



Implementation of Halal Tourism in Lombok Island (Study on the Compliance of Tourism Actors with the Halal Tourism Regulation)

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Abstract

The tourist business of Lombok, particularly the Muslim-friendly sector, was severely impacted by the declaration of COVID-19 as a worldwide pandemic in March 2020. The difficulty that still exists at the present day is the application of the policies mandated by law. One of the criteria for the establishment of halal tourism in line with Regional Regulation No. 2 of 2006 is whether or not the process has been carried out correctly and is supported by government monitoring. According to Soerjono Soekanto's theory of legal efficacy, this study employs a sociological or empirical legal research technique (sociology of law). A community's response to a law provides insight into the effectiveness of the law. In order for a law or legislation to be successful, it must result in changes in behavior on the part of the community members that bring about the intended outcome.

Keywords: *law; halal tourism; lombok*

A. INTRODUCTION

Worldwide, the influx of Muslim visitors is growing. A study by MasterCard-Crescent Rating, which monitors Muslim-friendly tourism, found that the number of Muslim travelers has increased by over 30 percent since 2016. Indonesia has made great strides toward being a top 10 Muslim-friendly tourism destination, and the results have been fruitful. The 2019 GMTI World Champion is the greatest Muslim travel destination in the world. It is hoped that this success would encourage others all around the globe to go to Indonesia. After COVID-19 was declared a worldwide pandemic in March 2020, it had a major effect on the travel industry, notably the Muslim-friendly sector. Part-time employees and day laborers who depend only on their daily wages are particularly vulnerable to the effects of this epidemic. Revenue in this area is directly impacted by the falling number of tourists. To save the Muslim-friendly tourist sector from a major economic disaster,

immediate action is required to formulate smart and targeted strategies to cope with the effect of COVID-19 (Rehman, 2020).

The three-day **MotoGP** event, set to take place in Indonesia from March 18-20, 2022, is one of the country's most anticipated upcoming gatherings. The international community will learn about Indonesia's tourist potential thanks to the camaraderie of the participating racers. sessions before to and after **NTB** races, with a focus on **Lombok** and **Mandalika**. The **MotoGP** has a tremendous effect on the hospitality, attractions, restaurants, and worldwide image of tourism. The event takes place in a designated economic zone (**SEZ**). This policy's implementation is in accordance with the values and norms of local residents, especially the tendency of local communities to practice Islamic sharia, and therefore it is hoped that it would help speed up the achievement of national economic development by speeding up regional development. As the direction of the regional government in deciding the stages of regional development, halal tourism development should also ideally aim at achieving the **NTB** community that is loyal, cultural, competitive, and wealthy. Faith, in the eyes of the locals, is being part of a religious (Islamic) community whose members uphold the highest moral standards, treat one another with dignity, and value their shared religious heritage (Maulidi, 2019). They still adhere to the original branding of halal tourism as a development aim and the regional growth of tourist destinations in the Province of **NTB**, despite the city's tremendous advancement and economic development.

There are various factors that must be met by an area to satisfy the requirements of being a regional Muslim-friendly tourist destination. First, access in the **ACES Model** includes ease of air access, which includes the choice of domestic and international flight routes as well as the choice of available airlines; the availability of rail access as well as the types of train services offered and the routes available both within the city and between cities/provinces; then the availability of sea or port/water access; then the existing infrastructure at the destination such as the quality of the roads; the availability of street lighting; other supporting facilities such as cctv; etc. These factors are evaluated based on how easily visitors may reach the site using a variety of transit options tailored to their specific demands. Second, this communication component considers several sub-criteria, including the Muslim visitor guide through the completeness of the available information; the suitability of the choice of language used in the destination market, as well as the form of the Muslim visitor guide and the ease of obtaining it; education of stakeholders through exposure, discussion, and training; how to market outreach through special events or expos; foreign language skills of tour guides in the language of the majority of destination tourists; as well as digital marketing. This is to help spread the word to potential visitors about Muslim-friendly vacation spots. On the other side, stakeholder education may be done via training, seminars, or discussion forums for the growth of halal tourism in these areas (Sahli, 2021).

As part of the dissemination of information regarding Muslim-friendly tourism, it is important to take into account the usage of internationally-used languages that are often spoken by Muslim visitors, such as Arabic and English. Third, IMTI's ACES model prioritizes the entrance of Muslim international and domestic visitors as a positive for the environment. In general, other Muslim travelers will feel more at ease if there are already plenty of other Muslim visitors. Access to high-speed internet, whether for free or at a cost, and the number of available Wi-Fi hotspots. Wi-Fi or internet connectivity is a need for modern travelers and is crucial to the growth of the halal travel industry. Especially in public settings to facilitate tourist travel by means of looking for information, making online bookings for attractions, lodging, and transportation, and even sharing travel experiences across a wide range of platforms, including apps and websites. The next step is the destination's dedication to Muslim-friendly tourism via regional policies that highlight the significance and priority of Muslim-friendly tourist development. Fourth, the service component comprises the availability of facilities in the form of halal restaurants, mosques, airports, hotels, and attractions. Muslim travelers greatly benefit from this service since it allows them to freely explore their destination while still satisfying their religious obligations. One major problem with Muslim-friendly tourism is the accreditation process. This accreditation is a guarantee and a source of confidence for Muslim travelers. Privacy for Muslim visitors, particularly Muslim women, and the availability of prayer rooms in public facilities in relation to the requirement for ablution are all factors that may improve the travel experience of Muslim tourists. Since the number of sharia-certified hotels is still extremely low, the availability of these hotels becomes a component that becomes a value-added for destinations in offering hotels. Muslim travelers may be certain that they will be able to enjoy halal-certified cuisine at hotels, restaurants, and other food service establishments during their travels (Oktadiana, 2021).

