

# Analysis of the Potential for Halal Tourism Development in Improving the Community Economy in Padang City



Anita Mauliyanti<sup>1</sup>, Dede Nurrohman<sup>3</sup>, Agus Eko Sujianto<sup>2</sup>

STAI Baturaja, Indonesia<sup>1</sup>

UIN Sayyid Ali Rahmatullah, Indonesia<sup>2,3</sup>

Email: [Amauliyanti90@gmail.com](mailto:Amauliyanti90@gmail.com)<sup>1</sup>, [dnurohman521@gmail.com](mailto:dnurohman521@gmail.com)<sup>3</sup>, [agusekosujianto@gmail.com](mailto:agusekosujianto@gmail.com)<sup>2</sup>

## KEY WORDS

Halal Tourism,  
Tourism, Shift  
Share Analysis,  
SWOT Analysis

## ABSTRACT

The selection of West Sumatra in the National Halal Tourism Competition (KPHN) in 2016 proves that West Sumatra has great opportunities and potential in developing the tourism sector. West Sumatra's victory in the competition indirectly becomes one of the choices for domestic or foreign tourists as a halal tourism destination that is worth looking at. This is a great opportunity for the West Sumatra government in developing the tourism sector to achieve community welfare. The increasing development of the tourism sector will affect the economic growth of West Sumatra.

The objectives to be achieved in this study are: (1) to identify potential economic sectors in West Sumatra, (2) to identify the potential for halal tourism development in West Sumatra.

This study is a field research study using primary and secondary data. The data analysis method is a combination of descriptive quantitative and qualitative (mix method). In conducting data analysis, secondary and primary data are collected. Data and information obtained through field research are then analyzed. In analyzing the data, Shift Share analysis and SWOT analysis are used. Shift share analysis is a regional economic technique aimed at determining the main factors that influence the economic growth of a region. Meanwhile, SWOT analysis is an analysis of the internal and external environment. The internal environment includes strengths and weaknesses that will affect the use of tourism in developing halal tourism potential in Padang City. The external environment includes opportunities and threats that will affect the use of tourism in developing halal tourism potential in Padang City.

## 1. INTRODUCTION

Tourism is a system that involves various parties in the integration of functional links in accordance with sharia principles. Tourism activities will encourage the dynamics of the mobility phenomenon of all levels of humanity, as residents of a place to travel temporarily individually or in groups to other places in the country or abroad.

A region or country in general can present

various tourist attractions, so it will be very interesting to study and question which type of tourism has the best opportunity to be developed in the region or in the country. This will affect the facilities that need to be prepared in development as well as in its promotion and advertising programs.

Based on Law of the Republic of Indonesia No. 10 of 2009 concerning tourism, it states that tourism is a variety of tourism activities and is supported by various facilities and services



provided by the community, entrepreneurs, and local governments. Furthermore, various types of tourism are divided based on geographical location, tourism activities develop based on the influence on the balance of payments, based on the reasons or purposes of travel, based on the division according to its objects.

Halal tourism is a tourist visit activity with tourism destinations and industries that provide product facilities, services, and tourism management that meet sharia elements.

Another purpose of halal tourism is a form of culture-based tourism that prioritizes Islamic sharia values and norms as its basic foundation.

Islamic sharia values as a belief and conviction adhered to by Muslims as a basic reference in building tourism activities.

Halal tourism efforts have been confirmed by a memorandum of understanding between the Ministry of Tourism and Creative Economy (hereinafter referred to as Kemenparekraf) and DSN-MUI No. 11/KS. 001/W.PEK/2012 and No.B-459/DSN-MUI/XII/2012 concerning the Development and Socialization of Sharia Tourism. DSN MUI Fatwa NO: 108/DSN-MUI/X/2016 concerning Guidelines for Organizing Tourism Based on Sharia Principles stipulates that tourism is a travel activity carried out by a person or group of people by visiting a certain place for recreational purposes, personal development, or studying the uniqueness of the tourist attractions visited in a temporary period equipped with facilities that are already available for tourists such as Sharia Travel Bureaus (BPWS), tour guides, tourism entrepreneurs, provision of sharia-based accommodation based on predetermined criteria, spa or sauna therapy and several contracts such as ijarah contracts (transfer of

use rights) for goods or services for a certain period of time with payment or wages, wakalahbilujrah (granting power of attorney accompanied by ujah from a sharia hotel to BPWS to carry out marketing), and ju'alah (promise or commitment iltizam')companies to provide certain rewards (reward or 'iwadh or ju'i) to workers ('amil) for achieving results (natijah) determined from a job (object of the contract ju'alah).

One of the important factors in economic growth is the tourism sector. In 2014, Indonesian tourism contributed 4.01% of the national Gross Domestic Product by absorbing labor.

In the era of globalization, distance is no longer a significant problem. Because it has been overcome with adequate transportation facilities, which allow a person or group of people to reach an area with easy access.

