

Madura Island Halal Tourism Potential: A Sustainable Coastal Tourism Approach

Dedeng Permadi

Department of Sharia Economic, Islamic Faculty, Trunojoyo Madura University,
Jl. Raya Telang, Telang, PO. BOX 2 Kamal – Bangkalan, Indonesia
Email: dedeng.c123@gmail.com

Nasrulloh Nasrulloh

Department of Sharia Economic, Islamic Faculty, Trunojoyo Madura University,
Jl. Raya Telang, Telang, PO. BOX 2 Kamal – Bangkalan, Indonesia
Email: nasrulloh.utm@gmail.com

Abstract

Pamekasan Regency has various kinds of tourism potential, especially coastal tourism. One of the coastal tourism areas that has the potential to be developed is Jumiang Beach. The beach has various potentials including a strategic location, easy access, exotic natural scenery, and cultural activities that are regularly held. This study aims to provide an overview of the development strategy used by all parties involved in managing Jumiang Beach in Pademawu sub-district to become halal tourism through Sustainable Coastal Tourism and how Jumiang Beach Strategy becomes a leading halal tourism in terms of Sustainable Coastal Tourism approach. This study uses descriptive qualitative research methods. The data collection technique used by the researchers in this study was to conduct observations and interviews aimed at coastal tourism managers, the village, and the government. Researchers also use literature or literature studies that are in accordance with the object of research to support research. The results of this study indicate that the coastal tourism area in Pademawu District, Pamekasan Regency has various potentials like natural beauty, the facilities, and many others. On the other hand, there are still many things that need to be addressed in the tourist area, for example, such as inadequate facilities so development is needed through a concept that is in accordance with the conditions of the tourist area.

Keywords: *Sustainable Coastal Tourism, Halal Tourism, Jumiang Beach*

A. INTRODUCTION

Indonesia is one of the countries with the largest population in the world. This is proven by the data submitted by KEMENDAGRI in June 2022 the total recorded population of Indonesia is 275,361,267 ([KEMENDAGRI, 2022](#)). Of these, 88% of Indonesia's population is Muslim and Indonesia ranks first in the world as the country with the most populous Muslims ([Febriana, 2021](#)).

This is a potential that Indonesia has to carry out development in the Halal Industry sector. Because the majority of Indonesia's population is Muslim so this is a good capital to make Indonesia a country with the most advanced halal industrial sector in the world and Indonesia should be able to become a mecca of the halal industry sector for all countries in the world. The halal industry sector that is targeted in this study is the halal tourism sector. Indonesia is a country that has a variety of natural beauty in every tourist area, so that tourist destinations in Indonesia are very diverse. Starting from religious tourism, cultural tourism, nature tourism and so on. All international trips, the natural tourism sector has increased with a fairly good trend, namely an increase of 20% ([Putri & Idajati, 2018](#)).

Nature tourism also has various sectors such as coastal areas. The area is an area that combines marine and land resources. From this combination, various potentials emerge such as natural beauty, cultural diversity around tourism, facilities provided by tourism managers and so on. This potential will experience development if the manager or parties involved are able to apply a suitable and appropriate concept in developing the tourist area. Sustainable development will have a significant effect or impact on activities around the coastal tourism area. Sustainable coastal tourism or Sustainable Coastal Tourism is a concept that is applied in coastal tourism areas and is sustainable so that it can have a positive impact, especially on economic, cultural and environmental aspects ([Sulistiyadi et al., 2017](#)).

Research from Aldy Adrianus Tatali, Ridwan Lasabuda, Jardie A. Andaki and Bet E. S. Lagarens with a study entitled "Coastal Tourism Development Strategy in Bentung Village, Sangihe Archipelago District, and North Sulawesi Province" provides an explanation that a sustainable development strategy is needed to meet the needs of tourists and current and future tourist destinations. This development needs to address economic, cultural and environmental aspects ([Tatali et al., 2018](#)).

Research conducted by Musaddun, Wakhidah Kurniawati, Santy Paulla Dewi and Novia Sari Ristianti with the topic "Forms of Sustainable Coastal Tourism Development in Pekalongan Regency" provides an explanation that Wonokerto beach still has several problems such as facilities and infrastructure that are still not accommodated so that visitors need to do tourism on the beach still cannot be fulfilled, from these problems the form of Sustainable Coastal Tourism development that is needed on Wonokerto beach is attractions, amenities, access, promotional media and services ([Musaddun et al., 2013](#)).