The tourist business in NTB province, which is one of many key areas for halal tourism in Indonesia, is thriving. The NTB Province's hospitable population is a key factor in this. NTB tourism has made significant strides in the field of halal travel. In 2016, the NTB Province swept the World Halal Tourism Trophies with a total of three awards. The following table displays the province of NTB's winning score in the Halal Tourist tourism competition (Laporan Perkembangan Pariwisata Ramah Muslim Daerah 2019-2020," 2020).

Skor	Aspect	Lombok	Aceh	Sumatra Barat	Riau dan Kepulauan	Jakarta	Jawa Barat	Jawa Tengah	Yogyakarta	Jawa Timur	Sulawesi Selatan
Access	Air	5	5	5	4	5	5	4	5	5	5
	Rail	1	1	3	1	5	5	4	4	4	1
	Sea	5	5	4	1	2	2	2	2	2	2
	Road	4	3	4	1	4	4	4	5	4	4

	MVG Stakeholder	5	4	3	1	3	3	2	3	3	2
	Education	4	5	3	3	5	3	3	3	4	4
Communication	Market Outreach	5	5	5	5	5	4	4	4	4	4
	Tour Guide	5	5	5	5	5	5	5	5	5	5
	Digital Marketing	5	5	5	5	5	5	5	5	5	5
	Muslim Tourist Arrival	5	5	5	3	5	5	5	4	5	5
Environment	Wi-Fi Coverage	4	4	4	3	4	4	4	4	4	4
	Comitment to Halal	5	4	2	4	5	3	3	3	4	3
	Restaurants										
	Halal Restauration	5	5	5	5	5	5	5	5	5	3
Services	Mosque	5	5	5	5	5	5	3	3	3	3
	Airports	5	5	5	5	5	5	5	5	5	5
	Hotels	4	5	4	5	5	5	5	4	4	3
	Attraction	5	5	5	1	1	1	3	4	4	4
Skor Total		77	76	72	57	74	69	66	68	70	62
Everage		4,81	4,47	4,24	3,35	4,35	4,06	3,88	4,00	4,12	3,65

With the aim of becoming the "World's Best Halal Tourist and Cruise Destination," the government recognized NTB as a national halal tourism destination and one of ten (ten) priority locations. (*Kemenpar Tetapkan Tiga Provinsi Jadi Tujuan Wisata Halal - ANTARA News*, n.d.) *The government has taken action by ratifying Regional Regulation No. 2 of 2016, which regulates several aspects of the halal tourist business, including its destinations, marketing and promotion, industry, institutions, guidance and supervision, and funding. Researchers interested in analyzing the growth of halal tourism in Indonesia have focused on Lombok's halal tourism activities, such as Adrian Adi Hamzana, who wrote a study titled "Implementation of Halal Tourism Service Standards in Tourism Development in West Nusa Tenggara."* In which he detailed how the NTB Culture and Tourism Office uses the fulfillment (Adrian Adi Hamzana, n.d.).

Then, in his journal article titled "Halal Tourism and Islamic Identity: A Case Study of Lombok, West Nusa Tenggara," Mohammad Jeffry Maulidi explains that the study was

conducted to determine how much local communities on the island of Lombok, NTB benefit from the implementation of sharia through halal tourism. An example of a local strategy for developing human resources is the formalization of Islamic identity as a means of orienting social transformation in society. The creation of these "Special Economic Zones" was facilitated by the local government with help from the federal government (SEZs). This research concludes that empowering the religious community in Lombok is less beneficial for pro-business interests than implementing the creation of Special Economic Zones (SEZ).. (Maulidi, 2019) Fauzi Kusuma Putra, in an article for the Scientific Journal titled "Analysis of the Competitiveness of the Halal Tourism Industry in Lombok, West Nusa Tenggara in 2019," outlined the four indicators of halal tourism development established by the Indonesia Muslim Travel Index: ease of access, ease of communication, ease of the physical environment, and ease of obtaining services. Lombok has an edge in communication and environmental indicators, but it lacks in access and service indicators, making it less than ideal for the growth of halal tourism (Putra, 2019).

