



## HALAL TOURISM DEVELOPMENT STRATEGY BY OPTIMIZING CREATIVE INDUSTRY IN BOGOR CASE STUDY : BANGBARUNG AREA

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### **Abstract**

Bogor is one of the cities that has the potential as a Halal tourist destination. Development of Halal tourism destinations can be done through a creative economy. Halal tourism requires a creative process from various stakeholders that can be utilized in its development. First, creative industries can develop Halal tourism potential from various aspects such as Halal consumption, travel agencies, sharia restaurants, sharia spas and other provisions. Secondly, giving an introduction to tourists regarding the culture and creations of the nation's children which are presented in the form of Islam. Third, the creative industry can also provide business opportunities for economic actors that are in accordance with the rules of the Islamic religion.

At present, the city of Bogor is synonymous with culinary tourism that is increasingly mushrooming. In addition, there are also various clothing outlets, both for general or special for Moslem women. Likewise found some salons specifically for Moslem women even specifically for men. To develop Halal tourism, a strategy is needed, especially in optimizing the creative industry so that it becomes more focused and tourism destinations to improve people's welfare can be achieved.

This study aims to get a complete and accurate picture of Halal tourism in Bogor especially in Bangbarung Area, find out Halal tourism potential in Bogor, find out Halal tourism challenge in Bogor and develop creative industries that can be used in Halal tourism development in Bogor. In the academic aspect, this study tries to analyze the meaning of Halal tourism for tourism players in Bogor and Halal tourism potential in the city of Bogor by using creative industries to help scientists or academics to assess their benefits optimally in developing regional tourism. Also provides additional scientific references in tourism studies. In the aspect of practice, this research can help local and private governments in planning development, implementation and evaluating programs related to Halal tourism in Bogor. The development of the creative industry in Halal tourism is



expected to help improve the knowledge of Human Resources (HR) engaged in tourism. This study uses descriptive quantitative analysis, qualitative, and SWOT matrix analysis.

**Keywords:** Halal Tourism, Bogor, Creative Economy

## Introduction

Along with the increase in the tourism industry in the world, the trend of Halal tourism has also increased to become a new type of tourism that should be developed. One of the cities in Indonesia that has the potential to be developed as a Halal tourist destination is Bogor. Bogor, which is located near Jakarta, the capital of Indonesia. Bogor already has several elements that form a unity of offerings in the tourism system. Cooper said (Cooper, 2000) that the elements forming a tourism destination consist of 4A namely attraction (tourist attraction or tourist attraction), amenities (accommodation, catering services, bank, post office etc.), Accessibility (transportation), and ancillary (Institutional, Community Empowerment, Marketing etc.).

In Halal tourism in addition to these elements there are several things that must be fulfilled. The Global Moslem Travel Index (GMTI) study analyzes complete Halal tourism destination data based on nine criteria such as compatibility as family vacation destinations and security (Moslem tourist visits, family vacation destinations, safe travel), availability of Moslem Friendly services and facilities at tourist destinations (Halal food, prayer room, airport services and facilities, accommodation options), Halal awareness (prioritizing Halalness, ease of communication).

Creative economy is an economic concept in the new economic era that promotes information and creativity by relying on ideas and various sciences from Human Resources as the main production factors in the economy. The ability to realize creativity that is mixed with the values of art, technology, knowledge and culture is the basic capital to face economic competition. With the existence of this creativity, the creative economy emerged as an alternative to economic development in order to improve community welfare.

Based on the Bogor Smart City Master Plan issued by Bogor Department of Communication and Information (2017), it was explained that one of the indicators in smart branding development initiatives is to develop and market regional creative industry products and services such as culinary, craft, fashion, digital, and others. . In the development of Halal tourism, the creative industry can support the implementation of Halal tourism especially in providing Halal tourism services and facilities in the city of Bogor.



