

Development of *Djadoel Pekalongan Culinary Tourism* Based on KHAS (Halal Culinary, Safe, and Healthy)

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Abstract

Pekalongan City is an area that has quite large potential to become a tourist attraction, one of which is the Djadoel Pekalongan Culinary Area. The Djadoel Pekalongan Culinary Area can be said to be quite unique culinary tourism because the area provides various types of traditional food and drinks. In line with the rise of the halal lifestyle trend, KNEKS issued guidelines for implementing the KHAS (Halal, Safe, Healthy Culinary) zone as a form of responding to the development of the Halal Lifestyle trend in Indonesia. Therefore, the application of the SPECIAL zone concept in the Djadoel Pekalongan Culinary Area has the potential to develop culinary tourism and become an attraction for tourists, especially Muslim tourists. This type of research is Qualitative Research. Data collection was carried out using field research and reference studies to find a KHAS-based method for developing the Djadoel Pekalongan Culinary Area. Based on the research conducted, a KHAS-based Djadoel Pekalongan Culinary Area development strategy has been prepared. In the process of developing the KHAS-based Djadoel Pekalongan Culinary Area, several aspects need to be fulfilled, such as halal certification for the products produced. Apart from that, providing facilities such as clean water and places of worship is also one of the supporting aspects of implementing the KHAS zone in the Djadoel Pekalongan Culinary Area.

Keywords: *Culinary Tourism, KHAS Zone, Djadoel Pekalongan Culinary Area*

Introduction

Tourism is one of the sectors that have an important role in the goals of development in the economic field in an area. Apart from contributing to a significant impact on regional financial income, tourism also has a role in terms of cultural preservation, the development of creative industries, and job creation. One form of tourism that is popular and favored by many people is tourism in the field of culinary and folk entertainment (Khothiibah, n.d.).

Culinary tourism is one of the attractions for tourists who are spending vacation time. In language, culinary tourism can be interpreted as a trip that utilizes food and its environment as an object of tourism destination. A survey on tourist behavior reveals that for more than a third of travelers in Asia Pacific, food and drink are the determining factors in choosing their travel destination (Rahayu, 2014). Therefore, to support tourist attractions, it is necessary to provide good food and beverage services, such as restaurants, restaurants, and shops. (Ansofino, 2012).

Pekalongan City is one of the areas that has quite a large tourism potential with high selling points, many tourism products are offered to become a source of business

for tourism actors. There are several tourist destinations offered by the Pekalongan City such as the Batik Museum Pekalongan, Tourist Mangrove Park, Sandy Beach Kencana, Monuments of the city, Religious Tourism Sapuro, and so on. With the existence of several tourist objects, it can become a tourist attraction that can attract tourists, but not all visitors to tourist attractions only aim to enjoy the atmosphere of tourist objects, one of the interesting things for tourists on a tour is cuisine. In Pekalongan City, there is an area that can be an option for tourists who are hunting for culinary, namely the Djadoel Pekalongan culinary tourism area. Not only providing a variety of culinary delights, the Djadoel Pekalongan culinary tour has a variety of uniqueness such as thick traditional nuances. This can be seen in the traditional food offered in the area. Although it has a variety of uniqueness that can attract tourists. To develop culinary tourism potential, Djadoel Pekalongan needs to be supported by optimal management and development of culinary tourism potential as a tourist leverage (Mangifera et al., 2018).

The global halal industry in the last five years has shown positive developments even though it had contracted due to the Covid-19 pandemic. This is reflected in global Muslim consumer spending in every sector of the global halal industry including halal food, Muslim-friendly tourism, Muslim fashion, media/entertainment, cosmetics, and pharmaceuticals. The halal food and Muslim fashion sectors have the largest share of expenditure with an average of more than 74% among all sectors. However, developments in global Muslim consumer spending have decreased by 9% since the start of the pandemic.

