Halal Tourism Destination Development Strategy Based on Jambi Local Wisdom Seberang City as a Pioneer of Jambi City Halal Tourism Destinations

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Keywords	ABSTRACT
Strategy 1; Halal Toursm 2; Analiytic Network Process (ANP) 3	This study aims to analyze problems and formulate and strategize in the development of halal tourism destinations rooted in local wisdom in Jambi Seberang City. The research method used is a combination of qualitative and quantitative approaches. The specific methodology applied is the Analytic Network Process (ANP), which is implemented through Super Decision software. ANP was chosen for its ability to set priorities in the context of decision making. The results obtained from this study show that the main issue faced is related to government participation. The priority strategies identified include the formation of synergies between various interested parties, increasing government commitment in supporting the development of halal tourism, developing a structured halal tourism development concept, and improving the quality of human resources. Through this research, it is expected to be a source and basis for planning the development of halal tourism in Jamb, especially in Jambi Kota Seberang.

INTRODUCTION

Tourism is one of the potential sectors in the world that is experiencing rapid and significant growth compared to other sectors (Farizkhan et al., 2023; UNWTO, 2014). Halal tourism has a promising market globally according to Mastercard's Global Travel Market Index (GMTI) 2019 study which predicts that by 2026, there will be 230 million Muslim tourists worldwide (Kemenparekraf, 2021). Geographically, Indonesia is awarded as the largest archipelagic country in the World which has a wealth of diverse and stunning natural resources. Based on data from the Central Bureau of Statistics 2018, Indonesia consists of 17,504 islands spread across 34 provinces (BPS, 2019). So that Indonesia has a diversity of natural resources, culture, culinary and cultural tribal wealth spread from Sabang to Merauke which is a special attraction for domestic and foreign tourists visiting Indonesia. Besides having abundant natural resources, Indonesia is also awarded as the country with the fourth most populous population in the world amounting to 275.77 people (BPS, 2022). And Islam as the religion with the largest adherents amounted to 231.06 people or 86.9 percent of the total population. So this has the potential to develop the tourism sector, especially halal tourism.

Data-driven (BPS, 2019) Foreign tourist visits to Indonesia have grown every year, in the last five years in 2014-2018 reaching 14% per year higher than the average growth of foreign tourist visits in 2009-2013 reaching 9% per year. And there was a 2.5-fold growth from 2009 to 2018 marked by a growth in the number of foreign tourists as much as 6.32 million in 2018 to reach 16.5 million. Thus increasing tourism competitiveness organized by the World Economic Forum, part of the travel and tourism competitiveness index. From 2019 to 2020 there was a very drastic decline in foreign tourists due to the Covid-19

pandemic, reaching 0.164 million in 2020. However, after the Covid-19 pandemic has gradually improved, the tourism sector will also improve and will grow rapidly.

The development of halal tourism is an alternative for the tourism industry in Indonesia in line with the trend of halal tourism which is part of the global Islamic economy industry (Farizkhan et al., 2023; Samori, 2019). Halal tourism is defined as the availability of tourism products and services that meet the needs of Muslim tourists to encourage their prayer and diet needs with Islamic guidance (Mohsin, A., Ramli, N., &; Alkhulayfi, 2016). Halal tourism in Indonesia has good economic prospects, as part of the national tourism industry. Therefore, to realize Indonesia as the world's halal tourism mecca, the development strategy is directed at fulfilling the tourism competitiveness index as its main indicators, including improving infrastructure, promotion, preparing human resources, especially increasing the capacity of tourism business actors (Jaelani, 2017).

The rapid growth of the tourism sector certainly raises new opportunities for the halal industry, especially in the halal tourism sector in Indonesia, considering Indonesia as a country with the largest Muslim majority in the world (Han, H., Al-Ansi, A., Koseoglu, M. A., Lin, P. M. C., Park, J., Yu, J., &; Kim, 2019). Quoted from Global Muslim Travel Index (Mastercard & CrescentRating, 2019). There was a growth in the market share of Muslim tourists in 2020 reaching USD 220 billion and is predicted to continue to increase in 2026 to USD 300 billion (National Committee for Sharia Economy and Finance, 2020). Therefore, amid the growth of halal tourism in Indonesia and the world. So special attention is needed for the government and related parties to the halal tourism sector in each region with their respective local wisdom. Areas that have unique tourist destinations will be a special attraction for tourists. Based on the Jambi Province Tourism Database in 2019, tourist attractions in Jambi Province are divided into three types, namely natural tourism, artificial tourism and cultural or historical tourism, including 3 natural tourism, 54 cultural tourism, 94 artificial tourism and Islamic civilization religious cultural tourism can be found in the Malay Arab village in Jambi City through the annual ritual agenda of the Jambi City Government on the development of Seberang Jambi City as a religious tourism center (Hidayat, 2020).