Indonesia has enormous tourism potential. Not only does it have the beauty and natural wealth spread across 17,000 islands. According to ArifYahya, the growth of halal tourism destination tourists in 2016 reached 2.7 million people or 20%.

Table 1.1 Top 10 Destinations of the Organization of Islamic Cooperation and Non-Organization of Islamic Cooperation.

Overall Top 10 Destinations (OKI & Non-OKI)				
Rank	2017		2016	
	Goal	Score	Goal	Score
1	Malaysia	82.5	Malaysia	81,9
2	Uni Emirat Arab	76.9	Uni Emirat Arab	74.7
3	Indonesia	72.6	Turkiye	73.9
4	Turkiye	72.4	Indonesia	70.6



5	Saudi Arabia	71.4	Qatar	70.5
6	Qatar	70.5	Arab Saudi	70.4
7	Maroko	68.1	Oman	70.3
8	Oman	67.9	Singapura	68.4
9	Bahrain	67.9	Maroko	68.3
10	Singapura	67.3	Jordan	65.4

Source : Global Muslim Travel Index (GMTI) 2017

The table above shows that Indonesia is in third place with a score of 72.6 as a destination country for Muslim tourists in the world. Indonesia's position is below Malaysia and the United Arab Emirates (UAE). Malaysia is in the top position with a score of 82.5, while the UAE is in second place with a score of 76.9.

Indonesia has a variety of cultures, languages and local wisdom that are so interesting to look at. One of the Indonesian tourist destinations that is being eyed is West Sumatra. West Sumatra is one of the main tourism destinations in Indonesia, which has quite good tourism facilities, and often holds various international festivals and events, driving tourists to come to West Sumatra. The halal tourism destination award received by West Sumatra has been able to move the provincial government to formulate further concepts and formulations and consider regional conditions so that they are easy to implement. So that the results of the formulation can be stated in the form of Regional Regulations (perda) as a legal umbrella for the development of halal tourism in West Sumatra.

Efforts to increase economic development in West Sumatra need to develop the base sector. The base sector is a sector that is able to meet the needs of other areas in need, so it has great potential in driving the economy in West Sumatra.

West Sumatra is trying to develop various sectors so that economic growth is always positive, in the sense that it always increases and is sustainable in order to create a prosperous and prosperous society. Seeing the contribution of each economic sector to the economic growth of West Sumatra Province through Gross Regional Domestic Product data, it can be described in the following table:

Table 1.2 GRDP at Constant Prices (ADHK) of West Sumatra Province 2011-2015 (in billion Rupiah)

No	Wilayah	Tahun				
		2011	2012	2013	2014	2015
1	Mentawai	2.006.548.63	2.114.319.38	2.236.273.66	2.360.990.68	2.482.665.53
2	Pesisir Selatan	6.234.822.38	6.597.446.10	6.986.968.48	7.392.522.44	7.816.444.05
3	Kab.Solok	6.445.677.42	6.859.955.93	7.245.941.54	7.665.396.76	8.081.727.06
4	Sijunjung	4.386.265.70	4.656.082.01	4.941.936.84	5.239.390.26	5.535.886.63
5	Tanah Datar	6.386.572.13	6.744.760.16	7.139.449.24	7.552.315.94	7.953.043.02
6	Padang Pariaman	8.754.039.48	9.273.827.26	9.848.845.27	10.444.417.68	11.084.500.68
7	Agam	9.454.744.53	10.038.747.73	10.656.539.12	11.286.775.66	11.908.401.54
8	Lima Puluh Kota	7.230.366.67	7.675.030.79	8.152.905.88	8.639.837.06	9.120.478.61
9	Pasaman	4.064.884.48	4.308.990.27	4.559.626.11	4.827.341.46	5.084.627.16
10	Solok Selatan	2.602.648.98	2.759.897.86	2.929.009.29	3.101.897.40	3.267.781.77
11	Dharmasraya	4.840.425.70	5.140.195.74	5.474.896.59	5.821.683.95	6.159.600.11
12	Pasaman Barat	7.379.220.93	7.846.456.94	8.348.899.98	8.852.419.46	9.357.387.54
13	Padang	27.427.383.21	29.115.684.70	31.054.497.20	33.094.946	35.197.850.27
14	Kota Solok	1.807.538.09	1.929.710.50	2.053.900.03	2.177.218.53	2.306.782.88
15	Sawahlunto	1.787.814.14	1.886.626.07	2.001.854.07	2.122.241.26	2.249.594.67
16	Padang Panjang	1.632.846.93	1.730.276.37	1.839.183.13	1.950.766.18	2.065.996.86
17	Bukittinggi	3.819.053.61	4.069.017.51	4.324.423.59	4.591.464.72	4.872.533.23
18	Payakumbuh	2.764.522.60	2.947.644.18	3.140.905.43	3.343.965.58	3.551.029.44
19	Pariaman	2.297.958.94	2.438.847.38	2.586.702.68	2.741.739.11	2.900.336.34
	Sumbar	111.679.492.97	118.724.424.67	125.940.634.27	133.316.072.65	140.529.151.11

Source: Central Statistics Agency of West Sumatra in Figures 2014

Based on Table 1.2, it shows that the economic growth of West Sumatra Province according to constant prices, the level of GRDP development in 2015 increased by 140,529,151.11 compared to 2014 which only contributed 133,316,072.65.