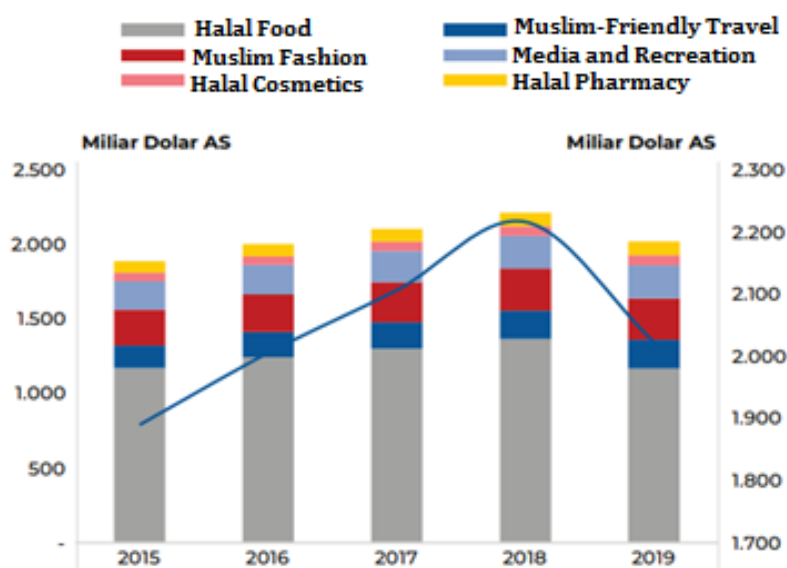


Figure 1. Size and Growth of Halal Industrial Sector between 2007-2015 (in billion USD)

The food and fashion sectors are still the leading sectors of the global halal industry. Based on the State of Global Islamic Economy Report (SGIE) 2020/2021 (Dinar Standard, 2021), In 2024, the halal food sector is projected to grow 3.5% or US\$1.38 trillion, while Muslim fashion will grow 2.4% or US\$311 billion.

The potential for the global halal market is growing along with the increase in demand for halal products. This is in line with the increase in the global Muslim population which reached 1.9 billion in 2019 and is predicted to grow twice as fast as the world's population as a whole. (Lipka & Hackett, 2017). The Muslim population will reach 3 billion in 2060 or an increase of 70% from 2015 which will represent 31.1% of the total global population (Diamant, 2019). The Pew Research Center predicts that by 2050 the Muslim population will also remain

dominated by young people, with 60% aged 15-59 years while 24% are under the age of 15. (Diamant, 2019).