The difficulty that still exists at the present day is the application of the policies mandated by law. One of the criteria for the establishment of halal tourism in line with Regional Regulation No. 2 of 2006 is whether or not the process has been carried out correctly and is supported by government monitoring. The phenomena that typically arises from multiple tourist visits is that there are several worship facilities at different tourist sites and airports that are less put out and not maintained clean, and there are still many places of worship in every tourist destination that charge for ablution. Therefore, there is a need for study on policies and the execution of law enforcement for any corporate actor that breaches it. The limitations of facilities and infrastructure in the form of transportation or halal tour guide services are a reference, as well as the creation of good halal tourism according to Islamic law, so that the creation of West Nusa Tenggara Province is a reflection of the meaning of the phrase *Baldatum Thayyibatun Wa Rabbun Ghofur*, or a safe, comfortable, and pleasant area, where life and life are filled with wisdom and blessings. Focusing on the role of the West Nusa Tenggara Provincial Regulation Number 2 of 2016 in realizing halal tourism, which is closely related to life relations, this research seeks to understand how the application of halal tourism law in tourism activities on the island of Lombok should be carried out. Everything that, according to Islamic principles, may be used or done is considered permissible. The word "*halal*" may refer to a wide variety of things, from cuisine to ways of making a livelihood. Researchers are keen to examine the extent to which halal tourist industry participants adhere to the relevant regional legislation.

B. LITERATURE REVIEW

Related to this research, there are several researchers who raise similar themes and are considered relevant so that they can be used as a benchmark and differentiator of research conducted by researchers with previous research, including:

There are several studies that focus on halal tourism laws and policies, among them conducted by Deden Effendi, et al. About Preparing Halal Tourism Regulations, explaining that halal tourism requires basic regulations to be used as guidelines for the implementation of halal tourism that cannot be accommodated by the regulations of Law Number 33 of 2014 and Government Regulation Number 31 of 2019 (Deden Effendi, 2021). Similar research was conducted by Suryani Lukman Santoso and Yutisa Tri Cahyani on the dilemma of halal policy, explaining that halal tourism policy is a multisectoral as well as multiregional policy which requires the formulation of Lombok halal tourism policy that is integrated with the vision of sustainable development. (Lukman Santoso, 2020)

The next research on the implementation of halal tourism was conducted by Saiful Fahmi, et al. About efforts to maintain *place branding*, explaining that Place Branding activities carried out by the local government and the West Nusa Tenggara Tourism Office ran smoothly in accordance with the theory of *Place Branding*. By maximizing major events such as international events held in Lombok and making policies on halal tourism, the West Nusa Tenggara government is expected to be able to introduce and maintain Place Branding of Lombok halal tourism as a halal tourism destination in Indonesia and the world (Fahmi, Saiful, Kasmin Kasmin, 2023). Furthermore, the research was supported by Hanifah's research on the development of halal tourism, using a type of descriptive qualitative research, explaining that Senggigi tourist destinations have the potential to be developed as halal tourism destinations. However, there are still several obstacles in the development of halal tourism, such as the lack of infrastructure in accordance with the requirements of halal tourism, the lack of halal tourism promotion, and the lack of competent human resources in the implementation of halal tourism (Hanifah, 2019)

Then the research in terms of the factors that affect the implementation of halal tourism law was carried out by Adrian Adi using qualitative research, explaining that the implementation of standardization of halal tourism services in NTB in destinations carried out by the NTB Culture and Tourism Office was influenced by legal actors (laws and regulations), legal structures (law enforcement), factors of supporting facilities or facilities, community factors and cultural factors ((Adriansyah, 2017).

Based on previous research above, it can be seen that there are still many things that must be developed and found solutions in the implementation of halal tourism on the island of Lombok in the form of regulations, facilities, services and communication. So the research will clarify how the implementation of tourism is carried out.

C. METHODS

A method is a deep thought related to a systematic way to achieve goals (in science, etc.) (*Kamus Besar Bahasa Indonesia / Departemen Pendidikan Nasional / OPAC Perpustakaan Nasional RI*, n.d.). This study employs an empirical or sociological approach

to the study of law, which focuses on how law is recognized and how it affects social interactions. This is why the law is frequently linked to current and future social processes (Soerjono Soekanto, 2007). Primary and secondary information are the two categories. This research relied mostly on interviews performed in the tourist office of West Nusa Tenggara Province, asking questions of those directly engaged in or influential to halal tourism, and on observations made in the field about trends in halal tourism's expansion. The paperwork is complete now. The legislation, regional regulations, literature, and journals on halal tourism serve as the secondary sources consulted.

In this investigation, we employ the sociological study of law (sociology of law) to examine the empirical and analytic connections between law and other social phenomena; specifically, we apply Soerjono Soekanto's theory of legal effectiveness to the proposition that there are five determining factors in a law's efficacy: the legal factor, the political factor, the economic factor, the institutional factor, and the cultural factor (law). Elements of law enforcement, or the players involved in creating and enforcing laws, Aspects of infrastructure or infrastructure-related factors that aid law enforcement. Considerations unique to the community in which the legislation operates Things that make a society unique, such as the effort, creativity, and taste that arise from human initiative in social life, Library resources, in-person or online interviews, and direct observation are the three methods of empirical legal research.

D. HALAL TOURISM REGULATIONS IN LOMBOK ISLAND

The development of the tourism sector in West Nusa Tenggara in the regional development stage has been able to provide a significant role and contribution to increasing Regional Original Income (PAD), employment, and increasing business fields, so that the West Nusa Tenggara Provincial government establishes a policy by placing tourism As a mainstay sector, various efforts have been made to increase tourism development. The leading sector of tourism development in West Nusa Tenggara is the Department of Culture and Tourism of West Nusa Tenggara, which is located at Jl. Langko No.70, Ampenan, Pejeruk, Mataram, Mataram City, West Nusa Tenggara, 83114, Indonesia. The Culture and Tourism Office cooperates and coordinates with stakeholders in the community, including several institutions as tourism development partners such as the National Sharia Council (DSN-MUD), Regional Tourism Forum (FKD), Regional Tourism Promotion Board (BPPD), Hotel and Restaurant Association of Indonesia (PHRI), Association of the Indonesian Tour and Travel Agencies (ASITA), Indonesian Tour Guide Association (HPI), and others. (*LD Perda No 2 Th 2016*, n.d.)

