



Development Strategy of Halal Tourism Objects in Medan City

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How to Cite :

Siregar, H., S. Lubis, A.F., Jannah, N. (2024). Development Strategy Of Halal Tourism Objects In Medan City. EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis, 12(1). doi: <https://doi.org/10.37676/ekombis.v12i1>

ARTICLE HISTORY

Received [10 September 2023]

Revised [20 Oktober 2023]

Accepted [29 Oktober 2023]

KEYWORDS

Strategy, Halal Tourism Objects

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ABSTRACT

This study aims to analyze the development strategy of halal tourism objects in Medan City. This study uses SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis method to evaluate the internal and external factors that affect the development of halal tourism in this city. The analysis results show that Medan City has significant strengths, such as rich cultural potential, nature tourism, accommodation and ease of communication. However, there are weaknesses such as halal services that need to be improved, service quality, and less effective promotion. Significant opportunities were also identified, including the rapidly growing halal tourism market and the potential for increased international cooperation. However, threats such as competition from similar destinations, security issues, economic fluctuations, and related policy changes need to be addressed. The results of this study indicate the need for a targeted and sustainable development strategy to capitalize on the potential of halal tourism in Medan City. Therefore, the Medan City government undertakes a strategy that involves improving service quality, effective promotion, and stronger cooperation with stakeholders. This strategy is expected to develop Medan City as an attractive and sustainable halal tourism destination.

INTRODUCTION

North Sumatra Province is one of the largest provinces in Indonesia with a very strategic regional character. North Sumatra was famous as one of the 3 main tourist destinations (DTW) in Indonesia in the 80s after Bali, Yogyakarta with Lake Toba as its tourism icon. Medan City is the capital city of North Sumatra Province with its rich cultural, culinary and natural attractions, offering great potential to become one of the prominent halal tourism destinations. As a city rich in Malay cultural heritage and ethnic diversity, Medan has a unique appeal that can attract Muslim tourists. In the context of Medan City, which has a significant Muslim population, the potential to develop halal tourism is huge. However, it should be noted that in this discussion, the focus will be on aspects of halal tourism that do not include halal cuisine. This is intended to

broaden the insight into the potential and strategies for developing halal tourism in Medan City, apart from the culinary aspect that often gets the spotlight.

Halal tourism has emerged as one of the most dynamic and exciting segments in the global tourism industry. Amidst the rapid growth in the number of Muslim travelers worldwide, destinations that provide services and experiences in accordance with halal principles are increasingly in demand. Tourist attractions greatly influence tourists' decision-making and cause them to visit a particular tourist location (Nur, 2023). The wealth of religious culture and destinations owned by the city of Medan is a potential that must be developed. The religious wealth of Medan city such as Al Matsum Grand Mosque, and Bengkok Mosque located in Kesawan sub-district, West Medan district.

While this great potential exists, great challenges are also present in developing halal tourism attractions in Medan City. From increasing halal awareness to improving service quality and effective promotion, there are various factors that need to be considered to design a successful development strategy. As the results of the researcher's interview with Mr. Kris Jhon Predy G as the head of the Medan City Tourism Attraction Development Scoping Team said that the challenges experienced by halal tourism in Medan city are the lack of awareness of tourists towards cleanliness, therefore the Medan city tourism office is working with the Medan city police to carry out cleaning and data collection of damaged items at tourist destinations so that repairs are made so that tourists and the public are more interested in visiting the Bengkok Mosque. Another challenge experienced by the Medan city tourism office is the lack of knowledge of tourists about the bengkok mosque destination so that the Medan city tourism office makes efforts, namely promotion through events and halal culinary festivals around the mosque.

In line with the challenges faced by the Medan city tourism office, research (Sefira, 2017) also states that many obstacles and obstacles must be faced, especially if they are not supported by the community around the tourist attractions. This is where the importance of regulations and awareness from local governments that carry out development in the tourism sector. The tourism sector requires a strategy with a planned or organized tourism development pattern so that its potential can be optimally developed. In advancing the tourism sector at the regional level, the role of the local government as a driving force and further gives full authority to the Medan City Regional Culture and Tourism Office in determining tourism development strategies.

Based on this description, the researcher aims to dig deeper into the development strategy of halal tourism objects in Medan City. We will conduct a comprehensive analysis of the factors affecting halal tourism development, focusing on internal strengths and weaknesses, as well as existing external opportunities and threats. It is expected that this research can provide valuable insights to design effective strategies in developing halal tourism potential in Medan City, which in turn will strengthen the city's position as an attractive tourism destination for Muslim tourists from all over the world.

