

The Impact of Halal Tourism Promotion (Sharia Tourism) Towards the Students' of STP Trisakti Visiting Decision to Twelve Halal Tourism Destinations

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Abstract: This study discusses the impact of halal tourism promotion (sharia tourism) towards visiting decision to twelve halal tourism destinations, since a major halal tourism potential is expected to have the impact towards the regional economy. The present study employs qualitative method by administering a questionnaire to the students of STP Trisakti. The finding revealed that the halal tourism promotion in Indonesia is categorized as good. This can be seen from the result of the data analysis given to 96 respondents that showed that most respondents responded that they agreed with the given statements. The average value of the entire respondents' answers were 2.9964 with the interval of 2,50 – 3,24. The result of the study showed that the visiting decision is categorized as willing to visit halal tourism destinations which have been appointed by the Ministry of Tourism. This can be seen from the result of the data analysis given to 96 respondents with the average responds agree to visit.

Key Words: Halal Tourism; Visiting Decision

1. Introduction

In some countries in the world, tourism sector provides economical benefits to the countries. The achieved benefits include foreign currency exchange, government revenue, regional development stimulus, and the creation of labor. One of the obtained prospects from tourism is the presence of Sharia Tourism or Halal Tourism. This becomes one of the ways to promote global economy for moslem residents in the world. Moslem tourist' contribution, outside Hajj and Umrah, in the year of 2012 reached more than US\$126 billions, or equivalent with Rp. 4.125 Trillions.

Indonesia has become one of favorite destinations for sharia tourism for the many supporting aspects and concepts of Moslem, which attract moslem tourists by providing worship places at airports, halal restaurants, and sharia hotels. The sharia tourism itself is considered as one of new ways to develop tourism in Indonesia which upholds Islam values and culture. However, the halal tourism in Indonesia is not very popular yet. Even many of Indonesian people notice the "existence" of the halal tourism. Whereas, be seen from the numbers of domestic tourist visit to halal tourism destinations, it can be said that halal tourism is good enough and possesses quite high prospect to be developed. This is inversely proportional with the numbers of foreign tourists that are quite inconsiderable.

Table 1. Data of Domestic Tourist Visit to Halal Tourism Destinations

Destination	Year	Number of Domestic Tourist Visit (Person/s)	Number of Domestic Tourist Visit (Person/s)
Aceh	2017	2.288.625	75.758
Sumatera Barat	2017	16.947.577	56.876
Riau	2017	6.534.683	102.654
Lampung	2017	11.395.827	245.372
Banten	2017	21.308.357	403.463
DKI Jakarta	2014	9.024.013*)	2.319.295
	2017	-	2.658.055
Jawa Barat	2017	59.644.070	4.984.035
Jawa Tengah	2017	40.118.470	781.107
Yogyakarta	2017	1.327.592	276.388
Jawa Timur	2017	58.650.000	247.166
Nusa Tenggara Barat	2017	2.078.654	1.430.249
Sulawesi Selatan	2016	8.426.528	236.491

*) Semester 1

Source: Government Tourism Office and Creative Economy of each Province; BPS

Basically, the halal tourism development is not something exclusive, instead, it is inclusive considering non-moslem tourists can also enjoy the sharia services. All circles of all ages can concurrently enjoy this kind of tourism. One respondent of aspirants that the observer took was the students of STP Trisakti. Considering the students of Trisakti come from various religions and has a background of tourism. This potential becomes one of the references for society from different religion in enjoying halal tourism. Therefore, the aim of this research is to find out how halal tourism promotion can impact on Trisakti students' visit decision.

2. Theoretical Review

According to Pavlove in Razzaq, Hall, & Prayag (2015), Halal or Islamic tourism is defined as the tourism and hospitality that are created by the consumers and producers which are in accordance with Islam tenets. The Minister For Tourism, Arief Yahya, in a forum group discussion entitled Halal Tourism & Lifestyle 2015 at Jakarta Convention Centre, Senaya, Jakarta, Tuesday (12/5), stated his personal opinion that the name of halal tourism should be universal. He proposed the terminology "Universal Tourism", since halal tourism is not merely about culinary stuffs. There are other things such as fashion, finance, health, and so on. therefore, the word "universal", according to him, represents the entire tourists that come to Indonesia, both Moslems and non-moslems (Putri, 2015).