Halal Tourism Regional Regulation No. 2 of 2016 for the Province of West Nusa Tenggara Article 2 The goal of this regional regulation of halal tourism is to ensure the safety and comfort of visitors by ensuring that they have access to services that comply with their religious and cultural needs. The visitors and the managers who oversee the tourism

industry may both benefit from their acquisition of ease. Article 3 explains that the rules governing halal tourism are there to help guide those in the industry toward offering services that are respectful of Islam's tenets. The values of a. openness, b. accountability, c. fairness, and d. participation should guide the development of halal tourism as outlined in Article 4. Destination, Promotion, Industry, Institutional, Guidance and Supervision, Financing, and Marketing are all included in the Scope of Regulation of Halal Tourism in this Regional Regulation (Article 5). As stated in Article 6 of the Constitution, (1) Public facilities as referred to in paragraph (2) consist of: a. places and equipment for Muslim tourists' worship and b. purification facilities that meet shari'ah standards. (2) Halal tourism destinations include natural tourism attractions and cultural tourism. (3) Halal tourism destination managers must build public facilities to support the convenience of halal tourism activities (*PUBLIC POLICY 6 - Edisi Revisi - Riant Nugroho - Google Buku*, n.d.).

E. IMPLEMENTATION OF REGIONAL REGULATION NO. 2 OF 2006

The traits and skills of implementing agents, such as the structures, conventions, and patterns of interactions that occur inside the bureaucracy, all contribute to a program's effective implementation.

The regulation's application includes governmental entities, mass organizations, corporate players, and the community, so the regulation's topic and goal are made explicit. Clarifying the goals of halal tourist legislation and defining their scope, since some of the aforementioned research shows that these restrictions have not always been fully enforced, as well as providing a research reference and legal foundation for policies in its implementation, by outlining the essential principles of adopting halal tourism. (Laporan Perkembangan Pariwisata Ramah Muslim Daerah 2019-2020," 2020).

Skor	Aspek	Lombok
Skor Access	Air	5
	Rail	1
	Sea	5
	Road	4
Skor Communication	Muslim Visitor Guide	5
	Stakeholder Education	4
	Market Outreach	5
Skor Environment	Tour Guide	5
	Digital Marketing	5
	Muslim Tourist Arrival	5
Skor Services	Wi-Fi Coverage	4
	Commitment to Halal Tourism	5
	Halal Restaurants	5
	Mosque	5

	Airports	5
	Hotels	4
	Attraction	5
Skor Total		77
Rata-rata Skor		4,81

Access, in the form of air travel, is shown to be a key aspect in the success of halal tourism, as shown by the statistics shown above. Lombok Praya Airport serves as both a local and international hub, and together they can accommodate up to 3.5 million passengers each year. Domestic flights depart from Lombok Praya International Airport to destinations including Denpasar, Praya-Bima, Praya-Sumbawa, Yogyakarta, Surabaya, Cengkareng, and Makassar on airlines like Garuda Indonesia, Nam Air, Air Asia, Lion Air, Batik Air, and Citilink. Plus, Kuala Lumpur-Kuala Lumpur is a route served by Air Asia, which offers both domestic and international flights. It's important that you go, since there are things to see and routes to take that include travel across more than three (3) countries. Since Lombok does not have any functioning ports or railroads, it receives a negative tally. Lembar Harbor and Bangsal Harbor, two of Lombok's harbors, serve as cruise ports. Data from the BPS in the province of West Nusa Tenggara is shown below (Laporan Perkembangan Pariwisata Ramah Muslim Daerah 2019-2020," 2020).

State	Road Status	
Condition	Country Road (Km)	Provincial road (Km)
Good	504,41	1029
Currently	399,44	212,73
Lightly Damaged	23,5	2,2
Heavily Damaged	7,2	115,03
Not Specified		
Total	934,55	1484,44

According to the road surface and condition data in the province of West Nusa Tenggara, 63% of the roads in NTB are in excellent condition, while 25% of the road lengths are in moderate condition. Also, almost all of the major thoroughfares leading to popular sights have been freshly resurfaced.

