THE ROLE OF THE GOVERNMENT OF WEST NUSA TENGGARA IN INTERNATIONALIZING HALAL TOURISM IN 2018-2021

UNDERGRADUATE THESIS



By:

Baiq Siti Mariam Namira

20180510161

INTERNATIONAL PROGRAM OF INTERNATIONAL RELATIONS FACULTY OF SOCIAL AND POLITICAL SCIENCE UNIVERSITAS MUHAMMADIYAH YOGYAKARTA 2022

TITLE PAGE

THE ROLE OF THE GOVERNMENT OF WEST NUSA TENGGARA IN INTERNATIONALIZING HALAL TOURISM IN 2018-2021

UNDERGRADUATE THESIS



Arrange by:

Baiq Siti Mariam Namira 20180510161

Undergraduate Thesis Supervisor: Dr. Surwandono, S.Sos., MSi.

INTERNATIONAL PROGRAM OF INTERNATIONAL RELATIONS FACULTY OF SOCIAL AND POLITICAL SCIENCE UNIVERSITAS MUHAMMADIYAH YOGYAKARTA 2022

STATEMENT OF AUTHENTICITY

STATEMENT OF AUTHENTICITY

I hereby certify that my undergraduate thesis is original and has not been asked to get a bachelor's degree at University of Muhammadiyah Yogyakarta or in other colleges. In my undergraduate thesis, there is no work or opinions that have been written or published by other except in writing clearly listed as a reference in the script with the name mentioned and listed in the reference. I wrote this statement in real and if in future there is a mistake in this statement, then I am willing to accept academic sanction in accordance with the applicable rules at University of Muhammadiyah Yogyakarta.

Yogyakarta, July 19, 2022



Baig Siti Mariam Namira

EPIGRAPH

"Life can be heavy. Especially, if you try to carry it all at once. Part of growing up and moving into new chapter of your life is about catch and release. Knowing what things to keep and what things to release. You cannot carry all things. Decide what is yours to hold and let the rest go"

- Taylor Swift

"Continue to be grateful no matter what, and work until the end of everything you have started"

- Baiq Siti Mariam Namira

ACKNOWLEDGMENTS

In this page, the writer expresses her praise and thank to Allah S.W.T, the lord of the world the greatest and the almighty, for His blessings in the process of composing this undergraduate thesis. May the peace and blessings be upon to Prophet Muhammad S.A.W, the Messenger of Allah, A Merci for all Creation, his Family, and his Companions. The writer would also send her gratefulness and appreciation to the research advisor, Dr. Surwandono, S.Sos., M.Si for his guidance and especially his critical thoughts in assisting the writer throughout the whole process of the research period. Equally thanks to the board of examiners: Dr. Sidik Jatmika, M.Si and Bambang Wahyu Nugroho, S.IP., M.A for the inputs and substantial feedback during and after the series of thesis examinations.

This undergraduate thesis entitled **The Role of The Government of West Nusa Tenggara in Internationalizing Halal Tourism in 2018-2021** is beneficially for the International Program of International Relations, Faculty of Social and Political Science, Universitas Muhammadiyah Yogyakarta as the result of the writer learning process throughout the whole academic years in university.

Yogyakarta, July 18, 2022

Baiq Siti Mariam Namira

EXTENDED GRATITUDE

Assalamu'alaikum Wr. Wb.

Read in the Name of Allah, who has created human from a clot and read, and Allah is most precious. The elapsed time I lead with the way of life that has become my fate, sad, happy, and meet the people who gave me a million experiences for me, which have given me a colorful and wonderful life. I bow down of Allah, who has given me a chance to get to the end of the beginning of my struggle. Praise for Allah. I give thanks unto Allah, The Highest, and the most just and Merciful, on fate had You make me always thinking, knowledge, faith, and patience in living this life. Hopefully, this success will be the first step for me to reach my wonderful dreams.

This undergraduate thesis was only possible with the incredible both spiritual and moral support from those who are meaningful for me since the start, the process, and the completion of pursuing my bachelor's degree. I know that words are never enough to express how lucky and thankful I am for having them by my side. Hereby I dedicated this page to extend my deepest gratitude and personally thank:

- 1. To my beloved Family, My Father Lalu Srigede, My Mother Siti Zaetun, and My Little Brother Lalu Muhammad Risgan Nazwa for the unconditional love and never-ending support both tangible and intangible to me. They are the greatest power supply of mine in every obstacle I face in life. Thank you for becoming everything I need and showing how supportive they are for every decision I took during my educational process. I can't describe how much love I have for them, and it'll never end.
- 2. Wholeheartedly thank to Atiya Nahda Fadilla and Fauzar Rahma who always being patient and listening to me even in my lowest part of life. We decided for having different major concentrations, but we keep

sharing what we have been done during our collage life. I am so grateful for having friend like them, keep chasing your ambitions guys, see you on the top. For Atiya, thank u so much for her laptop, without her lapotop this my undergraduate thesis would not be finished in the right time.

- 3. I thank to my beloved Friends St. Atiya Suci Adinda Milenia Putri and Aisyah Dinia Kencana who always support and companied me since the first day of college. The only partner who always taking care of me sharing love, laugh, and Sad. All the best for you.
- 4. I Would like to say thanks to Aby Rafdi Haekal Nasution who has given "beautiful" words that finally became one of my passions to continue writing this thesis. Elpina Rainanda Damanik my beloved friend who always give a smile and cheer up and laugh for my rendom act.
- 5. Lastly, the most beautiful gratitude to me, Baiq Siti Mariam Namira, who always give a love, hug, tears, and always face everything in positive ways. Very Good Job Mira! You are doing a Good Job.

TABLE OF CONTENTS

TITLE PAGEi
ENDORSEMENT PAGEii
STATEMENT OF AUTHENTICITYiii
EPIGRAPHiv
ACKNOWLEDGMENTSv
EXTENDED GRATITUDEvi
ABSTRACT viii
CHAPTER I1
INTRODUCTION1
1.1 Background1
1.2 Research Question
1.3 Theoretical Framework6
1.4 Hypothesis10
1.5 Research Purpose10
1.6 Research Methods10
1.7 Scope of Research11
1.8 Writing Systematics11
CHAPTER II13
DYNAMICS OF HALAL POLICY IN WEST NUSA TENGGARA (HALAL TOURISM DEVELOPMENT IN WEST NUSA TENGGARA)
2.1 Potential for Halal Tourism in NTB
2.2 Dynamics of Halal and Non-Halal Tourist Visits
2.3 National and International Halal Tourism Competence 21
CHAPTER III

HOW TO INCREASE THE INDEXITATION OF FOREIGN AND LOCAL TOURIST VISITORS
3.1 Digital Diplomacy in West Nusa Tenggara Halal Tourism
3.2 Halal Tourism Policy of West Nusa Tenggara Province. 39
CHAPTER IV
DISCUSION
4.1 ACHIVEMENT PROGRESS OF HALAL TOURISM IN WEST NUSA TENGGARA42
4.2 THE CHALLENGES DEVELOPING HALAL TOURISM IN WEST NUSA TENGGARA
CHAPTER V
CONCLUSION
REFERENCES