## Literature Review

The definition of Halal tourism is an activity that is supported by a variety of facilities and services provided by the community, businessmen, government, and local governments that fulfill sharia provisions (Kemenpar, 2012). In Takayuki, Mori (2014) it is stated "Halal is Arabic word which means lawful in Sharia, and refers to what a Moslem can eat satisfactorily. In general, it is necessary to carry out contraindications of pork, alcohol, and its derivatives, and to be processed according to Sharia also about other foods, and it is also Halal food and the other food contact. "

What is done in the provisions of Sharia law (Sharia) is called Halal. While the opposite is called haram / Non-Halal. Halal status is aimed at food, cosmetics, etc. which are produced without using pork products, alcohol, etc. which are prohibited in the Islamic religion. Even foods such as chicken and meat must be processed from slaughtering to the cooking process using Islamic methods. In addition, the whole process of all food ingredients, such as the production, storage, transportation, display, and sales must be in a manner that is lawful / in accordance with Islamic law. But now there has been an evolution in the Halal industry to financial products (such as banking, insurance, etc.) to lifestyle products (travel, hospitality, recreation, malls and health care). The Islamic economic sector that has experienced significant growth in lifestyle products in the tourism sector is Halal tourism.

The Halal Tourism area indicator as stated in Said, Zulkifly MD (2015) stated that: There must be access to prayer facilities that are easily accessible (at the Airport, Rest Area, shopping, malls, theme parks, Government Offices, Golf Resort & Clubs, Stadiums) , Convention Centers, Hospitals, Restaurants, etc.), Moslem Friendly Hotels (at least there are Halal certificates for kitchens, Qibla direction in rooms, Al-Qur'an, prayer schedules, separate public pools, etc.), Halal Factors (Halal Logo, Halal certificate, etc.), culinary attractions (mall, restaurant, streetfood, etc.), mosques that have high and magnificent historical values, Islamic events & festivals, have Islamic tourism attractions, have Islamic medical tourism, have Islamic educational tours, have a standard of hospitality that is Moslem Friendly.

Howkins (2001) explains that creative economy is an economic activity where the input and output are ideas. The creative economy is the utilization of resource reserves that are not only renewable, even unlimited, namely ideas, ideas, talents or talents and creativity. The economic value of a product or service in the creative era is no longer determined by raw materials or production systems as in



the industrial era, but rather the use of creativity and innovation through 5 (five) increasingly advanced technological developments. Industry can no longer compete in the global market by only relying on product prices or quality, but must compete based on innovation, creativity and imagination.

Sub-sectors which are creativity-based industries in Indonesia based on the mapping of creative industries that have been carried out by the Ministry of Trade of the Republic of Indonesia are: Advertising, Architecture, Art Market, Crafts, Design, Fashion, Video, Film and Photography, Interactive Games, Music, Art Performing, Publishing and Printing, Computer and Software Services, Television and Radio, Research and Development, and Culinary.

### Methodology

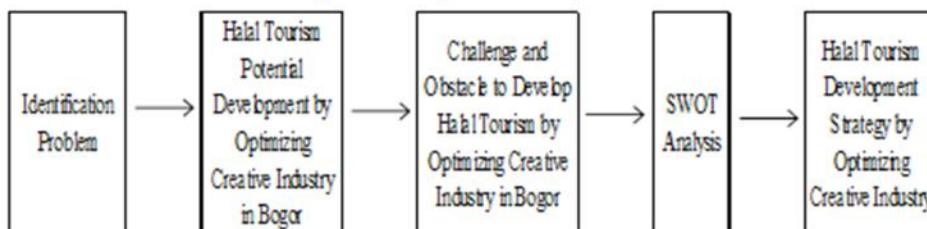
This study uses descriptive methods with quantitative and qualitative approaches. This is done on the basis of the consideration that the descriptive research method aims to draw a systematic, factual and accurate description of the facts, characteristics and relationships between the phenomena investigated (Sugiyono, 2010).

Researchers use a quantitative approach in order to rank qualitative data so that it is easier to draw conclusions. According to Sugiyono (2010) explained that quantitative research is research by obtaining data in the form of numbers or qualitative data that are expected. While the qualitative approach is aimed at getting researchers to get information in seeing the potential of Halal tourism in Bogor especially in Bangbarung Area.

Halal tourism development by optimizing the creative industry in the city of Bogor especially in Bangbarung Area. Creative industry in these research are culinary, spa and fashion.