The previous research above resulted that the development of coastal tourism that has sustainable characteristics will be able to meet the needs of tourists in visiting coastal tourism and by applying this concept, the tourism area will have a positive impact on economic, cultural and environmental aspects.

The development of sustainable coastal tourism will run more smoothly if it is coupled with the concept of halal tourism. Sustainable coastal tourism and halal tourism have a concept that is both sustainable and aims to meet the needs of tourists. The concept of halal tourism is a concept that is under the existing conditions or culture of the population in Indonesia. The increasing demand for halal tourist destinations is not matched by the readiness of all stakeholders to welcome the euphoria of the world community for the development of halal tourism in Indonesia. The lack of understanding of the community around the halal tourist destination area about the halal concept is considered to be less supportive of the ministry of tourism's efforts in accelerating the implementation and internationalization of halal tourism in Indonesia ([Qomaro, 2019](#)).

One of the potential tourist destinations in East Java is the island of Madura, with sharia tourism potential that is not only limited to religious tourism, Islamic art, and Islamic cultural sites but also natural attractions, such as beaches, mountains, and hills, caves, amusement rides, and others. The most important part is that managers and visitors must behave according to the norms of Islamic teachings ([Adiba & Nasrulloh, 2021](#)).

One of the districts that also has many tourist destinations is Pamekasan Regency. The district has a coastline of 52 km which is located on the north coast along 18 km and 34 km on the south coast ([DKLH Pamekasan, 2007](#)). This shows that Pamekasan Regency has a coastal tourism area with various potentials that must be developed. One of them is Jumiang Beach which is located in Tanjung Village, Pademawu District.

Sustainable development as well as the concept of halal tourism can be applied at Jumiang Beach. Because based on observations made by coastal researchers they still have not implemented the concept of sustainable halal tourism. Therefore the authors are interested in conducting research with the title "Madura Island Halal Tourism Potential: A Sustainable Coastal Tourism Approach".

B. LITERATURE REVIEW

Tourism

According to KBBI tourism is an activity that has ties to a recreational trip. In 1959 the term tourism was used as a substitute for the word tourism, which had previously been taken from Sanskrit. Tourism in English is called "tourist" which means a journey made from one place to another ([Suwena & Widyatmaja, 2017](#)).

Tourism is a journey that can involve several people with different goals for each individual to eliminate curiosity from new things for a certain period of time and get satisfaction from a trip (Mikola, 2019). Tourism can be divided based on its object, namely as follows ([Suwena & Widyatmaja, 2017](#)):

- a. Political Tourism, a type of tourism by taking a trip that aims to see an activity related to an official event carried out by the government in an area, for example, the Indonesian Independence Ceremony which is always held on August 17th.
- b. Social Tourism, is a type of tourism which in practice does not prioritize profit, for example like picnics.
- c. Religion Tourism, is a type of tourism which in practice has the aim of witnessing activities related to religion, for example such as Hajj and Umrah.

Halal Tourism

The term halal tourism according to various countries is Islamic Tourism, Halal Lifestyle or Halal Travel ([Surur, 2020](#)). Halal tourism is a new approach to be able to carry out development in the field of tourism that combines the local wisdom of an area with Islamic values in it without reducing the authenticity of the culture that exists in an area in attracting tourists.

Halal tourism does not prioritize a person who is Muslim or Muslim, but non-Muslims can also experience the service and atmosphere that contains halal values ([Sari et al., 2019](#)). In this case halal tourism does not only consist of pilgrimage and religion but also emphasizes the concept of tourism that provides privacy between sisters and brothers, restaurants that are halal certified, hotels that apply sharia principles.

Sustainable Tourism

Sustainable Coastal Tourism or Sustainable Coastal Tourism is a concept that can meet all the needs of tourists who travel to an area and can provide protection and encourage equal opportunities for the future ([Musaddun et al., 2013](#)). According to the Commonwealth Coastal Action Program (1997) the development of sustainable coastal tourism is development that focuses on an area that has concern for and responsibility for the sustainability of the area's environment, which includes the quality of life in the environment around tourism that will benefit the future.

The development of sustainable coastal tourism or Sustainable Coastal Tourism must be able to utilize natural resources as the application of principles that can support the continuity of tourism. The principles that must be applied for the development of sustainable coastal tourism or Sustainable Coastal Tourism are as follows ([Gunawan & Ortis, 2012](#)).

