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HALAL TOURISM BUSINESS PROMOTION STRATEGY IN THE INDONESIA-MALAYSIA BORDER AREA

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ABSTRACT

Temajuk Village is located at the tail of Kalimantan Island, in the northernmost part of Sambas Regency, West Kalimantan Province. The village's topography is generally hilly and flat along the coast. Its strategic location on the coast, directly bordering Malaysia, creates unique potential and appeal. The proximity to the neighboring country extends beyond its location to the social and economic aspects of the relationship between Temajuk Village and Melano Village. This research employs qualitative research. It is a field study and is descriptive and analytical in nature. The data processing and analysis technique used in this study was the SWOT analysis tool. The research results show that The promotion strategy for Temajuk's halal tourism business in the Indonesia-Malaysia Border Region is to use a promotional mix, namely advertising, public relations, personal selling, and sales promotions. This business promotion strategy is carried out with a planned approach and is based on the utilization of local resources in Temajuk Village. Opportunities and challenges for promoting Temajuk's halal tourism business in the Indonesia-Malaysia Border Region include: Opportunities: Improving the local economy of Temajuk Village, Increasing foreign tourists. Challenges: Lack of supporting infrastructure for Halal Tourism, lack of trained human resources in the field of halal tourism, competition with other tourist destinations.

Keywords: Business promotion strategy; Temajuk halal tourism; State border

1. INTRODUCTION

Indonesia is a nation rich in diversity, encompassing customs, culture, religion, ethnicity, and language. Indonesia's diversity represents a strength and potential that can be leveraged to improve the people's prosperity and advance the nation. One way to leverage this diversity is through the tourism sector.

The tourism sector can be a promising alternative source of income for both regional revenues and foreign exchange. This is in accordance with Law of the Republic of Indonesia No. 9 of 1990, which states that tourism plays a crucial role in expanding and equalizing business and employment opportunities, encouraging regional development, increasing national income to improve the welfare and prosperity of the people, and instilling a sense of patriotism, enriching

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national culture, and strengthening its development to strengthen national identity and strengthen friendships between nations.

One of the currently popular tourism sectors is halal tourism. This is in accordance with data from PEW Research, which reveals that the Muslim population is the largest population in the world, reaching 1.7 billion people. Reuters also stated in its Global Islamic Economy Report 2017/2018 report that Muslim consumption is the largest in the world in 6 sectors, namely food, tourism, pharmaceuticals, media/recreation, and cosmetics, amounting to US$ 2 trillion or 11.9% of global consumption, and this figure is above Chinese consumption in the sector of US$ 1.8 trillion or 11.3% of global consumption. The Global Islamic Economy Report also stated that the circulation of money from global halal tourism is predicted to increase, from US$ 177 billion (2017) to US$ 274 billion in 2023. This data is supported by the Mastercard Crescentrating Global Travel Market Index (GMTI) 2019 report which states that halal tourism will be a promising market based on their predictions that there will be 230 million Muslim tourists globally by 2026.

Based on the data above, it can be seen that halal tourism can be a source of revenue for the country. Halal tourism is a tourism concept that makes it easier for Muslim tourists to meet their travel needs.

This can be a momentum for Indonesia, which has the largest Muslim population in the world since 2010, namely 207,176,162 people, to be able to improve the tourism sector, especially halal tourism. The integration of tourism concepts and Islamic values upheld by Muslims will be an opportunity for the development of the tourism sector. The opportunities for developing halal tourism, both for domestic tourists, with approximately 90% of the Indonesian population being Muslim, and foreign tourists, especially from the Middle East and Malaysia, are quite promising. This is further strengthened by the launch of sharia tourism on October 30, 2013, as part of the Indonesia Halal Expo (INDEX) series of events at the Jakarta International Expo by the Ministry of Tourism and Creative Economy and the Indonesian Ulema Council (MUI).

2. METHODS

Research methods are generally defined as efforts to seek the truth about phenomena, facts, or symptoms using scientific methods to solve problems or develop knowledge. Research methodology is essentially a scientific way to obtain data for specific purposes and uses. Every research study requires a methodology that serves to answer the problems being studied. Bodgan and Taylor define methodology as "the process of principles and procedures used in approaching business problems to find answers. In this study, a descriptive qualitative approach was used." The research methodology referred to in this study is clarified by the use of research approaches and methods. This research is field research, namely research conducted systematically by collecting data from the field.

