

Increasing Tourism and Halal Products in The Mandalika Circuit Area Through Sharia Homestay

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Abstract

The existence of the Mandalika Circuit in the Mandalika Special Economic Zone has made West Nusa Tenggara (NTB) known as a sport tourism destination. The Mandalika Circuit is one of the top priority super destinations in Indonesia, which is also expected to be able to move the community's economy in the midst of the slowdown in the tourism sector and halal products due to the epidemic in recent years. However, the World Superbike event at the Mandalika Circuit has not been significantly impacted by tourism businesses, halal products, and homestays in Jerowaru, East Lombok, as a buffer for the Mandalika Special Economic Zone. Therefore, an in-depth study with qualitative methods was carried out to provide solutions to these problems. The result of this research is that by empowering homestays in Jerowaru, East Lombok, there will be a place to stay for tourists who watch motorcycle races, as well as being able to take walks to tourist destinations in Jerowaru, East Lombok and enjoy local halal culinary specialties. Existing homestays should apply the concept of sharia, without leaving local wisdom and further strengthening NTB as a halal tourism destination.

Keywords: *tourism, halal products, homestay, sharia*

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1. INTRODUCTION

The 2021 World Superbike Championship at the Mandalika circuit has increased the number of tourists coming to NTB. This is evident from the increase in the number of passengers as many as 4,241 people on November 19, 2021 who arrived at Lombok Airport, while the average passenger on the previous days was 3,800 people per day. The increase in the number of tourists coming to NTB has not been significantly impacted by business actors in the tourism sector and halal products in East Lombok. The 2021 World Superbike Championship at the Mandalika circuit has not been able to boost tourism and halal products in East Lombok, which has fallen due to the COVID-19 pandemic (Robinson Sihombing et al., 2021). For example, in Jerowaru District, East Lombok Regency, which has a beach attraction in the form of a bay, namely Ekas Beach, there is not a single spectator of the 2021 World Superbike Championship walking on this beach or staying at homestays around Ekas Beach.

This is due to the concentration of tourist accommodation in the Mandalika Special Economic Zone, West Lombok and Mataram City during the World Superbike event. This concentration of tourist accommodation will slow down the development of tourism and halal products in areas not visited by tourists, especially in East Lombok Regency.

Homestays in East Lombok have the opportunity to become accommodations for tourists for international motor racing competitions, because the number of hotel rooms in NTB is still small, as many as 14,000 rooms. More detailed data regarding the number of hotel rooms per City or Regency in NTB can be seen in the diagram below.

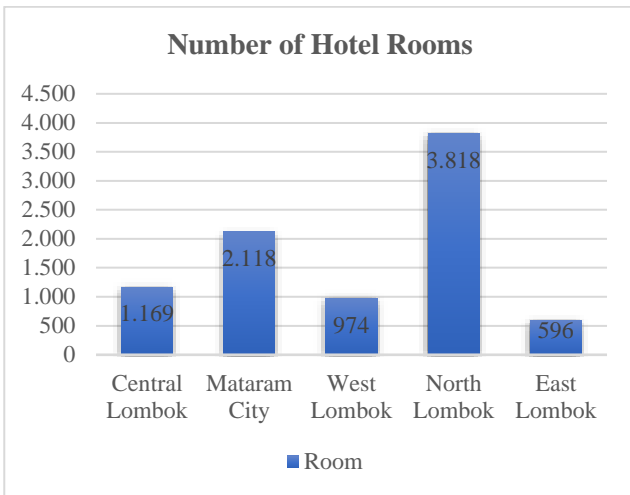


Diagram 1. number of hotel rooms (source: processed from BPS data, annual hotel survey)

East Lombok Regency has a very extraordinary tourist destination. For example, the former Jerowaru beach area, East Lombok Regency has a complete tourist destination. Starting from beautiful beaches, halal tayyiban seafood menu with lobster estate to the famous kitesurfing and foilsurfing which are trending. This potential in East Lombok needs to be empowered. Moreover, by looking at the opportunity to hold other international motorcycle racing competitions besides the World Superbike at the Mandalika Circuit, and the number of hotels in NTB is still small. Tourist and culinary destinations are things that are definitely targeted by tourists, including MotoGP spectators. As many as 1.6 billion people in the world, now know and continue to find out about Mandalika. Motorcycle racing fans will take turns witnessing the beauty of the circuit and finding out everything related to the circuit from ATC, WSBK, MotoGP to MXGP racing fans. Those who come to the Mandalika circuit will travel to tourist destinations and will definitely enjoy the local cuisine, especially food is a basic need.