The Halal Tourism Implementation Guide details the steps necessary to ensure that halal tourist attractions are properly implemented. In close proximity to a halal-certified eatery with spotless loos and a prayer area are seven (7) Islamic cultural sites, nineteen (19) cultural tourism attractions, and two hundred and six (206) local attractions. As an extra, in

one (1) retail complex, there are three (3) prayer rooms. Advertising and public relations To far, Lombok has launched eight (8) different marketing initiatives. Advertising is done via taking part in the annual Arabian Travel Market, as well as by conducting the annual Lombok Travel Halal Mart, the business-to-business (B2B) Moslem Travel Mart, and the Solo Halal Travel Mart. Brochures for four different categories of tourism are available on Lombok: location information, pottery and craft information, weaving information, and trip package information. A total of 500 copies of the four brochures were printed for distribution at marketing events. About fifty (50) events fall into this category, and they span the gamut from domestic and international tourist expos to NTB development shows to international event exhibits. NTB has also hosted at least five (5) tourist events that welcome Muslims, with participation from more than two (2) different groups. There are 40,000 copies of the English edition and 20,000 copies of the Arabic edition of the Muslim Visitor's Guidebook produced for Lombok. The government and the tourist sector have held 30 separate courses over the last year, and there is also a component in Indonesian, called the Muslim Visitor Guide in digital form. One app may be found in the Google Play store, and there are nine (9) websites dedicated to promoting halal tourism, as well as videos on YouTube and social networking platforms including Google Plus, Facebook, Twitter, and Instagram. Moreover, more than three (3) online and app-based digital marketing platforms promoting Muslim-friendly tourism can be found in Lombok (Ekonomi & Syariah, 2020). On the island of Lombok, you may choose from any of the 316 halal-approved eateries or 13 halal-approved beverage establishments. One thousand twenty-six (1,026) of these establishments advertise themselves as halal, while another three hundred sixteen (316) don't serve pork or alcohol. Roughly fifty (50) provincial/destination mosques have ablution areas and restrooms that are clean enough to be visited. Meanwhile, twenty-nine (29) sanctuaries for prayer are available at major landmarks. There are three (3) ablution facilities in each public area and airport transit on Lombok, as well as three (3) prayer rooms in the transit area and one (1) prayer room at each airport in public spaces with appropriate circumstances for worship. As an added bonus, the airport terminal also served as a prayer space on Fridays. Solaria, CFC, Bakso Lapangan, Shoot Senayan, and Starbucks are just some of the halal-approved restaurants and shops that can be found at Lombok Praya International Airport. Of the 255 hotels on Lombok, 10 have kitchens certified as halal for Muslims.

The implementation of halal tourism activities cannot be separated from the participation of the community as the first implementer in accordance with the contents of Perda article 21 number 2 of 2016. Institutions at the regional level include both provincial regions and municipal wards. Obviously, the Tourism Office of the Province of NTB coordinates with other government institutions in the Province of NTB and the Regency/City across NTB, therefore this is what is meant by (2). In this situation, the Health Service, the Food and Drug Monitoring Agency (POM), the Cooperative Service, the

Industry and Trade Office, the Ministry of Religion, the Ministry of Religion in the Regency/City, and others are all relevant government entities promoting halal tourism. Meanwhile, NGOs such as DSN-MUI, BPPD, ASITA, PHRI, FKD, and HPI. APII APINDO, AKPAR Mataram, UNRAM, Garuda Indonesia, and FWP NTB are some of the other airlines in Indonesia. The NTB Provincial Tourism Office is responsible for coordinating all of the aforementioned organizations. Because they pursue different strategies in the industry, it is difficult to reach a consensus on how best to advance halal tourism in NTB (*LD Perda No 2 Th 2016*, n.d.).

The data shows that the locals haven't been affected by the spreading of the word about the region's new rules for halal vacations. The data was gleaned from the chaos of social media and should be treated as "rumor." As well, traditional tourist industry participants, such as traditional hotel proprietors, still do not get sufficient data. Research indicated that the West Nusa Tenggara Provincial Government's Legal Documentation and Information Network (JDIH) is the primary source of information on the region's halal tourism legislation in general. On the other hand, there is no dedicated medium for disseminating information on halal travel guidelines. The transmission indications suggest that the communication element is still restricted to tourism officials, and as a result, the public and traditional tourist industry players are still in the dark about halal tourism legislation.

According to interviews with travel and lodging business actors in Gili Trawangan and members of the Lombok Tourism Association, Mr. Dani stated that "the halal tourism program initiated by the government has long been carried out regarding socialization about regulations, practices, requirements and others has been carried out since 2016, but the actualization of supervision and follow-up regarding supervision and fulfillment of the needs of halal tourism implementation is still vague, there is no clarity on how it will look and where to go (Personal communication, 16 July 2022)."

Then from the innkeeper in the city of Mataram in a Sharia-based inn, Mr. Memet said that "since the hotel is Sharia-based, new improvements have been made to the provisions in the form of facilities, and Sharia requirements. However, in terms of human resources, it is still very lacking because in general the service is still of general standard, as for the difficulties faced are understanding Arabic, then understanding the culture of foreign tourists, especially from the Middle East who visit (Personal communication, 17 July 2022)."

Then it was clarified by the statement of the Secretary of the NTB Tourism Office Lalu Hasbulwadi, saying that "Halal tourism as an effort in bringing in the number of domestic and foreign tourist visits to NTB, we also continue to socialize and integrity with stakeholders to develop halal tourism concepts so that they are accepted by all parties (Radar Lombok, November 27, 2022)."

