

OPPORTUNITIES AND CHALLENGES IN IMPLEMENTING HALAL TOURISM DESTINATIONS IN THE LAKE TOBA PARAPAT AREA, SIMALUNGUN REGENCY



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Abstract

This research attempts to analyze problems, and solutions by looking at opportunities and challenges in implementing halal tourism destinations in the Parapat area of Lake Toba. This is in order to increase tourist visits to increase local revenue, because the large potential for halal tourism has an impact on the regional economy, especially for the Simalungun district government. The qualitative approach through the research method used is the QSPM (Quantitative Strategic Planning Matrix) method. The results of this study conclude that the most influential opportunities for the advancement of tourist destinations in the Parapat Lake Toba area are implementing cashless payments so that they are practical and efficient. Seeing the progress of fintech, such as digital wallets, makes non-cash payments even more advanced. And several opportunities can be utilized for progress in halal tourism destination businesses in the Parapat Lake Toba area, Simalungun Regency, namely the growth of the tourism industry in the Parapat Lake Toba area, Simalungun Regency, is very high, the Parapat Lake Toba tourism destination has great potential for regional economic development, Cooperation between tickets tour with lodging around the Parapat Lake Toba destination, Simalungun Regency, integration with a digital transaction storage system to increase tourist visits and the government strongly supports halal-based businesses in the Parapat Lake Toba area, Simalungun. The challenge faced in implementing this halal tourism destination is that there is an understanding that halal tourism is not a large market share so that its application is less than optimal. Furthermore, the challenges faced in implementing halal tourism which are referred to in the results of the SWOT analysis are the lack of public or visitor awareness of the importance of preserving culture, art, and history.

Keywords: Opportunities, Challenges, Halal Tourism, Parapat Lake Toba

INTRODUCTION

Halal tourism is now increasingly attracting the interest of stakeholders to be developed. Muslim tourists are now increasing so various countries want to seize the potential of this market. Islam is not just a religion, but a complete way of life in regulating the lives of its adherents. When traveling, Muslim tourists need supporting facilities so they can carry out their activities smoothly and in accordance with Islamic law. During the Covid-19 pandemic that hit the world in late 2019 to early 2022, the world of tourism experienced a downturn. But now, in mid-2022, the pandemic has subsided and the world of tourism has revived. The Muslim tourist market is very potential and now Muslim tourists are increasing in traveling globally (Darmalaksana & Busro, 2021).

The Southeast Asia region is a very popular tourist destination visit because it is rich in sunshine, located around the equator, and famous for its natural beauty, cultural diversity, flora and fauna biodiversity, and culinary delights (Bhutia, 2015). The countries in the Southeast Asian region live in harmony under the umbrella of the Association of Southeast Asian Nations (ASEAN) which consists of ten countries. ASEAN member countries are all trying to sell their tourism as a source of foreign exchange. Knowing the development of halal tourism in ASEAN countries will further add insight to both the academic world and the world of tourism in general (Noer, 2020).

The growth of world Muslim tourists is projected to experience growth even though in 2020 it had experienced a decline due to the Covid-19 pandemic. The following is the projected growth of Muslim tourists globally according to an institution that pays attention to the world's halal tourism industry Crescentrating.



Figure 1

Growth Projection of World Muslim Travelers

Source : Global Muslim Travel Index Report 2022 (Mastercard-Crescentrating, 2022)

The arrival of international Muslim tourists reached 160 million in 2019. With the opening of international travel, Muslim tourists are projected to reach 140 million in 2023 and again to 160 million in 2024. The pre-pandemic projection of 230 million arrivals in 2026 is expected to be reached in 2028. The estimated spending and spending of Muslim tourists could reach USD 225 billion in 2028. This projection shows that the potential for tourists The world's Muslim population is large enough so that it deserves to be given the best possible service so as to increase income from the tourism industry (Hasan, 2022).

The natural, cultural and artificial potentials owned by each country can become the main capital in developing tourism so that it can become a driving force for the economy. The role of the national tourism sector is increasingly showing positive sentiment towards the development of the Indonesian economy, one of which is its contribution to foreign exchange earnings, regional income, regional development, as well as in the absorption of investment and manpower as well as the development of community businesses spread across various regions in Indonesia. Meanwhile, service to Muslim tourism is the most important criterion (Hefriansyah, 2020). Services in this case include facilities that must meet the needs of Muslim tourists, including halal food, prayer rooms and other Muslim facilities. Here are the 10 best tourist destinations in the world according to the 2022 Global Muslim Travel Index (Mutia, 2022).

