

DEVELOPMENT OF BEAUTIFUL SUNSET LAND (CSL) BEACH TO REALIZE A SUSTAINABLE ECONOMY OF IT-BASED HALAL CULINARY TOURISM ENTERPRISES



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Abstract

This study investigates the development of Pantai Cantik Sunset Land (CSL) as a halal culinary destination in Sekarbela District, Mataram City, focusing on the role of information technology (IT). Using SWOT analysis, surveys, and interviews, the research identifies significant potential for the halal culinary industry at CSL Beach. However, challenges include inadequate IT utilization in marketing, insufficient awareness of halal certification, and poor waste management. The findings suggest that enhanced IT use in social media, increased halal certification awareness, and improved waste management can boost the competitiveness and sustainability of halal culinary businesses at CSL Beach.

Keywords: CSL Beach, halal culinary, development, IT, sustainability

INTRODUCTION

Administratively, Mataram City consists of 6 (six) sub-districts, namely Ampenan, Sekarbela, Mataram, Selaparang, Cakranegara, and Sandubaya sub-districts, namely Jempong Baru, Karang Pule, Kekalik Jaya, Tanjung Karang Permai, Tanjung Karang, while Pantai Cantik Sunset Land (CSL) is an area in the southern ring area, Sekarbela sub-district, Tanjung Karang sub-district, Mataram city, which has a population density of 8875 people.

The tourism sector can be said to be in direct contact with people from the lowest economic level because it is the people who will have direct contact with tourists (Ngoi & Lee, 2020). For this reason, Law Number 10 of 2009 was enacted, so that craftsmen, tour guides, and small and medium tourism actors in the halal culinary sector can be nurtured and developed in accordance with applicable regulations (Hussain et al., 2020). Tourism development is considered important because tourism is linked to other sectors such as the agricultural sector, services, trade, and transportation sectors. Optimal development and utilization of tourism will be able to increase economic growth, create jobs, and increase community income and regional income (Bianchi & Stoian, 2024). West Nusa Tenggara Province has many interesting natural attractions to visit, including the tourist attractions Canti Sunset Land Beach, Tanjung Karang Subdistrict, Sekarbela Subdistrict, Mataram City. Sekarbela District, which is designated as a tourist area, has many beach tourist attractions, namely Batas Senja Beach, Gading Beach, Mapak Beach, Tanjung Karang Beach, and the beautiful Sunset Land Beach (Kurniawan et al., 2023).

However, the Mataram City government in this case has only designated three superior beach tourism objects located in Sekarbela District as beach tourism destinations in Tanjung Karang District, including one of them, namely beach tourism with its halal culinary delights called Pantai Cantik Sunset Land, which is currently heading towards a sustainable economy in improving the beautiful tourist landscape (Kurniawan et al., 2022).

He feels that Mataram City's economic activity is also increasingly growing. Especially with the many events held in the capital city of NTB Province (Aini & Hulaimi, 2024). This further convinces investors to start investing. "You can see for yourself, many modern cafes or culinary stalls in Sunset Land have opened. Thank God, many job opportunities have finally been absorbed so that investors are attracted to the beauty of this

beach and hotels will be built for this beach area, all back to the existing rules and regulations (Harper, 2024).

The beautiful sunset land beach is very pleasant for recreation with the family. Apart from the beautifully landscaped beach with a café building that provides selfie spots and directly overlooks the sunset, the various culinary delights sold are also delicious. Starting from grilled fish, juice, rice, and noodles, everything is served at the beachside café (Zitri et al., 2011).

The beautiful Sunset Land Beach tourist attraction is a special attraction for foreign visitors or local visitors (Aini, 2022). This cannot be separated from the role of the tourism office in providing information to investors who want to open up business opportunities in beach tourism with a variety of halal culinary preparations that arouse visitors who want to enjoy a new atmosphere on the beautiful sunset land beach, and can provide an increase in economic income. area. So that it can grow the local economy with more energy so that domestic products increase. The development of this area's beaches is also being sought by Dubai and Turkish investors who want to take part in building hotels in the CSL area. (Lombok Post, metropolis 8 June 2021).

The city of Mataram, one of the cities in Indonesia, has experienced developments in the halal tourism industry, and the halal honeymoon bastard can be illustrated by the following developments (Kurniawan & Qodir, 2022).