From the results of the interview this is because traditional tourist industry players have not been adequately socialized to, or empowered by, halal tourism. Kembang Kuning Village's infrastructure, or the neighborhood at large. Similarly, the lack of a publically available and proportionate information system is a problem for information indicators. There are still numerous contradictions between the restrictions established in the regional regulation on halal tourism and conventional tourist and the amenities on Gili Trawangan, which is a major deficiency. However, Gili Trawangan still has a long way to go before it can accommodate the needs of traditional tourists. The lack of information on where to find a mosque or prayer room in the area's hotels, bungalows, and other standard lodging establishments and eateries is indicative of this. A lack of a Qibla direction in rooms, adherence to traditional inn standards, and proper ablution facilities are also problems at other hotels near other tourist sites in Mandalika, Senggigi. There is merely a shower and a wastebasket in the restroom. When it comes to bathing and ritual cleansing, this is woefully insufficient. Commonly referred to as "work procedures," SOPs also address issues including responsibility allocation and policy ambiguity.

Each municipality's application of the current regional legislation for halal tourism is tailored to its unique set of circumstances. There are now no standard, set, and binding SOP rules to aid in the execution of halal tourist laws on traditional tourism. According to this response, the DSN-MUI is responsible for halal certification, hence the present fragmentation only affects those in the tourist business who are interested in halal tourism. The disruption is unrelated to the traditional tourist sector. As a result, the enforcement of the legislation for all of those who break the rules is still inadequate, rendering the policy ineffectual.

Each government department and non-profit organization has to work together. The Civil Service Police Unit (Satpol PP) of West Nusa Tenggara Province is working in tandem with local law enforcement in two different regions to keep an eye on out-of-town tour buses. The Sade Traditional House and Bukit Seger are two of the most well-known attractions in Central Lombok Regency. The purpose of the inspection was to guarantee that Regional Regulation (Perda) number 4 of 2016 regarding Tour Guides had not been broken. The HPI (Indonesian Tour Guide Association) requires all tour guides working with visitors from outside of Indonesia to have membership identification cards at all times. Article 6 of the law states that in order to become a tour guide one must have a tour guide certificate and a tourist guide identity card (KTPP); Article 14 of the law states that any outside or foreign tour guide who delivers or guides tourists in the NTB area must be accompanied by local tour guides; the results of the monitoring show no violations; this is because the 4 tourism business actors being monitored all have valid KTPPs and/or certificates. Considering that 1,300 HPI members throughout all regencies/cities in West Nusa Tenggara may be harmed if nothing is done, this effort has a highly good effect

(Pastikan Penerapan Perda Pramuwisata, Satpol PP NTB Monitoring Bus Pariwisata Luar Daerah Di Lombok Tengah - Lombok Insider - Halaman 2, n.d.).

F. SUPPORTING AND INHIBITING FACTORS IN THE IMPLEMENTATION OF REGIONAL REGULATION NO. 2 OF 2006

When it comes to distinguishing halal from non-halal tourist activities, there are still a number of possible elements and difficulties that must be taken into account during policy implementation. According to Soerjono Soekarto thesis, there are five determinants of the efficacy of the law: the legislation itself (the legal factor), law enforcement, institutions or facilities supporting law enforcement, the community, and culture. Because they capture the core of law enforcement and serve as a proxy for its efficacy, the aforementioned five considerations are intrinsically linked. (Soerjono Soskanto, 1883)

1. Law's Effectiveness in the First Element

- a. The existing regulations regarding certain areas of life are quite systematic.
- b. The existing regulations regarding certain areas of life are quite synchronous, hierarchically and horizontally there is no conflict.
- c. Qualitatively and quantitatively the regulations governing certain areas of life are sufficient.
- d. The issuance of certain regulations is in accordance with the existing Juridical requirements.

1) Supporting Factors

The first aspect of the law, as specified in Perda No. 2 of 2006, is unambiguous on the elements of legal efficacy. The opening of the State Tourism Polytechnic by the Ministry of Tourism of the Republic of Indonesia in West Nusa Tenggara with the location of its development in Central Lombok Regency (Kota Praya), and then the Department of Sharia Tourism at several state universities in NTB, inc., are both factors that will help realize this effectiveness in the future.

2) Inhibiting Factors

The public, government, and non-government organizations all need information on how to execute halal tourism in compliance with Regional Regulation No. 2 of 2006. The government's current emphasis on regulating and managing infrastructure means that it has not been able to offer a wide-ranging influence on the community and visitors on the distinctions between tourism and halal tourism. (Memet, 2022)

2. Legal Effectiveness in the Second Element

The second factor that influences whether or not a law is enforced is the presence or absence of law enforcement. In this regard, dependable machinery is required for the best possible performance of the relevant tasks. Reliability, in this sense, is being competent in one's field and maintaining an upbeat demeanor.

- a. The extent to which officers are bound by existing regulations.
- b. To what extent is the officer allowed to exercise discretion?
- c. What kind of example should officers give to the community?
- d. To what extent is the degree of synchronization of assignments given to officers so as to provide firm limits on their authority?

1) Supporting Factors

Law enforcement or government intervention has not been seen to yet; nonetheless, there is room for improvement in this area thanks to the NTB Tourism Office's network, which includes a forum that brings together government institutions and non-government groups. NTB Regional Tourism Forum (FKD) and NTB Regional Tourism Promotion Board (BPPD) in carrying out Perda No. 2 of 2016.

2) The inhibiting factor

Implementers have a propensity to obtain less socialization, which has led to a lack of halal tourist policy expertise, familiarity, and penetration. It's also worth noting that the provincial government of NTB has no say in the matter of tourist hotspots beyond that of coordination.

