

Implementation of Halal-Based Tourism in Twin Lakes Solok District

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ABSTRACT

The halal tourism sector is a potential and strategic business sector in supporting the community's economy, in West Sumatra Province this is supported by the West Sumatra Regional Regulation on the Implementation of Halal Tourism which in determining tourist destinations includes Twin Lakes in Solok district. The aim of this research is to describe the implementation of halal tourism at Kembar Lake in Solok Regency. This research uses a field research framework with a qualitative approach. Primary data was obtained through observation, interviews and documentation. Researchers made observations in the field, as well as conducting interviews with tourist attraction managers, visitors and traders. Secondary data is obtained through reviewing books, journal articles, research reports and other data that is in accordance with the research theme. The data obtained was then analyzed using a qualitative descriptive content analysis method from which conclusions were then drawn. The results of this research show that the implementation of Halal Tourism in Twin Lakes, specifically at Lake Diateh Pier and Panorama Lake Below, has not been implemented well, this is proven by the ignorance of both tourist attraction managers, visitors and traders about the concept of halal tourism. Factors such as inadequate facilities, lack of socialization from the government regarding halal tourism, management are obstacles in developing Halal Twin Lakes tourism so that in this case it has not been implemented well.

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INTRODUCTION

The development of the concept of halal tourism has entered an important part of its growth, this is supported by the growth in the world's Muslim population which encourages Islamic values. The many halal concepts applied in various areas of life such as food, drink, finance and lifestyle encourage Muslims to apply the halal concept in other fields so that a new trend emerges for a country to introduce its tourism products with halal and Islamic concepts, even Japan, Australia, Thailand, New Zealand, which incidentally are not Muslim-majority countries, are also participating in making halal tourism products (Permadi et al. 2018). Based on the 2023 Global Muslim Travel Index (GMTI) report, Muslim tourist visits to Indonesia will reach 110 million in 2022, this number has jumped to 323.1% compared to the previous year, which only reached 26 million visits (Rizaty, 2023).

The increase in Muslim tourists provides a huge opportunity for investors to develop the concept of sharia tourism in Indonesia, considering that Indonesia has received many awards in the realm of world halal tourism destinations, in 2019 Indonesia was ranked first as the best halal tourism in the world according to Global Muslim Travel Index (GMTI) outperformed 130 other participating countries. Indonesia also managed to get 12 out of 16 awards at the 2016 World Halal Tourism Award in Abu Dhabi. With a majority Muslim population and many awards, Indonesia is optimistic about developing halal tourism potential so that Muslim tourists do not need to worry about Islamophobia when on holiday in Indonesia (Kemenparekraf, 2021).

Solok Regency, as one of the regions in West Sumatra, has two main lake tourist destinations, namely Lake Singkarak and Lake Kembar. Twin Lakes are located on the Bukit Barisan plateau so the air here has a cool climate (Subarkah et al., 2020). The natural beauty with the uniqueness of two adjacent lakes and easily accessible access makes this lake busy with visitors, which can be seen on Sundays and national holidays. These two lakes have contributed more or less to the local government as well as the communities directly involved and the communities around the lakes (Ansofino, 2012).

Discussions about the implementation of halal tourism and its regulations have probably been carried out by many academics, such as the article written by Amelia entitled "Legal Effects of West Sumatra Regional Regulations Regarding the Implementation of Halal Tourism in Increasing Local Investment". The findings show that the implementation of halal tourism in general has been implemented by the government by providing additional services to Muslim tourists and other tourists in need (Amelia et al., 2023). Ismail in his article entitled "The Role of the West Sumatra Province Tourism Office in Realizing Halal Tourism" explains that the role and efforts of the tourism office are still limited to providing halal certification to restaurants in the city of Padang, there are no regulations governing halal tourism for regions and districts in West Sumatra causes the slow development of halal tourism (Islamil and Adnan 2020).

Based on an article written by Fahrul Ulum with the title "Shariah Tourism Innovation in Indonesia: Analysis of MUI Fatwa No.108/MUI-DSN/X/2016"

explains that this fatwa has regulated most aspects of sharia tourism in Indonesia, but there are several aspects that have not been regulated in more detail, such as the issue of promoting sharia tourism, preventing child sexual exploitation and community economic empowerment in sharia tourism. The fatwa functions as a signpost for the implementation of sharia tourism in Indonesia. It is hoped that in the future the government will be able to issue a fatwa to support the implementation of MUI fatwa No.108/MUI-DSN/X/2016. Permadi in the article entitled "Community Perceptions and Attitudes towards the Plan to Develop Sharia Tourism (Halal Tourism) in West Nusa Tenggara Province" shows that the community has a good perception of the plan to implement halal tourism in this area so it is hoped that socialization regarding halal tourism can be carried out soon. carried out so that the public understands how halal tourism will be implemented (Permadi et al., 2018).