- a. Utilizing environmental resources as part of sustainable tourism development in order to maintain ecological processes which have an important role in helping to preserve the tourism environment.

- b. Respect the host's cultural values, for example, such as being involved in cultural understanding and tolerant of culture in tourist areas and maintaining the traditional values of the tourist area.
- c. The sustainability of sustainable tourism will have a positive impact in the long term so that it will provide social and economic benefits to all parties directly involved in the development of sustainable tourism.

Aspect of Sustainable Tourism Development

a. Economic Aspect

Sustainable tourism has a relationship with economic growth, this is because tourism development seeks to take advantage of tourist destinations by selling natural and cultural potential that is still beautiful. This is a tool that can empower the community's economy which is able to increase employment, sources of community income, service activities that are able to encourage economic growth of every community in the tourist area. Such as empowering SMEs and tourism awareness groups to comply with Islamic business values that are in line with the halal industry ([Nasrulloh, 2022](#)).

The potential of natural resources such as ecosystems, flora and fauna, natural phenomena that have their own characteristics also have negative impacts that can be easily damaged if tourism management is not based on the concept of sustainable tourism which should be implemented ([Sulistiyadi et al., 2017](#)).

b. Environmental Aspect

Tourist areas have their own advantages and characteristics ranging from flora, fauna, community culture, and various potentials that can increase the attractiveness of tourists. The potential that is above is an opportunity that exists in a tourist area and is a challenge that must be managed carefully so that future generations can enjoy the impact of this development and the need for a sustainable conservation. Tourism management must focus on recognizing and understanding the attractive potential of tourist objects and natural resources that support the environment and disturbances that can affect ecological processes in tourist areas ([Sulistiyadi et al., 2017](#)). Apart from that, the fulfillment of human needs and interests in environmental aspects is by maintaining a balanced relationship between ecosystems ([Yahya & Nasrulloh, 2022](#)).

c. Cultural Aspect

There are so many impacts of the social and cultural conditions of society that must be considered. Things that must be considered are population stability, maximizing basic or basic human needs, various cultures and community contributions in tourist areas that can determine decisions in tourism management.

C. RESEARCH METHOD

In this study, the authors used a qualitative descriptive research approach by conducting direct research or conducting field research. The data collected using qualitative research methods is information that contains the actions and feelings of the respondents given to writers or researchers about what they experienced themselves (Kusumastuti & Khoiron, 2019). The type of data used is primary and secondary data. Primary data is a type of data whose collection process is carried out through interviews or interviews with several respondents who have a relationship with the object of research. Secondary data is data obtained from some previous literature or through intermediary media such as books, journals, theses, etc.

Data collection techniques carried out by the authors in this study were interviews and observations. Data collection using observation techniques is characterized by concluding the meaning of an event or observation made at the place used as research ([Salim & Syahrums, 2012](#)). An interview is a conversation between two or more people to obtain information ([Salim & Syahrums, 2012](#)). The data obtained will be managed by carrying out data reduction, then presenting the data and finally verifying it. The research was conducted by researchers located in Tanjung Village and Padelegan Village, Pademawu District, Pamekasan Regency.

D. DISCUSSION

The Overview of Jumiang Beach

Pamekasan Regency is one of the regencies on Madura Island which has an area of 79,230 ha and is divided into 13 sub-districts, 11 sub-districts, and 138 villages. Administratively, the borders of Pamekasan Regency to the north are the Java Sea, to the east, it is directly adjacent to Sumenep Regency, to the south it is bordered by the Madura Strait and to the west, it is bordered by Sampang Regency. Geographically, the Regency is located at 6°51-7°31' south latitude and 113°58' east longitude ([BAPPEDA JATIM, 2013](#)).

Results and discussion contains the findings of research and scientific discussion. Write down the findings and support with sufficient data. The findings must be explained scientifically. In addition, it should be explained also the comparison with the results of other researchers about the same subject. Research results and findings should be able to answer the research hypothesis in the introduction.

Pamekasan Regency also has a coastline of 52 km with details of 18 km on the north coast while the south coast is 34 km long ([DKLH Pamekasan, 2007](#)). With some of the things that have been described above, Pamekasan can have various tourist areas that are an attraction for tourists. Starting from religious tourism, historical tourism, cultural tourism, nature tourism, and so on. From this, the tourism sector can provide a significant positive impact on the economy of Pamekasan Regency.