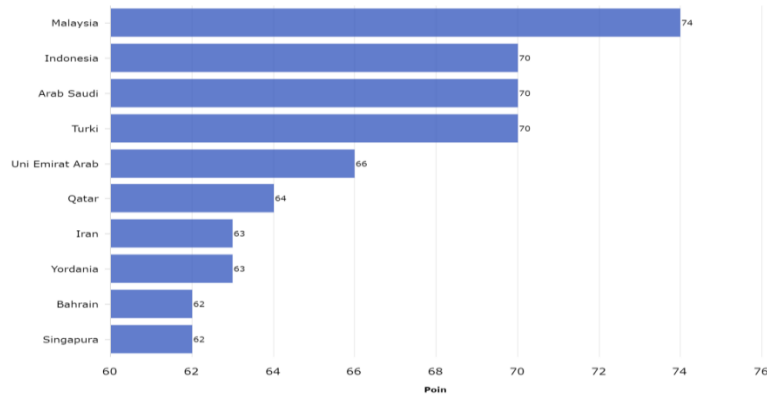


Figure 2
The 10 Best Halal Travel Destinations in the World According to the Global Muslim Travel Index (GMTI) 2022

Indonesia is known as a country with a majority Muslim population of around 207,176,162. (BPS, 2010). The large number of Muslim populations does not guarantee that Muslim tourists can feel safe and comfortable in traveling both physically and spiritually, because there are still many tourist destinations that have great potential but are not yet supported by an adequate tourism ecosystem. Moreover, it provides the needs of Muslim tourism based on sharia principles. These needs are the need for halal food, prayer facilities, services during Ramadhan, availability of water in the restroom, no non-halal activities, and recreational services and facilities with privacy (Wahidati & Sarinastiti, 2018).

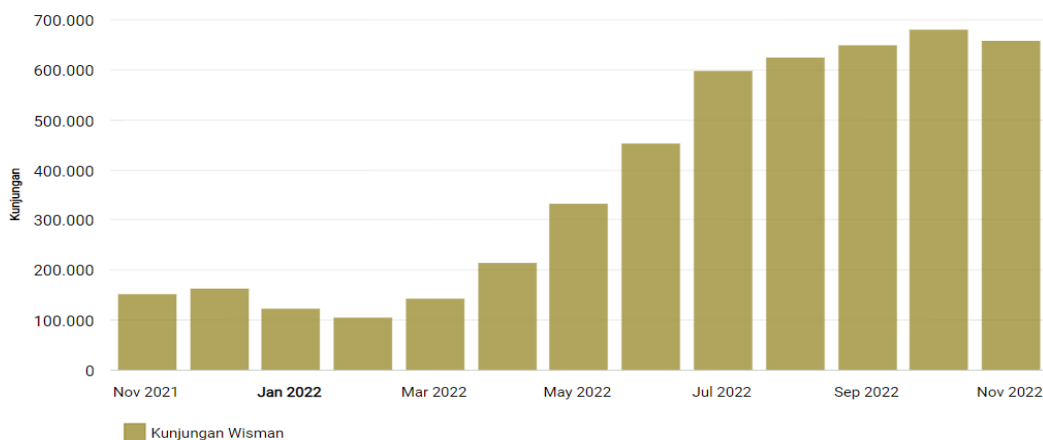


Figure 3
Number of Visits by International Tourists to Indonesia (November 2021-November 2022)

According to a report from the Central Statistics Agency (BPS), Indonesia received 657,269 foreign tourist visits in November 2022. This achievement increased by 336.5%, compared to November last year which only 150,577 visits. Nonetheless, the number of foreign tourist visits in November 2022 decreased by 3.19% compared to the previous month. In October 2022 the number of foreign tourist visits reached 678,901. In November 2022 the majority of foreign tourists visiting Indonesia used air transportation, namely 429,979 visits. Then the sea transportation mode 108,912 visits, and the land transportation mode 5,936 visits. Foreign tourists visiting Indonesia in November 2022 were dominated by tourists from Singapore, namely 99,390 visits (15.12%). Followed by foreign tourists from Malaysia 99,380 visits (15.12%), from Australia 79,370 visits (12.08%), from Timor Leste 67,330 visits (10.24%), and from India 36,710 visits (5.59%). Cumulatively, the number of foreign visits to Indonesia for the January-November 2022 period reached 4.57 million visits, up 228.3% compared to January-November 2021 which were only 1.39 million visits (Adi, 2021).

Governor of North Sumatra Edy Rahmayadi himself has clarified that there is no intention to eliminate culture or belittle certain religions (Sianturi 2019). According to him, the polemic that occurred was more due to a misinterpretation of the intention of declaring halal tourism for the Lake Toba tourist area. But on the other hand, this problem is also inseparable from the problem of multiculturalism which is very closely attached to the nation (Kompas.com, 2022).

The Halal tourism program is actually very positive when implemented, especially to attract foreign tourists. In this case, of course there are various benefits that can be obtained by the region, especially for improving the economy, especially for the people around tourist areas. However, in the context of the declaration of halal tourism in the Lake Toba tourist area, the obstacles that arise are not limited to technical obstacles or strategies to attract tourist visits, but rather to rejection from the surrounding community, which then leaves an unresolved (political) communication problem. Moreover, the political communication that will be carried out must actually be able to connect all the parts contained in the political system so that all the aspirations and interests of various parties can be converted into policies (Tarigan & Basit, 2020).

The challenge of implementing halal tourism destinations in the Parapat area of Lake Toba is that there is still fear among industry players in the Lake Toba area to include a halal label. Whereas overseas, even international-scale restaurant outlets at airports in Hong Kong clearly display the halal label. With the strength of the world's largest Muslim population, there is no reason to be afraid because the Sharia in essence has been implemented by this nation every day. Then, there is no regulation in the form of legislation. Currently, ministerial regulations are being drafted between the Ministry of Tourism and Creative Economy team and the MUI. A slow bureaucracy is characteristic of Indonesia, contributing to slowing down the development of halal tourism. As a result, business people and various related parties are a bit nervous about developing halal tourism potential (Kompas.com, 2022).