One of the tourism potentials owned by Jambi City is so interesting to visit, one of which is Seberang Kota Jambi or known as Sekoja. It has a variety of tourist destinations and is supported by many local wisdom and Islamic cultural traditions. As the center of cultural development, especially Jambi Malay, it is also known as the center of the development of science and knowledge in Jambi Province (Novra, 2012). Seberang Kota Jambi presents so many interesting and different things, ranging from the beauty of the panorama, the uniqueness of cultural customs and local wisdom of the community, to historical places and Islamic religious study centers. As affirmed in the verse of Jambi Malay custom, namely, the jointed custom of syara', syara' jointed Kitabullah. The uniqueness of the Sekoja community makes this area very unique to be used as a cultural tourism destination to learn the true cultural customs of the Jambi Malay community

Sekoja as an area with high historical value because it is the forerunner of the establishment of the Jambi Malay Sultanate and the center of Islamic development of Jambi Province. The wealth of art and culture as well as historical traces of Islamic heritage that are still well preserved are basically great potentials that can be the main driver in accelerating regional development.

But unfortunately with the huge potential of natural tourism, historical and cultural potential, artificial attraction potential, and culinary attraction potential, as well as its very rich local wisdom. Seberang Kota Jambi has not been well supported by the government as a leading halal tourism area and object. Therefore, researchers are interested in researching in more depth as outlined in the research entitled Strategy for Development of Halal Tourism Destinations Based on Jambi Local Wisdom, Seberang City as a Pioneer of Halal Tourism Destinations in Jambi City.

METHODS

Process Network Analytics or ANP is a general theory of relative measurement used to derive composite priority ratios from individual ratio scales reflecting comparable measures of the influence of interacting elements on control criteria (Saaty, 2005). Research using the ANP method includes three main stages: model construction, model quantification and result analysis. The complete research steps can be seen in the following figure (Ascarya, 2005).
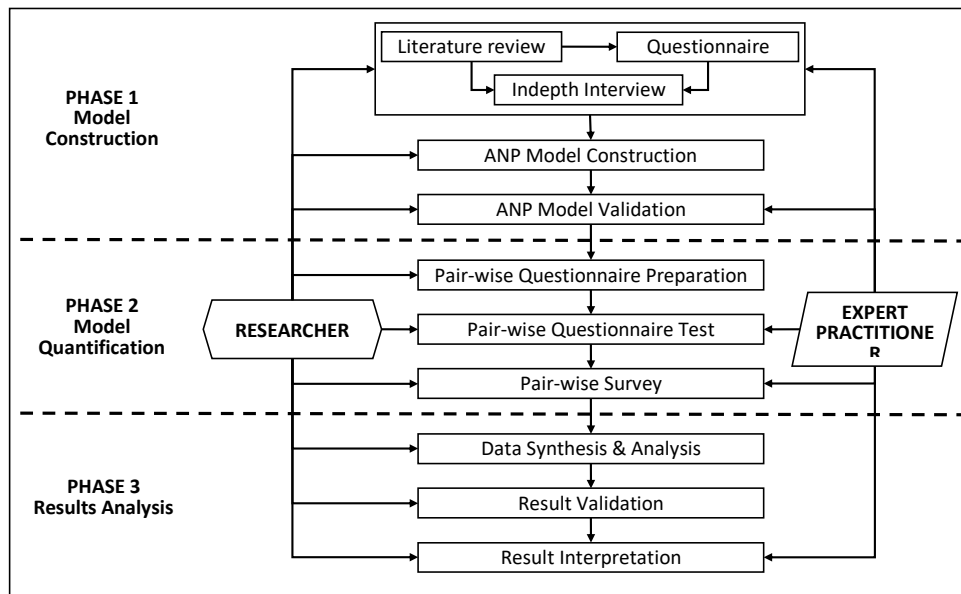

Figure 1. ANP Research steps

After obtaining weights through geometric mean, rater agreement analysis is also carried out to strengthen the results. Rater agreement is a measure that shows the level of respondent approval (R1-Rn) for a problem in a cluster. Kendall Concordance Coefficient (W; $0 < W \leq 1$) is a tool used to measure appraiser agreement. W=1 indicates a perfect match.

