

CHAPTER I

INTRODUCTION

A. Background of the Study

Tourism development is an effort to develop and utilize tourism objects and tourist attractions that are realized among others in the form of beautiful natural wealth, diversity of flora and fauna, diversity of traditions and arts and culture as well as historical and archaeological heritage. The development of tourist objects and attractions when combined with the development of tourism businesses and facilities, such as travel agencies, convention services, the provision of accommodation and the provision of tourism transportation services will function in addition to increasing the attractiveness for the increasing number of tourists also supporting the development of objects and attractions of a tourist attraction new.

Bantul Regency is one of the regencies in the Special Region of Yogyakarta Province which has a lot of interesting tourism potentials. Bantul Regency has a huge tourism potential, from a variety of natural beauty tours, beach beauty, culinary, art markets, temples, to the relics of historic tombs. The South Coast region, Bantul Regency covers the areas of Srambat Subdistrict, Sanden Subdistrict and Kretek Subdistrict. This area is important and strategic, because it has a variety of potentials, such as resource wealth, Coastal Tourism Destination Locations, South Coast Road Lines, cell phone operator towers, fish auction sites, energy generating windmills, and others. In addition to this potential, the South Coast Region of Bantul Regency has several well-known beaches, including Pandansimo Beach, Kwaru Beach, Samas Beach, Depok Beach, Parang Kusumo Beach to Parangtritis Beach (Setyaningrum, 2017).

Bantul Regency has a variety of interesting tourism objects both natural attractions, artificial tourism objects and historic views. In addition to having a charming natural scenery, many attractions have spiritual and mythical values for the people of Java. South coast nature tourism is still a favorite destination for tourists. The beach attractions in Bantul Regency can be seen in the following table:

Table 1.1 Tourism Objects in Bantul Regency

Year	Tourism Objects	Amount of Visitors
2016	Parangtritis	2.229.125
	Samas Beach	247.293
	Goa Cemara Beach	84.687
	Pandansimo Beach	140.050
	Kwaru Beach	49.307
2017	Parangtritis	2.996.204
	Western Region	668.740
2018	Parangtritis	2.895.187
	Western Region	730.875

Source: Disparda Bantul, 2019.

Based on table 1.1 above, it can be seen that there are at least five beach tourism objects in Bantul Regency. From the five beaches, Parangtritis beach is the most visited by tourists. Therefore in 2017 the Regional Tourism Office (Disparda) of Bantul Regency did a merging of several tourist objects to facilitate government administration matters. The attraction objects are Samas Beach, Cemara Cave, Pandansimo and Kwaru. This is because some of these beaches cannot attract visitors such as Parangtritis Beach. Therefore to facilitate the development of these beaches merged into one tourist attraction in the western region.

Samas Beach is a beach located in the villages of Srigading, Sanden, Bantul or about 24 km south of Yogyakarta. Samas Beach is famous for its large waves, river deltas and freshwater lakes that form lakes. By the DIY Provincial Fisheries Service, these ponds are used for the development of fisheries, turtles and giant prawns and for fishing locations. On

this beach, religious rituals are often held by the people of Yogyakarta such as the Kirab Tumuruning Maheso Suro Ceremony and Labuhan Sedekah Laut. Samas Beach is bordered by Patehan Beach in the west and Parangtritis Beach in the east. In addition to the large waves, Samas beach is famous for its strong sea breezes and steep shoreline and white sandy beaches.

Basically, a tourist attraction must be able to display something interesting in order to attract tourists to visit by offering something different from other attractions that are characteristic of an area or tourism object so that it becomes a separate consideration for tourists to prefer visiting the tourist attraction rather than another. Therefore, tourism itself must be developed in accordance with the demands of both local and foreign tourists. The development of tourism itself must be carried out or managed as much as possible, the utilization of resources and the involvement of local communities will help improve the welfare of the community and will help improve the economy of the local community.

However, for the time being the big challenge related to tourism development basically lies in the concern about the noble values of customs which should be maintained and preserved through tourism activities. Given the recent development of tourism is only focused on efforts to attract tourists to visit without regard to the moral and moral quality of the actors of tourism, because the declining morality in managing and enjoying tourist attractions is feared to reduce the quality of Indonesian participants.

As happened in Samas Beach, which is currently often used as a den of prostitution. As stated by the Head of the Bantul Tourism Office, Kwintarto Heru Prabowo, the effort to revitalize the Samas beach area was carried out because it was recognized that had been known for years as a negative beach due to the practice of prostitution and so on. Therefore, it is time for the commitment of the community and the village government who want to eliminate

prostitution in Samas and the Department of Tourism as the government provides support so that the Samas area becomes more organized. Samas Beach Tourism was originally built by the government which was then handed over to the community to be managed by fishing groups and communities around the coast. the decline in Samas Beach tourism is also caused by social degradation that occurs because many migrants in Samas Beach are carrying social diseases such as the growth of night tourism and the proliferation of commercial sex workers. (Nurkholis et al, 2016).