The explanation above shows that the economic growth of West Sumatra from all sectors has increased every year. The Central Statistics Agency noted that the economic growth of West Sumatra in 2015 experienced a slowdown of only 5.41 percent or decreased compared to 2014 which reached 5.86 percent. This shows that the figure is historically lower than the last five years in the period 2011 to 2015 which reached 6.34 percent.

West Sumatra was selected to represent Indonesia at the World Halal Tourism Award in Abu Dhabi, United Arab Emirates in 2016 and won 4 categories in the National Halal Tourism Competition (KPHN) held by the Ministry of Tourism of the Republic of Indonesia (Kemenpar RI). The categories are: Best Halal Tourism Destination, Best Culinary Destination, Best Halal Travel Agency and Best Halal Restaurant.

A number of destinations in West Sumatra that have been designated as halal tourism destinations, namely: Lake Singkarak, Lake Maninjau, Twin Lakes, Sianok Canyon, Japanese Cave, Cubadak Island in the Mandeh Area, Anai Valley, IstanoBasaPagaruyung and the Mentawai Islands.

The selection of West Sumatra proves that West Sumatra has great opportunities and potential in developing the halal tourism sector. West Sumatra's victory in the competition has indirectly raised West Sumatra to become one of the choices as a halal tourism destination that is worthy of being glanced at by domestic and foreign tourists. This is a great opportunity for the West Sumatra government to develop the halal tourism sector to achieve community welfare, with the development of the tourism sector will automatically grow the economy of West Sumatra.

According to Danil (one of the employees of the tourism office in the field of halal tourism development) stated that tourism in West Sumatra has met the criteria for halal tourism. because both in terms of infrastructure at tourist locations, accommodation, transportation and restaurants in West Sumatra are easy to find by tourists, especially Muslim tourists. Almost all tourist attractions in West Sumatra have places of worship, clean water supplies at tourist attractions.

According to him, the existence of halal tourist destinations in West Sumatra can have a positive impact on increasing the community's economy and Regional Original Income.

Table 1.3 Regional Original Income of Tourism Sub-Sector Regency/City Period 2011-2015

No	City/district	Tahun				
		2011	2012	2013	2014	2015
1	Bukit Tinggi	14.638.945.395	16.505.718.292	20.127.663.181	21.285.578.667	21.920.334.530
2	Agam	1.276.911.270	1.557.066.978	1.827.762.888	1.694.326.958	1.204.107.047
3	Padang Panjang	1.641.859.942	1.732.183.752	2.004.971.616	2.265.900.839	2.265.900.859
4	Tanah Datar	711.373.502	944.813.669	1.265.350.686	2.533.018.000	2.533.018.000
5	Sawah Lunto	2.958.729.361	1.357.264.174	1.610.185.647	1.446.408.593	1.446.408.593
6	Solok	310.443.553	594.954.835	879.077.721	1.182.798.626	437.116.409
7	Sijunjung	856.176.884	997.241.682	1.046.922.603	1.322.132.820	1.549.915.574
8	Pasaman	14.275.340	18.531.000	19.477.000	25.570.000	77.392.500
9	Payakumbuh	503.403.500	591.061.000	578.491.500	629.130.000	1.115.230.000
10	Mentawai	273.709.126	0	342.008.300	575.987.209	575.987.209
11	Pasbar	986.213.784	697.274.344	857.106.531	1.255.002.703	1.582.622.000
12	Solok	13.392.420	123.704.500	152.725.000	165.622.300	165.622.300
13	Padang Pariaman	761.518.200	888.092.558	951.785.866	1.675.243.015	2.098.460.400
14	Limapuluh kota	163.892.000	360.454.000	406.050.000	439.215.000	501.070.000
15	Padang	20.217.543.681	29.095.833.679	35.569.198.151	64.404.032.468	64.404.032.468
16	Pariaman	12.800.000	23.900.000	26.700.000	832.672.275	236.030.000
17	Dharmasraya	1.051.032.687	894.798.056	995.021.895	1.222.762.477	1.222.762.477
18	Solok Selatan	9.788.000	25.620.775	54.778.184	55.326.000	55.326.000
19	Pesisir Selatan	44.836.845	353.791.603	401.882.552	1.582.622.000	1.789.500.000
<b>Jumlah</b>		46.446.845.490	56.762.304.897	69.117.159.321	104.594.349.950	116.186.000.011

Source: West Sumatra Tourism Statistics

The table above shows that the highest PAD value in 2011 to 2015 gave an increase to



income every year. However, in the last two years 2014 and 2015. The amount of PAD in West Sumatra gave the highest contribution in 2014 with the amount of income value of Rp. 104,594,349,950 until in 2015 it gave an increase in income of Rp. 116,186,000,011. The amount of regional contribution to income every year cannot be separated from the contribution of each region in West Sumatra. This shows that the region that contributed the most to income, first in 2011-2015, namely Padang City contributed up to 61.32%, while the second highest regional contribution was Bukit Tinggi City contributing up to 2.16%. This proves that each region in West Sumatra provides the best contribution to increasing PAD, especially in the tourism sector in West Sumatra in 2015.

