

Halal Tourism Branding By Departement of West Nusa Tenggara Island

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Abstract

Lombok is an island in Indonesia known as the island of a thousand mosques which won international awards, the World's Best Halal Tourism Destination and the World's Best Halal Honeymoon Destination in 2015. By these awards, the government has branded Lombok as a Halal tourism destination. Lombok Island is not inhabited by Muslim residents only and market target is not only for Muslim tourists. The many differences in beliefs and target markets pose a challenge to the government to make halal tourism still applicable. From the challenges faced, it is necessary to know how West Nusa Tenggara province tourism office carries out Halal tourism branding on the island of Lombok.

Furthermore, data collection techniques were accomplished by means of interviews, observations, and literature studies. The technique of determining the informants used purposive sampling technique where the resource people were the tourism office in province of West Nusa Tenggara (attractions, destinations and marketing) as the authorities in Lombok tourism.

Based on the results of the study, it was found that the application of the concept of tourism in Lombok West Nusa Tenggara Provincial Tourism Office using the type of hilal 1. Then, there were natural, cultural and also tourism products in Lombok making places of worship as one of the tourism destinations. Lombok has tourism events that can be followed by all groups and events also include elements from various religions.

Keywords: *halal tourism, Lombok, branding*

1. Introduction

The increasing number of tourist trips around the world to reached a growth rate of 4% in 2019 can show that the tourism sector transformed into one of the sectors needed by the world community. UNWTO (United Nation World Tourism Organization) even predicted the rate of world tourist travel will grow by 3.3% in 2030 (www.unwto.org). This is of course a fairly large number and is promising for the sustainability of the world's tourism sector. In Indonesia, tourism has become one of the focuses of the government to earn state revenue. As evidenced by several policies that have been set since the election of President Joko Widodo in 2014 with his policy of building ten leading tourist destinations. Tourism has become a necessity for people to fill their days after being tired of doing their daily work. Tourism can be done by anyone, young to old, male or female, and from any ethnicity, race, religion.

Islam is the religion with the second largest number of adherents in the world after Christianity. In Indonesia, the population of Muslims or Islam adherents is 229 million people or a total of 12 percent of the total number of Muslims worldwide. Therefore, Indonesia is called the country with the largest Muslim population in the world (gomuslim.co.id). For Muslim people, every activity must be based on Islamic law, including tourism activities. So that religion does not become an obstacle in doing tourism, but on the contrary, religion can be used as a bulwark in developing tourism (Narottama, et al 2018) such as how to behave when visiting a place, adding religious elements and much more. With many people practicing Islam around the world and the majority of Indonesians converting to Islam, the government is implementing the concept of tourism where Muslim people can still do tourism activities in accordance with the religious law. The concept meant is *halal tourism*. By implementing halal tourism, the opportunity to guide tourists, especially Muslim tourists to come to Indonesia is getting bigger. The concept of halal tourism has been implemented in 2015 in Indonesia where one of the places that applies this concept is the island of Lombok.

Fortunately, Lombok has won several international awards, one of which is in the world competition The World Halal Travel Summit/Exhibition 2015 in Abu Dhabi, United Arab Emirates in October 2015 as the World's Best Halal Tourism Destination and the World's Best Halal Honeymoon Destination. With the majority of the population being Muslim and receiving international awards, the island of Lombok is made by the government as the leading halal tourism in Indonesia. Lombok has the potential to develop the concept of Halal tourism because there are many tourism supports related to Islam where there are relics of the Islamic kingdom such as mosques and tombs. The number of relics related to Islam can attract tourists, especially Muslims to visit Lombok if managed properly (Nashuddin, 2016). With the appointment of the island of Lombok as the leading halal tourism in Indonesia, it is expected that there will be an increase in tourist visits, both tourists who are Muslim and other religions

The challenges faced in implementing halal tourism branding in Lombok are that apart from Islam, the inhabitants of the island of Lombok consist of various religions. Besides, the target market for Lombok tourism is not only Muslim tourists. The many differences in beliefs and target markets pose a challenge to the government to make halal tourism still applicable. From the challenges faced, it is necessary to know how West Nusa Tenggara provincial tourism office carries out Halal tourism branding in Lombok.

