

**THE STRATEGY OF TAIWAN GOVERNMENT  
TO BUILD MUSLIM FRIENDLY  
ENVIRONMENT**

**Undergraduate Thesis**



**UMY**

**UNIVERSITAS  
MUHAMMADIYAH  
YOGYAKARTA**

**Unggul & Islami**

**Arranged by:  
Zulfan Fakhri Mahendra  
20170510090**

**International Program of International Relation  
Faculty of Social and Political Science  
University of Muhammadiyah Yogyakarta  
2021**

**THE STRATEGY OF TAIWAN GOVERNMENT  
TO BUILD MUSLIM FRIENDLY  
ENVIRONMENT**

**Undergraduate Thesis**



**UMY**

**UNIVERSITAS  
MUHAMMADIYAH  
YOGYAKARTA**

**Unggul & Islami**

**Arranged by:  
Zulfan Fakhri Mahendra  
20170510090**

**Supervisor: Dr. Surwandono, S.Sos, M.Si**

**International Program of International Relation  
Faculty of Social and Political Science  
University of Muhammadiyah Yogyakarta  
2021**

**TITLE PAGE**

**THE STRATEGY OF TAIWAN GOVERNMENT  
TO BUILD MUSLIM FRIENDLY ENVIRONMENT  
UNDERGRADUATE THESIS**

Submitted to fulfil the requirement of bachelor degree of  
International Program of International Relations (IPIREL)  
Faculty of Social and Political Science Universitas  
Muhammadiyah Yogyakarta

**Arranged by:  
Zulfan Fakhri Mahendra  
20170510090**

**Supervisor:  
Dr. Surwandono, S.Sos, M.Si**

**International Program of International Relation  
Faculty of Social and Political Science  
University of Muhammadiyah Yogyakarta  
2021**

## STATEMENT OF ORIGINALITY

I, the undersigned, hereby declare that this undergraduate thesis entitled “THE STRATEGY OF TAIWAN GOVERNMENT TO BUILD MUSLIM FRIENDLY ENVIRONMENT” has not been submitted for any degree or other purposes.

I certify that the intellectual content of this thesis is the product of my own work and that all the assistance received in preparing this thesis and sources have been acknowledged.

I made this statement truthfully and in case of any discrepancy found in this statement in the future, I am willing to accept academic sanction and be processed in accordance with the applicable provisions at University of Muhammadiyah Yogyakarta.

Yogyakarta, April 05, 2021



Zulfan Fakhri Mahendra  
20170510090

## **MOTTO**

*“Doa Mempermudah Arah  
Keyakinan Melahirkan Tujuan  
dan Usaha Menghasilkan Keniscayaan”*

## TRIBUTE PAGE

Assalamualaikum wr. wb.

Praise for Allah. Read in the Name of Allah, who has created a 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, the which have given a colourful life. I give thanks upon Allah, the highest, and the justice and merciful, who has given me a chance to get to the end of the beginning of my struggle and Also on fate had you make me the man who is always thinking, knowledge, faith, and patience in living this life. Hopefully, this success will be the first step for me to reach my big dreams.

For my parents Ade Darmawan and Tina Hustia who always taught me what moral and material support and endless prayers for my success, because there is no word as beautiful as prayer and the most solemn prayer is none other than the prayer that comes. from parents. Thanks, will never be enough to repay what they have done to me. Therefore, here I dedicate devotion and love to them, the thesis I completed on time according to what they wanted.

For all brothers Tito, Galih, Dhimas who always supported me while working on my thesis. Then, to my extended family, my uncles and aunts and others who always send me endless prayers. Allah bless you all. To all my friends who never tire of giving me support and lots of laughter. Big Thanks from Me.

Thank you for everything, may Allah bless you. Hopefully this thesis is useful for all readers. Aamiin.  
Wassalamualaikum wr. wb.

Yogyakarta, April 05, 2021



Zulfan Fakhri Mahendra

## PREFACE

Assalamualaikum wr. wb.