Table 1.4 Number of Foreign Tourist Visits to West Sumatra according to BIM 2010-201

Month	Year				
	2011	2012	2013	2014	2015
January	2.396	2.811	2.689	5.826	3.289
February	2.980	2.862	4.562	3.325	3.373
March	3.420	3.466	4.299	4.748	4.144
April	2.355	3.171	3.211	4.409	3.492
May	3.030	2.817	4.490	5.130	4.598
June	3.051	3.043	4.139	4.349	3.730
July	3.048	2.702	2.406	4.553	3.569
August	1.972	2.356	3.466	3.951	4.199
September	2.366	2.478	3.474	4.316	4.292
October	2.288	2.488	3.964	4.131	3.956
November	4.129	3.786	5.914	4.378	4.811
December	3.487	4.643	6.096	6.995	5.320
Total	34.522	36.623	48.710	56.111	48.773

Source: Central Bureau of Statistics

Based on table 1.4 above, it shows that foreign tourist visits to West Sumatra according to Minangkabau International Airport from 2011-2014 increased annually to reach 56,111 thousand visits recorded in several agencies.

However, there was a slight decrease in 2015 to 48,773 thousand, the figure this year looks smaller than in 2014.

Table 1.5 Foreign Tourists Coming to West Sumatra According to Nationality, 2011-2015

Nationality	2011	2012	2013	2014	2015
Singapore	356	633	947	334	203
Malaysia	23.728	26.897	36.254	43.588	36.262
Japan	137	149	232	248	214
South Korea	26	24	33	46	-
Taiwan	7	24	24	24	-
China	375	461	536	283	346
India	100	82	99	77	-
Philippines	31	56	91	97	-
Hong Kong	33	61	43	107	-
Thailand	58	140	131	144	243
Australia	1.407	1.266	2.275	2.344	1.734
America	244	240	304	338	254
England	227	229	309	285	334
Netherlands	206	151	161	107	-
Germany	137	170	245	195	167
France	351	392	458	405	-
Russia	9	36	36	36	43
Saudi Arabia	11	7	9	4	-
Egypt	4	3	6	9	-
United Arab Emirates	5			1	-
Bahrain	7		3		-
Others	7.063	5.602	6.514	7.439	8.945
Total	34.522	36.623	48.710	56.111	48.755

Source: West Sumatra Central Statistics Agency

Based on table 1.5, the statistics above show that the countries with the most visits to West Sumatra are Malaysia, Australia and Singapore. Malaysia has recorded 36,262 thousand visits up to 2015. Australia has recorded 1,734 thousand visits in 2015. Meanwhile, the number of visits from Singapore to West Sumatra is smaller than the two countries mentioned above, only 203 thousand visits.

Some international activities held to support West Sumatra tourism are bicycle racing (Tour de Singkarak), paragliding events, fly for fun in lake Maninjau events, and the





Mentawai international pro surf competition.

West Sumatra has almost all types of natural tourist attractions such as the sea, beaches, lakes, mountains and canyons. In addition, West Sumatra tourism also sells many unique cultures, such as the tabuik festival, rendang festival, kim games and weaving arts. In addition to natural and cultural tourism, West Sumatra is also famous for its culinary tourism.

As one of the icons of the Minangkabau region, especially West Sumatra, which has a traditional slogan, namely "adat basandi syarak, syarak basandi kitabullah". The definition of adat basandi syarak, syarak basandi kitabullah is a custom that is based on or supported by Islamic law, the law is based on the Quran and Hadith, it is considered that West Sumatra has quite potential destinations in terms of halal tourism destinations.

## 2. METHOD

This study uses a mixed methods method, which combines two methods, namely quantitative research methods and qualitative research methods. This aims to complement each other's description of the results of the study on the phenomenon being studied to strengthen the research analysis. This study is related to the potential for developing halal tourism in West Sumatra. This study was conducted in West Sumatra Province, specifically in three areas, namely Padang City, Bukittinggi City, and Tanah Datar Regency.

The data used in this study consists of primary data and secondary data. Primary data, namely, data sources that directly provide data to data collectors. Primary data is obtained from distributing questionnaires in the field and interviews with the heads of the Padang City

Tourism and Culture Office, the Bukittinggi City Youth and Sports Tourism Office, the Tanah Datar Regency Youth and Sports Tourism Office. While secondary data, namely, sources that are not directly given data to data collectors, for example through other people or through documents.