**Table 1. Research Phase**

Source : processed by researchers, 2019





**Table 2. Operational Variable Matrix**  
 Source : processed by researchers, 2019

Variable	Dimension	Indicator
Crescent Rating (2009) in IMTI (2019)	Attraction	Halal food
		Service during Ramadan
		Non Alcohol
		Waiter Uniform
	Amenity * Restaurant / Cafe * Salon / Spa	Prayer Facilities
		Wudhu / Ablution
		Toilet
		Spa / Salon
		Moslem Stores
		Tour &Travel
Information about Bangbarung area as a Halal tourism center		
	Ancillary	Regional and Central Government Roles
		Creative Industry Roles
		MUI Roles
		Society Roles
		Academics Roles
		Community Roles

### Result & Discussion

Bangbarung area is located in Tegal Gundil sub-district, North Bogor, Bogor. The Bangbarung area is currently a culinary tourism area because almost most of the area is filled with unique and varied eating places. The majority of food sellers in the area occupy buildings in the form of houses, kiosks or shop houses. Various types of food items are available in this region. Just name a variety of various meatballs, chicken, international food, seafood with instagramable design facilities, until the current drinks are also in the area. When Ramadhan arrives, the area is also filled with small tents to serve various fasting appetizers.

Aside from being a culinary tourist attraction, the Bangbarung area itself has a fashion shop for Muslim women like Myra Moslem Fashion Boutique, a special salon for women House of Aisyah, a variety of beauty clinics and also has a fairly large mosque located in the middle of the area.



**Table 3. Culinary Creative Industry in Bangbarung Area**

No	Name	Location	Remark
1	Shirazi Sisha Coffee Eatery	Jl. Bangbarung Raya No. 1, Bogor Utara, Bogor.	Shirazi, a unique cafe in Bangbarung. The uniqueness of the coffee shop, it is integrated with shisha places, because there has never been one that combines both like this.
2	Imah Nini	Jl. Bangbarung Raya No.6C, Bogor Utara, Bogor	The cafe which is located on Jalan Bangbarung Raya does indeed seem tiny. The room is not spacious but quite comfortable. As the name implies, various classic furnishings decorate the cafe area, there are pianos, typewriters, beetle bikes to old table clocks, much like in grandma's house.
3	Kue Putu Rindu	Jalan Bangbarung Raya, Bantar Jati, Tegal Gundil, Bogor Utara, Kota Bogor, Jawa Barat 16152 Indonesia	The hits putu cake that is served still uses bamboo in the steaming process so that the characteristics of putu cake are not lost.
4	Kopi Baheula	Jl. Achmad Sobana (Bangbarung Raya) No. 14, Bogor Utara, Bogor	The coffee shop that uses Bogor specialty coffee bean
5	Warung Urban	Jl. Achmad Sobana No. 2, Bogor Utara, Bogor	The store that sells various archipelago coffees and other youth menus with unique design interior

**Source : processed by researchers, 2019**

Internal and external environmental conditions are factors consisting of strengths, weaknesses, opportunities and threats that influence the development of the value chain of the main product quality (Halal tourism area) so that the analysis of internal and external data in developing products is a supporting chain (supply chain) is developed based on the phenomenon of the development of relevant Halal tourism.

The first internal environmental analysis is to enter the weights in the table and rating in the table of each variable and indicator into the Internal Factor Analysis Summary matrix (IFAS) based on the results of questionnaires, interviews, direct observation and also based on previous research, as shown in the following table :



**Table 4. Internal Environment Weighting and Rating Results**

No	Internal Environmental Factors	Weight	Rating Average	Rating	Finding
<b>A</b>	<b>Attraction</b>				
1	Halal Logo / Certification	0.09	2.9	0.09	Strength
2	Ramadhan Package Menu	0.09	2.9	0.09	Strength
3	Ramadhan Bazaar	0.09	2.7	0.09	Strength
4	Non- Alcohol Service	0.10	3.1	0.10	Strength
5	Waiter clothes are appropriate	0.08	2.8	0.09	Strength
<b>B</b>	<b>Amenity</b>				
1	Prayer Facilities	0.10	2.9	0.09	Strength
2	Wudhu / Ablution	0.09	2.8	0.09	Strength
3	Toilet	0.10	2.8	0.09	Strength
4	Spa for Moslem	0.09	2.9	0.09	Strength
5	Moslem Stores	0.08	2.7	0.09	Strength
6	Halal Tourism Package	0.08	2.3	0.07	Weakness

**Source : processed by researchers, 2019**

If an average rating of 2.5 below indicates internally the area is weak. If above 2.5 indicates internationally the area is strong. Based on the table above, it can be seen that the stakeholders assume that various indicators of attraction and amenities have the power to make the Bangbarung area a Halal tourism area. But for the Halal tour package indicator itself is still a weakness. This is in line with the fact that there are no Halal tour packages offered by the tour and travel parties.