2. Literature Review

Halal tourism has been implemented in various countries, one of which is in Indonesia. Until now, many studies have been conducted related to halal tourism, including research by Hermawan (2019) entitled "Strategies of the Indonesian Ministry of Tourism in Improving Halal Tourism Branding". The result is marketing, known building marketing communications and sales of halal tourism, synchronizing marketing based on DOT (destination, origin, and time), and developing digital promotion media for halal tourism. Another study by Nasriyah (2008) was about "Marketing Strategy for Halal Tourism, Semarang City Tourism and Culture Office". The writer determined the market, which were who the target wants to target, place analysis, and promotion. Meanwhile, Kasdi and Cahyadi (2019) wrote "Wali City Branding: Marketing Strategy in Promoting Halal Tourism Destination Demak Indonesia". The results found that Demak has superior halal tourism products in the

form of the Great Mosque of Demak, the tomb of Sultan Fatah, and the tomb of Sunan Kalijaga. Then promotions were carried out through print and electronic media, especially on Islamic holidays and proved effective by increasing the number of visits and finally the prices offered depended on the places visited by tourists.

3. Theoretical Basis

3.1 Halal Tourism

According to the Regional Regulation of West Nusa Tenggara Province Number 2 of 2016, halal tourism is an activity of tourist visits destinations and the tourism industry that provides product, service and tourism management facilities which are sharia. Halal tourism criteria are divided into 2 or commonly called hilal 1 and hilal 2. In contrast to hilal 2 which is strictly enforced by sharia, hilal 1 which is applied in halal tourism on the island of Lombok aims to provide a sense of security to Muslim tourists so that they can carry out tourism activities without violating the law. Islamic provisions. The criteria/hilal 1 are:

- a. There is a place of worship, a mosque or a prayer room in tourism places. Besides, it also provides a separate purification place (toilet) for men and women.
- b. Availability of halal eating places around tourism places provided. In hilal 1, non-halal raw materials such as pork and alcohol are still allowed to circulate, but they are only traded in certain places.
- c. Attractions that do not conflict with sharia provisions
- d. Polite-looking tour guide
- e. Maintaining sanitation and hygiene
- f. Easy access to information about halal tourism
- g. There are institutions that support halal certification

3.2 Branding

To sell goods or services (products) takes a brand image to be a differentiator between the products sold. The products sold got impression on consumers and become a characteristic. Brand is an important part in the business world. Brands help people make big or small decisions. According to Kotler (2008), a brand is an idea, perception, expectation and belief in the minds of consumers, any individual prospective customers that can have an influence on a business/company. The American Marketing Association (AMA) defines a brand as a name, term, design, symbol or other feature that identified the goods or services of one seller in order to differentiate them from those of other sellers. In building a brand, the brands element should be:

- a. A name that refers to a word, phrase, or rich word used to identify a company, product, service and other core values
- b. Logo is a graphic design that has a certain meaning to mark a company, region, organization, product, institution, country and others so that it is easy to remember.
- c. Slogans are short sentences that have certain meanings so that they are easily remembered or understood by the general public. In a short sentence, a slogan has meaning that is contained like an advertisement. Slogans are made to invite or remind someone of something
- d. In a logo there are various colours to attract more public attention and in general each colour has a different meaning

- e. In marketing a product, the sound or tone also plays a role in helping to form a brand identity. For example, the sound or tone of an ice cream product that is already well-known in Indonesia

3.3 Hierarchy of Need

Basically, humans have needs. Every human need has a stage which if it has been achieved it will go to the next stage. Likewise, branding a product should be advance to what consumers want so that a product always sold out and has a good image in the minds of consumers. There are 5 stages of human needs (Maslow in Hasol, 2019):

- a. Physiological or physical needs are the most basic needs that humans have. An example of a basic human need is food.
- b. Safety or security is the state of a person feeling himself protected from the threats that are around him
- c. Love/Belonging is a feeling of pleasure in being in a social environment or a community. A person will feel comfortable when he is in an environment that is in accordance with the similarities and goals
- d. Esteem or appreciation is the stage where a person feels like he wants to be appreciated, recognized, appreciated by others, causing a sense of pleasure.
- e. Self-Actualization is the achievement of a person in a life with all the abilities they have or in other words become a better person and can give meaning to life.