Secondary data in this study were obtained from the Padang City Tourism and Culture Office, the Bukittinggi City Youth and Sports Tourism Office, the Tanah Datar Regency Youth and Sports Tourism Office, the Regency and City Central Statistics Agency, the West Sumatra Provincial Central Statistics Agency

## 3. RESULT AND DISCUSSION

### SWOT Analysis

SWOT analysis stands for Strength, Weaknesses, Opportunities, and Threats. These four elements are important aspects that need to be discussed in order to determine the conditions and potential of a particular region or institution. Thus, it can be interpreted as an analysis technique that uses these four elements as the main variables in conducting the analysis. The elements of strength and weakness are basically internal factors that come from within a region or the scope of a particular institution's duties. Meanwhile, the elements of opportunity and threat are external factors that come from outside the region or the scope of a particular task but affect the future of the institution.

Strengths are basically the advantages possessed by a region and institution compared to other regions and institutions. In the analysis of the socio-economic conditions of the region, these strengths can appear in the form of better soil fertility, greater natural resource potential, better quality of education, more stable financial conditions and others.



Weaknesses are basically the shortcomings or weaknesses possessed by a particular region or institution compared to other regions and institutions. Weaknesses can appear in the form of relatively low levels of land fertility, limited or relatively small potential of natural resources, low quality of human resources and so on.

Opportunities can be interpreted as opportunities and possibilities that are available and can be utilized to encourage the development process of the region or institution concerned.

Threats can also be interpreted as conditions that come from outside and can cause difficulties, obstacles or challenges that are quite serious for a particular region or institution.

The development performance of an institution is largely determined by a combination of internal and external factors from the institution concerned. Internal conditions mainly concern the strengths and weaknesses of the institution concerned, while external conditions concern opportunities and threats that can come from outside. Therefore, in order to produce a development strategy that is appropriate and in accordance with the conditions of the institution concerned, both elements must be discussed in depth in a SWOT analysis so that the analysis of internal and external factors becomes better and more measurable.

### 1. Internal Factors

Internal factor analysis can be done by compiling an IFAS (Internal Factor Analysis Summary) table in order to be able to make a more concrete assessment of the strategic factors of the institution both in terms of strengths and weaknesses.

### 2. External Factors

The preparation of the External Factor Analysis Summary (EFAS) table can be prepared by knowing the external strategic factors that are very important for the development of the institution concerned.

Based on the elements of the internal and external environments above, a regional development strategy can be prepared which is described by the SWOT Matrix. This matrix can produce four sets of possible strategic alternatives.

Table 1.6 SWOT Matrix

IFAS EFAS	STRENGTHS (S) Determine internal strength factors	WEAKNESS (W) Determine internal weakness factors
OPPORTUNITIES (O)  Determine internal opportunity factors	STRATEGI SO Ciptakan strategi yang menggunakan kekuatan untuk memanfaatkan peluang	STRATEGI WO Create a strategy that minimizes weaknesses and takes advantage of opportunities
THREATS (T)  Determine external threat factors	STRATEGI ST Create strategies that use strengths to take advantage of opportunities	STRATEGI WT Create a strategy that minimizes weaknesses and avoids threats

Source: Freddy Rangkuti (1999)

1. SO strategy, also known as an aggressive strategy by utilizing all strengths to seize the greatest opportunities.
2. ST strategy, also known as a rationalization diversification strategy is determined based on the utilization of existing opportunities by minimizing existing weaknesses.
3. WO strategy, also known as a rationalization strategy is determined based on the utilization of existing opportunities by minimizing existing weaknesses.

ST strategy, also known as a defensive strategy based on defensive activities and trying to minimize existing weaknesses and avoid threats.



## Halal Tourism Potential in West Sumatra Based on SWOT Analysis

### SWOT Analysis of Padang City

From the results of the following questionnaire, an analysis of internal and external factors on the potential for halal tourism development in Padang City through SWOT.

Table 4.7 Internal Factor Analysis of Halal Tourism Development Potential in Padang City

internal factors					
Strength		Jml	Bobot	Rating	R x B
1	Natural scenery at Padang City tourist attractions is cool and beautiful	162	0,08	3	0,27
2	Natural conditions in the form of beaches, mountains, culture are very beautiful and interesting	159	0,08	3	0,26
3	Hotel quality and service are good	165	0,09	3	0,28
4	Worship facilities and infrastructure at the hotel are available	142	0,07	3	0,21
5	Restaurant quality and service are good	165	0,09	3	0,28
6	Affordable ticket prices	170	0,09	3	0,30
Weakness					
1	Halal-certified restaurants	103	0,05	2	0,11
2	Prices or costs incurred while at the tourist attraction are clear and not too expensive	154	0,08	3	0,24
3	Quality of halal food guarantees around the tourist attraction	145	0,07	3	0,22
4	Vehicle fees in the tourist attraction area	144	0,07	3	0,21
5	Souvenirs/merchandise related to the tourist attraction are not available	151	0,08	3	0,24
6	Worship facilities and infrastructure in the tourist attraction area are available	101	0,05	2	0,11
7	There is no provision of tour guides in the tourist attraction area	176	0,09	4	0,32
Total		1937	1,00		3,05