Next is an article by Surya entitled "Implementation of West Nusa Tenggara Province Regional Regulation Number 2 of 2006 concerning Halal Tourism in West Nusa Tenggara". The conclusion of this article is that the implementation of regional regulations is not yet optimal because halal tourism is an option for traveling, not the only one. Apart from that, it is also due to the lack of good communication and cooperation from the tourism department to develop halal tourism. There are also quite a lot of factors in the organizational structure of non-governmental halal tourism operators, making it difficult to get an agreement to move forward (Surya et al., 2023). The article by Aprilia entitled "Implementation of Sharia-Based Regional Regulations on Tanjung Bira Beach" focuses the discussion on regulating the sale of alcohol by controlling and destroying alcohol which received a good response from the community. This implementation has had a positive influence on the people of Bulukumba in particular, even though the implementation has not been optimal, the existence of this regional regulation has provided many changes in a more positive direction (Aprilia et al., 2023).

The article prepared by Karjaya with the title "Implementation of Thai Halal and Conventional Tourism Models in Increasing Foreign Investment in West Nusa Tenggara" concludes that the condition of tourism has tended to be conventional from the past, so this is not easy to eliminate, a solution that can be offered is by adopting a combined model. from halal and conventional tourism so that it can continue to grow steadily and cause high investment interest (Karjaya, 2020; Nugroho & Wahid, 2019). Munir's article with the title "Implementation of Tourism Development Policy on Lombok Island" explains that this implementation cannot be separated from the four pillars of tourism contained in regional regulations in the form of tourism development, marketing, industry and institutions. Implementation has not been carried out optimally and has even created new problems for lower class people (Munir et al., 2018).

This article tries to complement several previous articles which discuss halal tourism and institutions, but what is different from this article from the previous article is that the author tries to examine more deeply the social institutions from the point of view of the acceptance of the community around Twin Lakes towards the concept of halal tourism. To be more focused in this discussion, the author breaks down the objects of discovery into several research questions including:

first, how is halal tourism organized, second, describes the factors that influence the implementation of halal tourism in Kembar Lake, Solok Regency.

METHODS

This research uses a field research framework with descriptive methods and a qualitative approach with the aim of systematically and accurately describing certain social phenomena by detailing existing facts and data. Primary data was obtained through observation, interviews and documentation. Researchers made observations in the field, as well as conducting interviews with tourist attraction managers, visitors and traders. Secondary data is obtained through reviewing books, journal articles, research reports and other data that is in accordance with the research theme. The data obtained was then analyzed using a qualitative descriptive content analysis method from which conclusions were then drawn (Iskandar, 2021).

RESULT AND DISCUSSION

Implementation of Halal Twin Lakes Tourism in Solok Regency

Regulations related to halal tourism have been implemented massively in Indonesia but are still general in nature based on Law Number 10 of 2009 concerning Tourism. Even though Fatwa Number 108/DSN-MUI/X/2016 was issued afterwards regarding guidelines for Organizing Tourism Based on Sharia, this rule was not stated in the Law or Ministerial Regulation by the Ministry of Tourism so this fatwa did not apply effectively (Rozalinda et al., 2019). In fact, the existence of halal tourism brings positive impacts both in the economic sector and in the field of employment. In West Sumatra, regulations related to halal tourism are regulated in the form of Regional Regulation Number 1 of 2020 concerning the Implementation of Halal Tourism in West Sumatra, but this cannot apply as a whole, in the sense that this regulation only applies in West Sumatra.

Kembar Lake is one of two large lakes that are part of an administrative area located in two sub-districts, namely Lembah Gumanti District and Danau Kembar District in Solok Regency. The Twin Lakes consist of Lake Diateh and Lake Below which are side by side with a distance of 1 km. The area of Lake Diateh with an area of approximately 12.3 km and Lake Below with an area of 11.2 km with very beautiful natural panoramas and cool air has the potential to develop tourism activities. The Tourism Department has designated 3 halal tourist destinations in West Sumatra, one of which is Twin Lakes. West Sumatra itself has confirmed itself as the world's best halal tourist destination in 2016 in the World's Best Halal Culinary Destination and World's Best Halal Destination categories (Efrianto, 2017).