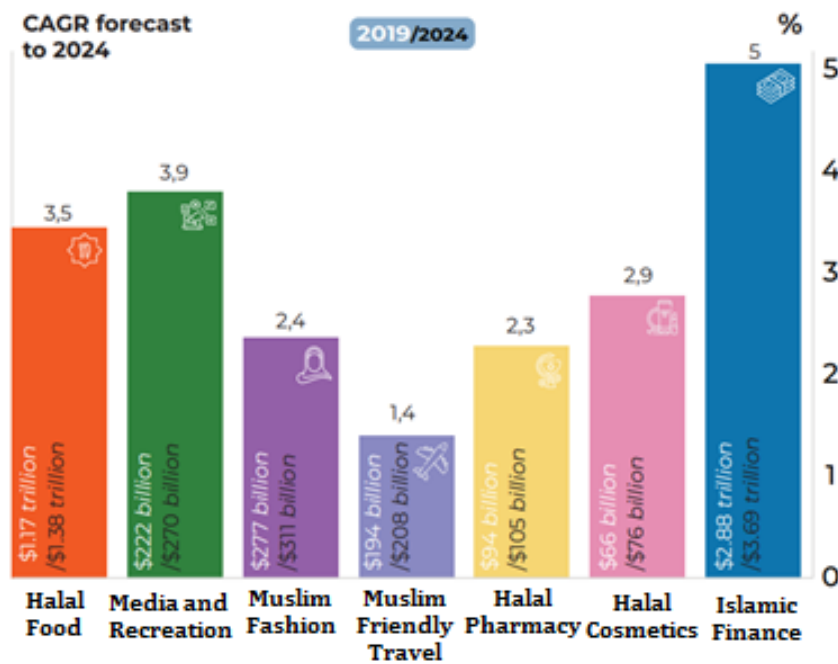


Figure 2. Forecasting The Growth Of The Halal Industrial Sector In 2024

Food and drink are a need for humans that must be met every day in addition to the needs for boards, clothing, and education. Based on data from the World Population Review, the current (2021) Muslim population in the country reaches 231 million people or 84.4% of the total population of 273.8 million people. This has resulted in a very large market demand for halal products, one of which is halal food and beverages. Refers to research results (Dinar Standard, 2021) reported that the world's Muslim population spends US\$1.27 trillion on halal food and beverages in 2021. For the Indonesian context, data shows Indonesia is the country with the highest spending on halal food when compared to other countries in the world with a total expenditure of US\$146.7 billion. In line with the rise of halal lifestyle trends, KNEKS issued a guideline for implementing the KHAS (Halal, Safe, Healthy Culinary) zone as a form of responding to the development of the Halal Lifestyle trend in Indonesia. With these guidelines, businesses in the culinary field can take advantage of opportunities to increase the trend of the halal lifestyle in Indonesia to develop their businesses. This also applies to the Djadoel Pekalongan culinary area. With the increasing trend of the halal lifestyle in Indonesia, the application of the KHAS Zone to the Djadoel Pekalongan culinary tour certainly has a positive opportunity for the development of this culinary tourism potential. Khoirunnisa in his research explained that in developing culinary tourism 4 concepts must be applied, namely Archipelago Culinary, People's Entertainment, Halal Tourism, and Family Entertainment (Khothiibah, n.d.). Apart from that, Dian explained that in efforts to develop culinary tourism in Malang City there is a need to explore local resources (Prayogi, 2017). Therefore, researchers are interested in conducting research with themes "DEVELOPMENT OF DJADOEL PEKALONGAN CULINARY TOURISM BASED ON KHAS (HALAL CULINARY, SAFE, AND HEALTHY)"

Literature Review

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Development of Djadoel Pekalongan Culinary Tourism Based on KHAS (Halal Culinary, Safe, and Healthy)

Culinary Tourism

According to KBBI, tourism is an activity for fun, expanding knowledge, and so on which is done by traveling to certain places and together. Culinary is something related to cooking. So, according to KBBI, culinary tourism is tourism that is carried out to enjoy a variety of cuisines from various regions (KBBI, 2016). Culinary tourism is tourism that is influenced by the desire to visit places where food is made, food festivals, restaurants, or a location with the aim of trying food (Hall et al., 2003). In addition, there are also other definitions of culinary tourism, namely everything related to food as a subject and media, destinations and vehicles for tourism, and activities in tourism, namely tasting food in ethnic restaurants, visiting food festivals, trying food while traveling and even cooking at home. (Pendit, 2003).

KHAS (Halal Culinary, Safe, And Healthy)

The halal, safe and healthy culinary zone, hereinafter referred to as the KHAS Zone, is an area in a strategic location that has been determined and is related to cooking or cooking activities, dishes in the form of side dishes, snacks and drinks that are closely related to daily food consumption and an environment that meets halal, safe and healthy rules and is managed professionally (Komite Nasional Keuangan Syariah, 2022). The halal, safe, and healthy culinary zone is a place where all related parties work together to provide food and drinks that are halal, healthy, safe, and in a comfortable environment by Sharia rules. Realization of a culinary zone that is halal, safe, and healthy. This halal, safe, and healthy culinary zone is not only a place to eat but also a tourist destination. The existence of a halal, safe, and healthy culinary zone is one of the things that supports economic development. The existence of a halal culinary area can provide services that can guarantee that the food and drinks consumed meet halal, health, and comfort for visitors. Consuming Halal, Safe and Healthy food is a consumer right, regardless of ethnicity, race, religion, or economy. The application of this KHAS Zone has several objectives, namely:

1. Realization of a culinary zone that is halal, safe, and healthy
2. Availability of a culinary zone with infrastructure that meets the requirements for halal product guarantees and food sanitation hygiene so that it is safe and healthy for consumption
3. The implementation of management of halal, safe, and healthy culinary zones that meet the provisions of sustainable halal product guarantees
4. The realization of the behavior of business actors, managers, and visitors in ensuring product halalness, a clean and healthy lifestyle.