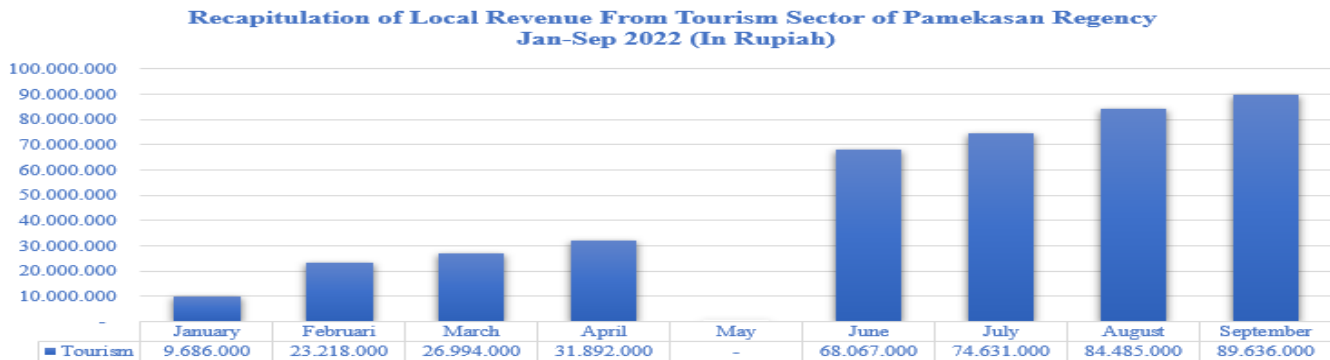


Figure 1 Recapitulation of Local Revenue from Tourism Sector of Pamekasan Regency Jan-Sep 2022 (In Rupiah) ([DISPORAPAR KAB. PAMEKASAN, 2022](#))

Overall, 42.6% of Pamekasan's PAD in 2022 came from the tourism sector. This is proof that the tourism sector plays an important role in the economy of the area. Then we need an appropriate strategy to maintain and even develop tourism in Pamekasan Regency so that the impact felt at this time can also be felt by the future and generations to come.

Jumiang Beach is located in Tanjung Village, Pademawu District, approximately 12 km to the southeast of the City Center. This beach has potential and natural beauty with white sand and beautiful cliffs on the east side. become an attraction for tourists to visit the beach ([DISPORAPAR Kab. Pamekasan, 2022](#)).

Tourism Potential of Jumiang Beach Viewed from the Sustainable Coastal Tourism Approach

Tourism is an activity carried out by individuals or groups to move from one place to another to get each individual's curiosity and to get satisfaction in visiting an area. Usually, this tourism activity is carried out when individuals or groups have free time to get the desired enjoyment when carrying out these activities. Talking about tourism is always related to the potential of a tourist area that can attract local and non-local tourists to visit that area. The more and more unique potential that a tourist area has, the more likely it is that the tourist area will get a lot of visitors.

Pamekasan Regency has many types of tourism ranging from religious tourism, nature tourism, and so on. One type of natural tourism in Pamekasan Regency is Jumiang Beach which is located in Tanjung Village, Pademawu District. The beach has the potential and uniqueness so it can attract tourists

to visit the coastal tourism area as the results of an interview with the Head of Tanjung Village, Pademawu District, especially Jumiang Beach:

"Jumiang Beach has several potentials, namely the existence of seaweed and the charm of the beauty of the beach offered by natural conditions on Jumiang Beach, especially the lower Jumiang Beach. In addition, there are cultural activities that have become a tourist attraction, namely the implementation of Sea Picks which are always held once a year by residents, especially residents who work as fishermen (Zabur, 2022)."

Jumiang Beach has 2 tourist attractions, namely the upper and lower Jumiang beaches which have different tourist concepts. The lower part of Jumiang Beach is conceptualized as religious tourism because there is still a religious potential that is still believed by the local community.

"The natural potential in the upper part of Jumiang Beach is the potential for religious tourism. It is still believed that one of the kings had visited the Jumiang Beach area so the community's support for this king is still believed to be very beneficial. As for natural potentials, such as unspoiled rock cliffs, places that are still shady because of trees (Supriyadi, 2022)."

From this potential, it becomes a characteristic and uniqueness of Jumiang Beach. Evidenced by the existence of this potential, Jumiang Beach is one of the tourist destinations that are of interest to tourists.