On the other hand, historically Yogyakarta is one of the Special Regions in Indonesia which has an Islamic culture. Since its establishment, the Kingdom of Ngayogyakarta Hadiningrat was the Islamic Kingdom. This is clearly stated in the title carried by the King, also from the symbols that are included in the physical building and literary works, as well as cultural ceremonies that have Islamic nuances such as sekaten and grebek mulud. The culture of the people who nuanced Islam in Yogyakarta is related to the history of the Yogyakarta palace which can be traced from the Giyanti agreement, February 13, 1755, which gave rise to the Ngayogyakarta Kingdom as the heir to the Islamic Mataram Kingdom.

The kingdom of Mataram was founded in 1582. The center of this kingdom was located in the southeast of the city of Yogyakarta, namely in Kotagede. The kings who had ruled in the kingdom of Mataram were Senopati (1584-1601), Seda Krapyak (1601-1677). The Sultanate of Mataram had an important role in the journey of Islamic kingdoms in the archipelago. This can be seen from the spirit of the kings to expand the area of power and Islamize the inhabitants of his territory, the involvement of religious leaders, to the development of Islamic nuanced culture in Java.

Looking at the historical background of the city of Yogyakarta, which is one of the oldest Islamic empires in Indonesia, this can be used as an opportunity for the city of Yogyakarta to develop Islamic-based regional tourism potential or halal tourism in the city of Yogyakarta. Especially the Samas beach. This certainly can be an attraction for Samas Beach considering the southern part of the city of Yogyakarta which is located in the coastline region has a variety of beaches that in management have no difference between beach 1 and the other. So that the management of Halal-based Samas beach can have its own attraction to attract tourists to visit the area.

According to Yogyakarta City Regulation Number 2 of 2010 concerning Spatial Planning for Yogyakarta City Region in 2010-2029 Article 70 Determination of Strategic Areas is directed to establish areas in which City Images are formed as supporting elements of activities which have a major influence on the surrounding spatial planning and welfare improvement community and is intended to accommodate history and the future. According to Article 72 of the Criteria for determining the physical component of City Images as the core of preservation is based on:

- a. Has a philosophical and religious cultural value
- b. Has a historical value of the nation's struggle
- c. Has the value of national spirit and insight

From the explanation above, it is interesting to investigate the development of tourism in the Samas Beach area which has the potential to become an halal tourism destination. This is seen from the commitment and desire of the community, regional and provincial governments who want to improve the negative image of Samas Beach tourism. This is reinforced by the translation related to the definition of halal Tourism. The definition of halal tourism is an

activity that is supported by various facilities and services provided by the community, business people, government, and regional governments that meet Islamic law (Kemenpar, 2015)

There are several previous studies relating to the development of potential tourist destinations in Indonesia. Research conducted by Rif'an (2018) with the research title *Wediombo Beach Tourism Attraction as an Alternative Marine Tourism in the Special Region of Yogyakarta*. This study tries to explain how the tourist attraction of Wediombo Beach in attracting tourist visits. Subsequent research was conducted by Awalia (2017) *NTB Halal Tourism Commodification in the promotion of Islamic tourist destinations in Indonesia*. Awalia explained that "Halal tourism" became a breath of fresh air for the people of NTB. The NTB government is very aggressively promoting NTB tourism in the eyes of the world. However, the discourse can also be in the form of political interests for the government to control capital in the regions. This is a form of domination of the ruler over the people, who is able to carry out the commodification of the discourse, then he will get full control of the object of his power. In addition, the plurality of religions and tribes in NTB cannot be ignored. Political interests and alignments to certain communities will cause jealousy and social conflict that will threaten the integrity and integrity of the region.

In an effort to develop halal tourism in the Samas Coast region, Bantul needs cooperation between the local government, local society, and related institutions. Because it has continuity with the majors the researchers are currently undertaking, the researchers intend to raise the title of a study namely "**Strategic Development of Halal Tourism Area in Samas Beach – Srigading Village – Sanden - Bantul**".

B. Formulation of the Problems

Based on the background description described above, then some of the problem formulations that can be raised in this study are:

1. What are the the internal factors (strengths and weaknesses) on Halal Tourism in the Samas Coast Area?
2. What are the external factors (opportunities and threats) on Halal Tourism in the Samas Coast Area?
3. How are the Islamic Tourism Development Strategies in the Halal Coast Area?

C. Purpose of the Study

The objectives to be achieved are as follows:

1. To identify internal factors (strengths and weaknesses) in the development of Halal Tourism in the Samas Coast Area
2. To identify external factors (opportunities and threats) in the development of Halal Tourism in the Samas Coast Region
3. To propose the development strategy of Halal Tourism that is appropriate to be carried out in the development of Islamic Tourism in the Samas Coast Area using the IPA method

D. Benefits of the Study

1. Theoretical benefit

- a. For Writer

This research is to add insight and knowledge for the author, especially on the development of Halal Tourism which is now a program of the Ministry of Tourism

- b. For Further Research

This research can be used as a reference for other similar researchers or related to the contents of the research

2. Practical benefit

- a. This research is a recommendation or input for the government in developing Halal Tourism, especially in the Samas Coast Region of Yogyakarta
- b. As one of the recommendations of the strategy of the Samas Coastal District of Bantul Regency to implement and develop Halal Tourism through research conducted by the author.