Muslim tourists continue to grow from countries such as Japan, Hong Kong and Singapore, seriously working on the Middle East market by creating halal or Muslim-friendly tourist facilities (Leandha, 2019). With the large number of Muslim visitors, the government has planned to establish Lake Toba tourism as halal tourism.

REVIEW OF LITERATURE

Halal Tourism Theory

Halal tourism is an activity that is supported by various facilities and services provided by the community, businessmen, government, regions that comply with sharia provisions. Halal tourism is used by many people because of the universal characteristics of its products and services. Tourism products and services, tourist objects and tourist destinations in halal tourism are the same as products, services, objects and tourism destinations in general as long as they do not conflict with sharia ethical values. So sharia tourism is not limited to religious tourism (Marpaung Happy, 2022).

According to Law Number 10 of 2009 tourism is a travel activity carried out by a person or group of people with the motive of visiting certain places with the aim of recreation, individual development, or observing the unique tourist charm of an area visited in a short period of time. While tourism is a variety of tourist activities and is supported by various facilities and infrastructure with services facilitated by local residents, interpreters,

central government and regional governments. Tourism is a whole activity related to tourism and is multidimensional and multidisciplinary in nature which comes as a manifestation of the individual needs of each person and country the relationship between tourists and local residents, as well as fellow visitors, the state, local government and entrepreneurs. (*Undang-Undang Republik Indonesia Nomor 10 Tentang Kepariwisataaan, 2009, n.d.*)

Aspects of Muslim Friendly Tourism

In the halal tourism industry, ensuring the halal products and facilities is a very important component. In addition to maintaining and fulfilling the need for religious orders, these components are also needed to support Muslim worship activities during tourism activities (Bhutia, 2015). Therefore, a halal tourism industry (halal tourism) or an industry that is friendly to the needs of Muslims (Muslim friendly tourism) was born, as a solution for Muslim tourists who want to travel, but still want to maintain their religious habits.

As a tourism solution for Muslim tourists, a tourism industry must meet several criteria related to the provision of tourism products and facilities, so that it can be called a halal tourism industry or also known as Muslim friendly tourism, including (Hasanah, 2020):

Muslim Friendly Foods

In Islam, there is an order to maintain halal food and drink or everything that will be consumed by Muslims. Islam strongly urges its followers to stay away from what is unlawful. Basically in Islam there are two types of illicit goods: the first is goods whose essence is already forbidden, something that is *khobits* (obviously bad), the opposite of *thoyyib*, or the second is goods that are forbidden because they were obtained in the wrong way, which then becomes a form of violation of the rights of Allâh Azza wa Jalla because they were obtained through illegal means or violated the rights of fellow human beings because they were taken from other people by force for example (Abdillah et al., 2018).

Therefore, Muslims must always pay attention to the food and drink they consume as instructed in the Qur'an, Al-Baqarah verse 168, as follows:◌

“O people, eat from (food) that is lawful and good that is on earth, and do not follow the steps of Satan. Indeed, Satan is a real enemy to you”.

Halal Product

Apart from being required to consume halal food and drinks, Muslims are also required to ensure that the products used daily are halal and avoid unclean products such as toiletries (soap, shampoo, toothpaste), then there are also perfumes, cosmetics, skincare, and others. Halal products are products whose basic ingredients do not contain things that are prohibited in Islam. To ensure whether a product that we will use is guaranteed Halal or not (Sudigdo, 2019).

Muslim Friendly Amenities

Muslim Friendly Amenities or Muslim-friendly facilities are one of the important criteria that are very much needed to support the development of the halal tourism industry. These facilities are public facilities that are commonly used and needed by Muslims when traveling (Patrianti & Binol, 2019).

Benefits of Halal Tourism

Islam is a religion of *rahmatan lil alamin*. Islamic values do not only apply to Muslims but can also be felt by adherents of other religions. Therefore sharia tourism or halal tourism is not only intended for Muslim tourists but also for people of other religions for Muslim tourists the existence of sharia tourism can provide benefits (Satriana & Faridah, 2018).

Differences between Halal Tourism and Other Tourism

The above has explained the meaning of tourism, tourism and tourism according to the Law of the Republic of Indonesia Number 10 of 2009, concerning Tourism. The definition of halal tourism has also been explained. The point of difference lies in the motivation or in Islam known as the tourist's intention. If the intention is to increase faith, get closer to Allah, glorify Him, and learn lessons from existing trips, then this tourism can be classified as halal tourism. On the contrary, if tourism activities are only for fun without any motivation to get closer and worship Him, then this tourism cannot be classified as halal tourism. For more details, the table below explains the differences between halal tourism and other tourism (Andayani, 2014).

Halal Tourism from a Sharia Economic Perspective

In simple terms, economics is the science that talks about how to fulfill unlimited needs of life by managing limited resources. This understanding is contrary to the limitations according to Islamic economics, namely to meet limited human needs by managing unlimited resources (Darmalaksana & Busro, 2021).

Islam views however that human needs are limited and measurable, while what is not limited is the desires of his lust, so he has the potential to seek as much as possible that knows no limits, at the expense of human values, norms, ethics and laws which must be upheld by anyone. The halal tourism industry, which is basically based on sharia principles, the stakeholders involved in it, are not trapped in interests that actually conflict with the sacred mission implied in the meaning of halal in a broad sense (Djakfar, 2017).