1. Halal Tourism Accommodation: Several hotels and accommodations in Mataram City have attempted to provide facilities that comply with halal tourism principles. They offer rooms equipped with Qibla direction, provide halal food and drinks, and provide a prayer room for Muslim guests.
2. Halal Restaurants and Culinary: Mataram City has a variety of restaurants and food stalls that serve halal dishes. It includes local and international cuisine tailored to the needs of Muslim travelers.
3. Religious Tourism: The city of Mataram has a number of religious places of interest to Muslim tourists, including historic mosques and historical sites related to Islam. These include the Selaparang Grand Mosque and the Bayan Beleq Mosque.

4. Halal Festivals and Events: Several festivals and events that focus on halal culture and culinary are held regularly in Mataram City. This includes a halal food festival and an exhibition of halal products.
5. Tourism Infrastructure Development: The local government has invested in developing tourism infrastructure that supports the needs of Muslim tourists. This includes transportation facilities, tourist routes, and other supporting facilities.
6. Halal Tourism Marketing: The government and tourism industry players in Mataram City have been active in promoting Mataram City as a halal tourism destination. They have participated in international tourism exhibitions that focus on halal tourism.
7. Halal Training and Certification: To ensure the quality of halal tourism services, a number of culinary industry players have received halal training and certification. (Law Number 10 of 2009 concerning Tourism, and also Law Number 33 of 2014 concerning Halal Product Guarantees).

This development reflects the City of Mataram's efforts to exploit the potential of the halal tourism industry to attract Muslim tourists from all over the world. This also has a positive impact on local economic growth by creating new jobs and increasing regional income. In addition, the development of halal tourism helps strengthen the cultural and religious identity of the City of Mataram in the context of global tourism.

Tanjung Karang sub-district is one of the coastal sub-districts in Mataram City which has natural marine tourism, namely Sunset Land Beach. In this case, Sunset Land Beach has the potential for halal ecotourism in developing and empowering communities that prioritize religious, cultural values and a supportive tourist environment. So, many foreign and local tourists come to this place to see the beauty and panorama offered at this tourist attraction. This tourist spot is a beautiful and strategic place so it can quickly be reached by foreign and local tourists. This place is very pleasant for recreation with the family. Apart from the beach being clean and directly facing the sunset view, there are also many culinary delights on sale, from grilled fish, juices, Rice, and noodles are all served at beachside cafes. The prices are also affordable so this.

Based on this description, the local government needs to be aware, in this case, the West Nusa Tenggara Culture and Tourism Service, which plays a very important role in developing a tourist attraction. Development is a form of effort made to create and preserve

tourist areas, especially Sunset Land Beach, so that they can be more competitive in attracting tourists (Kurniawan et al., 2022).

The object of developing the beautiful Sunset Land (CSL) beach has obstacles that need to be resolved effectively and efficiently, apart from that, there is also a lack of awareness among business actors in the area of having MUI standard halal certificates. As we know, Sunset Land Beach is a new viral beach that is currently a popular hangout venue in the city of Mataram, for the beach tourism area, but unfortunately, there is a lot of rubbish scattered on the coast, starting from plastic food waste, plastic bottles, and rubbish. other. This has a big impact on the views and comfort of visitors (Matos-Cámara et al., 2023).

The beautiful Sunset Land Beach lacks the attention of visitors because there are very few resources in the field of information technology to promote the Sunset Beach location land. Tourism development is very important in terms of the quality of tourist attractions and the opportunities they have are very large. They are more familiar with Loong Baloq Beach than CSL Beach.

REVIEW OF LITERATURE

Development of Sunset Land Beach

According to Gamal Suwanto, development is advancing and improving or improving something that already exists to develop quality, balanced, and gradual products and services. Development in a general sense is interpreted as a process of growth, changes that proceed slowly (evolution) and changes that occur gradually (Savira & Suharsono, 2013).

According to Yoeti, development is an effort or way to develop and develop something that already exists. The development of tourism in tourist destination areas will always be taken into account with the profits and benefits for the communities around the tourist attraction (Ketut Surya Diarta, Introduction to Tourism Science, (Yogyakarta: Andi, 2009).