Due of insufficient manpower (in terms of both quantity and quality), the program cannot be carried out flawlessly because of a lack of monitoring. If there is a shortage of personnel to carry out the policy, then it is essential to train and equip those who will be responsible for putting it into action.

Despite the growing popularity of halal travel, natural tourist attractions, cultural tourism, and religious tourism locations in NTB have been understaffed due to a lack of qualified individuals owned by local businesses. For this reason, it is vital to have strong human resource management in order to increase program performance. The fact that this is a novel policy for them is preventing it from being put into practice. This program demands unique skills to execute, but at the very least, they should be experts in their respective fields' standard practices.

Owners of hotels and restaurants, including Muslim ones, are reluctant to get halal certification. Development collaboration is sometimes hampered in allowing the management and implementation of halal tourism activities due to an unbalanced progress between the promotion of halal tourism carried out by the provincial government and halal tourism destinations carried out by the Regency/City government.

Policy awareness, implementation instructions/directions to react to the program in a way that indicates acceptance or rejection, and the intensity of the response. Although they may be aware of the program's goals and intentions, implementers often sabotage its success by covertly ignoring or even actively working against its stated goals. Furthermore, the backing of implementing authorities is crucial to accomplishing program goals. KEK Mandalika's Observasi Lingkungan Pariwisata Study (2020)

3. Legal Effectiveness in the Third Element

The third factor is whether or not the necessary infrastructure and other facilities are available to the implementing authorities. Specifically, the facilities and infrastructure in issue are those utilized to accomplish legal electivity. Facilities relate to things like buildings and infrastructure, and Soerjono Soekanto, (Soerjono Soskarto, 1883) estimates the standard by which certain infrastructure components will perform. There can be no doubt that the infrastructure plays a vital role in the efficient functioning of the machinery at the workplace.

a. Supporting Factors

There has been a surge of interest from potential investors in creating a standalone halal tourism regulatory body in response to the growing prominence of the industry worldwide.

b. Inhibiting Factors

There are currently no private institutions dedicated to overseeing or monitoring the government's halal tourism regulations. Currently, the execution of the implementation is charged directly to each tourist company actor.

4. Effectiveness depends on Community Conditions

a. There are factors causing people to not obey the rules even though they are good.

b. There are factors causing people to not obey the rules even though the regulations are very good and the officials are very authoritative.

- c. Community non-compliance with excellent rules, officials, or officers' authority and suitable facilities. The above factors let us see that the discipline and conformity of the community are dependent on personal inspiration. Every person, as the fundamental unit of society, carries this realization inside. Therefore, the most effective method in this disciplinary relationship is to inspire disciplined behavior from inside. The degree to which a community abides by the law is one indicator of the law's efficacy, and this compliance may be driven by a variety of factors, both internal and external to the community.

- 1) Supporting Factors

Due to the large Muslim population and the prevalence of Islamic influences in NTB Province, halal tourism is widely accepted and encouraged. Festivals are a convenient way to bundle and arrange a wealth of potential chances for the growth of large-scale events on a global scale, and many locations in the Province of NTB host festivals annually.

- 2) Inhibiting Factors

Socialization of government or non-government parties as the person in charge of implementing halal tourism is very rarely carried out. This is often found in tourist villages created by the government. Government officials on sustainable development and supervision seem to get less attention from government officials on halal tourism areas. This has still become the responsibility of the Tourism Office of each region, which is less effective (*Observation of Kembang Kuning Tourism Village, 2022*).

G. ANALYSIS OF LEGAL COMPLIANCE OF HALAL TOURISM ACTORS

The findings reveal a shocking lack of understanding among those involved in the halal tourist industry. Although from statistical data, the number of hotels, restaurants, and tourist places is relatively considerable, in other areas there are still numerous inadequacies. Conventional hotel owners are unsure of which organization is tasked with issuing halal tourist rules, and neither the tourism industry nor the local community have a firm grasp on how to go about submitting a halal certificate.

A legal attitude is a predisposition to embrace or reject the law because of an awareness that the law is helpful or not beneficial for human existence (Mintarsih & Mahdami, 2020). Based on interviews, it is clear that all businesses comply with the stipulations of halal tourism, revealing a positive initial sign of the legal attitude of business players. Research into the legal stance of businesses that do not qualify under the Regional Regulation as Sharia company operators has shown that cultural considerations play a role in the decision-making process when it comes to complying with legal obligations related to halal tourism.

Soerjono Soekanto argues that cultural elements play a crucial role in regulating human and societal behavior, helping individuals recognize appropriate social norms and enact such norms in their interactions with others. This is based on traditional tourist industry players who are unfamiliar with halal tourism submission and regulation processes.

Governments, businesses, and communities all have a role in fostering tourism's growth and expansion, which is done via sector development. Proper management of these tourist activities has the potential to enhance the well-being of the local community by spurring the growth of small businesses in the area.

In order to implement the NTB Provincial Regulation No. 2 of 2016 on Halal Tourism, the West Nusa Tenggara Provincial Tourism Office, together with State Civil Apparatus (PNS), or government and non-government workers, must establish a new umbrella organization. There are a total of 83 persons working for the NTB Provincial Tourism Office; 26 belong to group II, 48 to class III, and 9 to class IV. However, not all implementers (officials and other stakeholders) in government and non-government organizations have this same knowledge and eagerness. They each do their own thing at work, with little coordination between them. Lack of cooperation between the Tourism Office and relevant parties as halal tourism supervisors and coordinators, such as MUI, BPPD, ASITA, PHRI, FKD, and HPI, has led to subpar halal tourism management implementation and operation in NTB (between government and non-government agencies).