Halal Tourism Perspective RI Regulation No. 33

It should be acknowledged that all of the products currently circulating in the community are guaranteed to be halal according to Sharia. In addition to the regulation regarding the halal product, legal certainty is not guaranteed, so it needs to be regulated in a form of national legislation (Darmalaksana & Busro, 2021).

That is the basic consideration that became the reason for the birth of the Law of the Republic of Indonesia No. 33 of 2014 concerning guarantees for halal products in Indonesia, as stated in the weighing clause. Because this law is general in nature, of course it also applies to the halal tourism industry which must be sterile from all things that are unlawful based on sharia (Sofyan, 2022).

Halal Tourism Perspective of DSN-MUI Fatwa

As a tourism industry based on sharia principles, of course the reference is the provisions of the teachings of revelation, the holy book of the Qur'an and the Sunnah of the Prophet Muhammad. However, the provisions in the holy book are still *mujmal* (global) so that correct interpretation and explanation are still needed and their validity is guaranteed. There is a main explanation of what came from Rasulullah SAW, both in the form of words (hadith), actions (Sunnah), blessing (*taqdir*), and what was reflected in his characteristics during his life (Bambang, 2013).

Nevertheless, it needs to be understood, apart from the development of the times, not a few new problems have emerged which sometimes have not yet been found out on the basis of the provisions in the main source above. Because of that, this is where the importance of the presence of the scholars as the heirs of the Prophet to carry out *ijtihad* so that all new problems that arise can immediately find a way out (solution) (Riyadi, 2013).

Therefore, they guarantee legal certainty in relation to halal tourism based on sharia principles. In the formulation of the fatwa of the Indonesian Sharia Council of the Indonesian Ulema Council (DSN-MUI) No 108/DSN-MUI/X/2016 basically it can be mapped into four sources, namely the Qur'an, hadist, fiqh rules, and the opinions of the scholars. The first and second sources are revelations while the third and fourth are the products of thought (*ijtihad-formula*) of scholars who are competent in the field of sharia law (Achmadi, 2010).

Halal Tourism Potential

According to Sujali in Asmoro, potential can be interpreted as changes in the shape of the earth's surface caused by natural processes, namely endogenous forces, for example mountains, lakes, rivers and other forms (Achmadi, 2010). A place that can become a tourist attraction must have an ecological potential that can attract tourists to visit. This potential can be in the form of natural appearances owned by the place, in this case the stakeholders who are responsible for the tourist object.

Halal-Based Tourism

Tourism is travel carried out by individuals or groups, which is carried out voluntarily for the purpose of vacationing, or other purposes other than making a living, temporary in nature, visiting locations that are exclusive for personal needs (family, shopping, health, or places of entertainment and other places of leisure) (Muchamad Zaenuri, 2012).

RESEARCH METHOD

The type of research conducted in this research is qualitative research. Qualitative research aims to obtain a complete picture of a matter from the point of view of the human being studied. Qualitative research deals with the ideas, perceptions, opinions or beliefs of

the person being studied, all of which cannot be measured by numbers (Sulistyo, 2006). This type of research does not compare variables but rather focuses on solving problems using descriptions or explanations using sentences about the research being conducted (Margono, 2016).

Meanwhile, the research method used is the QSPM (Quantitative Strategic Planning Matrix) method. QSPM is a tool used to determine the relative attractiveness (attractive relativeness) of the implementation of alternative strategies, which is used in stage 3 (stage 3) of the formulation strategy analysis framework. QSPM inputs from stage 1 analysis and matching results at stage 2 which provide information for further analysis through QSPM stage 3. A more complete definition of QSPM is a recommended tool for strategists to evaluate alternative strategic options objectively, based on previously identified internal-external key success factors. The goal is to determine the attractiveness relative (attractive relativeness) of the various strategies that have been selected to determine which strategy is considered the best to implement (Umar, 2008).

The location of this research was carried out in the Parapat Lake Toba area in Simalungun Regency. The object of this research is community actors who have culinary businesses in the Parapat Lake Toba area, hotels, tourism academics, and the North Sumatra Tourism Office.

RESULTS AND DISCUSSION

Geographical Location of Simalungun Regency

Simalungun Regency is one of the regencies in North Sumatra Province which is located on the East Coast. Geographically, Simalungun is located at 02°36'05"-03°18'14" North Latitude and 98°32'03"-99°35'03" East Longitude with an area of 4,386.60 km² or 6.12% of the area the Province of North Sumatra.

Simalungun Regency consists of 31 sub-districts with the widest sub-district being Raya District while the smallest sub-district is Haranggaol District. The average distance traveled from each sub-district in Simalungun Regency to the Regency capital is 51.42 km, of which the farthest distances are Silou Kahean District 127 km and Ujung Padang District

113 km. Simalungun Regency is at an altitude of 20–1,400 m above sea level (average - average 3369 m).

Lake Toba is the largest lake in Indonesia and Southeast Asia, which is surrounded by Simalungun, Tobasa, North Tapanuli, Humbang Hasundutan, Dairi, Karo and Samosir Regencies. Lake Toba, which is in the Simalungun Regency area, is surrounded by several areas, especially areas that are in the highlands. With all the beauty that Lake Toba has, the Simalungun Regency government is developing tourism. Apart from being a tourism area, it turns out that Lake Toba is also a source of livelihood for the surrounding community, where the residents work as fishermen and look for fish on Lake Toba.