4. RESEARCH METHODS

4.1 Research Design

This study applied qualitative method. Qualitative data was used to find out how the branding of Halal tourism in Lombok by the tourism office of West Nusa Tenggara province carried out.

4.2 Types and Sources of Data

4.2.1 Data Type

According to Hamidi (2008) what is meant by qualitative data is information data presented in the form of detailed stories. Meanwhile, according to Sugiyono (2013) quantitative data is data that contains numbers or qualitative data that is used as numbers.

4.2.2 Data Source

This study consisted 2 sources of data, those are primary and secondary. Primary data recording based on interviews and observations that combined result of seeing, listening, and asking (Moleong, 2005) at the NTB tourism office. Secondary data was data that refers to information collected from existing sources. It was not directly obtained from the subject or object of research (Sugiyono, 2013). The secondary data in this study was about the population on the island of Lombok.

4.3 Data Collection Techniques

The data collection techniques in this study directed observation, interviews with key informants, namely tourism department staff (attractions, destinations and marketing), and literature studies.

4.4. Informant Determination Technique

In this study, purposive sampling technique was used. The basic key to use this procedure is the mastery of information from the informant and logically that the key figures in the social process always directly control the information that occurs in the social process (Bungin, 2007).

5. Discussion

5.1 The Application of Halal Tourism

In implementing tourism at Lombok Island, the tourism department of the province of West Nusa Tenggara has branded Lombok Island as a tourism destination by applying Halal tourism concept which is using type 1 or Hilal 1. The application of Halal tourism has been started since the issuance of the West Nusa Tenggara provincial regulation number 2 of 2016 concerning to Halal tourism. The Hilal 1 that used is not too strict so that it can be enjoyed by anyone. The meanings of not too strict in the application of sharia in hilal 1 are:

1. The night clubs in tourism areas such as those close to the beach are still allowed and the operation of the night clubs are limited by the local government.
2. The circulation of non-halal alcoholic beverages and pork can still be found on the Lombok Island as long as they are sold in the appropriate place.
3. There is no separation between men and women in tourist attractions such as beaches, mountains and others. The use of bikini or open clothes can also be permitted as long as they are used in the proper place (beach)

In fulfilling the tourists' needs in tourism and attracting the attention of tourists to always reminisce Lombok tourism, it is necessary to have stages of satisfy the needs of tourists when doing tourism.

A. Physiological or physical needs

In fulfilling the physical needs, tourists can do tourism activities (something to do) such as participating in events held every year, joining in Sasak cultural activities in Sade Village, contributing in agro-tourism activities in Sembalun and many other activities that can be enjoyed on the Lombok Island. Lombok Island is also well-known for its beautiful natural scenery so that it can indulge the eyes of tourists (something to see) where the nature on Lombok Island is still maintained its beauty. Besides, tourists can see the culture of various tribes such as the Sasak and Balinese tribes on Lombok Island. Moreover, Lombok is also famous for Songket weaving and other handicrafts that tourists can buy as souvenirs to take home (something to buy).

B. Safety

For Moslem tourists who visit Lombok Island can enjoy the tourism securely, especially for those who are always worried if tourism can hinder their worship, because in every destination on Lombok Island is facilitated with a prayer room or mosque. Furthermore, finding Halal food on Lombok Island is not difficult because everywhere provides Halal food. Tourism on Lombok Island is also family friendly, so anyone who wants to travel with their family will feel safe.

C. Love/Belonging

The majority of the population in Lombok is Muslim, but there are also other religious communities living on the island. Visitors can easily meet people who have the same belief on Lombok Island. In addition, the place can give a feeling of unity because the people in Lombok do not discriminate the tourists.