Research Method

This type of research was carried out by collecting data based on literature studies and observing objects in the field, to obtain facts in the field. The research approach uses a qualitative approach because this approach can easily assist researchers in digging deeper information regarding the topic to be studied. This research was conducted in Djadoel Pekalongan, Pekalongan City. The data collection technique in this study was a literature study that included studies related to the topic under study and field observations. The type of observation used in this study is semi-structured by collecting information on visitors and traders at Djadoel Pekalongan. In conducting this research, the method used to analyze the

data is descriptive, namely by describing the data that was successfully obtained then interpreted and analyzed to provide information on this study.

Result and Discussion

Profile of Djadoel Culinary Tourism, Pekalongan City

The city has a huge tourist potential with a deep history, high sales value, and many tourist products offered to become a business resource for the tourist world, one of them is the city of Pekalongan. Some of the tourist destinations offered by the city of Pekalongan such as Batik Museum Pekalongan, Tourist Mangrove Park, Sandy Beach Kencana, Monuments of the city, Religious Tourism Sapuro, and so on. With the presence of several such attractions then can be a tourist attraction capable of attracting tourists, but not all tourist attractions visitors only aim to enjoy the atmosphere in the tourist objects, one of the things that attracts tourists on the journey is culinary. In the city of Pekalongan, there is a district that can be an option for tourists who are hunting for culinary delights, namely the Pekalongan Djadoel Culinary Tourism District (MenuKuliner.net, 2023). The Pekalongan Djadoel Culinary Tourism District provides several stalls for vendors with a set of tables and chairs for customers. The area also has a children's playground, but it is poorly maintained. The Pekalongan Djadoel Culinary District is home to a variety of stalls, from Chinese food stalls, Betawi soto stalls, to chicken geprek stalls. However, the Pekalongan Djadoel Culinary District is in poor condition, as can be seen from its rusty facilities and infrastructure. To develop the potential of the Pekalongan Djadoel Culinary Tourism District, it needs to be supported by improving the facilities and infrastructure to be more adequate management to be maximized, and the development of the potential of culinary tourism as a tourist magnet.

Strategy for the Development of Culinary Tourism in Djadoel Pekalongan Based on KHAS (Halal, Safe and Healthy Culinary)

In general, KNEKS has classified the KHAS Zone into 2 types, namely the existing KHAS Zone and the KHAS Zone that will be formed (Komite Nasional Keuangan Syariah, 2022). The existing Special Zone is a culinary zone that has been established and has facilities and infrastructure but is not yet following the terms and criteria of the KHAS Zone, so it is necessary to make adjustments to the terms and criteria of the KHAS Zone. Meanwhile, the KHAS Zone that will be formed is a culinary zone that has been established and has facilities and infrastructure but is not yet by the terms and criteria of the KHAS Zone, so it is necessary to make adjustments to the terms and criteria of the KHAS Zone. Based on this, Djadoel Pekalongan is included in the existing KHAS Zone type. This is because Djadoel Pekalongan is a culinary tourism spot that has been formed since 2018 and has several facilities and infrastructure but is not yet by the KHAS criteria and requirements so adjustments need to be made. Based on the KHAS Zone guidebook issued by KNEKS, there are 4 aspects that must be met, namely product and business legality, business management, facilities, and business location.