All praise and gratitude the writer wishes to the presence of Allah SWT because of His Grace and Hidayah so that the writer is being able to complete this undergraduate thesis with the title: **“THE STRATEGY OF TAIWAN GOVERNMENT TO BUILD MUSLIM FRIENDLY ENVIRONMENT”**. Salutation and greetings are always poured to the Prophet Muhammad SAW who brought the people from the realm of darkness to the bright world.

This thesis was compiled to fulfill one of the requirements to completing the study and in order to obtain a Bachelor’s degree in International Program of International Relations, Faculty of Social and Political Sciences, Universitas Muhammadiyah Yogyakarta.

The author realizes that the preparation of this thesis still has many shortcomings and still far from the perfection, this is due to the limited ability that the author has. However, the author hopes that this thesis can provide many benefits to the readers.

The completion of this thesis cannot be separated from the guidance and support of many parties, therefore on this occasion, the author would like to thank as much as possible to:

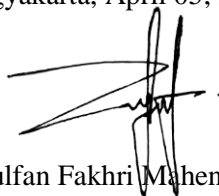
1. Thanks to Allah SWT because of His grace and gift that give strength to the researchers in completing this thesis.
2. My beloved parents, Mr. Ade Darmawan and Mrs. Tina Hustina who always give love, prayer, and infinite moral and material encouragement.
3. My beloved brothers, Tito, Galih and Dhimas who always give support to me during the thesis process.
4. Dr. Ir. Gunawan Budiyanto, M.P as Rector of Universitas Muhammadiyah Yogyakarta.
5. Dr. Titin Purwaningsih, S.IP., M.Si as Dean of Faculty of Social and Political Sciences.
6. Dr. Nur Azizah as Head of International Relations Department.

7. Dr Sugeng Riyanto, S.IP., M.A. as Director of International Program for International Relations (IPIREL).
8. Dr. Surwandono, S.Sos., M.Si. as my supervisor, thank you for all of the patience and the willingness to take the time to guide me during this process of the thesis.
9. Arie Kusuma Paksi, S.IP., M.A., Ph.D as Editor in Chief of Jurnal Hubungan Internasional, JHI Millenials. a place where I seek experiences and share knowledge.
10. All lectures and staffs of the International Relations Department of Universitas Muhammadiyah Yogyakarta.
11. My best friend which are, Badboi House, Doa Ibu, Kontrakan Gamping, Collorado, Biru. A place for share laugh, sad, happiness, and other support system.
12. To all interviewees of Halal in Taiwan, A Iman, Mas Ari, The Fatya. Pimpinan Cabang Istimewa Muhammadiyah Taiwan. And All UMY Family in Asia University Taiwan. Bang Ilyas, Pakde Asik.
13. All my IPIREL classmates batch 2017 for joy and memories as well as become part of my study journey.
14. Everyone conduct during the writing of this undergraduate thesis that I cannot mention one by one.

In the end, for all the shortcomings and imperfections of this thesis, the author expects input, criticism and constructive suggestions towards the improvement and refinement of this thesis. Finally, hopefully, this thesis will give benefit to the development of science.

Wassalamualaikum wr. wb.

Yogyakarta, April 05, 2021



Zulfan Fakhri Mahendra



## ABTRACT

Taiwan as a country which is nicknamed the country of Formosa or beauty has the potential to increase its capacity in tourism. Seeing the projection of the number of Muslims that has continued to increase. Taiwan developed its new south bound policy to attract Muslim people to travel and apply in Taiwan. Muslim Friendly Environment is a new breakthrough from Halal Tourism that many Muslim minority countries have conveyed. Through the Global Muslim Travel Index, Taiwan is in position 3 in the world as a Muslim Friendly region. Taiwanese strategies in their public diplomacy efforts in coordination with non-government actors such as the Muslim community. starting to continue to develop development to manage halal information that is able to bind more and more Muslims.

