

# CHAPTER I

## INTRODUCTION

### A. Background

In the current era of globalization, tourism is an activity that has a very strategic role in supporting national economic development. Aside from being a reliable source of foreign exchange, this sector is also a sector capable of absorbing labor and encouraging investment development. To develop this sector, the government is trying hard to make plans and various policies that support the progress of this sector. One of these policies is to explore, inventory, and develop existing tourism as a tourist attraction.<sup>1</sup>

Tourism is one of the potential sectors in contributing to increasing state revenues. According to tourism law number 10 of 2009 concerning Tourism, tourism is all activities related to tourism and are multidimensional and multidisciplinary in nature that arise as a manifestation of the needs of each person and country as well as interactions between tourists and the local community, fellow tourists, government, local government, and businessmen.<sup>2</sup>

Now tourism has also become one of the important needs for people in a country where tourism is considered capable of meeting the entertainment needs of the community when work activities are tiring. The

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<sup>1</sup> Diantasari, Ni Luh Putu Mita Dewi and Suryawan, Ida Bagus, 2018, “Strategi Pengelolaan Air Terjun Peng Empu sebagai Daya Tarik Wisata Alam di Desa Cau Belayu, Kecamatan Marga, Kabupaten Tabanan”, *Jurnal Destinasi Pariwisata*, Vol. 5, No. 2, p. 288.

<sup>2</sup> Marlina, Nina, Heru Nurasa, and Ramadhan Pancasilawan, 2017, “Efektivitas Program Pengembangan Destinasi Pariwisata di Kabupaten Ciamis (Studi Pada Objek Wisata Situ Lengkong)”, *Jurnal Administrasi Negara*, Vol. 2, No. 1, p. 38.

development of tourism in Indonesia is inseparable from its natural wealth, where Indonesia has a land area of 1,890,739 km<sup>2</sup> and an ocean area of 3,273,810 km<sup>2</sup>. The breadth of Indonesia's territory makes the country of Indonesia have different cultures, languages, natural resources, history, arts, ethnic groups, and tourism that are different in each region. According to the Ministry of Education and Culture, Indonesia has 1,340 ethnic groups spread across 38 provinces and has 718 identified languages.<sup>3</sup>

At present the development of tourism in Indonesia consists of various types and one type of tourism that is developing in Indonesia is sharia tourism (Islamic tourism/halal tourism). According to the Ministry of Tourism, halal tourism is an activity carried out by a person or group that is supported by various facilities and services provided by the community, entrepreneurs, government, or local government that comply with sharia provisions.

The human tendency to travel arises from human curiosity. In addition, recommendations in the Qur'an related to tourism are the basis for the emergence of the concept of halal tourism in the world. The concept of halal tourism not only provides benefits for Muslims but also non-Muslims, because the concept of halal tourism will help direct human desires towards positive entertainment, both in terms of health, pleasure, and worship.

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<sup>3</sup> Sarnita Sadya, Peta Bahasa Daerah di Indonesia, Provinsi Mana Paling Banyak?, <https://dataindonesia.id/varia/detail/peta-bahasa-daerah-di-indonesia-provinsi-mana-paling-banyak>, accessed on 15 November 2022, at 2:01 WIB.

Gunungkidul is one of the regencies in the Special Region of Yogyakarta which is very famous for its beautiful beaches. Gunungkidul has a superior tourist attraction in the form of 46 beach areas stretching from East to West along 70 kilometers. Every beach tourism object in Gunungkidul has its characteristics and uniqueness. Beach tourism objects in Gunungkidul such as Baron Beach, Kukup Beach, Krakal Beach, Drini Beach, Sepanjang Beach, Sundak Beach, Indrayanti Beach, Pok Tunggal Beach, Ngetun Beach, Siung Beach, Wediombo Beach, Timang Beach, Jogan Beach, Ngrenahan Beach, Gesing Beach, Ngunyahan Beach and so on. The beach tourism object in Gunungkidul is a tourist attraction that is a mainstay in Gunungkidul Regency, Special Region of Yogyakarta. The beaches in Gunungkidul have characteristics that other beaches outside the Gunungkidul area do not have, such as a beautiful coral reef ecosystem, which is supported by the existence of beaches in the karst area which have beautiful caves, karst hills, and rivers. amazing underground. Gunungkidul Regency has potential in the field of tourism which is quite large to be developed, there are various tourist objects both natural tourism and artificial tourism. Given the existing tourism objects and their potential which is quite rapid in the future, to build a better future for Gunungkidul, efforts to revitalize Sharia-based tourism are very urgent and urgent to do.<sup>4</sup>

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<sup>4</sup> Sidiq, Ade Jafar and Resnawaty, Risna, 2017, "Pengembangan Desa Wisata Berbasis Partisipasi Masyarakat Lokal di Desa Wisata Linggarjati Kuningan, Jawa Barat", *Jurnal Penelitian dan Pengabdian Kepada Masyarakat*, Vol. 4, No. 1, p. 40.

Gunungkidul Regency in recent years has become the most enthusiastic district in encouraging the tourism sector in its region. In Gunungkidul, many new tourist attractions have emerged which are promoted through many media, especially social media. There are many new tourist attractions (especially beaches) in Gunungkidul, the name Torohudan Beach, which is located in Kanigoro Village, Saptosari District, is now being widely discussed as a halal tourist destination in Gunungkidul.