IFAS and EFAS Matrix

SWOT Analysis Weight Calculation and Rating

Before obtaining the final results of IFAS and EFAS SWOT analysis, the researcher will first input data for filling in the questionnaire that has been collected from 5 respondents. There are 2 calculation processes that researchers calculate, namely determining the weight value and the relative rating value.

In calculating the weight and rating values, the researcher added up all input numbers per indicator item using Microsoft Excel software. Then later, the sum is divided by the number of respondents (people) to get the average value. The average result of the whole is calculated by category (strengths-weaknesses-opportunities-threats). Next, the average value per item is divided by the total number of average values. Then the final results of the weight values can be obtained which will be inputted in the IFAS and EFAS tables. As for the rating value, it is calculated only on the average value per item. Each final weight value that is generated, when added up, must be worth 1 and this value is inputted into the relative column. Meanwhile, the average weight value is input into the weight column.

Based on table 1 it can be observed that the relative weight values are in accordance with the theory, namely the total number per category is one. This weight calculation will later be used as a reference to find out how the current internal and external conditions are. Then, in table 2 it is explained about the urgency of handling

which is averaged as a reference for how to deal with internal and external problems first in the future.

Tabel 1
Weight Calculation (Current Condition)

Strategic Factors	Respondents					Total Weight	Average Weight	Relative Weight
	1	2	3	4	5			
Strength								
1. Adequate internet network is available to provide ease of communication and access to the internet	5	5	6	4	5	25	5,00	0,183
2. Strategic location and good road conditions without obstacles	4	5	5	4	5	23	4,60	0,167
3. There are regulations for visitors and have a communicative tour guide	2	3	3	4	2	14	2,80	0,144
4. The availability of many natural, cultural and artificial tourist destinations.	5	4	5	3	5	22	4,40	0,165
5. Beautiful, beautiful and memorable scenery for visitors	6	5	5	5	5	26	5,20	0,187
6. Provide attractive and adequate facilities according to the needs of visitors	4	3	6	4	2	19	3,80	0,154
Total						129	25,80	1,000
Weakness								
1. Availability of prayer rooms/mosques, halal food places and clean water	5	5	4	5	4	23	4,60	0,179
2. Increasing the number of facilities and quality of services owned	2	3	2	2	3	12	2,40	0,156
3. Availability of information that is easy to obtain	3	4	4	3	3	17	3,40	0,168
4. Availability of trash bins so that visitors do not litter	1	2	2	3	3	11	2,20	0,153
5. Halal tourism is not yet integrated with Islamic financial institutions	6	6	5	5	4	26	5,20	0,185
6. Availability of security and supervision systems that provide convenience	2	2	3	4	2	13	2,60	0,159
Total						102	20,40	1,000
Opportunity								
1. The growth of the tourism industry in the Parapat Lake Toba area, Simalungun Regency, is very high	6	5	6	5	5	27	5,40	0,183
2. Implement cashless payments so that they are practical and efficient	2	2	4	5	2	15	3,00	0,149
3. Destinations Parapat Lake Toba tourism area which has great potential for	5	5	5	5	4	24	4,80	0,165

regional economic progress									
4. Collaboration between tour tickets and lodging around the Parapat Lake Toba destination, Simalungun Regency	3	5	2	4	4	18	3,60	0,155	
5. Integration with digital transaction storage systems to increase tourist visits	5	5	4	5	4	23	4,60	0,163	
6. The government strongly supports halal-based businesses in the Parapat Lake Toba area, Simalungun district	6	6	5	5	6	28	5,60	0,185	
Total						135	27,00	1,000	
Threat									
1. The rainy season makes road access worse	1	2	4	2	2	11	2,20	0,122	
2. People who reject the implementation of halal tourism	5	3	4	5	5	22	4,40	0,178	
3. There are other tourist objects that are more attractive to tourists	2	4	2	2	3	13	2,60	0,131	
4. There is an understanding of halal tourism, not a large market share so that the implementation of halal tourism is not optimal	5	6	5	5	5	26	5,20	0,203	
5. Lack of public or visitor awareness of the importance of preserving culture, art and history	5	6	4	4	6	25	5,00	0,199	
6. There is damage to assets by irresponsible parties	4	4	2	3	5	18	3,60	0,167	
Total						115	23,00	1,000	

Source: data processed by researchers in 2022

Table 2
Calculation of Rating (Urgency of Handling)

Strategic Factors	Respondents					Total Rating	Average Rating
	1	2	3	4	5		
Strength							
1. Adequate internet network is available to provide ease of communication and access to the internet	2	1	2	3	2	10	2,00
2. Strategic location and good road conditions without obstacles	3	2	2	3	2	12	2,40
3. There are regulations for visitors and have a communicative tour guide	3	4	3	2	3	15	3,00
4. The availability of many natural, cultural and artificial tourist destinations.	2	1	1	2	1	7	1,40
5. Beautiful, beautiful and memorable scenery for visitors	1	1	2	2	1	7	1,40
6. Provide attractive and adequate facilities according to the needs of visitors	2	3	2	4	3	14	2,80