LITERATURE REVIEW

Halal Tourism

According to Pendit (1994) tourism is the activity of temporary people for a short period of time, to destinations outside their place of residence and place of work, and outside their activities, and while at the destination has various purposes, including tourist visits. Tourism is a change in a person's temporary residence outside his place of residence for a reason and not to carry out activities that generate wages (Aida, 2023). Tourism is a trip that a person takes for a while organized from one place to another by leaving the original place and with a plan or not the intention of making a living in the place he visits, but solely to enjoy recreational activities to fulfill diverse desires (Fanny, 2023).

Defined more broadly tourism is a trip from one place to another temporary, conducted by individuals or groups, as an effort to seek balance and happiness with the environment in the

social, cultural, natural, and scientific dimensions (Sefira, 2017). There are four indicators in realizing halal tourism, these indicators are used by the Global Muslim Travel Index (GMTI) in the assessment of world halal tourism. The four indicators are first, Accessibility is a measure of the potential or ease of people to reach the destination in a trip, the characteristics of the transportation system is determined by accessibility (Bambang Susantono, 2004: 24). Second, Communication is a process when a person or several people, groups, organizations and communities create and use information to connect with the environment and others (Wikipedia). In halal tourism communication is very important regarding the information needed by tourists, therefore communication is used as one of the indicators in determining the world halal tourism. Third, environment.

According to Otto Sumarwoto, the environment is the sum of all objects and conditions contained in the space that affects our lives. A supportive environment for halal tourism is of course an environment that makes tourists feel comfortable with the facilities that have been provided. Fourth, service is an activity or action offered or provided by one party to another party which is intangible and does not reflect ownership by the other party but the assessment is with satisfaction or dissatisfaction (Elsa et al., 2021).

According to the National Sharia Council (DSN) of the Indonesian Ulema Council (MUI) in its fatwa, sharia tourism is a variety of tourism activities and supported by various facilities and services provided by the community, entrepreneurs, government, and local governments, which are in accordance with sharia principles (Sutikno, 2023). In addition, halal tourism is a flexible, rational, simple and balanced tourism (Husni, 2022). This tourism aims to motivate tourists to get happiness and blessings from Allah SWT (D & S, 2020). (Jaelani, 2017) Mentioning the general criteria for halal tourism, namely oriented towards the common good, oriented towards enlightenment, refreshment, and tranquility, avoiding idolatry and superstition, free from sin, maintaining security and comfort, protecting the environment, and respecting social values, culture, and local wisdom.

Allah even commands Muslims to travel, as he says "walk the earth, then see how Allah created man from the beginning, then He made him again. Indeed, Allah is in control of all things" (Al Ankabut 29:20). This verse emphasizes that the main purpose of travel for a Muslim is educational, which is to understand and see empirically the process of human creation. However, in another verse, it also mentions the motive of appreciation to admire the beauty of nature and culture created by God.

In Muri it is mentioned "Halal is an Arabic word which means lawful in Sharia, and refers to what a Muslim can eat satisfactorily. In general it is required to carry out the contraindications of pork, alcohol, and its derivatives, and to be processed according to Sharia also about the other foods, and it is also forbidden that Halal food and the other food contact." (M. Akyol, 2014). Sharia tourism is a form of culture-based tourism that prioritizes the values and norms of Islamic Sharia as its basic foundation. As a new concept in the tourism industry, sharia tourism requires further development and a more comprehensive understanding of the collaboration of Islamic values embedded in tourism activities. Halal tourism here is a tourist activity based on the principles of halalness in Islamic teachings (Purbatua, 2004).

Muslim tourists are the largest number of tourists in Indonesia, which in fact is a country with the largest Muslim population in the world, the concept of Sharia tourism is the answer to the large untapped market that has not been touched to the maximum. With the largest Muslim population in the world, Indonesia is the largest Sharia tourism industry market in the world and this should be realized by tourism business players in Indonesia, this is because the development of sustainable Sharia tourism will be able to make a significant economic contribution to all actors involved in it (Gilang, 2017).