Figure 2 Tourist Visitors Data Jumiang Beach Period Jan-Jul 2022
(DISPORAPAR KAB. PAMEKASAN, 2022)

Jumiang Beach has superior potential both from natural potential and another potential. This will increase the attractiveness of beach tourism so that it has a positive impact on the community around the beach tourism area. In addition to the several potentials previously mentioned, based on the observations made by the researcher, Jumiang Beach has facilities that can meet the needs of tourists such as:

- a. Bathroom, the bathrooms provided by Jumiang Beach are not provided separately for men and women, but they are kept clean.
- b. Parking Area, the beach provides a parking lot that is quite large and is managed by the manager so that the management of the parking lot is more organized and tidy. In its management, parking lots for two-wheeled vehicles and four-wheeled vehicles are placed separately.
- c. MSME area, the establishment of an MSME around the coastal tourist area is a tourist attraction for coastal tourism areas because usually, tourists will need food and drink.
- d. Gazebo, the availability of gazebos in coastal tourist areas is an added value for these tours because tourists usually use gazebos as a place to rest while enjoying the views offered by coastal tourist areas.

- e. Cleaning Facilities, the provision of facilities such as trash cans is a concern for tourists because if trash bins are not provided in the area around the tour, tourists will usually throw trash carelessly.
- f. Photo Spot, Spot photos become iconic places for tourists because usually tourists who visit a tourist spot always capture their journey in a photo spot on a tour.

Based on the existing potential, it can influence several aspects that following the concept of Sustainable Coastal Tourism, such as:

a) Economic Aspect

The development of existing potential using the concept of sustainable coastal tourism (Sustainable Coastal Tourism) will have an impact on the economic aspect in the form of increasing people's income and providing jobs and welfare for the people around the coastal area.

Jumiang Beach can maximize this potential. This is under what was conveyed by the Head of Tanjung Village Mr. Zabur during an interview conducted by the researcher.

"The potential in Jumiang Beach greatly affects the economic conditions of the people around the coast. before the tour was inaugurated, some people were still doing makeshift jobs, only when Jumiang Beach tourism began to open and a place was provided to sell, the unemployment rate began to decrease because people who were initially unemployed were now able to open their jobs by starting businesses either in the culinary or souvenir fields (Supriyadi, 2022)."

Jumiang Beach can have a positive impact on the economy of the surrounding community so that people's income has increased, reduced unemployment, and expanded employment opportunities around the coastal tourism area.

b) Cultural Aspect

Cultural activities have indeed become a habit of the surrounding community, either in the form of relics or routine activities that are carried out several times each year. This was conveyed by the Head of Tanjung Village in an interview conducted by the author:

"Picking the sea culture carried out by fishermen is an activity that symbolizes a feeling of gratitude for the marine products obtained by fishermen. For the implementation of sea-picking activities, it is usually carried out once a year (Zabur, 2022)."

The picking sea activity is a routine activity carried out by fishermen but based on the information the author got from the management of Jumiang Beach, this activity has been in a vacuum for the past 2 years due to a pandemic and an appeal from the government in the form of a ban on carrying out this activity

"Patilasan is still believed by the community to have benefits or provide benefits to the surrounding community. It has Islamic cultural values. Apart from this, religious leaders and various elements of society for the upper part of Jumiang Beach may not hold events that contain elements of disobedience (Supriyadi, 2022)."

Cultural activities can attract tourists to visit these tourist attractions so this is an advantage that must be maintained so that all parties can feel the impact of the existence of coastal tourism areas. In terms of culture, several important points must be carried out by the surrounding community and also the management to preserve the culture around the tourist area so that this will continue to be sustainable for the next generation, for example, such as a); there are no shops in the souvenir sector or souvenir center; b) the minimum number of people involved in waste management; c) preserving the "Sea Picking" activity which has been in a vacuum for a long time.

c) Environmental Aspect

A well-managed environment can be an added value for a tourist spot. Therefore the environment must be maintained so as not to harm other aspects. Jumiang Beach has its concept for managing the environment in this coastal tourism area. Based on the results of interviews with the Chairperson of POKDARWIS, it was stated that:

"The management of the waste in the upper part of Jumiang Beach is not managed, but for the garbage around the beach we pile it up first, then we burn it. As for clean water, we use PDAM services (Supriyadi, 2022)."