The next analysis is to enter the weights in the table and rating on the table of each variable and indicator into the matrix Internal Factor analysis summary (IFAS) as in the following table:



**Table 5. Matrix Internal Factor Analysis Summary (IFAS)**

No	Variable / Indicator	Weight	Rating	Quality x Rating
<b>A</b>	<b>Attraction</b>			
1	Halal Logo / Certification	0.09	2.9	0.27
2	Ramadhan Package Menu	0.09	2.9	0.27
3	Ramadhan Bazaar	0.09	2.7	0.24
4	Non- Alcohol Service	0.10	3.1	0.31
5	Waiter clothes are appropriate	0.08	2.8	0.22
<b>B</b>	<b>Amenity</b>			
1	Prayer Facilities	0.10	2.9	0.29
2	Wudhu / Ablution	0.09	2.8	0.26
3	Toilet	0.10	2.8	0.28
4	Spa for Moslem	0.09	2.9	0.27
5	Moslem Stores	0.08	2.7	0.22
6	Halal Tourism Package	0.08	2.3	0.18
<b>TOTAL</b>				<b>2.81</b>

Source : processed by researchers, 2019

In this external analysis the efforts made are to find out how strong the opportunities and threats that come from outside the management of tourism service providers in the process of developing tourism products. Weighting and rating are assessed by various tourism stakeholders. The results of weighting and rating carried out by stakeholders are:



**Table 6. Weighting Results and External Environmental Rating**

No	External Environmental Factors	Weight	Rating Average	Rating	Finding
<b>C</b>	<b>Ancillary</b>				
1	Regional and Central Government Roles	0.25	2.4	0.24	Threat
2	LPPOM MUI Roles	0.25	2.4	0.24	Threat
3	MUI Roles to support Halal Certification	0.24	2.4	0.24	Threat
4	Community Roles	0.25	2.8	0.28	Opportunity

Source : processed by researchers, 2019

The next analysis is to enter the weight of each indicator from each variable in the external environment according to the weighting on the table and the informant's assessment on the table. External environmental analysis scores can be seen in the following table :

**Table 7. Matrix Eksternal Factors Analysis Summary (EFAS)**

No	Variable / Indicator	Weight	Rating	Quality x Rating
<b>C</b>	<b>Ancillary</b>			
1	Regional and Central Government Roles	0.25	2.4	0.61
2	LPPOM MUI Roles	0.25	2.4	0.61
3	MUI Roles to support Halal Certification	0.24	2.4	0.57
4	Community Roles	0.25	2.8	0.71
<b>TOTAL</b>				2.50

Source : processed by researchers, 2019



The method taken to describe the internal and external environment of the organization managing Halal tourism development in the Bangbarung area, Bogor. The planned grand strategy is to use the best opportunities, try to anticipate and overcome threats, use force as the basic capital of operational management and use it as much as possible, and try to reduce and eliminate weaknesses that still exist.

Based on the results of the analysis of internal and external factors, the total internal and external factors scores were 2.81 and 2.50, respectively. The next step is to plot the internal and external matrices. The IE matrix is a nine cell diagram. The results referred to are as follows:

**Table 8. Internal – External Matrix**  
**Source : processed by researchers, 2019**

Based on the Internal External Matrix (IE) above shows that the meeting between

		Total Score IFAS 2.81						
Total		4	3.99	3	2.99	2	1.99	1
Score EFAS 2.50	3.99		Grow and develop (concentration via vertical integration)		II Grow and develop (concentration via horizontal integration)		III Keep up and maintain (growth spinning)	
	3				↓			
	2.99		IV Grow and Develop		V Keep up and maintain		VI Harvest and divestment (related area) or sell out vigilance)	
	2	→						
	1.99		VII Keep up and maintain (diversification concentration)		VIII Harvest or divest (diversification conglomeration)		IX Harvest or divest (liquidation)	
	1							

the value of the internal environment and the external environment is in cell V,



the strategy of keep up and maintaining. The strategies that can be applied to cell V are market penetration and product development.