According to Barreto and Giantari (2015:34), Tourism development is an effort to develop or advance tourist attractions so that these tourist objects are better and more interesting in terms of places and objects in them to attract tourists to visit them. The concept of developing the beautiful Sunset Land (CSL) beach is a local government program to

realize a sustainable economy where there are investors from Dubai and Turkey who are looking at the beach area on the ring road in the Sekarbela sub-district, Mataram City, who want to develop a sustainable economy in the beautiful Sunset Beach location. Land with plans to build bungalows and a beach cafe. and Sunset land has a land area of 2.3 hectares. (Sekarbela Mataram Coast is Attracted by Investors in Dubai and Turkey - Lombok Post (jawapos.com) by investors together with related agencies without violating applicable regional regulations.

Currently, the Pantai Cantik unset land location is arranging the direction of the entrance by planting trees and forming a road leading to the beach location. He feels that Mataram City's economic activity has also become increasingly vibrant. Especially with the many events held in the capital city of West Nusa Tenggara Province. This further convinces investors to start investing. "You can see for yourself, many modern cafes or culinary stalls in Sunset Land are already open. Hopefully, in the future, they won't just be cafes or stalls but there is a shop that provides typical Lombok handicrafts, which is the hope of researchers so that a progressive economy can be realized. So that many jobs will eventually be absorbed.

The long-term target of implementing the PEL (Sustainable Economic Development) approach is poverty alleviation and continuous and sustainable improvement in the quality of life of a local community in a region or region. To achieve these targets, PEL (Local Economic Development) has the following objectives: 1) Accelerate economic growth through the creation of added value; 2) Creating and equalizing employment opportunities; 3) Increase economic competitiveness against other regions or countries; 4) Build and develop positive cooperation between regions.

The context of effective achievement of LED goals (sustainable economic development) requires the selection of strategies and programs that will be the focus of economic development based on the strengths and problems that exist in society by considering several important criteria. These criteria include that the selected activities and programs are capable of: 1) Utilize local potential and resources optimally; 2) Able to provide a significant multiple impact on the region; 3) Potential to provide benefits to households, poor groups, and micro, small and medium enterprise groups.

Sustainable Economy

Sustainable is defined as economic activities that focus on shared prosperity that is profitable for producers and consumers by not only pursuing economic growth. (Introduction to Economics, 2020) Economic activities that have been developing so far have in reality had implications for environmental damage and the social inequality that accompanies it. Such economic practices will threaten human survival in the long term.

Therefore, sustainable aspects in economic practice are an agenda that continues to be intensified. The sustainable aspect is intended to take into account economic growth which includes aspects of social justice and environmental preservation in the process. Sustainable principles in the economy will provide increased skills for workers in encouraging increased competitiveness so that they can obtain better income.

Referring to the National Development Planning Agency (Bappenas), the goal of sustainability is the development that improves community welfare, sustains community social life, maintains environmental quality, and ensures justice and the implementation of governance that maintains the quality of life.

The crucial importance of a sustainable economy can be observed through the two main impacts produced by economic growth which has been developing so far, namely the decline in the quality of the environment which has led to the rise of natural disasters which have also resulted in massive disruption of industrial and economic activities. Second, economic activities that only focus on profits have an impact on widening levels of social inequality because economic growth is not accompanied by aspects of economic equality (Ratna Dewi, 2023). Global economic development growth has been achieved by many countries. Currently, the population has reached more than 7 billion, and the average country in the world can still support it. In 1970 the average world economic growth was 4.36% and was able to support 3.76 billion people in the world (World Bank data), (World Development Indicators, World Bank 2016).

The potential of the beach tourism industry spread across Sekarbela sub-district, Tanjung Karang sub-district, and Mataram city is still not managed optimally so this natural tourism area is experiencing a slowdown in tourist visits due to the Covid-19 pandemic. One of the beach tourist attractions in the coastal area of Sekarbela subdistrict, Tanjung Karang sub-district, Mataram city. Sunset Land Beach is one of the beaches that is still not well

known and has been developed optimally. This can be seen from the comparison of the number of tourists with the number of visitors to other beaches in the Lombok region (Tourism Office, 2011).

Ampenan Beach has experienced quite rapid development in tourist activities, but this has not yet happened in the beautiful Sunset Land Beach Tourism Area. Even though the location of Ampenan Beach is not too far from the beautiful sunset land beach area. This difference in the number of visitors shows that the economic movement has not been optimally developed, because the beautiful Sunset Land beach has just been realized in 2021 and is only crowded with visitors on weekends, holidays, and when there are certain events held by several communities or groups.

