

HALAL ECOTOURISM DEVELOPMENT STRATEGY FOR SUNSET LAND BEACH, SEKARBELA DISTRICT, MATARAM CITY



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Abstract

Sunset Land Beach is one of the tourist attractions in the South Ring Road area, Jempong Baru, Kec. Sekarbela, City. Mataram, West Nusa Tenggara is much sought after by tourists. This research aims to determine the strategy for developing halal ecotourism at Sunset Land Beach. The method used in this research is a descriptive qualitative research method, namely research that seeks to obtain accurate and effective information. With data collection techniques through interviews, observation, and documentation. The main problem of this research is the strategy and implementation in developing sunset land halal ecotourism, as well as the inhibiting factors in implementing the sunset land ecotourism development strategy. The results of this research are that the strategy used in developing sunset land halal ecotourism is a program to increase the development of halal tourism facilities and infrastructure. The weaknesses of Sunset Land Beach include natural phenomena, halal certificates, and places of worship.

Keywords: Development, Halal Tourism, Sunset Land

INTRODUCTION

Ecotourism is a tourism development concept that offers a form of tourism that is friendly to preserving nature and culture. The definition of ecotourism is responsible tourism activities that are primarily based on natural tourism activities, also including some rural tourism activities and cultural tourism (Wood, 2002). Ecotourism is a nature and environmental conservation activity packaged in a tourism destination, which also has an impact on the local economy (Mu'tashim & Indahsari, 2021).

The halal tourism sector is one type of tourism that must be developed (Mira Silfiya, Rudi Hermawan, 2023). The development of the halal tourism sector in Indonesia has increased in recent years. This is in line with support from the central government and also several regional governments. In the Global Muslim Travel Index (GMTI) ranking which was released in Singapore, on June 1st, 2023, Indonesia itself managed to occupy first place in the halal tourism services sector with a score of 73. This has increased and even exceeded the target of the central government which is targeted to be ranked 1st in 2025. Sandianga Salahuddin Uno, Minister of Tourism and Creative Economy, Republic of Indonesia said "We got results that were beyond expectations, Indonesia succeeded in being in first place in the Global Muslim Travel Index, I was targeting in 2025 to get first place, it turns out that in 2023 the team that prepared it was successful executing several of our flagship programs. so that we are finally in the first place, and this is an achievement." The development of globalized tourism is what has triggered Indonesia to also develop the tourism sector in various sectors (LN Safitri et al., 2021).

One of Indonesia's leading tourism sectors is in the Province of West Nusa Tenggara (NTB). NTB is flanked by two large Indonesian tourism sectors, namely Bali Island and Komodo Island. This makes NTB a strategic area for developing tourism. Apart from having natural beauty, NTB also has various ethnicities and cultures (Nasution et al., 2021).

The development of the tourism sector in NTB Province can be seen from the increasing number of tourist visits. Apart from that, West Nusa Tenggara Province was the first region to receive a halal tourism certificate in 2015 (Sarjan, 2019).

Tourism on the island of Lombok, West Nusa Tenggara, has started making improvements, both in the north, central, and south. This has its objectives, namely to attract

tourists, achieve community prosperity, develop regional potential, and contribute to the National Tourism program initiated by the Ministry of Tourism, namely "Indonesia WOW" (Word of Wonderful) (Kemenpar, 2019) (Basit, 2022).

The charm of Mataram City holds the allure of unique culture and nature. The uniqueness of culture is expressed in the traditions, customs, culinary delights, and lifestyle of its people. His natural work creates such beautiful natural landscapes. The government as the public sector has a role and responsibility in building an operational framework, where the public and private sectors are involved in driving the pulse of tourism. This means that the government must translate the tourism policy that has been prepared into a concrete plan regarding collaboration with the private sector to develop the Sunset Land Beach tourist attraction. Developing a strategy for the Sunset Land Tourism area requires proper planning from planning alternatives that require prioritization. Sustainable tourism strategy by involving the government in determining priorities for evaluating tourism strategic procedures.

The main problem of this research is how the strategy, and implementation in developing Sunset Land halal Ecotourism, as well as the inhibiting factors in implementing the Sunset Land Ecotourism development strategy. This research aims to find out what the manager's strategy is in developing Sunset Land's halal ecotourism.

REVIEW OF LITERATURE

Strategy formulation is the development of a long-term plan for the effective management of environmental opportunities and threats, in light of the organization's strengths and weaknesses. Strategy formulation includes determining the organization's mission, determining the goals to be achieved, developing strategies, and establishing policy guidelines (Ginting et al., 2020). The tourism development strategy aims to develop quality, balanced, and gradual products and services (Ginting et al., 2020).