Figure 3. KHAS Zone Terms and Criteria

Product and Business Legality

Legality is one of the important things for a business. Business legality can increase consumer confidence in products issued by a company and also as evidence that the business being managed is in accordance with applicable regulations. It is not only needed for business actors such as restaurants, cafes, and so on. Legality is also needed for culinary tourism. This is in accordance with the Regulation of the Minister of Tourism of the Republic of Indonesia Number 10 of 2018 concerning Electronically Integrated Business Licensing Services for the Tourism Sector which states that culinary tourism requires legality in the form of a tourism business registration certificate (TDUP) and a tourism business certificate. Before submitting a TDUP application, business actors need to have a Business Identification Number (NIB). This is because the TDUP will only be issued by the OSS Institution and given to business actors who already have a NIB. For business actors organizing more than 1 (one) tourism business in one location and one management or in this case such as the Djadoel Pekalongan culinary tour in which there are several businesses, the TDUP can be provided in one TDUP document for all existing businesses. After having NIB and TDUP, business actors are required to have a tourism business certificate issued by LSU in the Tourism Sector after Business Actors carry out Tourism Business Certification.

In the development of KHAS-based Djadoel Pekalongan culinary tourism, product legality is also needed in the form of halal certification. Halal certification is a process to obtain a halal certificate through several stages to prove that materials, production processes, and the Halal Assurance System (SJH) meet LPPOM MUI standards (LPPOM MUI, 2008) After the Implementation of the Halal Product Guarantee Law Number 33 of 2014, Halal certification is defined as an acknowledgment of the halalness of a product issued by BPJPH based on a written fatwa issued by the Indonesian Ulema Council (Putra & Agus, 2017). In general, the majority of business actors in the Djadoel Pekalongan culinary tourism area are MSEs who can

obtain halal certificates for their products through a self-declaration process. Self-declaring is the halal status of UMK products by the business actor himself. In the process of submitting a halal certificate through self-declaration, there are several criteria that must be met by business actors, including:

- The product is not risky or uses materials that have been confirmed as halal
- The production process is guaranteed to be halal and simple
- Have a Business Identification Number (NIB)
- Have annual sales results (turnover) of a maximum of Rp. 500,000,000.00 (five hundred million rupiah) as evidenced by an independent statement
- Has a separate location, place, and equipment for Halal Product Processing (PPH) from non-halal product processes
- Have outlets and/or production facilities at most 1 location
- Has been actively producing 1 (one) year prior to the application for halal certification
- The materials used have been confirmed to be halal
- The products produced are in the form of goods (not services or business restaurants, canteens, catering, and taverns/restaurants/food stalls)
- Does not use hazardous materials as stipulated in the Regulation of the Drug and Food Control Agency Number 7 of 2018 concerning Prohibited Raw Materials in Processed Food
- It has been verified as halal by the halal product process assistant
- Types of products/groups of products that are halal certified do not contain elements of slaughtered animals, unless they come from producers or slaughterhouses/poultry slaughterhouses that have been certified halal
- Using production equipment with simple technology or done manually and/or semi-automatically (home business, not factory business)
- The product preservation process does not use irradiation techniques, genetic engineering, the use of ozone (ozonization), and a combination of several preservation methods (hurdle technology).

Business Management

Management is defined as a series of decisions and actions that result in the formulation and implementation of plans to achieve company goals (Duncan, 2018). The role of management in managing small businesses that are applied to business units is often referred to as a generic strategy, which is the basis of a coordinated and supported business directed toward achieving long-term business goals. How long-term goals are achieved. Thus, business management can be defined as a general overall approach that directs the main actions of a company. In the development of the typical-based Djadoel Pekalongan culinary area, top management/managers are also needed to run the KHAS Zone management business professionally. Managers as top management are committed to providing the necessary resources, ensuring the integrity of all personnel involved, making continuous improvements, establishing a Management Team (if needed), and establishing and registering Halal Supervisors. In addition, a halal management team/halal supervisor is also needed who is fully responsible for the process of halal products within a company.