Knowing the law is the foundation of any kind of legal consciousness. The rule of law will be acknowledged and appreciated as a result of this education in the law. When that happens, we'll be in accordance with the law. "Legal awareness" refers to the knowledge or values that people already possess in regards to the law as it now stands or as it is generally accepted to be in a given culture. Several relevant indications of the amount of legal awareness may be gleaned from the practical application of legal awareness, such as (Mintarsih & Mahdami, 2020).

1. Knowing what is and isn't authorized based on the rules set out in statutes and other legal documents is an example of legal knowledge.
2. A person's level of legal comprehension refers to their familiarity with the specifics of the (written) rules of law, including its goals, effects, and implications.
3. A person's legal attitude may be defined as their propensity to accept or reject the law depending on whether or not they believe the legislation is good for society as a whole.

What makes conduct legal in a given culture is whether or not it is governed by law. To what degree does a rule of law apply, and how strictly is it followed by the community, if it does?

If you want to gauge how well-versed in the law the various players in the halal tourist industry are, look no further than the aforementioned four categories. Observational evidence suggests that business actors still have a relatively low level of legal understanding in regards to the implementation of halal tourism. It's based on the fact that business actors are generally well-versed in the law and are cognizant of the many societal legal laws. To begin, there is a gap in understanding between halal and normal tourism, which has a direct impact on people's ability to comply with the law. Others are aware that the administration and acquisition of religious facilities at tourist destinations are not being carried out efficiently. The lack of interest in the function and significance of halal tourism as a type of tourist branding on the island of Lombok is supported by the findings of the investigation of the variables that impact the legal knowledge of business players.

Ability to avoid penalty connected to regional rules in the execution of halal tourism is a second element influencing the legal knowledge of business players. Because business actors do not believe that they should be held accountable for breaking the law, they have a limited understanding of the law. There are still numerous processed goods that are not certified halal since the government does not apply fines on them.

Law compliance is a third element influencing the poor legal knowledge of MSME company operators on the island of Lombok who deal in food, souvenirs, etc. When people follow the law, they may be doing so because they want to reap some kind of benefit or because they want to stay out of hot water so they don't have to face any kind of penalty or retribution for breaking the law. Soerjono Soekanto's notion of legal efficacy has parallels in Romli Atmasasmita's thesis (Romli Atmasasmita, 2001). The public's perspective, in addition to that of law enforcement personnel (judges, prosecutors, police, and legal advisers), plays a significant role in limiting the efficiency of law enforcement. neglected aspects of legal socialization

Effectiveness, according to Soerjono Soekanto, is the extent to which an organization is capable of realizing its objectives. If there is a beneficial effect of the legislation, then we may say that the law is effective. When that happens, the law has accomplished its goal of modifying human behavior in a way that makes it compliant with the law.

Thus, the analysis demonstrates that the government's attention is required for the implementation of Perda No. 2 of 2006 concerning legal compliance with halal tourism business actors to be able to run effectively with the existence of an independent supervisory agency so that every rule can be applied and enforced in accordance with applicable law in order to create the concept of legal compliance as described by Soerjono Soekanto.

H. CONCLUSION

To discuss the efficacy of the law, one must discuss the ways in which the law controls and/or compels citizens to follow its dictates. If the forces that affect the law are able to do their jobs, then the law has a chance to be successful. A community's response to a law

provides insight into the effectiveness of the law. In order for a law or legislation to be successful, it must result in changes in behavior on the part of the community members that bring about the intended outcome.

Researchers have found that, based on the island of Lombok's implementation of halal tourism and its actors' compliance with regional legislation on halal tourism, the following may be said:

- a. The regional restrictions on halal tourism are a major factor in the tourist industry's understanding of the law in NTB, notably on Lombok Island. Low levels of legal knowledge, legal comprehension, legal attitude, and legal conduct are all factors that have a direct impact on its execution in the field. Business players' age, education, access to information, the strength of law enforcement, and the level of government oversight all play a role in how well Lombok's tourist industry understands the law.
- b. The government of Lombok has made several attempts to educate and teach those involved in the island's tourist industry, particularly in regards to registering halal certifications at each stage. The department of tourism has publicized the value of halal tourism. Marketing strategies for tourism hotspots are geared on satisfying the preferences of vacationers. It still need instruction, but over time rather than in a discrete episode.

The authors provide recommendations based on the findings of studies they performed on the island of Lombok and the compliance of tourist players with local legislation on halal tourism.

- a. Those involved in the tourism industry in NTB Province, and particularly on the island of Lombok, must comply with the points outlined in the regional regulation for implementing halal tourism by registering the products they trade in order to have a certificate halal, as well as by providing worship facilities in accordance with the rules.
- b. It is the responsibility of the government to monitor, advise, and implement the points outlined in Article 26 of Regional Regulation No. 2 of 2006 with respect to tourist industry players who have not satisfied the halal categorization.

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