This is a drawback that is owned by Jumiang Beach, especially the upper part. When burning garbage, the smoke that arises due to burning garbage will hurt the surrounding community and even tourists will also be disturbed. The Head of Tanjung Village also added:

"The environment around the beach must be really clean, but during this dry season, cleaning the upper part of Jumiang Beach is still difficult because of the many fallen leaves, the village government also prohibits burning garbage because it will disturb visitors and the surrounding community so that the village government will carry out renovations by replacing trees that have properties capable of surviving the dry season (Zabur, 2022)."

From the environmental aspect, there are indeed some that have not been fulfilled so this still needs to be considered and followed up by the parties involved in tourism management: a) there is no 3R waste management b) waste management that is still being burned. c) Lack of trash facilities around the tour.

Strategy for Jumiang Beach to Become a Leading Halal Tourism in Terms of the Sustainable Coastal Tourism Approach

The concept of halal tourism is also regulated in the Islamic religion and the reference is the Al-Qur'an, hadith, and so on. Therefore the concept of halal tourism designed by each tourist area must have Islamic values. Based on the research conducted by the author, it turns out that Jumiang Beach, which is located in Tanjung Village, Pademawu District, is divided into two parts, namely Jumiang Beach, the upper and lower parts of the division of area, Jumiang Beach has a tourism concept that still does not fulfill the important elements of tourism. Halal tourism, but several elements have been fulfilled. This was conveyed by the Chairperson of the Jumiang Beach POKDARWIS in an interview conducted by the author:

"Conceptually, the upper part of Jumiang Beach applies the concept of halal tourism, for example, it is not permissible to hold events such as dangdut orchestras or events that contain elements of disobedience, even religious leaders and the surrounding community agree with this. For sellers around the beach, on average, they still don't have halal-certified products. Planning regarding homestays or guest houses that apply the halal concept does exist, but this must be under the mindset or response from the community (Supriyadi, 2022)."

The upper part of Jumiang Beach has indeed implemented the concept of halal tourism, but there are still several things that need to be developed and fulfilled so that this becomes a solution for Jumiang Beach to become halal tourism according to existing criteria.

"Regarding the concept of halal tourism, it is indeed focused on the upper part of Jumiang Beach, in contrast to the lower part of Jumiang Beach which applies the concept of marine tourism so that several elements related to halal tourism have not been fulfilled. For example, in halal certification, the village government cannot be too involved in this matter. because those who provide halal certification are not from the village but from the Health Service so the village government does not play too much of a role (Zabur, 2022)."

In terms of the concept applied by the upper part of Jumiang Beach, it is still not implementing halal tourism so several elements are still not fulfilled. The elements that are fulfilled from the concept of halal tourism on Jumiang Beach are that there are no activities oriented towards polytheism or activities that are not following sharia, managers always give advice not to do immoral things, and so on.

a. Halal Tourism Development Strategy

Based on the results of research conducted by the author, Jumiang Beach still does not fulfill the elements of halal tourism, but there are several elements that have been fulfilled. This is the background for the need for tourism development, especially in several elements which are important in developing Jumiang Beach to become halal tourism. In Pamekasan district there is an integrated tour which has problems related to the development of the tour, so that this can be a reference regarding what needs to be developed from Jumiang Beach.

No	Additions that need to be made	Very Urgent	Urgent	Not Urgent
1	Integrated tourism promotion	24 (12%)	166 (83%)	10 (5%)
2	Culinary facilities in Integrated tourism	51 (25%)	144 (72%)	5 (2,5%)
3	Toilet facilities in Integrated tourism	44 (22%)	142 (71%)	14 (7%)
4	Lodging facilities in Integrated tourism	27 (8,5%)	69 (34,5%)	114 (47%)
5	Worship facilities in Integrated tourism	149 (74,5%)	51 (25.5%)	0
6	Children's game facilities in Integrated tourism	0	159 (79,5)	41 (20,5%)
7	Transportation facilities from one place to another place in Integrated tourism	0	4 (2%)	196 (98%)
8	Road access to Integrated tourism	3 (1,5%)	14 (7%)	183 (91,5%)
9	availability of souvenir centres in Integrated tourism	25 (12,5%)	163 (81,5%)	12 (6%)
10	Access to watch typical Pamekasan performing arts	18 (9%)	182 (91%)	0
11	Support for MSME actors to the Tourism industry	8 (4%)	94 (47%)	98 (49%)
	Total Responden	200		