Development

According to the Law of the Republic of Indonesia Number 18 of 2002, development is a science and technology activity that aims to utilize the principles and theories of science that have been proven correct to improve the functions, benefits, and applications of existing science and technology, or produce new technology. Development in general means patterns of growth, change slowly (evolution) and gradual change.

According to Seels & Richey (Alim Sumarno, 2012) development means the process of translating or translating design specifications into physical features. Development specifically means the process of producing learning materials. Meanwhile, according to Tessmer and Richey (Alim Sumarno, 2012) development focuses its attention not only on needs analysis, but also on broad issues of beginning-end analysis, such as contextual analysis. Development aims to produce products based on field test findings.

From some of the opinions of these experts, it can be concluded that development is an effort made to translate design specifications into physical form, so as to produce new products that have better quality and quality. Development generally means patterns of growth, slow change, and gradual change.

METHODS

The type of research used in this study is descriptive research method using a qualitative approach. This is done on the basis of the consideration that descriptive research methods aim to describe the results of research systematically, factually and accurately the facts, characteristics and relationships between the phenomena investigated (Sugiyono, 2010). Here the researcher intends to describe the development strategy of tourism objects in Medan city and its inhibiting factors in the development of tourism in the region. In this research, the research location is Medan City and the research site is the Medan City Tourism Office. Data collection is done through interviews, observation, and documentation. Data analysis in this research is in the form of SWOT analysis. SWOT analysis can be used to determine the weaknesses and strengths of both internal and external (Faza, 2019).

SWOT analysis is a systematic way to analyze threats and opportunities and distinguish future environmental conditions so that current problems can be found (M. Hizbullah, 2023) strengths include the strengths that the city of Medan has such as rich natural tourism and cultural heritage. Weaknesses include weaknesses that the city of Medan has, namely the lack of effective promotion carried out. Opportunities, namely opportunities owned by the city of Medan in the form of developing various halal tourism products such as religious tour packages. Threats (threats) threats from halal tourism in the city of Medan include competition for halal tourism destinations which can be a threat if there is no strong enough differentiation.

RESULTS

Based on the research results to be able to explain more specifically the strategies carried out by the Medan City Tourism Office in the development strategy of halal tourism objects in Medan city, a discussion approach is carried out with the SWOT analysis model as follows:

Table 1. SWOT Analysis

Internal Factors	Strength	Weaknesses
	<ol style="list-style-type: none"> 1. Medan City has a rich cultural heritage and natural attractions such as the Grand Mosque and Bengkok Mosque. 2. Infrastructure support (Kualanamu International Airport and good transportation) 	<ol style="list-style-type: none"> 1. Awareness of the importance of halal products and services needs to be increased among business people and the public. 2. Quality of services such as accommodation and restaurants need to be improved to meet the

- 3. Stakeholder cooperation (Tourism Office, community, local community)
 - 4. Accommodation availability and ease of communication
 - 5. Promotion carried out through annual religious-based events such as Ramadan festivals
- expectations of Muslim travelers
- 3. Lack of effective promotion

External Factors

Opportunities

- 1. The world's fast-growing halal tourism market can be a great opportunity for Medan city.
- 2. Increased international cooperation with countries that have a large Muslim population can help attract more Muslim tourists
- 3. Product verification in the form of developing various halal tourism products such as religious tour packages

Threats

- 1. Competition in halal tourism destinations can be a threat if there is no strong enough differentiation.
- 2. Economic fluctuations can affect tourists' interest in traveling
- 3. Security issues can affect the decision of tourists to visit certain areas
- 4. Policy changes related to tourism or immigration regulations may affect the flow of tourists.

Table 2. SWOT Quadrant Diagram



- a. Quadrant 1. Is a situation where Medan City has many advantages. Medan City has great opportunities and strengths that can be utilized. The strategy that can be used at times like this is an Aggressive Strategy.
- b. Quadrant 2. Although there are many threats faced. Medan City still has strengths. The strategy that can be done to take advantage of long-term opportunities is a verified strategy.
- c. Quadrant 3. Amidst the huge market opportunities, Medan City will also experience some weaknesses. To deal with this, a strategy can be carried out, namely a turn around strategy.

- d. Quadrant 4. Is the worst situation that can be experienced by the city of Medan because it has a very unfavorable situation. Where the city of Medan will face various threats and weaknesses at once. So with this there needs to be a new strategy that must be done, namely a defensive strategy.