Ecotourism is the name given to tourism that is specifically responsible for ecological conservation. Ecotourism aims to protect natural resources and the environment, benefit local communities by respecting local culture, and educate tourists on the importance of responsible travel regarding energy efficiency, water conservation, and protection of wildlife and indigenous communities (Maharani et al., 2023).

According to TIES or The International Ecotourism Society (2019), ecotourism is a tourist trip to natural areas to convert or save the environment and provide a livelihood for residents. Meanwhile, Buckley (2009) states that the main components of ecotourism are nature-based products, minimal-impact management, environmental education, and contribution to conservation (Mu'tashim & Indahsari, 2021).

The development of halal tourism is starting to be carried out by various countries, both Muslim and non-Muslim countries. Halal tourism is currently still a developing segment, still in the early stages of business research, but has the potential to become an attractive tourism segment (Maharani et al., 2023).

RESEARCH METHOD

This research uses descriptive qualitative research methods, namely research that seeks to obtain as complete information as possible to obtain information (Sugiyono, 2022). Information was extracted through in-depth interviews with informants (Local Tourism Managers). The observation and interview process are very important in data collection. From observations and interviews, it is hoped that we will be able to explore the problems that exist in the development of halal tourism at Sunset Land Beach to find out what strategies can be implemented to develop Sunset Land Beach tourism in local and national eyes as well as in improving the welfare of the local community.

The scope of the problem or object in this research is Sunset Land Beach, Mataram, using two types of data sources, namely primary data and secondary data. Primary data is the main data obtained directly based on information and explanations obtained from research subjects such as managers, visitors, and traders around the halal tourism area of Sunset Land Beach, Mataram City. Apart from primary data, secondary data is also used. Secondary data is data that is used as support to provide explanations for primary data sources in the form of books, journals, or documents related to research (Sugiyono, 2022).

In qualitative research, data collection is used using interview and observation methods. An interview is a conversation that leads to a particular problem and a verbal question-and-answer process where two or more people physically face each other. In-depth interviews were conducted with managers, traders, and local communities to obtain as clear

data and information as possible. Apart from interviews, observation methods will also be used. This observation is used to collect data by making direct observations on the object to be studied, after which the researcher can describe the problems that occur which can be linked to other data collection techniques (interviews). In this observation, researchers went into the field directly to Sunset Land Beach (Mira Silfiya, Rudi Hermawan, 2023).

In terms of qualitative data analysis (Basit, 2022) in (Sugiyono, 2022) state that data analysis is the process of systematically searching for and compiling data obtained from interviews, field notes, and other materials so that they can be easily understood, and the findings can be informed to others. Data analysis is carried out by organizing data, describing it into units, synthesizing it, arranging it into patterns, choosing what is important and what will be studied, and making conclusions that can be shared with others.

RESULTS AND DISCUSSION

Coastal Land Development Strategy

Halal tourism is a new phenomenon in the tourism industry (Dewi et al., 2022). Halal tourism is tourism that prioritizes Islamic values in every activity or activity. Halal tourism also in some definitions among actors still tends to be foreign because it is not well known by the general public. Halal tourism is better interpreted as religious tourism, namely visits to places of worship to go on pilgrimages or places of worship. Even though halal tourism does not focus on objects alone, but on travel etiquette and facilities. Halal tourism objects are also not only focused on Islamic contexts, such as mosques and relics of Islamic history. Islamic tourism objects apply to all places of worship. Halal tourism gives meaning to the community that Muslim communities must practice Islam wherever and whenever.

The large number of activities within the coastal area means that this area needs to establish rules and management strategies so that every activity within it can run well. Differences in management strategies determined by a region will always be found, this is because the needs and conditions of a region are different. Attention regarding the importance of managing an area has now been stated in Law No. 27 of 2007 concerning Management of Coastal Areas and Small Islands, more clearly recognizes the existence of the marine and fisheries sector as well as the management of coastal areas and small islands as one of the

national development agendas, one of the most important articles in the strategy for managing a coastal area is in article 1, namely, Management of Coastal Areas and Small Islands is a process of planning, utilization, supervision and control of Coastal and Small Island Resources between sectors, between the Government and Regional Governments, between land and marine ecosystems, as well as between science and management to improve community welfare (Ramli, 2019).