Table 1 Urgent improvements need to be made to improve the quality of integrated tourism (BAPPEDA KAB. PAMEKASAN, 2022)

Based on the table above according to the tourists several things need to be addressed with urgent conditions. This provides information to the management that tourists need several facilities that must be "available" when visiting tourist attractions. Worship facilities are facilities whose condition is very urgent to be repaired, this is evidenced by 74.5% of respondents. This is motivated by the characteristics of the people of Pamekasan Regency who are religious. Apart from worship facilities, several things that are also urgent and needed by tourists when visiting tourist attractions are the promotion of culinary facilities (72%), toilet facilities (71%), children's play facilities (79.5%) arts or cultural activities around tourism (91%) and the last is the availability of souvenir centers around tourism (81.5%).

Based on the improvements needed or needed by tourists above, it is necessary to carry out a development strategy to minimize the constraints that exist in tourist areas. In this study, researchers provide a solution related to the strategy that needs to be used by the tourism manager, namely the strategy released by KNEKS (National Committee on Islamic Economics and Finance). This strategy can become a reference for managers in developing coastal tourism areas because this strategy is almost similar to the strategy released by the GMTI (Global Muslim Travel Index) whose goal is to meet the needs of Muslim tourists or indirectly lead to the concept of halal and sustainable tourism, besides that non-Muslims can also enjoy these tours because the concept of halal tourism can not only enjoyed by Muslim tourists but non-Muslims can also enjoy halal tourism. The following are several important points that need to be developed by the manager in developing a tourist area to become halal tourism ([KNEKS, 2021](#)):

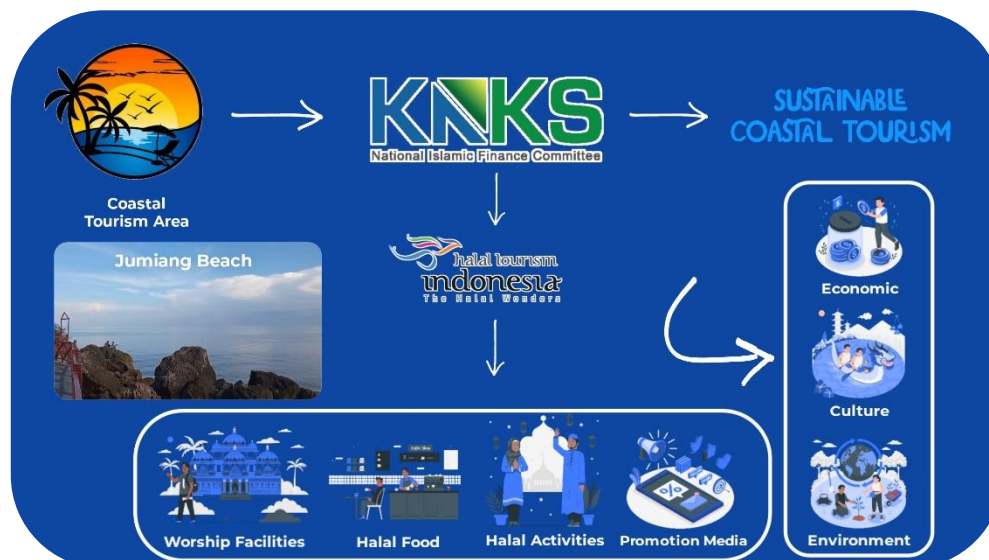


Figure 3 Halal Tourism Development Strategy Canvas Model
(Personal processed data)

1) Worship Facilities

When visiting tourist areas, Muslim tourists need facilities that can fulfill their obligations, especially in terms of worship. So that in this case, Muslim tourists need prayer facilities such as prayer rooms or mosques that comply with the following criteria:

- a) Prayer equipment that is still in a state of purity such as prayer rugs, sarongs, *mukena*, and so on
- b) Space divider between men and women.
- c) Easy access to ablution places and there are separate ablution places for men and women.
- d) Drainage of ablution water.
- e) The condition of holy ablution water.
- f) There are Qibla directions, prayer time schedules, and the Al-Quran.
- g) There is air conditioning or a fan to add to the comfort of worship.

