumenep and Batik Product Innovation
2. The Sharia-based Batik Creative Industry Development Model in Sumenep Regency can be optimized by establishing a Batik Central Market as a forum for

Batik MSMEs and functioning as a marketing showcase for Batik products. In practice, sharia contracts are used, especially rahn between batik MSMEs and resellers. The role and function of resellers is to help batik MSMEs in marketing their products. Resellers hand over security deposits to batik MSMEs and can take the batik cloth for the amount of the deposit, then the batik cloth will be resold to consumers.

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