Table 4.8 Analysis of External Factors of Halal Tourism Potential in Padang City

Eksternal Factors					
Opportunities		Amount	Weigh	Rating	B x R
1	Increasing number of tourist visits due to events held by the local government	186	0,07	4	0,25
2	More and more people know about tourist destinations in West Sumatra due to advances in information technology	188	0,07	4	0,25
3	Government support for developing tourism in Padang City	170	0,06	3	0,21
4	Increasing development of tourist destinations in Padang City	162	0,06	3	0,19
5	Good taste of restaurant/eating place food	170	0,06	3	0,21
6	Regulations around tourist attractions	173	0,06	3	0,22
7	Roads to tourist attractions are available, easy and good to take	177	0,06	4	0,23
8	Directions along tourist attractions are available	178	0,06	4	0,23
9	Roads to tourist attractions are available, easy and good to take	181	0,07	4	0,24
10	Separation of transportation between men and women is available	120	0,04	2	0,10
Treaths					
1	Emergence of destinations from other areas	178	0,06	4	0,23
2	Local cultural festivals or ceremonies are rarely held and many are similar in other areas	172	0,06	3	0,21
3	Friendliness of business actors in tourist areas is less friendly	154	0,06	3	0,17
4	Lack of friendliness of the community around tourist attractions	107	0,04	2	0,08
5	Security around tourist attractions is less safe	128	0,05	3	0,12
6	Cleanliness around tourist attractions is less	164	0,06	3	0,19
7	Lack of interest in visiting tourists	168	0,06	3	0,20
		2776	1,00		3,33

The analysis of internal and external factor strategies in the table above clearly shows that between the total score of strengths and weaknesses is 3.05, meaning that halal tourism in Padang City has a very large strength to be developed. This can be proven from the calculation of the rating score on the strengths having a balanced rating value. In contrast to the weaknesses, it is proven that the calculation results have different rating results such as a score of 0.11 halal-certified restaurants and worship facilities and infrastructure in the



tourist area are available. While in the external factor the total score of opportunities and threats is 3.33, meaning that the development of halal tourism destinations in Padang City still has a great opportunity to be developed.

Table 4.9 SWOT Matrix Analysis of Halal Tourism Development Potential in Padang City

<p style="text-align: center;">EFAS</p>	<p><b>STRENGTHS (S)</b></p> <ol style="list-style-type: none"> <li>Natural scenery at Padang City tourist attractions is cool and beautiful</li> <li>Natural conditions in the form of beaches, mountains, culture are very beautiful and interesting</li> <li>Hotel quality and service are good</li> <li>Religious facilities and infrastructure are available at the hotel</li> <li>Restaurant quality and service are good</li> <li>Affordable ticket prices</li> </ol>	<p><b>WEAKNESSES (W)</b></p> <ol style="list-style-type: none"> <li>Halal-certified restaurants</li> <li>Prices or costs incurred while at the tourist attraction are clear and not too expensive</li> <li>Guaranteed quality of halal food around the tourist attraction</li> <li>Vehicle fees in the tourist attraction area</li> <li>Souvenirs/merchandise related to the tourist attraction are not available</li> <li>Worship facilities and infrastructure in the tourist attraction area are available</li> <li>There is no provision of tour guides in the tourist attraction area</li> </ol>
	<p><b>OPPORTUNITIE (O)</b></p> <ol style="list-style-type: none"> <li>Increasing tourist visits due to events held by the local government.</li> <li>More and more people know about tourist destinations in West Sumatra due to advances in information technology. There is government support to develop tourism in Padang City.</li> <li>Increasing development of tourist destinations in Padang City. The taste of restaurant/eating place food is good.</li> <li>Regulations around tourist attractions.</li> <li>Roads to tourist attractions are available, easy and good to go.</li> <li>Directions along the tourist attraction are available.</li> <li>Public transportation along the tourist attraction is available.</li> <li>Separation of transportation between men and women is available</li> </ol>	<p><b>STRATEGI S-O</b></p> <ol style="list-style-type: none"> <li>Providing tour packages to attract foreign and domestic tourists to visit Padang City. (S1, S2, S3, O1, O4)</li> <li>Cooperation between the government and travel agents to make it easier for foreign and domestic tourists to visit Padang City.</li> <li>Conducting training for business actors as well as promotions (introducing) through print media, social media, etc. in efforts to develop halal tourism (O2, O3, O4)</li> <li>Improving the quality of regional specialties.</li> </ol>
<p><b>THREAT (T)</b></p> <ol style="list-style-type: none"> <li>The emergence of destinations from other regions</li> <li>Local cultural festivals or ceremonies are rarely held and many are similar in other regions.</li> <li>The friendliness of business actors in the tourist area is</li> </ol>	<p><b>STRATEGI S-T</b></p> <ol style="list-style-type: none"> <li>Improving quality, facilities, and supporting facilities.</li> <li>Need a clear price list and catalog both in restaurants and culinary centers.</li> <li>Efforts to implement 5 S (greetings, smiles,</li> </ol>	<p><b>STRATEGI W-T</b></p> <ol style="list-style-type: none"> <li>Facilitate a central culinary place.</li> <li>Provide tour guides who are able to speak foreign languages and understand sharia principles through training and provision.</li> </ol>