Qualitative research is defined as an assessment procedure that produces descriptive data in the form of written or spoken words from people and observable behavior. This type of research is descriptive qualitative research, namely research that provides a factual and systematic description of situations and events regarding factors, characteristics, and relationships between phenomena for the purpose of accumulation only.

According to Bodgan and Taylor, qualitative research is a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior. This approach focuses on the setting and the individual as a whole. Descriptive research, on the other hand, is a research method that attempts to describe and interpret objects as they

are, with the primary goal being a systematic, factual, and accurate description of the facts in a particular area.

According to Arikunto, the object of research is the person or anything that becomes the object of research. This research was conducted in Temajuk Village, Sambas Regency, which is one of the areas directly bordering Malaysia. Temajuk Village holds a strategic position and role, especially in promoting the tourism business. A more in-depth analysis was conducted at the Sambas Regency Tourism Office, as it is directly related to the promotion of tourism businesses in the border region of Sambas Regency. This also included stakeholders directly involved in the promotion strategy for halal tourism businesses in Sambas Regency.

Qualitative methods are research procedures that produce descriptive data in the form of written or spoken words from people and observable behavior. The primary objective of qualitative research is to understand social phenomena or phenomena by providing a clear description of them in the form of a series of words that will ultimately produce a theory.

The data in this study consists of primary and secondary data. The differences are as follows:

a) Primary data

Primary data is data that can be obtained directly from the field or research site. The primary data sources in qualitative research are words and actions. Words and actions are data sources obtained in the field through observation or interviews. Primary data is data obtained directly from the research object (authority) or key informants. Determining respondents This study used a purposive sampling method, where the respondents selected were experts or individuals directly involved in the research. Purposive selection of authorities was carried out because the selected stakeholders were quite potential and possessed a wealth of reliable information, as they knew and understood the problem being studied.

b) Secondary Data

Secondary data is data obtained from secondary sources. Secondary data is data obtained from reading materials and various other sources, including personal letters, diaries, minutes of association meetings, and official documents from various government agencies. Secondary data can also include magazines, bulletins, publications from various organizations, appendices from official bodies such as ministries, study results, theses, survey results, historical studies, and so on.

c) Method of Collecting Data

Observation Techniques, In a research survey, it is not necessary to study all individuals in the population. In this case, only a sample or example is needed to represent the research object. Therefore, a crucial issue in data collection is how to ensure or ensure that the sample is representative. Data collection is a crucial step in research, and therefore, a researcher must be skilled in collecting data to obtain valid data. Data collection is a systematic and standardized procedure for obtaining the necessary data. Therefore, the data collection stage must be carried out carefully and in accordance with the procedures and characteristics of qualitative research.

d) Data Processing and Analysis Technique

Data Collection Techniques and Tools Data analysis is the process of organizing data so that it can be interpreted. Organizing data means classifying it into various patterns, themes, or

categories. Interpretation means giving meaning to the analysis, explaining patterns or categories, and seeking relationships between various concepts. Data analysis is the effort to systematically search for and record observations, interviews, and other data to improve the researcher's understanding of the case being studied and present findings to others.

3. RESULTS AND DISCUSSION

Temajuk's Halal Tourism Potential in the Indonesia-Malaysia Border Region

Overview of Temajuk Village

Temajuk is an area located in Paloh District, Sambas Regency, West Kalimantan Province. In 1960, Sambas Regency was part of the cities of Singkawang and Bengkayang. In 2000, Sambas Regency was formed from the expansion of these two cities.

According to its government administration, Sambas Regency is divided into 19 sub-districts and 195 villages. The area of Sambas Regency is 5,903.29 km² with a coastline of ± 198.76 km; a national border of ± 97 km and sea waters of 1,467.84 km². The climate area owned by Sambas Regency is "tropical climate with an average monthly rainfall of 187,348 mm and an average number of rainy days of 11 days/month". In September to January, the highest rainfall occurs. Meanwhile, in June to August the lowest rainfall occurs. "Air temperature, on average ranges between 22.9-31.05°C". The largest sector in Sambas Regency is dominated by agriculture, with it being in fourth place after Pontianak City, Pontianak Regency and Ketapang Regency.