Total							65	13,00
Weakness								
1. Availability of prayer rooms/mosques, halal food places and clean water	2	3	3	4	3		15	3,00
2. Increasing the number of facilities and quality of services owned	4	4	4	4	4		20	4,00
3. Availability of information that is easy to obtain	4	4	4	3	3		18	3,60
4. Availability of trash bins so that visitors do not litter	1	2	1	2	3		9	3,60
5. Halal tourism is not yet integrated with Islamic financial institutions	4	4	4	3	3		18	1,80
6. Availability of security and supervision systems that provide convenience	4	4	4	3	3		18	3,60
Total							98	19,60
Opportunity								
1. The growth of the tourism industry in the Parapat Lake Toba area, Simalungun Regency, is very high	2	2	1	1	2		8	1,60
2. Implement cashless payments so that they are practical and efficient	4	4	3	4	3		18	3,60
3. Destinations Parapat Lake Toba tourism area which has great potential for regional economic progress	1	2	1	1	1		6	1,20
4. Collaboration between tour tickets and lodging around the Parapat Lake Toba destination, Simalungun Regency	2	2	3	2	3		12	2,40
5. Integration with digital transaction storage systems to increase tourist visits	2	3	3	3	2		13	2,60
6. The government strongly supports halal-based businesses in the Parapat Lake Toba area, Simalungun district	1	2	1	2	1		7	1,40
Total							64	12,80
Threat								
1. The rainy season makes road access worse	1	2	1	2	2		8	1,60
2. People who reject the implementation of halal tourism	4	4	3	3	4		18	3,60
3. There are other tourist objects that are more attractive to tourists	2	2	1	2	1		8	1,60
4. There is an understanding of halal tourism, not a large market share so that the implementation of halal tourism is not optimal	3	3	3	3	4		16	3,20
5. Lack of public or visitor awareness of the importance of preserving culture, art and history	4	4	4	3	4		19	3,80
6. There is damage to assets by irresponsible parties	3	3	3	4	3		16	3,20
Total							85	17,00

Source: data processed by researchers in 2022

Ranking Weight and Rating

The next step is to make a weight ranking and rating to see how the current condition is assessed. The results from highest to lowest can be seen in table 3.

Table 3
Current Condition Assessment Ranking

No	Score	Strength Indicators	Evaluation
1	5,20	Beautiful scenery, beautiful and memorable for visitors	Very good
2	5,00	Adequate internet network is available to provide ease of communicating and accessing the internet	Good
3	4,60	Strategic location and good road conditions without obstacles	
4	4,40	The availability of many natural, cultural and artificial tourist destinations.	
5	3,80	Providing attractive and adequate facilities according to the needs of visitors	quite good I
6	2,80	There are regulations for visitors and have communicative tour guides	quite good II
Weakness Indicators			
1	5,20	Halal tourism has not yet been integrated with Islamic financial institutions	Very weak
2	4,60	Availability of prayer rooms/mosques, halal food places and clean water	Weak
3	3,40	Easy availability of information	A bit weak I
4	2,60	Availability of security and surveillance systems that provide convenience	A bit weak II
5	2,40	Increasing the number of facilities and quality of services owned	
6	2,20	Trash cans are provided so that visitors do not litter	
Opportunity			
1	5,60	The government strongly supports halal-based businesses in the Parapat Lake Toba area, Simalungun district	Very Opportunity
2	5,40	The growth of the tourism industry in the Parapat Lake Toba area, Simalungun Regency, is very high	
3	4,80	Destinations Parapat Lake Toba tourism area which has great potential for regional economic progress	Opportunity
4	4,60	Integration with digital transaction storage systems to increase tourist visits	
5	3,60	Collaboration between tour tickets and lodging around the Parapat Lake Toba destination, Simalungun Regency	quite a chance
6	3,00	Implement non-cash payments (cashless) so that it is practical and efficient	
Threat			

1	5,20	There is an understanding of halal tourism, not a large market share so that the implementation of halal tourism is not optimal	Highly Threatened
2	5,00	Lack of public or visitor awareness of the importance of preserving culture, art and history	Threatened
3	4,40	People who reject the implementation of halal tourism	
4	3,60	There is damage to assets by irresponsible parties	Slightly Threatened I
5	2,60	There are other attractions that are more attractive to tourists	Slightly Threatened II
6	2,20	The rainy season makes road access worse	

Source: data processed by researchers in 2022

Likewise, the same thing is done on rating rankings to see the urgency of handling. The ranking results are listed in table 4:

Table 4
Handling Urgency Ranking

No	Score	Strength Indicators	Evaluation
1	3,00	There are regulations for visitors and have communicative tour guides	Important
2	2,80	Providing attractive and adequate facilities according to the needs of visitors	Pretty Important I
3	2,40	Strategic location and good road conditions without obstacles	
4	2,00	Adequate internet network is available to provide ease of communicating and accessing the internet	
5	1,40	The availability of many natural, cultural and artificial tourist destinations.	Pretty Important II
6	1,40	Beautiful scenery, beautiful and memorable for visitors	
		Weakness Indicators	
1	4,00	Increasing the number of facilities and quality of services owned	Very Important
2	3,60	Easy availability of information	Important
3	3,60	Trash cans are provided so that visitors do not litter	
4	3,60	Availability of security and surveillance systems that provide convenience	
5	3,00	Availability of prayer rooms/mosques, halal food places and clean water	