Meanwhile, based on Regional Regulation Number 1 of 2020 concerning the Implementation of Halal Tourism, it is based on several aspects in accordance with GMTI provisions including: first, access (accessibilities) which includes smooth travel to the destination which will make tourists comfortable, visible from the Diateh Lake Pier tour for access to the location itself is quite easy because the distance from the Provincial Capital itself takes about 3 hours to travel and is not far from the main

road, the view to reach this object is very beautiful so it doesn't feel boring, but the road access to the Pier is badly damaged so if it rains the road will be very slippery. Based on an interview with Riani, he said that road access to tourist attractions is quite easy, it's just that the location sign from the main road is a bit unclear, even on the map via cellphone there is no exact point so it takes a long time to find it (Riani, 2024). Meanwhile, to reach the Panorama of Lake Below, the road access is quite good. In line with the results of the interview with Cindy, it was said that finding the location was quite easy by asking the local community, the condition of the road was also easy for vehicles to pass because it was paved all the way to the top (Cindy, 2024).

It can be concluded that vehicle access to reach the tourist attraction is quite easy and the road condition is quite good, only that it experienced damage when almost arriving at the tourist attraction. The opening of the new road from Pesisir Selatan Regency to Solok Regency also facilitates access for tourists so that many are interested in visiting this tourist attraction.

Second, communication. The majority of the Diateh Lake Pier tourist attraction is still visited by local tourists so in terms of communication there are no significant problems. Adit said that foreign tourists rarely visit Diateh Lake Pier, you can count on your fingers the number of visitors who visit in a year (Adit, 2024). Third, the environment. Solok Regency is in the highlands which has cooler weather than other places in West Sumatra. Apart from being known for its cold weather, the people are also known to be friendly and kind. Cindy said that the local people are very friendly and kind towards visitors, which creates a desire to visit the place. This came back at a later date (Cindy, 2024).

Fourth, service. The suitability of the services provided by tourism managers with what tourists pay is not yet visible from the inadequate facilities such as inadequate toilets, rubbish piled up everywhere at the Diateh Lake Pier and the Lower Lake Panorama. Riani said the entrance ticket price was standard but the facilities were not comfortable, much of the wood on the pier was rotten so there were concerns that it would be dangerous for visitors (Riani, 2024).

Apart from that, there are several factors that are very influential, such as the attractiveness of halal tourism and the choice of activities that do not lead to pornography and idolatry. Apart from natural conditions, cleanliness and comfort must also be really considered in order to create trust and confidence in choosing a tourist destination. Diateh Lake Pier is used as a family picnic place with natural views that are soothing to the eye, while Panorama Lake Below is suitable as a relaxing place to see the view from above, as in an interview with Riani as one of the visitors, he said that the reason for choosing to travel to Diateh Lake Pier was because it was suitable as a cool picnic place with the family (Riani, 2024). Putri also mentioned that the reason she was interested in traveling to Panorama Lake Below was because the cool atmosphere could calm the mind and refresh the body after tiring work for the previous 6 days (Putri, 2024). For waste management, Diateh Lake Pier provides a tub made of cement to accommodate rubbish as well as the Panorama of Lake Below, but there are still some visitors who throw rubbish carelessly, this returns to visitors' awareness of preserving nature and the environment.

Next, there is the aspect of public facilities in the form of pre-facilities including facilities for worship which are generally provided to meet the needs of visitors at tourist locations. Diateh Lake Pier does not yet have a prayer room close to tourist attractions, so visitors who want to pray have to walk quite a distance to find the nearest prayer room, and the bathrooms provided are also in poor condition, even though the water is running, the cleanliness of the bathrooms is poor due to lack of maintenance. In terms of accommodation, the food sold is all halal, but regarding certification there has been no socialization regarding this because usually the products sold are only packaged snacks and local produce. This is in line with the statement of a visitor named Riani who stated that access to prayer here is quite difficult because you have to walk a long way to find a prayer room and have to queue for prayer so this takes a lot of time and reduces the comfort of traveling (Riani, 2024). The facilities at Panorama Danau Bawah don't even have a prayer room built near the tourist spot and the bathrooms are no longer usable, in terms of food, no one sells heavy food, only packaged snacks. This is in line with the results of an interview with Cindy who said that praying is very difficult because the panoramic location at the top requires visitors to go downstairs to look for a prayer room, the location is quite far so they have to use a vehicle to get there (Cindy, 2024).