Discussion

From the results of the researcher's interview with the Head of the Medan City Tourism Attraction Development Scope Team. It is known that the local government of Medan city has carried out its functions and roles by making various efforts in developing halal tourism objects in Medan city. According to the head of the tourist attraction development scope team, Mr. Kris Jhon Predy G, he said that examples of halal tourism in Medan City are the raya mosque, bengkok mosque, but the people of Medan city or foreign tourists rarely know or arguably do not know this one halal tourist spot, namely the bengkok mosque, therefore the Medan city government is carrying out a strategy to develop halal tourism objects in Medan city, especially this bengkok mosque, the following are the strategies carried out by the Medan city government to develop halal tourism objects in Medan city:

Provision of Facilities and Infrastructure for Tourism Objects in Medan City

From the results of the researcher's interview with the Head of the Medan City Tourism Attraction Development Scope Team, it is known that the Medan city local government has carried out its functions and roles by making various efforts in developing facilities and infrastructure. Facilities are activities that provide basic needs that help determine the success of an area to become a tourist destination.

Available facilities can provide services to tourists, either directly or indirectly. Tourism facilities are divided into three important parts, namely:

- a) Basic Means of Tourism (Main Tourism Superstructures)
- b) Means of Complementary Tourism (Supporting Tourism Superstructures).
- c) Supporting Tourism Superstructures (Sefira, 2017).

Apart from facilities, another thing that needs to be considered is infrastructure. Tourism infrastructure is human resources and natural resources that are absolutely / definitely needed by tourists on their journey in a tourism place, such as roads, electricity, water, telecommunications and so on (Istiqomah, 2020).

Provision of facilities and infrastructure for Al Mashun Grand Mosque

- a. Al-Mashun Grand Mosque or better known as Medan Grand Mosque is a mosque located in Medan City, North Sumatra Province, Indonesia. The mosque was built in 1906 and completed in 1909. At the beginning of its establishment, the mosque was part of the Maimun Palace complex. Its architectural style combines Middle Eastern, Indian and Spanish elements. The mosque is octagonal in shape and has wings in the south, east, north, and west. The provision of standard facilities and infrastructure in the Al Mashun Grand Mosque is quite good, which can be proven by the clean and well-organized mosque environment. With an age of more than 100 years, the mosque building is still very strong. Until now the mosque has never been renovated, only added supporting facilities from the local government.
- b. Provision of facilities and infrastructure for the Bengkok Mosque
Masjid Lama Gang Bengkok Medan is a mosque located in Medan City, North Sumatra, Indonesia. The Old Crooked Gang Mosque is precisely located on Jalan Mesjid, Kesawan Village, West Medan District, Medan City. The Old Crooked Alley Mosque was built by a Chinese merchant, Tjong A Fie. The mosque was first built in 1885 AD, but the renovation

was completed in 1889 AD. The mosque was then handed over by Tjong A Fie to the Sultanate of Deli, during the reign of Sultan Ma'moen Al Rasyid. This historic mosque is the oldest mosque after the Al- Osmani mosque. The patterns and ornaments in this mosque are proof that Medan City has been a multi-ethnic city for hundreds of years. It has a unique name because it is on a road that bends. This mosque is located on Jalan Mesjid No.62 Kesawan, West Medan District, Medan City. The facilities and infrastructure in this mosque are also quite good as seen from the state of the mosque which is still very well maintained. However, the tourism office of Medan city said that this Bengkok Mosque is rarely known by foreign tourists and even local people. Therefore, the tourism office of Medan city is trying to promote the mosque by conducting events such as Ramadhan Fair, Halal Culinary Festival to introduce the Bengkok Mosque.

Development of Tourism Objects in Medan City

Development in the field of tourism is an effort to develop and manage tourism objects and attractions that have been owned by an area for the better (Sefira, 2017). Because each region certainly has beautiful natural wealth and diversity of cultural arts traditions as well as different relics and antiquities. Here the Medan City Tourism Office is an agency authorized to manage and develop tourist attractions in Medan City.