4.	not friendly. The friendliness of the community around the tourist attraction is lacking.	4.	<p>politeness, courtesy) and 5 R (concise, neat, clean, care, diligent) (5S, S6, T4, T7) Cooperation between business actors and local governments to develop a halal tourism system.</p>
5.	Security around the tourist attraction is not safe.		
6.	Cleanliness around the tourist attraction is lacking.		
7.	Lack of interest in visiting tourists		

From the analysis of the matrix above, it can be seen that the main advantage or strength of using SWOT analysis in formulating strategies is because with this analysis the formulated strategy will be truly based on the real conditions of the area concerned. This is very important, meaning that it can guarantee a better level of achievement that can be produced by the formulated strategy.

According to Yanti, one of the employees of the Tourism Office, Head of Tourism Marketing, said that the city of Padang has superior attractions that are always glanced at by tourists, both foreign, domestic and local tourists. According to her, these superior attractions are:

"We excel in many tourism, one of which is nature tourism, culinary tourism, family tourism. Actually, we in West Sumatra have all developed the concept of halal tourism. Because in principle, our government is indeed the reference for developing the concept of halal tourism. Both provincial government, district and city government."

The explanation above can be concluded by the author that in terms of providing facilities and infrastructure, West Sumatra Province has been implementing and developing the concept of halal tourism long before West Sumatra was designated as a halal destination in 2016 through the KPHN WTA in Abu Dhabi, United Arab Emirates. Because, in principle, the West Sumatra government has directed, referred to and initiated tourism in West Sumatra to

develop halal tourism both from the provincial government and the district or city government. Halal tourism also has the potential to be developed in Padang City, this is in line with what the author has explained above that:

“Actually we have implemented it, now in reality we are indeed heading there, and this halal tourism is booming by the Ministry of Tourism. Then with the existence of regions that take care of halal certification, both culinary that is halal certified and there is a kind of award or competition called that which is held by the Ministry of Tourism, both nationally and internationally and there is a kind of assessment from the Ministry of Tourism. So that's why we make halal tourism. Actually, the concept of halal tourism in Padang City is already halal because we do not legalize or allow, for example, in our tourist attractions there are those that violate the concept of customs or religion. Regarding halal, if we look at Padang restaurants, they are definitely halal, on average there are no Padang restaurants anywhere if the name is a restaurant, it is definitely halal. And so far we have never found a Padang restaurant that is not halal. It's just that restaurants that are halal certified may exist but not many. That's for restaurants, and for tourist attractions too. Because we are not the same as in Bali.

The results of the explanation above, the author can conclude that indirectly as the Padang City government, we have implemented the concept of halal tourism. However, the word halal tourism was boomed by the Ministry of Tourism. The existence of industries in the regions that have taken care of halal certification both in terms of culinary, travel services, or accommodation from various events or competitions held by the Ministry of Tourism both nationally and internationally, then

received awards and assessments from the Ministry of Tourism. Talking about halal tourism, especially for Padang City, the Padang City Government does not legalize and does not give permission, for example, in tourist areas there are those that violate the concept of customs and religion. If we look back at the culinary industry such as restaurants and eateries, both in Padang and outside Padang City, they must be halal. Because on average, restaurants and eateries in Padang City are developed by the people in Padang City itself and the majority of Padang City residents are Muslim. In addition, the Padang City government itself, in particular, did not find restaurants and eateries that were not halal. It's just that, restaurants and eateries that are halal certified may exist but not all restaurants and eateries have halal certification. [ ] That's it for restaurants and tourist attractions, because Padang City is not the same as Bali. Likewise with the provision of accommodation in Padang City, Yanti explained that:

“Actually the concept is like this, we have to separate halal from sharia. For hotels in Padang City, there are already hotels that are halal certified, but as the Padang City government, we always try to ask all hotels to take care of their halal certification. In Padang, so far we have not implemented it like in other big cities, only those that are halal certified are still limited to those who take care of it. However, it does not mean that not taking care of halal certification does not implement the provisions or does not support this halal tourism, it is also not like that.

As the Padang City government, we always try and ask all hotels to take care of halal certification. Because so far in Padang City, it does not implement the same thing as in other big cities. According to the interview results



from the Padang City tourism marketing division, Padang City stated that Padang City already has hotels that are halal certified but are still very limited. However, it does not mean that not taking care of halal certification does not implement the provisions or does not support halal tourism. According to Yanti's statement, Padang City already has hotels that implement the Sharia system. As stated:

"For hotels that have implemented the sharia system in Padang City is the RangkayoBasa Hotel (Syofyan Group). One of the groups that has taken care of halal certification. And for restaurants that have been halal certified is the LamunOmbak restaurant. There have been several but it is not certain whether they have received halal certification or not. It has been socialized, therefore the provincial government has several activities to conduct FGDs related to halal tourism with FGD participants from the community, tourism industry and tourism figures."