The president of Islamic Nutrition Council of America, Muhammad Munir Caudry, said that "halal tourism is a new concept in tourism. This is not a kind of religious tourism, like Umrah and Hajj. Halal tourism is a kind of tourism that serve vacations that adapt the vacation style and the needs and demands from moslem travelers" (Wuryasti, 2013). Based on the aforementioned definition, the concept of halal can be viewed from two perspectives, namely the perspective of religion and the perspective of industry. The perspective of religion means that related to food, it decide which food may be consumed by the moslem consumers as they believe it. Meanwhile, based on the perspective of industry, for food producer, the concept of halal is defined as a business opportunity. For the food producers whose consumers are majority moslems, they need to guarantee that their products are halal to promote its value, which is called intangible value. For instance, food products that attach halal label on the packaging is more attractive for moslem consumers (Hamzah & Yudiana).

3. Methods

The methods employed in the present study was a descriptive correlational study which used questionnaire as the instrument for collecting the data. The study described the phenomenon or the

relationship among phenomena which are carried out systematically, factual, and accurately. It also defined the relationship that occurs between the independent variable and dependent variable (Kusmayadi and Sugiarto, 2000:29). The unit analysis in the present study was the students of STP Trisakti. This is due to the students of STP Trisakti were the learners of tourism so that they can promote the halal tourism in Indonesia. Besides, after graduated from STP Trisakti, they would be eligible to be fresh tourist aspirants.

Variables

1. Independent Variable. It is the variable that influences or answers the causes of the changing or occurring the dependent variable.
2. Dependent variable. It is the variable that is influenced or is the cause of the independent variable. Variables that are being studied in the present study are Variable X and Variable Y, in which variable X is the halal tourism promotion and Variable Y is the Visiting Decision.
3. Measuring Scale

In the present study, several scales are utilized, namely:

- 1) Nominal scale. It is the scale which is used to label, symbolize, or name a category, in which the given numbers in one category is merely label and does not contain mathematical meanings or levels. For instance, 1,2,3, and so on (Sarjono, 2011:1). Nominal scale enables to acknowledge the sex of respondents.
- 2) Likert scale or ordinal scale. This is used to measure one's attitude, opinion, and perception towards a social phenomenon (Sugiyono, 2010:93). The use of Likert scale in this study is to be used at the core of the study, to promote halal tourism and visiting decision.

Table 2. Variable, Sub-variable, and Measuring Scale of Variable Demography Factor, Sub-Variable Indicator of Demography Measuring Scale

Variabel	Sub-variable	Indicator	Measuring Scale
Demography	a. Sex b. Age c. Religion d. Last Education e. Frequency for touring f. Options for halal tourism destination	a. Male & Female b. < 20 dan 21-25 c. Moslem & Non Moslem d. SMA & SMK e. Once, Twice, > Twice f. Aceh, Sumatera Barat, Riau, Lampung, Banten, DKI Jakarta, Jawa Barat, Jawa Tengah, Yogyakarta, Jawa Timur, Nusa Tenggara Barat, Sulawesi Selatan	a. Nominal b. Nominal c. Nominal d. Nominal e. Nominal f. Nominal

Table 3. Variable, Sub-variable, and Halal Tourism Promotion Measuring Scale

Variable	Sub-variable	Indicator	Measuring Scale
Halal Tourism Promotion Source: Kotler dan Keller (2007:72)	a. Frequency of promotion b. Quality of promotion c. Quantity of promotion d. Time of promotion e. Conformity of promotion	a. Know the halal tourism through frequent notices from 1. Electronic media, 2. Printed media, internet, travel fairs/ other events. b. Clear information conveyed by all media	Likert Likert Likert Likert Likert

Variable	Sub-variable	Indicator	Measuring Scale
		c. Tourists frequently notice information of halal tourism from all media d. The long period of halal tourism promotion of all media e. Convenient destinations conveyed in all media	

4. Findings and Discussion

Respondents are 96 students of Trisakti School of Tourism whose age is around 18 to 23 years old. 70,8% respondents are female, and the rest 29,2% are male students. 66,7% of the respondents are non-Molsem, while the rest 32,3% are Moslem. 39,6 of the students state that they go for vacation once a month, meanwhile 33,3% students say that they go for vacation twice a month, and the rest 27,1% states that they go for vacation more than twice a month. From 12 halal destinations, the main three destinations with highest frequency are NTB (20,8%), Yogyakarta (229%) and DKI Jakarta (11,5%)

Halal Tourism Promotion (Variable X)

Based on the result of the questionnaire administered to the students of STP Trisakti, it was found that the average of frequency of halal tourism promotion was good by value of 3,0300. Moreover, the quality of halal tourism promotion was good by value of 3,0807. Whereas, the quantity of halal tourism promotion was also good by value of 2,9115. Besides, the sub-indicator of promotion time by value of 2,9349 was considered good as well. lastly, the conformity of promotion according to the students of STP Trisakti was also good by value of 3,0286. The table of these aspects are as follow:

Table 4. Average of Promotion sub-variable

Sub-Indicator	Average (Mean)
Frequency of Promotion	3,0300
Quality of Promotion	3,0807
Quantity of Promotion	2,9115
Time of Promotion	2,9349
Conformity of Promotion	3,0286

Source: SPSS 24 data analysis

Visiting Decision (Variable Y)

In the descriptive test of the variable of visiting decision which was pointed as Variable Y (dependent), the results of the respondents' answers of each statement of visiting decision to halal tourism destinations stated in the questionnaire were discussed.