The next process is to calculate the p-value of each result so that the weight measurement is stronger. The ANP model is prepared in the form of a general network ANP consisting of a cluster of objectives, criteria (SDGs criteria and *maqashid al-sharia criteria*), subcriteria (detailed SDGs points from SDG1-SDG17), and alternative clusters in the form of waqf model schemes, both traditional and contemporary waqf models.

RESULTS AND DISCUSSION
Results of the priority analysis of the problem

In this discussion, the results of the synthesis will be described on the problems in determining the strategy for developing halal tourism destinations based on local wisdom Jambi Kota Seberang so that there can be grouped into several problems, namely the problems of Human Resources, Tourism Objects, Government, Infrastructure and Promotion. Based on the results of data processing through Super Decision Software, priority issues are obtained in the opinions of all respondents as shown in the following graph:

Graph 1
Results of Synthesis of Problem Priorities Based on Average Value
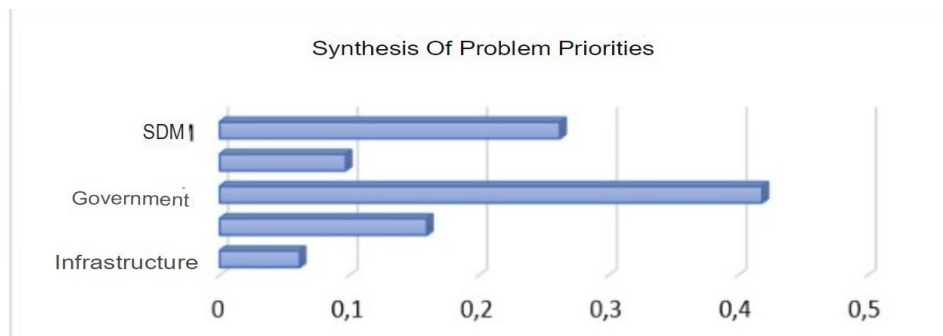

Source : ANP Results

The graph above shows that the combined opinion of the respondents, regarding the most priority issues in the strategy of developing halal tourism destinations based on local wisdom Jambi Kota Seberang is the government's problem of 0.41853 and followed by the problem of human resources of 0.26251 and the problem of tourist attractions of 0.15992. And when viewed from the level of consistency of answers of all respondents amounted to 0.01089. This means that the answers of the respondents are consistent.

Results of priority analysis of Human Resources issues

In this discussion, the results of the synthesis will be described on HR problems in determining the strategy for developing halal tourism destinations based on local wisdom Jambi Kota Seberang so that there can be 2 problems, namely the problem of lack of awareness and understanding and lack of collaboration between stakeholders. Based on the results of data processing through Super Decision Software, priority problems are obtained in the opinions of all respondents as shown in the following figure:

Graph 2
Results of Synthesis of HR Problem Priorities Based on Average Value
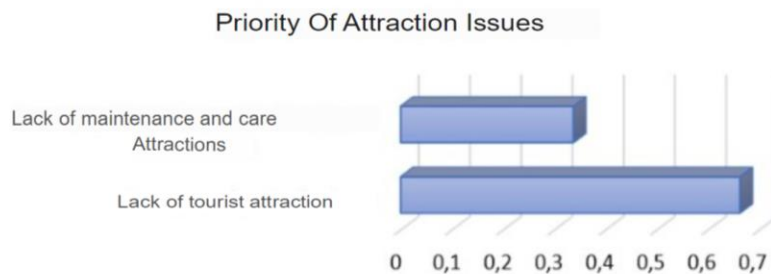

Source : ANP Results

The graph above shows that the combined opinion of the respondents, about the most priority problem in the development strategy of halal tourism destinations based on local wisdom Jambi Kota Seberang is the problem of lack of awareness and understanding of 0.51798 and followed by the problem of lack of collaboration between stakeholders of 0.48202. And when viewed from the level of consistency of answers of all respondents amounted to 0.0000. This means that the answers of the respondents are consistent.