Looking at the explanation above, this is also what the management of Sunset Land Beach does, they have their strategy for managing Sunset Land Beach, namely: Developing halal ecotourism. The program above will be developed into a strategy that will be implemented so that the goal of developing halal ecotourism at Sunset Land Beach, Mataram City can be achieved properly. The explanation of the program strategy above is:

Ecotourism Development Strategy can be interpreted as a decision to continue the development of ecotourism which seeks to renew tourist attractions without destroying them and relies on several principles to preserve nature so that visitors can enjoy them more comfortably. So, through the development of ecotourism, it can be an alternative where ecotourism is not just entertainment, but is also expected to be able to attract tourists so they can participate directly in developing environmental conservation (Wijayanti, 2016).

This program is carried out to increase the halal tourism potential of Sunset Land tourism so that it has an attraction for Muslim tourists to visit. The strategies used in developing halal ecotourism are as follows.

Program to Improve the Development of Halal Tourism Facilities and Infrastructure

The development of halal tourism facilities and infrastructure is carried out by implementing several strategies, which are carried out by managers, such as providing food and drinks labeled halal, and toilets with clean water that is guaranteed to be halal. Because facilities and infrastructure are very important to support the development and development of halal tourism at Sunset Land Beach. Therefore, the management must pay attention to facilities that are labeled halal to make it easier for Islamic tourists to visit Sunset Land Beach.

Sunset Land Beach Products

Managing tourism potential well will have positive implications for the decision to visit. The decision to go on a tourist trip is the same as a purchasing decision, a visiting decision in choosing and evaluating two or more existing alternatives (I. Safitri et al., 2020). The decision to determine the location that will be used as a tourist attraction is an important factor. A strategic and easy-to-reach location will be the main choice. This is intended so that companies can manage these tourist attractions effectively and efficiently. Tourist attractions that are strategically located, easy to reach, and located in the center of the crowd will be easier for consumers to visit (Sianturi & Paludi, 2022).

From the explanation above, Sunset Land Beach has products that can attract visitors to visit or travel to Sunset Land Beach itself, including:

Natural beauty

This natural beauty is one of the natural products that Sunset Land has, namely the beauty of the sunset which is very suitable for visitors who are unwinding after a long day of work, accompanied by the sunset and the roar of the waves, it can attract visitors to visit there.

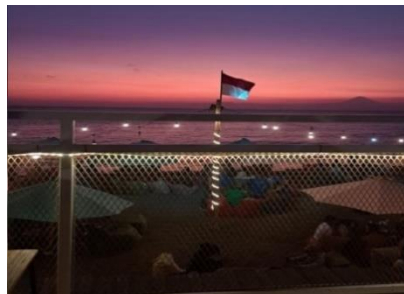


Figure 1
The Natural Beauty of Sunset Land

Decorated Stalls

This is one of the products from Sunset Land, namely the beauty of its stalls which are decorated with beautiful lights that can attract visitors to visit Sunset Land Beach.



Figure 2
Stall

Spacious Parking

Of course, parking is one of the things that helps attract visitors to visit Sunset Land, because it is for the comfort and safety of the visitors themselves.



Figure 3
Parking Area

Weaknesses of Sunset Land Beach

Of course, Sunset Land Beach is not perfect, several phenomena are the weaknesses of Sunset Land Beach. The weaknesses of Sunset Land Beach include:

Natural Phenomena

This natural phenomenon is one of the weaknesses of Sunset Land Beach, where when the weather is unfriendly or rainy, visitors visiting Sunset Land will be deserted. This may be unavoidable but the managers continue to anticipate this.

Halal Certificate

A halal certificate determines whether a product is guaranteed to be halal, this is at Sunset Land, all the stalls there do not yet have a halal certificate, although the management continues to monitor the halalness of the products there, namely by prohibiting products that

contain alcohol and other haram foods such as pork ETC. However, this does not guarantee the halalness of the food products there.

Worship Place

This place of worship is one indicator of the formation of halal tourism. In procuring places of worship, the management has made efforts to provide these places of worship.

History of Sunset Land

Sunset Land is one of the relatively young beaches, which was built in 2021, initially this beach was planned to build villas, but because it conflicted with the government which stated that the distance of the building from the shoreline had certain specifics, it was changed to a beach tourist destination. Sunset Land Beach is a privately owned tourist attraction so the initial capital was mined, using various methods and working together with related parties so that the tourism could be built.

Meanwhile, the name Sunset Land came from cultivating the land and while hanging out with some friends while enjoying the twilight and sunset in the afternoon the idea arose to name it by that name, and looking for references on Google it turned out that there was no name for a beach tourist attraction with the name Sunset Land, so when that's the name Sunset Land used for this tourist destination.

Sunset Land Profile

Lombok Island is famous for its natural beauty, with many amazing and attractive beaches. One of the recommended places to enjoy a really beautiful sunset while enjoying culinary delights is Sunset Land Beach.