Table 5. I want to visit halal tourism destinations according to information from electronic media (Y1.1)

Valid		Frequency	Percent
	Strongly disagree	2	2,1
	Disagree	10	10,4
	Agree	49	51,0
	Strongly agree	35	36,5
	Total	96	100,0

Source: SPSS 24 Data Analysis

The table above showed that the amount of 49 students of STP Trisakti (51%) agreed and 2 students (2,1%) disagreed. According to the above table, mostly the students of STP Trisakti agreed that they want to visit halal tourism based on the information from electronic media.

Table 6. I want to visit halal tourism destinations according to information from internet (Y1.3)

		Frequency	Percent
Valid	Strongly disagree	2	2,1
	Disagree	6	6,3
	Agree	51	53,1
	Strongly agree	37	38,5
	Total	96	100,0

Source: SPSS 24 Data Analysis

The table above showed that as many as 51 students of STP Trisakti (53,1%) agreed and 2 students of STP Trisakti (2,1%) strongly disagreed. Based on the table above, most of the students of STP Trisakti agreed that they want to halal tourism destinations based on the information from internet.

Table 7. I want to visit halal tourism destinations according to the information from travel fair exhibitions or other enets (Y1.4)

		Frequency	Percent
Valid	Strongly disagree	3	3,1
	Disagree	9	9,4
	Agree	53	55,2
	Strongly agree	31	32,3
	Total	96	100,0

Source: SPSS 24 Data analysis

According to the table, 53 students of STP Trisakti (55,2%) agreed and 3 students of STP Trisakti (3,1%) strongly disagreed. Therefore, it can be concluded that majority of students of STP Trisakti agreed that they want to visit halal tourism destinations according to the information from travel fair exhibitions or other events.

Desire to buy products

Table 8. I want to buy halal tourism package according to the information from electronic media (Y2.1)

		Frequency	Percent
Valid	Strongly disagree	2	2,1
	Disagree	13	13,5
	Agree	52	54,2
	Strongly agree	29	30,2
	Total	96	100,0

Source: SPSS 24 Data analysis

The table above showed that 52 students of STP Trisakti (54%) agreed and 2 students of STP Trisakti (2,1%) strongly disagreed. Based on the table above, the majority of students of STP Trisakti sgreed that they want to buy halal tourism package according to the information from electronic media.

Table 9. I want to buy halal tourism package according to the information from printed media (Y2.2)

		Frequency	Percent
Valid	Strongly disagree	8	8,3
	Disagree	23	24,0
	Agree	45	46,9
	Strongly agree	20	20,8
	Total	96	100,0

Source: SPSS 24 Data Analysis

The table above showed that as many as 46,9 % or 45 students of STP Trisakti agreed and as many as 8,3% or 8 students of STP Trisakti strongly disagreed. Therefore according to the above table, the majority of students of STP Trisakti agreed that they want to buy halal tourism package according to the information gained from printed media.

Table 10. I want to buy halal tourism package according to the information from internet (Y2.3)

		Frequency	Percent
Valid	Strongly disagree	3	3,1
	Disagree	11	11,5
	Agree	55	57,3
	Strongly agree	27	28,1
	Total	96	100,0

Source: SPSS 24 Data Analysis

The table above showed that as many as 57,3% or 53 students of STP Trisakti agreed and 3,1% or 3 students of STP Trisakti strongly disagreed. Therefore according to the table above, the majority of students of STP Trisakti agreed that they want to buy halal tourism package according to the information gathered from internet.

Table 11. I want to buy halal tourism package according to the information from travel fair exhibitions or other events (Y2.4)

		Frequency	Percent
Valid	Strongly disagree	4	4,2
	Disagree	15	15,6
	Agree	47	49,0
	Strongly agree	30	31,3
	Total	96	100,0

Source: SPSS 24 Data Analysis

The table above showed that as many as 47 students of STP Trisakti (49%) agreed and 4 students of STP Trisakti (4,2) strongly disagreed. It can be concluded that the majority of the students of STP Trisakti agreed that they want to buy halal tourism package according to the information from travel fair exhibitions or other events.