The concept of sustainable economics emphasizes the balance of 3P aspects, namely profit (economic profit), people (people), and nature (environment) so that there are win-win opportunities in the economy and the environment in the production process. In the process, responsible and environmentally friendly use of natural resources is important to increase efficiency and reduce negative impacts on the environment. This will create added value for society in the context of increasing employment opportunities, community welfare, and quality of life. Sustainable economics greatly influences the conditions that researchers are discussing regarding the development of Sunset Land Beach, which is located in Mataram City, Sekarbela District, Tanjung Karang Village.

Tourism

Beach tourism is a physical element of the beach that can be used as a location for carrying out tourism activities. This object is divided into three parts, the first is the beach which is a transition area between land and sea. The beach is a prime tourist attraction with potential uses, ranging from passive to active activities. Next, the second is the sea surface where there are waves and wind so that the surface has useful and recreational potential. Third, namely, the land around the beach which is a supporting area for the condition of the beach, which functions as a place for recreation and land sports so that visitors will enjoy it for longer.

Tourism potential is everything in good condition that is real and cannot be touched which is worked on, arranged, and provided in such a way that it can be useful or utilized, realized as the capabilities of factors and elements that are needed or determine the

development of tourism, whether in the form of atmosphere, events, objects or service or services. A tourist attraction or attraction is anything that can attract tourists to visit a tourist destination, such as natural attractions (landscape, sea views, beaches, climate, and other geographical features of the destination), and cultural attractions (history and folklore, religion, art). and special events, festivals), social attractions (way of life, population, language opportunities for social gatherings), and building attractiveness (buildings, historic and modern architecture, monuments, parks, gardens, marinas) (Yoeti, 2013).

Sukamdani expressed the same understanding regarding tourism potential, as everything that a tourist attraction has is useful for developing the tourism industry in the area. According to Pedit, tourism potential is everything that can be found in a tourist destination or tourist resort. A tourist destination is a place where, because of its attractions, natural conditions, traffic relations, and tourism facilities, the place or area has become an object of tourist visit. These two concepts form the basis of articles about tourism potential, which is everything that is found in tourist destination areas and has tourist attractions that are useful for developing tourist destination areas (Sukamdani, 2013).

Tourist Facilities Are the completeness of a tourist destination area that is needed to serve the needs of tourists in enjoying their tourist trip. The development of tourist facilities in tourist destination areas and certain tourist attractions must be adapted to tourist needs, both quantitatively and qualitatively.

In the development of the city of Mataram, even though it does not have natural resources like other city districts in NTB, the City of Mataram is still sexy. The proof is that investors from Dubai and Turkey are starting to look at Mataram to develop tourist destination businesses and the development of tourist objects and attractions must pay attention to four main aspects, namely attraction, amenities, accessibility, and ancillary. These four aspects are very important in supporting the sustainability of a tourist attraction.

IT (Information Technology) based Halal Culinary

Something can be said to be halal food if it has the following characteristics and conditions: Any food that is good, not dirty, and not disgusting. Animals that live in water, both seawater and fresh water. Types of food that are not forbidden by Allah, His Messenger, and the ulama and processed through the Shari'a by healthy and *toyyiban* standards.

Halal substances mean that the food and drinks come from halal substances. Examples of halal food include rice, vegetables, beef, chicken, camel, buffalo and sea animals. Halal Requirements in Islam Halal Requirements in Islam Halal Requirements in Islam: Halal means that food and drink come from halal substances. examples of halal food, namely rice, vegetables, beef, chicken, camel, buffalo, and sea animals. Meanwhile, halal drinks are sourced from rainwater, dew water, well water, and coconut water.

As for food that is haram, as stated in the Koran, it is carrion, blood, pork, and the flesh of animals slaughtered not in the name of Allah SWT. Halal method of obtaining it. Halal method of obtaining it, which means that the food and drink consumed is obtained legally or is justified according to the conditions.

Halal culinary delights in the beautiful beach tourist area of Sunset Land (CSL) can be guaranteed that the raw materials used are halal standards and free from haram because the managers at Sunset Land are Muslims. Not only the ingredients, but the packaging must also be halal to serve halal culinary delights. However, around the beach, there is a place where the ashes of Hindus who have just been burned have been dumped. And in every stall/café there is a place of worship for Muslim visitors, and at every call to prayer, try not to have one. musical activities that can be heard from the culinary business industry, it is hoped that men will join in worshipping in congregation at the mosque, although in each culinary tourism industry location, there is a prayer place, a place for ablution which is separated between men and women, and the location of the mosque is not far from culinary tourism location.