The Sambas region that borders directly with Malaysia, including Sarawak, borders the Sanggau, Kapuas Hulu, Bengkayang, Sintang regions. The five borders, which can be crossed by Indonesia and Malaysia or vice versa, are "Entikong in Sanggau Regency, Sajingan in Sambas Regency via Aruk Biawak and Paloh District, namely via Temajuk, Jagoi Babang in Bengkayang Regency, Senaning in Sintang Regency, and Nanga Badau in Kapuas Hulu Regency". The border areas owned by Indonesia in general, and the Sambas region in particular, have their own uniqueness, both in terms of sociological, cultural and social aspects, and are known for their strategic location compared to areas that are not in border areas.

Of the 19 sub-districts, Temajuk Village is located in Paloh District. The distance from Temajuk Village to the sub-district capital is 50 km. The distance to the capital of Sambas Regency is 120 km. The distance between the provincial capitals is 232 km. The geographical conditions are lowlands with an altitude of 100 m above sea level and a temperature of 23-31°C which is plantation land, hills and yards. The area of Paloh District is ± 1,697.30 ha, approximately 17.96% of the entire Sambas Regency. Paloh region borders East Malaysia (Serawak). The boundaries of Paloh District from the north, border the "South China Sea District; to the south with Galing District; to the east with Sajingan Besar and Sarawak Districts, and to the west with the Natuna Sea".

Paloh District consists of eight villages: Kalimantan, Matang Danau, Tanah Hitam, Mentibar, Malek, Sebubus, Nibung, and Temajuk. Tanah Hitam Village encompasses two residential areas: Guntung and Matang Padu. Nibung Village encompasses two hamlets: Liku and Kampung Baru. Sebubus Village, originally under the auspices of Temajuk Hamlet, has become independent following the division of Sebubus Village, which was established based on Sambas Regent Decree No. 186 of 2002 concerning the Establishment of Temajuk Village. Therefore, the hamlets under Sebubus Village include Jeruju, Setinggak, Selimpai, Sei Dungun, Cermai, Sei Tengah, Gek, and Mungguk Rasak.

The population of Temajuk Village is 100% Muslim. The number of facilities for places of worship owned by Paloh District, including, 26 mosques, 24 prayer rooms, 3 churches and 6 Buddhist temples. Meanwhile, there are three mosques in Temajuk, the names of which are; First, Nikmatullah which is located in Temajuk Besar or in Maludin Hamlet, with an area of 17x17 m2. Second, Wahidatul Ummah Mosque which is located in Temajuk Kecil or in Camar Bulan Hamlet, with an area of 14x21 m2. Third, Al Ikhlas Mosque which is located in Takam Patah Hamlet, with an area of 12x10 m2.16.



Gambar 1. Peta kecamatan paloh

Therefore, Temajuk Village's strategic location on the coast, directly bordering Malaysia, presents unique potential and attractions. Proximity to neighboring countries extends beyond its location to the social and economic ties between Temajuk Village and Melano Village. Tourist attractions in Temajuk include Camar Bulan Beach, Camar Bulan Resort, Crab Village Temajuk, Atong Bay, Mutiara Beach, JLO, JS Resort, Tanjung Dato, Bukit Bejulang, and Temajuk Mangrove.

In terms of visits, Temajuk Tourism Village has shown a trend of increasing year-on-year. In 2018, the number of visitors to Temajuk Village reached 4,800, and this increase is expected to reach 29,652 in 2022. In 2023, the number of visits is expected to reach 40,000.

In terms of overnight stays, in 2020, the number of overnight stays reached 960, increasing year after year to 5,281 in 2022. This performance earned Temajuk Village several awards, including being named one of the 300 Best Tourist Villages at the 2021 Tourism Village Awards and the 500 Best Tourist Villages in 2022 and 2023.

The Temajuk Tourism Village is managed by the Tourism Awareness Group (Pokdarwis) and community groups located at each tourist location. In its implementation, the Pokdarwis

within Temajuk Village are assisted by the Sambas Regency Tourism, Youth, and Sports Office and the Sambas State Polytechnic.

Promotion Strategy for Temajuk's Halal Tourism Business in the Indonesia-Malaysia Border Area

Based on the previous discussion, after analyzing Temajuk's halal tourism potential in the Indonesia-Malaysia border area, a promotional strategy for Temajuk's halal tourism business in the Indonesia-Malaysia border area can be developed into a model for promoting Temajuk's halal tourism business in the Indonesia-Malaysia border area.