It can be concluded that the RangkayoBasa Hotel (Syofyan Group) is a hotel that has implemented the sharia system in Padang City. And for restaurants that have halal certification is the LamunOmbak restaurant. Padang City is also worthy of being called a halal tourism concept, as explained as follows:

"Yes, because if the concept is for foreign countries, if they see the halal label then they are sure that it is hygienic, halal and healthy. And we as the Padang City government do not hesitate and are not afraid that the development of this halal tourism concept will reduce tourist visits to Padang City. Because the concept is like that, especially the current trend is that tourist visits are not individual but many groups, such as communities, religious study groups, etc. We also have family visits, so if there is a

percentage of individuals, but the booming ones are family visits which will be the government's target to attract tourists to enter Padang City".

It can be concluded that Padang City is worthy of being called a city that develops the concept of halal tourism. In terms of providing facilities and infrastructure, restaurants or eateries around tourist attractions in Padang City, especially for Muslim visitors from abroad who come to Padang City by looking at the halal label, they will be more confident that the restaurants and eateries are hygienic, halal and healthy. As the Padang City government, they do not hesitate and are not afraid that the development of the halal tourism concept will reduce the number of tourist visits to Padang City. Because in terms of the concept, Padang City has implemented it like that, this is in line with the reasons of the Deputy Minister for Foreign Tourism Marketing I GedePitana quoted in Nurjamal, that making Padang a halal tourist destination because of the social, cultural and local customs that support it. Because indeed the socio-culture and traditions in Padang have headed that way. The current trend in conducting visits is no longer individual but in groups, such as many groups of ta'lim assemblies, communities. Like the government also conducts visits from families, if individuals the percentage remains but the boom and trend is family visits and this will be the target of the Padang City government to attract tourists to enter Padang City. In the discourse of developing halal tourism, the Padang City government has also conducted socialization and promotion to industry players, tourism players through banners, pamphlets, seminars, exhibitions, and FGDs. The obstacles for the government in promoting halal tourism in Padang City as stated by Yanti:

"Of course there is, because the government is



facing the community, of course the policies issued by the government are agreed and disagreed with, it is common to find in the field. However, the government remains committed, if it is a policy from the government program, it will continue to be implemented and if obstacles are found by the Padang City government, it is common because it is a common obstacle. The obstacles that are usually found, for example, meeting people who do not understand the government program, do not have the knowledge and do not understand." So, doing something is not as easy as turning the palm of your hand, especially the trend of developing halal tourism, especially in Padang City. As felt by the Padang City government in issuing existing policies and facing the community, some agree and some disagree. because this is a new discourse to be developed and socialized by the Padang City government, so it has become a task for the Padang City government to face the obstacles found in the field while maintaining the commitment of the existing government program. In addition to the government conducting socialization and promotion, it also provides facilities and infrastructure in the tourist area, according to Yanti:

"If it is sufficient, it is flexible, and of course the government always provides facilities and infrastructure. The word sufficient is in quotation marks. And for restaurants in Padang City, until now we have issued a kind of labeling (recommended restaurants). So, if the restaurant already has a recommended logo from the Padang City government, it means that this restaurant has been surveyed by the Padang City government and the first is 5 items, whether it pays taxes, facilities and infrastructure (providing a prayer room, toilet), has a clear price list so that visitors are not charged high rates and that will be done every

year by the Padang City government to be evaluated again. Do they continue to maintain the efforts they have received in the previous year or not.

The above explains that, as the Padang City government has provided facilities and infrastructure, if sufficient it is only flexible, if the word sufficient is still in quotation marks, it means that it is still not presentative in providing facilities and infrastructure. However, for restaurants, the Padang City government issued a kind of label such as a recommended restaurant. As we often see on restaurant signs, there is a small R in a circle, meaning that the restaurant is a recommended restaurant and has been surveyed by the Padang City government. One of the surveys conducted by the government is to look at the hygiene of the restaurants and eateries themselves, the restaurants and eateries pay taxes, the facilities and infrastructure are clean and adequate (toilets, prayer rooms, mukenah, provision of clean water), have a clear price list (this must be done for business actors so that visitors are not charged high prices). This survey continues to be evaluated by the Padang City government every year, in order to be able to see the achievements that have been achieved, whether they are still maintained like the previous year or not. The Padang City Government has also provided an appeal to the public as explained by Yanti:

"If halal tourism from the Padang City government has only provided an appeal through publications because we from the government do not yet have a regional regulation or mayoral decree specifically for halal tourism. We only develop through circulars, banners, billboards such as the mayor's appeal to participate in developing halal tourism in Padang City."



#### 4. CONCLUSION

Based on the results of the SWOT analysis of each strategic factor, it proves that West Sumatra has great potential to develop halal tourism, this can be seen from the strengths, weaknesses, opportunities and threats in the research object area, namely Padang City.

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