IT/informatics technology is a must in this millennial era, especially when marketing an industry/organization/institution and so on, everything must be based on information technology, all of which speeds up and makes economic business activities easier. In the highly sophisticated era of the 21st century, all activities in the world are driven through IT methods, including FB, IG, TikTok, YouTube, and many other media to create a sustainable economic cycle that becomes more advanced and rapidly growing in all corners.

RESEARCH METHOD

This type of research is descriptive qualitative research, namely, the data collected is in the form of words, and images, not numbers (Pribadi et al., 2023). According to Hasanah

et al., (2023), qualitative research is a research procedure that produces descriptive data in the form of written or spoken words from people and observed behavior. Meanwhile, descriptive research is a form of research aimed at describing or illustrating existing phenomena in realizing a sustainable economy with the existence of sunset land beaches in the Mataram city area, both natural phenomena and human engineering (Subagyo et al., 2021).

This research aims to find out and get an overview of the development of the Beautiful Sunset Land (CSL) Beach to create a sustainable economy for IT-based halal culinary tourism businesses. This research approach uses a phenomenological approach which seeks an in-depth understanding of the sustainability of location development, as well as trying to understand the meaning of events and their relationships to people who are in certain situations. The phenomenological approach attempts to explain a concept, symptom, or event that is understood through conscious experience (conscious experience). In this research, motives become part of individual experiences related to experiences regarding the development of Sunset Land Beach in the Sekarbela sub-district area of Mataram City (Prasiyuda et al., 2020).

RESULTS AND DISCUSSION

After our research team conducted research, conclusions could be drawn from the common thread of the existing problems, from the results we found in the field, including:

1. CSL Beach or Beautiful Sunset Land Beach, some of the culinary industry does not have a halal certificate to support their business, they do not have a business permit, in the coastal area with halal menus and dishes.
2. To build a sustainable economy, after several discussions and the results I got, it looks like it can be sustainable, only they don't have industrial patents yet, especially about current IT advances, they can start to adapt and can offer their industrial products to social media platforms frequently. we provide training and guidance at their place.
3. The parking area is sufficient so that security can be maintained, when guests or consumers who want to enjoy the beauty of the CSL tourist beach safely park their vehicles, the prayer and ablution areas also deserve local government appreciation. as well as the cleanliness of waste, both from processed products and waste originating from beaches,

there has been a place for organic and non-organic waste containers, the use of renewable energy can ensure environmental sustainability and economic sustainability in the long term.

4. There needs to be special attention from private or government elements who regularly conduct visits or training so that their awareness is truly ingrained in ensuring environmental awareness is properly maintained, and advice about the importance of business actors having a halal certificate.
5. From the results of our research, we found a lot of problems in the field, therefore it is very necessary to review halal culinary and halal certificates which are said to be quite complicated and expensive to make. My suggestion is that special facilities need to be provided for halal industry entrepreneurs to obtain convenience in making halal certificates and training in serving visitors and maintaining the same taste image in the hands of different processors.

CONCLUSION

Halal culinary businesses have great potential to support the local economy through job creation and increasing people's income. With the increasing demand for halal culinary products, this business can encourage growth in the food and beverage sector, as well as other supporting sectors such as agriculture and logistics.

By providing safe products and following halal principles, halal culinary businesses contribute to improving people's quality of life. Consumers who feel confident about the halal and safety of their food will have more confidence in consuming the product, which in turn improves social welfare.

Halal culinary businesses that adopt sustainable practices, such as using local and organic raw materials, as well as good waste management, can contribute to environmental preservation. This approach not only supports a sustainable economy but also maintains ecosystem balance.

Public education and empowerment about the importance of consuming halal food and sustainability can increase awareness and active participation in maintaining the quality and halalness of culinary products. Training programs and awareness campaigns can also help small entrepreneurs in improving their skills and capacity to compete in the market.

Support from the government and proactive policies are needed to overcome the obstacles faced by halal culinary businesses, such as certification costs and raw material supply chains. Collaboration between the government, private sector, and religious institutions can strengthen the halal culinary business ecosystem and encourage inclusive and sustainable economic growth.

Overall, halal culinary businesses have an important role in developing a sustainable economy through economic contribution, improving quality of life, technology adoption, environmental sustainability, community empowerment, and policy collaboration. By overcoming various obstacles and taking advantage of existing opportunities, this business can become an important pillar in sustainable economic development.

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