Strategy can be said to still be in the form of general steps that are very floating and the direction is not clear. Therefore, according to the planning hierarchy, the formulation of strategies should be followed by a concrete plan called a program, which later if a budget is available can be realized into an action program or project. Programs that can be formulated from each strategy can be seen in the following table:

**Table 9. SWOT Analysis of Halal Tourism Development**

<p style="text-align: center;"><b>Internal Factor</b></p> <p style="text-align: center;"><b>External Factor</b></p>	<p><i>Strengths</i></p> <ol style="list-style-type: none"> <li>1. Logo/ Halal Certification</li> <li>2. Ramadhan Menu Package</li> <li>3. Bazaar Ramadhan</li> <li>4. Non-alcohol service</li> <li>5. Waiter clothes are appropriate</li> <li>6. Availability of prayer room</li> <li>7. Availability of wudhu / ablution</li> <li>8. Availability of clean toilet</li> <li>9. Availability of separate spa between woman and man</li> <li>10. Availability of Fashionable Moslem stores</li> </ol>	<p><i>Weaknesses</i></p> <ol style="list-style-type: none"> <li>1. Halal Tourism Package</li> </ol>
	<p><i>Opportunities</i></p> <ol style="list-style-type: none"> <li>1. The Role of the Neighborhood</li> </ol>	<p><b>SO Strategy</b></p> <p>Strategies that use strength and take advantage of opportunities</p> <p><b>Product Development Strategy</b></p>
<p><i>Threats</i></p> <ol style="list-style-type: none"> <li>1. The Role of Central and Regional Governments</li> <li>2. The role of LPPOM MUI in supporting halal certification for the culinary industry</li> <li>3. The role of MUI in supporting halal certification in the beauty clinic and sharia salon industry</li> </ol>	<p><b>ST Strategy</b></p> <p>Strategies that use strength and minimize threats</p> <p><b>Strategy for Sustainable Tourism Development</b></p>	<p><b>WT Strategy</b></p> <p>Strategies that minimize weaknesses and threats from outside parties</p> <p><b>Institutional Development Strategy</b></p> <p><b>HR Development Strategy</b></p>

Source : Processed by Researchers, 2019



Based on SWOT analysis above, some strategies that can be propose to make Bangbarung area as Halal tourism area in Bogor are these : Tourism Product Development Strategy are improve Halal tourism facilities in Bangbarung area, add Halal tour packages, make interesting events emphasizing Halal tourism, optimizing the surrounding community to participate in developing Halal and creative tourism. Promotion Development Strategy are collaborate with other stakeholders and improve Tourist Information Center regarding Halal tourism in the Bangbarung area. Institutional and HR Development Strategies are arrange policy of the Regional Government to require the Creative Industries to take care of the Halal Logo or Certification and socialization about the important of Halal certification to business owner.

## **Conclusion**

Based on research conducted about Halal tourism development strategy by optimizing creative industry in Bogorit was found that Bangbarung is ready to become Halal tourism area in Bogor. Bangbarung area supported with some creative industry such as culinary, fashion and spas that already following Halal tourism requirements such as availability of Halal Logo or certification, availability of prayer room, clean toilet, appropriate clothes and others. IFAS score is 2.81 and EFAS is 2.50 values that resulted in a strategy for product development in Bangbarung area went into the awareness of keep up and maintaining. Eventhough Bangbarung area is ready to become Halal tourism destination in Bogor but still need support from the region government for Halal certification because there are still restaurant and eatery in that area that not have Halal or Logo certification and making Halal tour packages to increase the number of Moslem visitor to Bangbarung area. Community roles also important to keep up and maintaining Halal tourism development in Bangbarung area.

## **Acknowledgment**

This research was supported by government fund. The authors are very grateful to Bogor Department of Tourism Culture and Creative Economy, Bogor Department of Public Health, Indonesian Ulema Council (MUI), and people who was willing to be interviewed and filled the questionnaire to help complete this research. Thank you very much to all resources who give thoughts and opinions to complete this research.



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