In its operational activities, top managers/management must have a commitment to run the KHAS Zone business based on sharia management principles. In addition, managers

need to ensure that most of the location/area is allocated for business actors who produce halal, safe and healthy culinary products, and/or are in the process of obtaining halal certification. In implementing the KHAS Zone, the number of businesses managed is also very influential. This is because the KHAS Zone can only be applied to culinary areas that have a minimum of 10 (ten) Culinary MSME actors in the form of shops or stalls or the like for areas designated for the general public or a minimum of 5 (five) culinary MSME actors for limited culinary areas (such as agency canteens, institutions, schools or ministries, hospitals and the like).

Facilities

Facilities are defined as the provision of tangible equipment to provide convenience to consumers in making purchases (Sulistiyono, 2014). The availability of facilities is also an important aspect in implementing the KHAS Zone. It is intended that the KHAS Zone is not only an area that provides halal, healthy and safe culinary delights but also a culinary tourism area that is able to pamper consumers with the various facilities provided. One of the most important facilities that must be owned in the development of the KHAS-based Djadoel Pekalongan culinary tourism area is a worship facility. A culinary tourism area developed on the basis of KHAS must have prayer facilities (prayer places) equipped with proper and clean equipment and equipped with washing/ablution facilities in accordance with the requirements or close to places of worship/mosques with a maximum distance of 500 m located in 1 (one) environment. This aims to provide convenience for visitors in worship. Other facilities and infrastructure that must be provided are toilets, hand washing areas, and separate locations/rooms for smoking so that consumers will feel comfortable when visiting.

Even though the implementation of the KHAS Zone requires managers to provide various facilities that can support consumer comfort. However, several facilities are prohibited from being provided, one of which is entertainment facilities that lead to polytheism, immorality, pornography, and/or immoral acts and/or art and cultural performances and attractions that are contrary to Sharia principles. In addition, in terms of decoration, several provisions must be met, namely not having decorative statues that resemble humans and/or animals to beautify the culinary area.

Location

According to (Suryana, 2016), an attractive place for consumers is the most strategic, pleasant, and efficient place. Indicators of place/distribution are marketing channels, collection and location arrangement, inventory, and transportation. Indicators of place/distribution are location, transportation, and distribution channels. Based on this, business location plays an important role in the sustainability of a business. If our business is in a strategic place, it will be able to attract many consumers to come and buy our products. In addition to a strategic location, the selection of the location for the KHAS Zone must also pay attention to aspects such as the location of the halal product process is located far from pig farms or processing activities, to prevent contamination through employees and equipment. Not only that, KHAS zone buildings must be located away from areas that can cause pollution or efforts have been made to eliminate or prevent the effects of contaminants (odors, dust, smoke, sewage, disease-carrying animals, and other contaminants) from pollutant sources, for example, waste temporary shelters (TPS), waste final processing sites (TPA), wastewater treatment plants (WWTP), livestock, flood-prone areas, and areas prone to pest attacks.

Conclusion

In the city of Pekalongan, there is a district that can be an option for tourists who are hunting for culinary delights, namely the Pekalongan Djadoel Culinary Tourism District (MenuKuliner.net, 2023). The Pekalongan Djadoel Culinary Tourism District provides several stalls for vendors with a set of tables and chairs for customers. The area also has a children's playground, but it is poorly maintained. The Pekalongan Djadoel Culinary District is home to a variety of stalls, from Chinese food stalls, Betawi soto stalls, to chicken geprek stalls. With the increasing trend of the halal lifestyle in Indonesia, the development of the culinary tourism potential of Djadoel Pekalongan based on KHAS (halal, safe, and healthy culinary) certainly has a positive opportunity for the development of culinary tourism. However, to apply the KHAS concept in the Djadoel Pekalongan culinary area, several criteria must be met. First, the Djadoel Pekalongan culinary tourism area must have business legality in the form of TDUP, a tourism business certificate, and halal certification. Second, there is a top manager/management to run the KHAS Zone business professionally and a team of halal supervisors who are responsible for the halal production process are needed. Third, the availability of several facilities that support consumer convenience such as places of worship and so on. Fourth, the location which is strategic and far from the area has the potential to contaminate the products produced with substances that are unclean or polluted.

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