In terms of tourism facilities such as halal souvenir services, entertainment and recreation that do not lead to pornographic action, it is in accordance with what is implemented at Lake Diateh Pier. Mr. Adit as a local youth in charge of guarding tourist attractions said that at Lake Diateh Pier if you want to hold an event you must be monitored to prevent irregularities and a field provided if someone wants to camp, even if there is no event, this tourist spot will close at 7 pm and also has no lighting. And the souvenirs here are usually only agricultural products that are resold by the community so they don't have a halal certificate (Adit, 2024). Meanwhile, Panorama of Lake Below is based on an interview with Mr. Riwanto, that overnight events are rarely held here because the conditions on the hill make the air very cold at night. They don't provide anything for souvenirs here, only snacks. (Riwanto, 2024)

In terms of government support in developing halal tourist destinations, based on an interview with Adit as a youth at Lake Diateh Pier, there is no assistance from the government regarding development. In line with this, Riwanto also said that there has been no socialization from the government regarding tourism management efforts here, moreover there is no assistance yet (Adit, 2024). The hope is that the Ateh Lake Pier and Panorama Lake Below tourist attractions will receive more attention and be developed in the future so that they can attract many tourists which will have an impact on the economic development of the surrounding community.

Factors that Influence the Implementation of Halal Tourism in Kembar Lake, Solok Regency

The factors that influence the implementation of halal tourism in Kembar Lake, Solok Regency include: first, the role of the leader. A person's position in a hierarchically arranged series of strata has a voice that can be considered by society. Leaders should provide outreach regarding regulations regarding halal tourism

for their regions so that the public can have the same perception regarding halal tourism so that its acceptance and implementation will be much easier, balanced with innovation to mobilize the community to utilize all the potential that exists. It is hoped that the Solok Regency government will pay more attention to potential tourist attractions by updating and structuring them so that many visitors will visit the tourist attractions so that they can increase the regional budget itself.

Second, the social culture of the community. The values and norms that exist in society encourage people in the process of developing halal tourism. Community involvement will greatly influence the success of the halal tourism program, because someone's voice is needed both in planning and in evaluating the activities that have been carried out. Community culture is also a factor that influences the development of halal tourism in a region. A community that is friendly towards tourists will be a special attraction that will make tourists visit again and tell other people about their interesting experiences, so this will also greatly influence the number of visitors in the future.

Third, education. A high level of education encourages people to develop halal tourism because a person's level of knowledge will differ from one another depending on conditions and situations, as well as community knowledge about the potential that can be utilized for the development of halal tourism must be further instilled. The role of young people is really needed here to re-develop existing potentials and then adapt them to current developments.

Fourth, motivation. Motivation is the main capital for developing halal tourism with the awareness of the community to utilize existing natural potential. Of course, if the potential for halal tourism at Lake Diateh Pier and Panorama Lake Below is utilized optimally, it will be able to support the community's economy so that they can get a more decent life.

The Relevance of Social Institutions to Halal Tourism

Social institutions related to halal tourism enter into economic institutions, where if there is an increase in visits to a tourist spot, it will increase people's income related to entrance fees to the tourist attraction, where for the Diateh Lake Pier the price starts from IDR 10,000 per person, while the Lake Panorama Below the price is IDR 5,000 per person. This price benchmark depends on the number of visits, the busier the visits, the more expensive the price offered. In this case, the manager should be consistent with the prices set so that it does not give a bad impression to visiting tourists. Apart from fees, economic institutions in the field of buying and selling food also play an important role, because of course visitors will buy what is characteristic of the place, such as at Lake Diateh Pier selling several agricultural products such as chilies, onions, potatoes, tomatoes, tamarillo and other. There is also mat rental for visitors who want to relax at a rate of IDR 20,000 per mat, this provides income for the community and creates social institutions in the economic sector.

CONCLUSION

The conclusion of this journal indicates that halal tourism in Lake Kembar, Solok Regency, West Sumatra, has not been fully implemented effectively. This is due to inadequate facilities, minimal government promotion of the halal tourism concept, and a lack of effective management support. Although Lake Kembar has significant tourism potential with its beautiful natural scenery, challenges remain in implementing halal aspects, such as access to prayer facilities and environmental cleanliness. Therefore, further efforts from the government and local community are needed to improve understanding and facilities that align with halal principles, so that the potential of halal tourism can support the local economy and attract more tourists.

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