Sunset Land is located on Jalan Lingkar Selatan-Loang Balok, not far from the center of Mataram City, Sunset Land can be accessed in around 10-15 minutes. specifically located in Jempong, Sekarbela District, Mataram City, West Lombok Regency, West Nusa Tenggara.

Road access to Sunset Land Beach is very good and smooth because the location of Sunset Land Beach is close to the main road so tourists can easily come to visit Sunset Land. Sunset Land Beach can be visited by motorbike, car, or bus at a distance of 4.4 kilometers from Mataram City, while the distance from Lombok International Airport is 32 kilometers and takes around 36 minutes.

Previously, Sunset Land Beach was abandoned and was just a dune, then it was transformed into a pleasant tourist destination for recreation. Sunset Land is located on the coast in the same area as Loang Baloq Beach. Even though Sunset Land Beach has recently become famous, Sunset Land is also one of the beaches where you can enjoy the interesting and beautiful sunset spot in Mataram. Sunset Land is known for its spectacular sunset views, in this place tourists can be treated to an amazing view when the sun begins to set over the horizon, its red and golden colors reflect the light on the sea, making the atmosphere of this beach even more beautiful and very pleasing to the eye, tourists to You can enjoy the sunset from the top of the cafe while enjoying the beauty of the sunset spot while also having culinary delights with various kinds of food to enjoy. Apart from enjoying the sunset, tourists can also do horseback riding and swing riding. The sand is blackish but it doesn't change the beauty of the beach so you can enjoy the clean/clear water because the beach is kept clean by officers who are directed to maintain cleanliness at Sunset Land Beach.

The Potential That Sunset Land Has

Of course, for everything that is offered or for a product to have fans, it must have its potential to attract consumers, the same goes for Sunset Land tourism, it has its characteristics or potential to attract its visitors, as for the potential that tourism has Sunset Land is:

Strategic Place

According to the manager from our interview, he said "Sunset Land Beach has a very strategic location for visitors, where it is located close to the city center, on and on the side of the main road.

Natural Beauty

Natural beauty is one of the potentials that Sunset Land has in attracting tourists to visit, including the beauty of the sunset with the roar of the waves which is a perfect combination, this is what attracts tourists to visit.

Facility

Facilities are one of the reasons for the high demand from tourists to visit Sunset Land, where the arrangement and modification of the facilities at Sunset Land are quite good, with colorful decorations from lights, this is something that can spoil the eyes of visitors when they look.

CONCLUSION

The concept of halal tourism is an emerging phenomenon within the tourism industry that emphasizes adherence to Islamic values throughout various activities and services. While not yet universally recognized or understood, halal tourism goes beyond traditional religious tourism, which focuses on visits to places of worship, to include travel etiquette and facilities that accommodate the needs of Muslim travelers. This concept ensures that Muslim communities can practice their faith seamlessly while traveling.

In the context of coastal land development, such as at Sunset Land Beach in Mataram City, the integration of halal tourism principles aligns with broader coastal management strategies outlined in Indonesian law. According to Law No. 27 of 2007, coastal area management must involve planning, utilization, supervision, and control of resources to enhance community welfare. This includes collaboration between government levels, sectors, and integrating land and marine ecosystems.

Sunset Land Beach has implemented a strategy to develop halal ecotourism, focusing on sustainable tourism practices that preserve natural attractions while offering facilities that cater to Muslim tourists. The strategy includes:

a) **Development of Halal Tourism Facilities and Infrastructure:** This involves providing halal-labeled food and drinks, ensuring clean water for toilets, and offering worship places. These facilities are crucial in supporting the development of a halal-friendly tourism environment;

b) **Attractive Tourism Products:** 1) **Natural Beauty:** The beach is renowned for its stunning sunsets and the soothing sound of waves, providing a relaxing environment for visitors; 2) **Decorated Stalls:** Stalls adorned with beautiful lights enhance the visual appeal and attract tourists; 3) **Spacious Parking:** Ample parking space ensures convenience and safety for visitors;

c) **Addressing Weaknesses:** 1) **Natural Phenomena:** Bad weather can deter visitors, which is a challenge the management acknowledges; 2) **Halal Certification:** Although efforts are made to monitor the halal status of food products, the absence of formal halal certification remains a concern; 3) **Provision of Worship Places:** Efforts to provide adequate worship facilities are ongoing, which is vital for the halal tourism framework.

Sunset Land Beach's development strategy aims to capitalize on its natural and strategic advantages, making it a desirable destination for Muslim tourists. By enhancing halal tourism infrastructure and promoting ecotourism, Sunset Land Beach strives to attract more visitors while preserving the environment and supporting the local economy.

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