Results of priority analysis of Attraction issues

In this discussion, the results of the synthesis will be described on the problem of Tourism Objects in determining the strategy for developing halal tourism destinations based on local wisdom Jambi Kota Seberang then there can be grouped into 2 problems, namely the problem of lack of tourist attraction and lack of Maintenance and Maintenance of Tourist Objects. Based on the results of data processing through Super Decision Software,

priority problems are obtained in the opinions of all respondents as shown in the following figure:

Graph 3
Results of Synthesis of Priority of Tourist Attraction Problems Based on Average Value
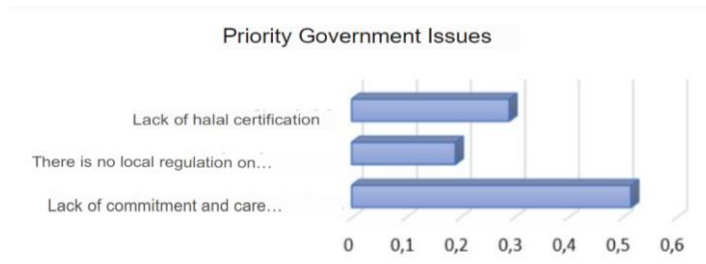

Source : ANP Results

The graph above shows that the combined opinion of the respondents, about the most priority issue in the development strategy of halal tourism destinations based on local wisdom Jambi Kota Seberang is the problem of lack of tourist attraction by 0.66250 and followed by the problem of lack of maintenance and maintenance of tourist attractions by 0.33750. And when viewed from the level of consistency of answers of all respondents amounted to 0.0000. This means that the answers of the respondents are consistent.

Results of the priority analysis of Government issues

In this discussion, the results of the synthesis will be described on the problems of the Government in determining the strategy for developing halal tourism destinations based on local wisdom Jambi Kota Seberang so that there can be 3 problems, namely the problem of lack of government commitment and concern, the absence of regional regulations on halal tourism and the lack of halal certification. Based on the results of data processing through Super Decision Software, priority issues are obtained in the opinions of all respondents as shown in the following graph:

Graph 4
Results of Synthesis of Government Issue Priorities Based on Average Value
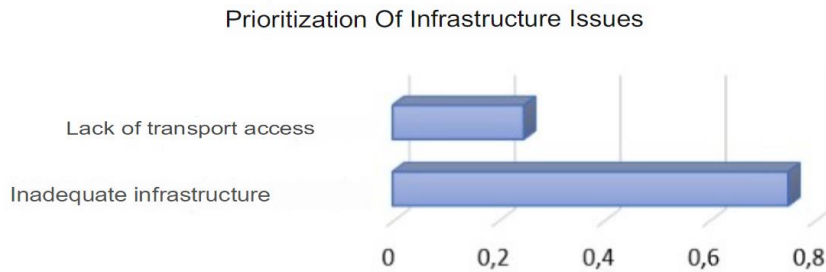

Source : ANP Results

The graph above shows that the combined opinion of the respondents, about the most priority issue in the development strategy of halal tourism destinations based on local wisdom Jambi Kota Seberang is the problem of lack of government commitment and concern of **0.51650,** followed by the problem of no regional regulations on halal tourism of **0.33750** and lack of halal certification of **0.29148** . When viewed from the 1154consistency of answers of all respondents amounted to 0.09040. This means that the answers of the respondents are consistent.