Table 12. Average of Visiting Decision Sub-variable

Sub-Indicator	Average (Mean)
Desire to use products	3,1328
Desire to buy products	3,0260
Priority to buy product	2,9063
Willingness to sacrifice	3,0451

Source: SPSS 24 Data Analysis

It can be seen from the table above that the average of the sub variable of visiting decision according to the students of STP Trisakti was considered good with the average value of 3,0449, as can be seen from the table 4.48 below.

Therefore, the total average of the visiting decision variable was 3,0449 which is categorized as that the students of STP Trisakti want to visit to halal tourism destinations according to the tables presented in chapter 3 on table 3.6 which stated the interval average measurement criteria proposed by Sudjana (2002) in Catthalia (2016:50)

Findings and Discussion of the Correlation Coefficient Test

The result of the correlation coefficient between the halal tourism promotion and the visiting decision of the students of STP Trisakti was 0,819 and therefore has showed a strong relationship. The relationship between the two variables was also considered positively so that they resulted in the correlation in the same direction. Since the coefficient was in the same direction, it can be concluded that the more halal tourism promotion, the higher visiting decision will be made.

Findings and Discussion of the Determination Coefficient Test

Based on the result of the determination coefficient test, it is explained how much influence of the promotion towards the visiting decision. Based on the table above, the determination coefficient (r^2) was 0,670. It can be formulated as follow:

$$KD = r^2 \times 100\%$$

$$KD = 0,670 \times 100\% = 67\%$$

This means that according to the calculation above, the influence of promotion towards the visiting decision was in the value of 67%. Whereas the rest ($100\% - 67\% = 33\%$) was influenced by other factors which were not discussed in the present paper.

Findings and Discussion of the Simple Linear Regression Test

Based on the above table, the regression is formulated as follow:

$$Y = a + bX$$

$$Y = 8,848 + 0,513X$$

From the formulation, a means constant which has value of 8,848. This means that if the halal tourism promotion (X) = 0, thus the visiting decision of the students of STP Trisakti (Y) was positive, which was as many as 8,848%. Meanwhile, b means the regression coefficient which has value of 0,513. This means that if the halal tourism promotion (X) increases by 1%, the visiting decision of the students of STP Trisakti (Y) will increase by 0,513%. If the halal tourism promotion increases, the students' visiting decision will increase as well. In reverse, if the halal tourism promotion decreases, the students' visiting decision will also decrease.

Therefore we can conclude that actually the visiting decision of STP Trisakti students are obviously impacted by the promotion done by those destinations. To increase the visit, the promotion must also be increased.

5. Conclusion and Suggestions

5.1 Conclusion

Based on the discussion of the previously elaborated chapters about the impact of halal tourism promotion towards the students of STP Trisakti' visiting decision which had been tested by administering a questionnaire and analyzed by using SPSS (Statistical Package for Social and Science) version 24, it can be concluded that:

1. The result of the study showed that the halal tourism promotion in Indonesia is categorized as good. This can be seen from the data analysis given to 96 respondents which average responds agree with the proposed statements.
2. The result of the study showed the students of STP Trisakti' visiting decision as categorized as having desire to halal tourism destinations appointed by the Ministry of Tourism. This can be seen from the result of the data analysis given to 96 respondents with the average responds were agree to visit.
3. The halal tourism promotion and the students of STP Trisakti's visiting decision had a strong and significant relationship.
4. The halal tourism promotion had a great impact on the visiting decision of the students of STP Trisakti by value of 67%. The rest, by value of 33%, was influenced by other factors which were not discussed in the present study.

5.2 Suggestion

Based on the analysis that has been completed, there are suggestions for further research, as follow:

1. The Ministry of Tourism and other tourism practitioners have conducted well done promotion. However, this needs to be improved so that all Indonesian domestic tourists acknowledge the existence of halal tourism. Based on the present study, the sub-variable of quantity of promotion was considered low. Thus, it is suggested to reconsider promotions in each media, such as printed media, electronic media, internet, and also travel fair exhibitions of halal tourism.
2. Travel agents should make halal tourism packages so that tourists, both moslems and non-moslems, can enjoy brand new tourism. By offering halal tourism packages, it is expected to increase the visiting decision of tourists, not only students, from Indonesia and from outside the country. Based on the result of the study, the factor of priority for buying products in the visiting decision variable gained the lowest result among the others.
3. For further research, it can be improved several independent variables which are related to the visiting decision, since there are still many factors that influence the visiting decision which have not been explored in the present study.

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