The development of attractions in Medan City, such as the Medan Grand Mosque and the Bengkok Mosque, is an important step in enriching the tourist experience and enhancing the city's attractiveness as a tourism destination. Below are the development plans for these two attractions:

a. Development of Al Matsum Grand Mosque tourist attraction

Maintenance and Restoration: Carry out regular maintenance and restoration on the architecture and decoration of the mosque to maintain its authenticity. **Tourist Facilities:** Improve facilities for visitors such as information centers, souvenir shops, and relaxing areas. **Religious Education:** Organize religious education programs and guided tours for visitors who want to understand more about Islam and the history of the mosque.

b. Development of the Bengkok Mosque tourist attraction

Facility Maintenance and Improvement: Maintain the mosque building and improve ablution facilities, toilets, and parking lots. **Tours and Education:** Organizing tours and educational programs on the history and architecture of the Bengkok Mosque. **Social Activity Program:** Organizing social and humanitarian activities involving the surrounding community to strengthen social ties. **Religious Services:** Organizing congregational prayers, recitations, and other religious events that are open to the public.

Community Participation

In developing tourist attractions in the city of Medan, the active role of the surrounding community is needed. Because indirectly with the development of tourist attractions in an area it will have a positive impact on the economy of the community around the tourist attraction. To increase the role of the community, the Tourism Office in Medan city took several steps to increase community participation, namely:

1. conducting guidance and counseling to the community around the tourist attraction to create a tourism-aware society;
 2. inviting the surrounding community to maintain cleanliness at tourist sites by holding community service together;
 3. participate in preserving cultural customs around tourist objects, culinary culture, and others;
- and

4. inviting the community to take part in creating tourism charm or abbreviated as 5K, namely: security, cleanliness, order, beauty, and friendliness to visitors.

Private sector participation

The role of the private sector in the tourism development process in Medan city is still minimal. The government tends to be passive in asking for help from outside parties. However, the Tourism Office of Medan city still continues to open opportunities for private parties who want to participate in developing tourism objects in Medan city.

Factors affecting regional tourism development in Medan City

a. Supporting factors

1. Cultural Heritage: The city is rich in cultural heritage, such as Maimun Palace, Medan Grand Mosque, and Bengkulu Mosque, which serve as historical and cultural attractions.
2. Transportation Infrastructure: The modern Kuala Namu International Airport provides easy access for international travelers to Medan City. Good road networks and available public transportation also support tourist mobility.
3. Accommodation: There are a variety of accommodation options, ranging from luxury hotels to more affordable lodgings, that cater to the various needs of travelers.
4. Tourism Promotion: Effective promotional efforts by the Tourism Office and the private sector have increased tourists' awareness and interest in visiting Medan City.
5. Ease of Communication: Technological advances and the availability of internet services make it easy for tourists to search for information, book accommodation, and interact with other tourist communities.

b. Inhibiting factors

There are several inhibiting factors for tourism development in Medan City that need to be considered in an effort to address and overcome these challenges:

1. Infrastructure Quality: Although there are adequate transportation facilities, road infrastructure in some areas may need improvement to ensure smooth access to tourism objects and to reduce traffic congestion.
2. Waste Management: Poor waste management can be a serious problem, especially in natural tourism sites. It needs to be improved to keep the environment clean and beautiful.
3. Security Issues: Security issues, including conflicts, can affect tourists' interest in visiting certain areas. Good security monitoring and planning is required.
4. Competition: Competition with other tourist destinations can be a hindering factor, especially if Medan City's marketing and attractiveness are not sufficient to compete.

CONCLUSION

Based on the results of research conducted by researchers in the field through observation, interviews, and documentation obtained related to the problems in the study, it can be concluded that:

1. Medan City actually has many halal tourism objects that have the potential to attract Muslim and non-Muslim tourists from within and outside the Medan city area. Among them, there are two attractions that are also managed by the Tourism Office as the tourism manager. The two halal tourism objects include: Medan Grand Mosque and Bengkulu Mosque.
2. Both halal tourism objects in Medan city have great strengths and opportunities, namely the potential for amazing cultural heritage, good infrastructure support, and strong cooperation with stakeholders while the opportunities are the rapidly growing halal tourism market,

international cooperation opportunities, and the potential for diversification of tourism products.

3. To optimize the potential of halal tourism in Medan City, efforts need to be made to address the weaknesses and threats that Medan City may face by improving the quality of halal services, effective promotion, and closer cooperation with stakeholders. With the right approach, Medan City can become a successful halal tourism destination and benefit the local economy

SUGGESTION

In research on the development strategy of halal tourism objects in Medan City, the research will focus on aspects of tourism that meet halal tourism standards, such as accommodation, worship facilities, and recreational activities in accordance with halal principles without involving discussion of halal culinary tourism and historical tourism in Medan city.

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