Results of priority analysis of Infrastructure issues

In this discussion, the results of the synthesis on infrastructure problems in determining the strategy for developing halal tourism destinations based on local wisdom Jambi Kota Seberang can be grouped into 2 problems, namely inadequate infrastructure

problems and lack of transportation access. Based on the results of data processing through Super Decision Software, priority of problems is obtained in the opinion of respondents as seen in the following garfik:

Chart 5
Results of Synthesis of Priority of Infrastructure Problems Based on Average Value

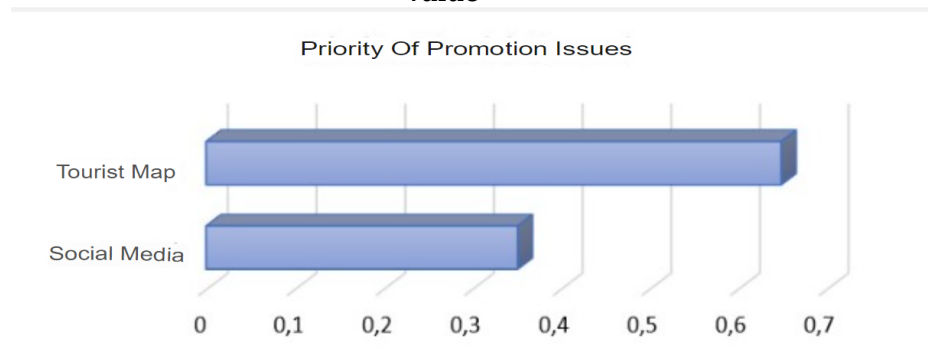Prioritization Of Infrastructure Issues

Source : ANP Results

The picture above shows that the combined opinion of the respondents, about the most priority problem in the strategy of developing halal tourism destinations based on local wisdom Jambi Kota Seberang is the problem of inadequate infrastructure by **0.75077** and followed by the problem of lack of transportation access by **0.24923.** And when viewed from the level of consistency of answers of all respondents amounted to 0.0000. This means that the answers of the respondents are consistent.

Results of priority analysis of Promotion issues

In this discussion, the results of the synthesis on the issue of Promotion in determining the strategy for developing halal tourism destinations based on local wisdom Jambi Kota Seberang will be grouped, so there can be 2 problems, namely social media problems and *tourist* maps. Based on the results of data processing through *Super Decision Software*, priority problems are obtained in the opinions of all respondents as shown in the following figure:

Chart 6
Results of synthesis of priority of promotion issues based on average value

Priority Of Promotion Issues

Source : ANP Results

The graph above shows that the combined opinion of the respondents, about the most priority issue in the strategy of developing halal tourism destinations based on local wisdom Jambi Kota Seberang is the social media problem of **0.35131** and followed by the tourist map problem of **0.64869.** And when viewed from the level of consistency of answers of all respondents amounted to 0.0000. This means that the answers of the respondents are consistent.

Analysis of Strategy Priority Synthesis

In this discussion, the results of the synthesis will be described on strategy priorities in determining the strategy for developing halal tourism destinations based on local wisdom Jambi Kota Seberang then there can be grouped into 4 strategies, namely the government is committed and concerned in encouraging halal tourism development, designing halal tourism development plans and models, building synergies between stakeholders, improving the quality of human resources. Based on the results of data processing through Super Decision Software, priority issues are obtained in the opinions of all respondents as shown in the following graph:

Chart 7
Results of Synthesis of Strategy Priorities

Source : ANP Results

The picture above shows that the combined opinion of the respondents, about the most priority strategy in the strategy of developing halal tourism destinations based on local wisdom Jambi Kota Seberang is the strategy of building synergy between stakeholders of **0.51650,** then the government is committed and concerned in encouraging halal tourism development of **0.22921,** then followed by a strategy designing planning and models for halal tourism development by **0.19762** and improving the quality of human resources by **0.13749**. When viewed from the level of consistency of answers of all respondents amounted to 0.01520. This means that the answers of the respondents are consistent.

CONCLUSION

The problems faced in the strategy of developing halal tourism destinations based on local wisdom as a pioneer of halal tourism destinations in Seberang Kota Jambi, can be seen from five aspects, namely Human Resources, Tourism Objects, Government, Infrastructure and Promotion. Based on the results of the assessment, it shows that the most priority problems are government and HR problems. Then, the strategy in developing halal tourism destinations based on local wisdom as a pioneer of halal tourism destinations in Jambi City is the most priority is Building synergy between stakeholders, the Government is committed and caring in encouraging halal tourism development, Improving the quality of human resources and Designing halal tourism development plans and models.

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