Gunungkidul provides a beautiful panorama charm, namely various tours, namely beaches, mountains, caves, and culinary delights. To attract Muslim tourists, tourism in Gunungkidul provides the provision of halal food, supporting facilities for worship: prayer rooms and ablution places, to other Muslim-friendly services. But on the other hand tourism in Gunungkidul must also be able to develop tourism so that it can increase and provide enjoyment for tourists.

Islam is the main religion adhered to by the people of Gunungkidul Regency where the total population in Gunungkidul Regency who are Muslims is 747.14 thousand people (96.47%). (BPS, 2022). Gunungkidul Regency has several potentials and opportunities, but these potentials and opportunities have not been fully identified and have not been balanced with the optimal development of halal tourism. Until now the development of halal tourism in Gunungkidul Regency has not been seen and has not been fully campaigned for the community. Therefore researchers are interested

in studying **GUNUNGKIDUL REGIONAL GOVERNMENT POLICIES IN DEVELOPING HALAL TOURISM.**

Based on previous research, the authors found several different issues regarding local government strategies in tourism development, including:

1. Research conducted by Iskandar Budiman, Safwan Kamal, and Andi Tarlis on the Strategy of the Local Government of Langsa City in producing Halal Tourism Objects which aims to determine the strategy of the Government of Langsa City of Aceh Province in developing Halal tourism objects in Langsa City. This phenomenological study involved three key informants using interview, observation, and documentation data collection techniques. This study identified several strategies carried out by the Langsa city government to develop halal tourism. First, realizing the idea of the regional head by considering the potential of the region and the local community. Second, realizing ideas with sustainable and sustainable development methods. Third, developing mangrove forests and urban forests is the main goal at this time, and will build multi-purpose forests in the future. Fourth, creating benefits for the community with the existence of halal tourist destinations. Fifth, guarantee that all tourism is Sharia-based and avoids things that violate the norms, ethics, and customs of the community. Sixth, carry out promotions with various social and print media and participate in the Pesona Indonesia event as well as other activities at the national and

international levels to market halal tourist destinations. Seventh, build public awareness to glorify tourists. The difference between the previous research and mine is the different research locations and the previous research was more focused on the strategy of the Langsa City Government in producing Halal Tourism Objects. While my research is more focused on the Gunungkidul Regional Government Policy in Developing Halal Tourism and the objectives of this research are:

- a. To analyze policies in the development of halal tourism in Gunungkidul Regency.
  - b. To identify supporting and inhibiting factors for the development of halal tourism in Gunungkidul Regency
2. Research conducted by Aditya Pramonodan and Ida Hayu Dwimawanti aims to explain the Strategy for the Development of Beach Tourism Objects in Gunungkidul Regency as a source of local revenue. The research method used is qualitative. This study uses strategic management to reveal emerging issues intensively and comprehensively. This study aims to find out what efforts have been made to increase and maximize existing resources to be used in developing beach tourism and what obstacles arise in beach tourism objects in Gunungkidul Regency. The focus of this research is the strategy for improving the tourism sector, especially coastal tourism so it uses SWOT analysis as the main instrument for measuring the environment and obtaining strategies for the strengths, weaknesses,

opportunities, and threats needed in the development planning process and developing coastal tourism. The conclusion of this research is based on the beach tourism development strategy in Gunungkidul Regency carried out by the Gunungkidul Regency Tourism Office, some indicators have not been successful, as seen in the uneven development of several leading destinations and the absence of foreign leading destinations. The difference between my research with Aditya Pramodan and Ida Hayu Dwimawanti's research lies in tourism objects, previous research focuses on strategies for improving the tourism sector, especially beach tourism, so using SWOT analysis as the main instrument for measuring the environment and obtaining strategies for strengths, weaknesses, opportunities, and threats needed in the planning process of development and development of coastal tourism. Meanwhile, the current research focuses on the Policies of the Gunungkidul Regional Government in the Development of Halal Tourism and the Supporting and Inhibiting Factors for the Development of Halal Tourism in Gunungkidul Regency.

## **B. Problem Formulation**

1. What is the policy of the Gunungkidul regional government in developing halal tourism?
2. What are the supporting and inhibiting factors for the development of halal tourism in Gunungkidul Regency?

## **C. Research Objectives**

The research objectives as stated above are to:

1. To analyze policies in the development of halal tourism in Gunungkidul Regency.
2. To identify the supporting and inhibiting factors for the development of halal tourism in Gunungkidul Regency.

**D. Research Benefits**

1. Benefits of Theory This research is expected to provide benefits for developments in the field of Law, especially State Administrative Law, and knowledge related to the Halal Tourism Development Policy in Gunungkidul Regency.
2. Practical Benefits This research is expected to be useful as information material to the local government and the people of Gunungkidul regarding the issue of "Gunungkidul Regional Government Policies in the Development of Halal Tourism" along with its opportunities and obstacles. This research is also expected to be a reference for other parties to conduct further research related to this issue, especially those that intersect with the issue of "Gunungkidul Regional Government Policy in Halal Tourism Development".