6	1,80	Halal tourism has not yet been integrated with Islamic financial institutions	Pretty Important
Opportunity Indicators			
1	3,60	Implement non-cash payments (cashless) so that it is practical and efficient	Important
2	2,60	Integration with digital transaction storage systems to increase tourist visits	Pretty Important I
3	2,40	Collaboration between tour tickets and lodging around the Parapat Lake Toba destination, Simalungun Regency	
4	1,60	The growth of the tourism industry in the Parapat Lake Toba area, Simalungun Regency, is very high	Pretty Important II
5	1,40	The government strongly supports halal-based businesses in the Parapat Lake Toba area, Simalungun district	
6	1,20	Destinations Parapat Lake Toba tourism area which has great potential for regional economic progress	
Threat Indicators			
1	3,60	People who reject the implementation of halal tourism	Important
2	3,60	Lack of public or visitor awareness of the importance of preserving culture, art and history	
3	3,20	There is an understanding of halal tourism, not a large market share so that the implementation of halal tourism is not optimal	
4	3,20	There is damage to assets by irresponsible parties	
5	1,60	The rainy season makes road access worse	Pretty Important I
6	1,60	There are other attractions that are more attractive to tourists	

Source: data processed by researchers in 2022

IFAS (Internal Factor Analysis Summary) and EFAS (External Factor Analysis Summary)

Furthermore, the researcher will present the final results of calculating the weights and ratings based on an assessment of current conditions and the urgency of handling them according to respondents from representatives of MSME actors based on indicators of strengths, weaknesses, opportunities and threats as previously explained in details of the calculations. These indicators are presented in the IFAS and EFAS matrices.

What the authors want to show is the overall total score based on indicators of strengths and weaknesses. Referring to table 5, the values obtained for each indicator are 2.12 and 3.22.

Table 5
Matrices IFAS

No	Strength Indicator	Weight	Relative	Rating	Score
1	Adequate internet network is available to provide ease of communicating and accessing the internet	5,00	0,183	2,00	0,37
2	Strategic location and good road conditions without obstacles	4,60	0,167	2,40	0,40
3	There are rules for visitors and have a communicative tour guide	2,80	0,144	3,00	0,43
4	The availability of many natural, cultural and artificial tourist destinations.	4,40	0,165	1,40	0,23
5	Beautiful scenery, beautiful and memorable for visitors	5,20	0,187	1,40	0,26
6	Providing attractive and adequate facilities according to the needs of visitors	3,80	0,154	2,80	0,43
	Total	25,80	1,000		2,12
	Weakness Indicator				
1	Availability of prayer rooms/mosques, halal food places and clean water	4,60	0,179	3,00	0,54
2	Increasing the number of facilities and quality of services owned	2,40	0,156	4,00	0,62
3	Easy availability of information	3,40	0,168	3,60	0,60
4	Trash cans are provided so that visitors do not litter	2,20	0,153	3,60	0,55
5	Halal tourism has not yet been integrated with Islamic financial institutions	5,20	0,185	1,80	0,33
6	Availability of security and surveillance systems that provide convenience	2,60	0,159	3,60	0,57
	Total	20,40	1,000		3,22

Source: data processed by researchers in 2022

While in table 6, the value of each indicator is 2.08 for the opportunity indicator and 2.99 for the threat indicator.

Table 6
Matrices EFAS

No	Opportunity Indicator	Weight	Relative	Rating	Score
1	The growth of the tourism industry in the Parapat Lake Toba area, Simalungun Regency, is very high	5,40	0,183	1,60	0,29
2	Implement non-cash payments (cashless) so that it is practical and efficient	3,00	0,149	3,60	0,54
3	Destinations Parapat Lake Toba tourism area which has great potential for regional economic progress	4,80	0,165	1,20	0,20
4	Collaboration between tour tickets and lodging around the Parapat Lake Toba destination, Simalungun Regency	3,60	0,155	2,40	0,37
5	Integration with digital transaction storage systems to increase tourist visits	4,60	0,163	2,60	0,42
6	The government strongly supports halal-based businesses in the Parapat Lake Toba area, Simalungun district	5,60	0,185	1,40	0,26
	Total	27,00	1,000		2,08
	Threat Indicator				
1	The rainy season makes road access worse	2,20	0,122	1,60	0,20
2	People who reject the implementation of halal tourism	4,40	0,178	3,60	0,64
3	There are other attractions that are more attractive to tourists	2,60	0,131	1,60	0,21
4	There is an understanding of halal tourism, not a large market share so that the implementation of halal tourism is not optimal	5,20	0,203	3,20	0,65
5	Lack of public or visitor awareness of the importance of preserving culture, art and history	5,00	0,199	3,80	0,76
6	There is damage to assets by irresponsible parties	3,60	0,167	3,20	0,53
	Total	23,00	1,000		2,99

SWOT Quadrant

The next step is to calculate the IFE (Internal Factor Evaluation) and EFE (External Factor Evaluation) from the final score, with the formula:

IFE value (Score of Strength - Score of Weakness) = $2.12 - 3.22 = -1.10$

EFE Value (Opportunity Score – Threat Score) = $2.08 - 2.99 = 1.79$

Based on the results of the IFE and EFE calculations above, a position for SWOT analysis can be determined, namely in quadrant II (positive - negative). As shown in Figure 4 below.