A promotional strategy for halal tourism business can certainly provide significant economic benefits, both in terms of empowering the local economy and creating jobs in accordance with Islamic law. Therefore, promoting halal tourism businesses should positively contribute to the Temajuk Village community, especially as the majority of Temajuk Village residents are Muslim.

Ultimately, the strategy for promoting halal tourism businesses based on the sharia-compliant creative economy is implemented with a planned approach and based on the utilization of local resources in Temajuk Village. To achieve this, strategic management is crucial in the strategy for promoting halal tourism businesses based on the sharia-compliant creative economy in Temajuk Village. This is because implementing the previously discussed strategies based on the principles of the sharia-compliant creative economy will ensure the development of halal tourism that can provide long-term benefits for the community and promote business strategies in Temajuk Village, Sambas Regency, as a national border area.

The strategy for promoting halal tourism businesses in Temajuk, a border area between Indonesia and Malaysia, needs to focus on maximizing regional potential, developing tourist attractions, improving human resources, and ensuring security and supervision of tourist activities.

Opportunities and Challenges for Halal Tourism in Temajuk in the Indonesia-Malaysia Border Area

The strategy for promoting the halal tourism business in Temajuk in the Indonesia-Malaysia border area is inseparable from the strategies and policies established by the government to increase the competitiveness of Temajuk Village tourism, specifically halal tourism. Various policies have been issued by the Sambas Regency Government and the Temajuk Village Government. These include increasing the government budget for tourism and enhancing Temajuk's halal tourism potential. The Sambas Regency Government has issued various policies related to tourism promotion strategies. However, to date, policies regarding halal tourism have not attracted the attention of the Regional Government. This is because the Sambas Regency Government is still working to improve the quality of supporting facilities and infrastructure for the tourism sector, increase government budgets, and improve tourism services in general.

However, as time goes by, people's interest in traveling is increasing, and tourism is no longer a secondary need but a primary need. In line with this, the demand for halal tourism is also increasing. Therefore, in preparing the concept of a strategic plan for promoting tourism sector businesses, the Sambas Regency Government and Temajuk Village Government should pay more attention to and analyze the needs of tourists.

The Sambas Regency Tourism Office generally plays a key role, including developing plans and implementing operational policies, organizing tourism activities, including corporate governance, tourism facilities and infrastructure, and tourism objects and attractions. The Tourism

Office's role in enhancing tourism in Sambas Regency, particularly in Temajuk Village, needs to be strengthened.

Furthermore, the Sambas Regency Tourism Office's role extends to its regulatory aspects, including strategic development strategies for tourism attractions, empowering local communities, and providing services to visiting tourists. Therefore, tourism services, specifically for Muslim tourists, require a comfortable environment.

In light of this, in addition to the local government's role, specifically the Tourism Office, which has also been involved in promoting Temajuk's halal tourism business, these efforts are not solely the responsibility of the government. However, stakeholders, such as the community, are also expected to play a greater role by introducing innovations and implementing halal tourism initiatives to further maximize the promotion of Temajuk's halal tourism business in the Indonesia-Malaysia border region.

Based on the mapping of Temajuk's halal tourism potential, potential halal tourism attractions are spread across almost all of Sambas Regency. These villages in Sambas Regency have significant potential to become tourist villages. Moreover, this opportunity has been opened by the Sambas Regency Government through Regent Regulation No. 51 of 2020 concerning Tourist Villages. The potential for developing tourist villages also means creating business opportunities for local residents and UMKM.

4. CONCLUSION

The potential for halal tourism in Temajuk in the Indonesia-Malaysia border area can be mapped into: the natural and cultural potential of Sambas Regency, Sambas Regency's location as a strategic border, and government support. Therefore, the potential for halal tourism in Temajuk in the Indonesia-Malaysia border area of Sambas Regency is significant. The promotional strategy for the Temajuk halal tourism business in the Indonesia-Malaysia border area is to use a promotional mix, including advertising, public relations, personal selling, and sales promotions. This business promotion strategy is implemented with a planned approach and is based on the utilization of local resources in Temajuk Village. The opportunities and challenges for promoting the halal tourism business in Temajuk in the Indonesia-Malaysia border area include: Opportunities: Improving the local economy of Temajuk Village, Increasing the number of international tourists. Challenges: Lack of supporting infrastructure for halal tourism, lack of trained human resources in the halal tourism sector, competition with other tourist destinations.

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