2. METHOD

The research was conducted in Jerowaru District, East Lombok Regency, West Nusa Tenggara for 1 (one) month, regarding the impact of the World Superbike event on the Mandalika circuit on the tourism sector, halal products, and homestays. Researchers conducted in-depth research by conducting direct interviews with tourism businesses, halal products and homestays which were also supported by related data.

3. RESULT AND DISCUSSION

3.1. Result

Tourism, Halal Products and Sharia Homestay

Halal tourism was born in NTB Province based on a juridical basis, namely the NTB Provincial Regulation Number 2 of 2016, the philosophical basis is an effort to realize community welfare and meet the needs of tourists to worship at the destination location in accordance with Islamic law, while the sociological basis is the condition of the community that is relatively homogeneous in terms of ethnicity and religion (Faza, 2019). Halal tourism is very closely related to the province of NTB, halal tourism is in accordance with Islamic law with Muslim consumers and also includes non-Muslims. Halal tourism must provide various supporting facilities, such as places to eat and lodging that serves halal food, tayyiban and places of worship. There are four aspects that must be met in halal tourism which can be seen in the following table. There are 7 (seven) standards that must exist in halal tourism, namely enlightenment and tranquility oriented; avoid immorality; oriented to the public benefit; avoid polytheism and superstition; security and comfort are maintained; respect local wisdom; environmental sustainability is maintained (Hasan, n.d.) (Diagram 1).

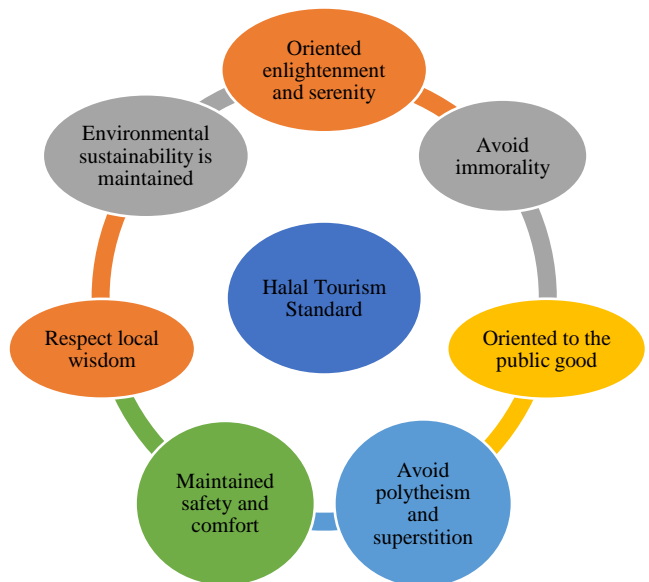


Diagram 2. halal tourism standard

The people of East Lombok in treating tourists are in accordance with Islamic teachings by implementing halal and haram. For the people of East Lombok, halal means justified, while haram means forbidden. Halal related to culinary is all kinds of food and drinks that are justified by Islamic teachings for

consumption by tourists (Yanti et al., 2021). Moreover, with the existence of halal labels on food and drinks, tourists who consume them become more confident in the permissibility of these foods and beverages (Hartati, n.d.; Produk et al., n.d.). Halal tourism must be able to accommodate the basic needs of tourists, especially those who are Muslim, to establish prayers when the tourists are in tourist destinations. In addition, there is guaranteed halal food and drinks consumed by tourists.