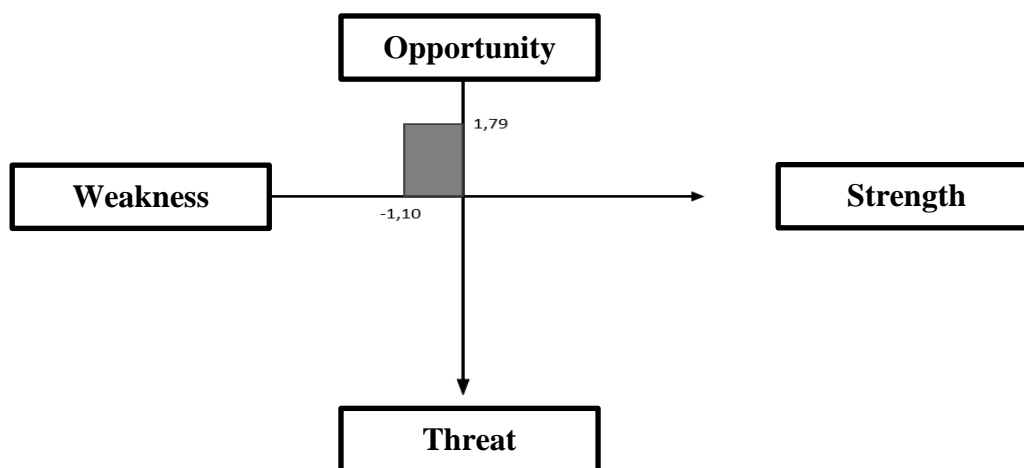


Figure 1
SWOT analysis

Positioning SWOT Analysis of Halal Tourism in the Parapat Lake Toba Area

After knowing the right type of strategy to apply for the implementation of halal tourism destinations in the Parapat Lake Toba area, Simalungun Regency, to maintain and utilize it, then it is necessary to do an analysis using the SWOT matrix to find alternative strategies that can be implemented according to these factors. This matrix serves to determine reasonable strategic alternatives based on internal and external factors.

Opportunities for Halal Tourism Destination Businesses in the Parapat Lake Toba Area

Referring to the results of the processed SWOT analysis data, it can be ascertained that halal tourism in the Parapat Lake Toba area, Simalungun Regency, is in the status of a turn-around strategy. Its meaning is to minimize weaknesses and seize opportunities. Currently, halal tourism in the Parapat Lake Toba area, Simalungun Regency, is being

implemented. Weaknesses come from the community or tourism visitors themselves, while opportunities come from outside opportunities.

Challenges Faced in Halal Tourism Destination Businesses in the Parapat Lake Toba Area

The implementation of halal tourism destinations in the Parapat Lake Toba area, Simalungun Regency, is currently in the implementation stage but is not yet advanced and there is a need for a priority strategy to be applied to Halal tourism in Simalungun Regency.

The challenge faced in implementing this halal tourism destination is that there is an understanding that halal tourism is not a large market share so that its application is less than optimal. However, in mid-2022 the pandemic has subsided and the world of tourism has revived. The Muslim tourist market is very potential and now Muslim tourists are increasing in traveling globally. (Darmalaksana & Busro, 2021)

Furthermore, the challenges faced in implementing halal tourism which are referred to in the results of the SWOT analysis are the lack of public or visitor awareness of the importance of preserving culture, art and history. Lake Toba is known for its strong cultural characteristics, but there are still many tourists who are less aware of maintaining cultural, artistic and historical dances..

The Prospect of Implementing Halal Tourism Destinations in the Parapat Lake Toba Area

To attract tourists in implementing halal tourism destinations in the Parapat Lake Toba area, Simalungun Regency, there must be a strategy so that prospects can be utilized properly. The strategy that must be carried out in implementing halal tourism destinations in the Parapat Lake Toba area, Simalungun Regency, starts with the government first.

CONCLUSION

Referring to the results of the research and discussion, it can be concluded that the most influential opportunities for the advancement of tourist destinations in the Parapat Lake Toba area are implementing cashless payments so that they are practical and efficient. Seeing the progress of fintech, such as digital wallets, makes non-cash payments even more advanced. Several opportunities that can be utilized for progress in halal tourism

destination businesses in the Parapat Lake Toba area, Simalungun Regency, namely the growth of the tourism industry in the Parapat Lake Toba area, Simalungun Regency, is very high, the Parapat Lake Toba tourism destination has great potential for regional economic development, Cooperation between tickets tour with lodging around the Parapat Lake Toba destination, integration with a digital transaction storage system to increase tourist visits and the government strongly supports halal-based businesses in the Parapat Lake Toba area.

The challenge faced in implementing this halal tourism destination is an understanding of tourism halal is not a large market share so that its application is less than optimal. Furthermore, the challenges faced in implementing halal tourism which are referred to in the results of the SWOT analysis are the lack of public or visitor awareness of the importance of preserving culture, art and history. Lake Toba is known for its strong customary characteristics, but there are still many tourists who are less aware of maintaining cultural, artistic and historical dances. Halal-based business support so that there are many prayer rooms/mosques available, halal places to eat and clean water in the Parapat Lake Toba area, Simalungun Regency.

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