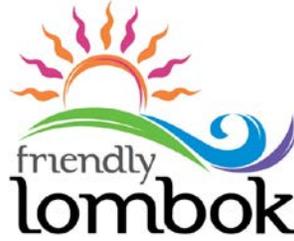
D. Esteem

Lombok is one of the place with the excellent tourism as same as Bali. The natural and cultural beauty that exists on Lombok Island make it different from other places. One of tourist activities that is often carried out are taking pictures at various tourism objects and then uploading them to personal social media as a documentation of having done the tourism activities on Lombok Island.

5.2 Lombok Island Branding

Carrying the concept of Halal tourism does not necessarily make Lombok tourism branding using attributes or things related to the Islamic religion, but it uses general branding such as the Logo

which is depicted as the sun rising in the ocean and uses the tag line or jargon "Friendly Lombok", if it is translated to Indonesian, the translation is *Lombok yang ramah*.



Gambar 1. Logo of Lombok Tourism
 Sumber:Departemen of Tourism West Nusa Tenggara , 2021

5.3 Lombok Tourism Products and Events

There are several types of tourism products on Lombok Island, those are:

- a) Lombok has beautiful nature that can attract tourists to visit Lombok Island. Not only marine tourism, Lombok Island also has other natural attractions such as mountains, waterfalls, and lakes. Some natural tourism destinations that can be enjoyed by tourists are Rinjani Mountain, Segara Anak Lake, Pink Beach, Senggigi Beach, Gili, Benang Kelambu Waterfall and many others.
- b) Lombok is not only present beautiful nature, but also has a culture which become a tourism attraction that can increase tourist visits, such as pottery making in Banyumulek village, Sade village, and Sukarara village where tourists can see the process of weaving songket, nyongkolan (sasak traditional weddings) with gendang beleq musical instruments and others. In addition, there are other villages in Lombok which can be visited by tourists to see the life of the Sasak people.
- c) Lombok is famous for Halal tourism, not only related to Islamic religious tourism but also religious tourism from other religions. The example of those religious tourism are various kinds of temples, monasteries, mosques and tombs.

There are several events held every year by the West Nusa Tenggara tourism department on Lombok Island. These events are not only mainstream events but include events related to religion, one of them is the annual Ogoh-ogoh event. The following is a list of Lombok's annual events:

Tabel 1
Even Tahunan Lombok

No	Nama Event	Pelaksanaan
1	Lombok Sumbawa Great Sale	January at Epicentrum Mall
2	Pesona Bau Nyale	February-March at Kuta Mandalika
3	Ogoh-Ogoh Festival	March at Mataram City
4	Pesona Gili Indah	March at North Lombok
5	Perang Tupat Festival	West Lombok
6	Pesona Khazanah Ramadhan	Month of Ramadhan at Islamic Center, Mataram
7	Rinjani 100	Rinjani, East Lombok
8	Pesona Gumi Selaparang	August at East Lombok

9	Mataram Jazz Festival	Mataram
10	Pesona Senggigi Festival	September at Senggigi Beach, West Lombok
11	Puteri Indonesia Tourism Ambassador Election	Every End of Year

Source: Tourism Departement of West Nusa Tenggara, 2021

6. Conclusion

6.1 Conclusion

Lombok is branding as a tourism destination using the Halal concept. In the application of this concept, Lombok uses the hilal 1 which sharia law is not too strict and uses branding elements that are not related to religion. The tourism attraction in Lombok is in the form of nature, culture and also makes places of worship as a tourist attraction.

6.2 Suggestions

There are several suggestions as recommendations, as follows:

- a. The government should be more incessant in promoting Halal tourism to the public in order to reach all levels of society. Besides that, adding tourism activities makes the tourism to be more varied. For the branding, it is hoped that it will always be consistent with what is written in the slogan or tag line so that tourists feel they are not deceived by the actual situation because it will eliminate the interest of tourists in visiting Lombok Island.
- b. For the public to always support government policies that implement Halal tourism by helping to share information through internet media such as social media and others.

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