2) Halal Food

Halal food and drink is a basic need for Muslims and it must be fulfilled. Because by consuming halal food or drinks, it shows that Muslims comply with the rules described in the Al-Quran (Adila et al., 2023). In consuming food, Allah explains in the Qur'an that every Muslim must consume halal food, so this needs to be considered to provide comfort for tourists when visiting tourist attractions. Tourism managers need to provide a restaurant or UMKM that has halal certification so that tourists, especially Muslim tourists, can distinguish between halal and haram food. The following are the criteria that must be carried out by a restaurant or UMKM in selling halal food in tourist areas:

- a) Have halal certification
- b) Not selling food containing pork and not selling drinks containing alcohol or pork
- c) The process of processing food is clean and protected from all things that contain unclean elements.
- d) There are toilets with clean water
- e) There are facilities for worship such as prayer rooms, places for the ablution of worship equipment, and so on.
- f) There is a trash can.

3) Halal Activities

When the tourism concept has been implemented, the management must be under Islamic religious values. So that every element of halal tourism is under Islamic religious teachings. Starting from the facilities and activities around the beach, it must avoid elements of shirk and immorality. This is to provide comfort to every tourist who visits tourist attractions. This can work well if the tourism manager can implement the following things:

- a) Appeal to all tourists to avoid activities that contain elements of shirk and immorality.
- b) The manager carries out tasks such as patrolling around the tourist area to oversee all activities carried out by tourists.
- c) Provide limited visits
- d) Carry out Islamic activities such as *istighosah* events or the like.

4) Media Promotion

Promotional activities need to be carried out by tourism managers to introduce these tours to the public to increase the attractiveness of tourists to visit these tourist areas. Social media is a tool that is able to have a good influence on a tourist spot in terms of promotion. This is because people are easier to access social media. the rise of people who use social media is proof that social media is able to become a means of promotion that is able to market various things, ranging from promoting trade goods to tourist attractions worth visiting. the purpose of this promotion is an effort that must be passed by the tourism manager to provide a service to the community by utilizing various social media ranging from TikTok, Instagram and so on ([Suminto et al., 2021](#)). The following are things that need to be done in promoting tourism areas:

- a) Provide information about HTM, tourist conditions, photo spots, access, and so on
- b) Introduce the advantages of the tour.
- c) Provide information on what facilities are available on the tour.

b. Sustainable Coastal Tourism

Sustainable coastal tourism is an understanding that has a positive impact on the current generation and that impact can be felt by future generations. Economic, cultural, and environmental aspects are the most important aspects of this concept so this concept is under the objectives of the GMTI (Global Muslim Travel Index) which implements Halal Travel 2.0 in 2019 until now.

An understanding of sustainable coastal tourism combined with the concept of halal tourism can have a positive impact such as reduced unemployment, increased employment, and increased social welfare. From this, it proves that sustainable coastal tourism combined with the concept of halal tourism can influence economic aspects.

The culture of the people of Pademawu District, Pamekasan Regency, who have a religious background, can have a positive influence on the environment around the coast by avoiding polytheistic and polytheistic activities around tourist areas. In addition, the community also preserves the "pick the sea" activity as a sign of gratitude for the fishermen's income while doing their work. The community also holds Islamic activities such as *istighosah* around the beach.

Musholla, bathrooms, and various other facilities can provide conducive conditions around the beach so that the environment can be better maintained. 3R waste management can protect the surrounding environment so that waste does not contaminate the tourist area environment. This proves that sustainable coastal tourism can have a positive impact on environmental aspects.

E. CONCLUSION

Tanjung Village, Pademawu District, Pamekasan Regency has one of the coastal tourism areas that have various potentials and very aesthetic natural conditions, namely Jumiang Beach. The potential and natural beauty must be maintained and even must be developed to increase the attractiveness of tourists to visit the beach tourism. If no development action is taken, it will harm economic, cultural, and environmental aspects. For example, there are still a few MSMEs in Jumiang Beach, so it needs development in the economic field. The *istighosah* activities that are held every week in Turin must be

reactivated immediately to preserve the surrounding culture. Waste management that is still being burned must be reduced to protect the environment around tourism.

From the problems described, appropriate development is needed so that Jumiang Beach tourism can develop. The concept of halal tourism combined with Sustainable Coastal Tourism can have a positive impact on the next generation. The combination focuses on economic, cultural, and environmental aspects that are under the problems that exist in Jumiang Beach. Things that need to be improved include prayer facilities, halal food provided by MSMEs around the coast, halal activities that reflect the characteristics of the people of Tanjung Village, Pademawu District, and promotions carried out through social media.

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