**Keyword:** *Taiwan, Halal Tourism, Muslim Friendly Environment, Muslim Community, Government*

## TABLE OF CONTENTS

<b>TITLE PAGE .....</b>	<b>i</b>
<b>ENDORSEMENT PAGE.....</b>	<b>ii</b>
<b>STATEMENT OF ORIGINALITY .....</b>	<b>iii</b>
<b>MOTTO .....</b>	<b>iv</b>
<b>TRIBUTE PAGE.....</b>	<b>v</b>
<b>PREFACE.....</b>	<b>vi</b>
<b>ABSTRACT .....</b>	<b>viii</b>
<b>TABLE OF CONTENTS.....</b>	<b>ix</b>
<b>DAFTAR GAMBAR.....</b>	<b>x</b>
<b>Chapter 1 INTRODUCTION.....</b>	<b>1</b>
A. Background.....	1
B. Research Question .....	4
C. Theoretical Framework .....	5
D. Hypothesis .....	9
E. Purpose of Research.....	9
F. Research Methods.....	9
G. Scope of Research.....	10
<b>Chapter 2 HALAL AND NEW BRAND ON TOURISM.....</b>	<b>11</b>
A. The Muslim Population.....	11
B. New Market on Tourism Industry .....	12
C. Halal Tourism Industry Development and Strategy in Asia.....	14
D. Taiwan Halal Certification.....	16
<b>Chapter 3 TAIWAN PROBLEM ON BUILDING HALAL TOURISM.....</b>	<b>26</b>
A. Halal Food .....	26
B. Prayer Room and Muslim Friendly Toilet.....	32
<b>Chapter 4 TAIWAN STRATEGY TO BUILD MUSLIM FRIENDLY ENVIRONMENT.....</b>	<b>36</b>
A. The Existence of Muslim Community in Taiwan.....	37
B. Taiwan Government Improvement on Halal Tourism.....	39
<b>Chapter 5 Conclusion.....</b>	<b>55</b>
<b>References .....</b>	<b>58</b>

## DAFTAR GAMBAR

Figure 2.1	Global Muslim Population.....	12
Figure 3.1	Halal Restaurant Map .....	27
Figure 3.2	Toko Dapur Indo 88 .....	29
Figure 3.3	Food Panda Apps.....	30
Figure 3.4	Mosque Maps in Taiwan.....	33
Figure 3.5	INDEX Store .....	34
Figure 4.1	Muslim Community or Organization in Taiwan.....	38
Figure 4.2	Mayor Ko Wen-je at Eid al-Fitr Eid Prayer in Taipei Main Station .....	41
Figure 4.3	Tsai Ing-Wen, President of Taiwan attend on Muslim Hajj Return to Taiwan .....	42
Figure 4.4	Muslim Halal Restaurant in Taiwan .....	43
Figure 4.5	Dali Halal Beef Dumpling House .....	44
Figure 4.6	Halal Taiwan Food Manufacture .....	45
Figure 4.7	Taiwan Mosque Maps.....	45
Figure 4.8	Asia University Prayer Room .....	46
Figure 4.9	Chaoyang University Prayer Room .....	46
Figure 4.10	The Inaguration of Musholla in Cheng Chi University Attend by The Imam of TGM and The Dean of Faculty Social .....	47
Figure 4.11	Chiang Kai Sek Memorial Hall Prayer Room .....	48
Figure 4.12	Sun Yat Sen Muslim Prayer Room.....	48
Figure 4.13	Muslim Friendly Toilet in Aisa University .....	49
Figure 4.14	Muslim Friendly Toilet in Immigration Taichung Office.....	50
Figure 4.15	Taiwan Halal Tour Packages .....	50
Figure 4.16	Caesar Park Hotel .....	51
Figure 4.17	Caesar Park Hotel .....	51
Figure 4.18	Taiwan Adventist Hospital .....	52
Figure 4.19	Taiwan Expo Halal Product Launch .....	53