Sharia homestay is a homestay that is in accordance with Islamic sharia, by implementing management such as sharia hotel management. The sharia concept in hotel management can be implemented through product, service and management adjustments (Azizol Aziz & Saifudin Mohamad Saleh Pusat Pengajian Komunikasi, 2019). Products in homestays must comply with sharia principles, including public facilities that must be separated by gender between male guests and female guests such as bathrooms, there are Islamic nuances such as calligraphy, providing facilities and equipment for worship, there are writings that say no may receive guests who are not mahrom, provide food and drinks halalan tayyiban (halal and good), there is information regarding prayer times, and the availability of the Holy Qoran (Al-'adl et al., 2018) in the homestay room. Homestay services are in accordance with Islamic values, namely providing Islamic readings, playing Al-Quran readings, the standard greeting used is assalamu'alaikum, and not providing intoxicating drinks or alcoholic beverages (Rahardi et al., n.d.). Homestay management that does not conflict with Islamic teachings can be implemented with standard operating procedures for each product and service, Muslim managers and employees are prioritized (Mujib, 2016), use Islamic banks in transactions, pay employees fairly and proportionally (*PENGUPAHAN DAN KESEJAHTERAAN DALAM PERSPEKTIF ISLAM*, n.d.), dress and/or wear a uniform that is in accordance with sharia.

3.2. Discussion

Strengthening Tourism and Halal Products through Sharia Homestay

Halal tourism and halal products can also be enjoyed by non-Muslim tourists. Halal tourism offers a variety of tour packages that comply with Islamic principles. Halal has two meanings, the first is "permissible", the second means "calm". May mean

that what is done or enjoyed is permissible in Islam. Serenity means there is no doubt about everything that is done or enjoyed. The two things above, namely the ability and tranquility will affect the preferences of tourists.

East Lombok, which is one of the buffer areas for the Mandalika Special Economic Zone, must prepare itself, both in terms of facilities, accommodation, travel, and attractiveness. Tourism in East Lombok already has strength in terms of local government support, the habits of the people of East Lombok that are in accordance with Islam, the program to establish 100 halal tourism villages by PT. Arita Prima Indonesia Tbk, quite a lot of tourist destinations, and the availability of religious facilities.

The sharia homestay concept applied in homestays in East Lombok must have a positive impact on homestay culture and income, and can provide benefits for guests, the community, and the environment. The sharia homestay concept includes three things, namely product, service and processing. Sharia homestays provide products in the form of halal food and facilities, provide various services that are in accordance with sharia principles, and manage homestays including human resources and payroll which are carried out by applying Islamic values. If implemented in Jerowaru, East Lombok, sharia-based homestay empowerment will be able to develop halal tourism and halal products in East Lombok in particular and NTB in general. The concept of strengthening tourism and halal products through sharia homestays in Jerowaru, East Lombok can be seen in the following diagram.

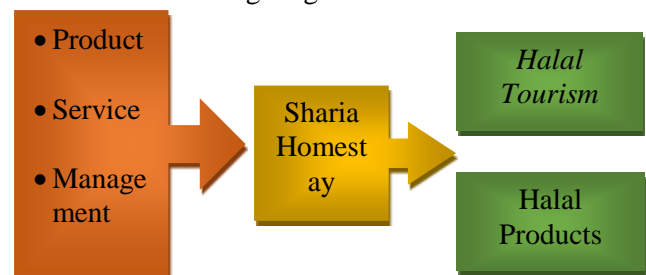


Diagram 3: the concept of strengthening tourism and halal products through sharia homestays

4. CONCLUSIONS

The international standard motorcycle race event held at the Mandalika circuit will have a more significant impact, especially on East Lombok as one of the buffers for the Mandalika Special Economic Zone if there is a sharia-based homestay, which then has an impact on tourism and halal products in the

area. This of course requires support from various parties including the Provincial Government of NTB and East Lombok Regency, by providing policies related to the percentage of international motorcycle race spectators who are directed to stay in East Lombok, facilitate tourist transportation to Mandalika, there are tours to southern regions such as Ekas Jerowaru beach, make activities or festivals before or after the international motorcycle race in East Lombok so that tourists have the choice to visit due to the attraction of these activities.

5. ACKNOWLEDGMENTS

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