

INDONESIAN DIPLOMACY IN ACHIEVING ECONOMIC INTEREST: THE POTENTIAL OF HALAL TOURISM IN WEST NUSA TENGGARA ON PERIOD 2013-2016

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Abstrak

Penelitian ini ditujukan untuk menjelaskan peran pariwisata halal di Nusa Tenggara Barat sebagai salah satu bentuk diplomasi publik Indonesia dalam meningkatkan jumlah kunjungan wisatawan mancanegara yang kemudian berdampak secara langsung pada peningkatan pemasukan devisa negara Indonesia. Penelitian ini dibangun melalui dua pendekatan: konsep diplomasi publik dan konsep kepentingan nasional. Penelitian ini menggunakan metode kualitatif dan menggunakan berbagai macam proses dalam pengumpulan data diantaranya: wawancara dan tinjauan pustaka dan observasi yang berhubungan dengan pembahasan untuk menjawab permasalahan. Teknik analisis data yang digunakan dalam metode kualitatif ini terdiri dari transkrip hasil wawancara, reduksi data, analisis data dan interpretasi. Dengan menggunakan konsep diplomasi publik, penelitian ini dapat menjelaskan peran pariwisata halal di Nusa Tenggara Barat sebagai bentuk diplomasi Indonesia terhadap peningkatan kunjungan wisatawan mancanegara. Sementara itu, menggunakan konsep kepentingan nasional dapat menjelaskan pengaruh pariwisata halal di Nusa Tenggara terhadap tujuan ekonomi Indonesia. Saran dari penelitian ini, ditujukan kepada Dinas Pariwisata Nusa Tenggara Barat untuk mengelola dan memanfaatkan potensi pariwisata halal di Nusa Tenggara Barat lebih intensif lagi agar tercapainya hasil yang lebih baik.

Kata Kunci: pariwisata halal, Nusa Tenggara Barat, diplomasi publik, kepentingan ekonomi

Abstract

This research aimed for revealing the role of halal tourism in West Nusa Tenggara as one form of Indonesian public diplomacies for increasing the number of foreign tourists which directly affects the increase of income of Indonesian foreign exchange. This research is built through two approaches: the concept of public diplomacy and the concept of national interest. This research uses qualitative method that consists of interview, literature review and observation which is related to the topic to answer the problem formulation. Technique of data analysis used in qualitative research includes transcripts of interview result, data reduction, data analysis and interpretation. Employing the concept of public diplomacy, this research can reveal the role of halal tourism in West Nusa Tenggara as a form of Indonesian diplomacy on the increase of foreign tourists. Meanwhile, using the concept of national interest, it can explain the influence of halal tourism in West Nusa Tenggara on the economic goals of Indonesia. The suggestion of this research is, the Tourism Government of West Nusa

Tenggara should manage and exploit the potential of Halal tourism in West Nusa Tenggara more intensively in order to achieve better results.

Keywords: halal tourism, West Nusa Tenggara, public diplomacy, economic interest

Introduction

Indonesia is the world's largest archipelago with 17,508 islands scattered throughout parts of Indonesia. Aside from being the world's largest archipelago, Indonesia is also the country with the largest muslim population in the world with 207,176,162 million out of 237,641,326 total population of Indonesia (Badan Pusat Statistik, 2010). Indonesia has a range of tribes, languages and cultures, these things that later became the fascination of Indonesia in the field of tourism.

Indonesian tourism has a great potential to compete international world. Indonesia received several international awards in the tourism sector, including: *Best of Show Destination Display* at Los Angeles Travel and Adventure Show 2016, *Best Destination Promotion Campaign* in India International Travel Mart event which was held on 4-7 March 2016 and *The Most Beautiful Diving Destinations 2016* at Taiwan's Show Diving Resort & Travel (DRT) Show, Taipei Flora Expo, Taiwan held on 15-17 June 2016 (Yahya, 2016). Indonesia also has several destinations prepared by the government to become an international tourist destination, including: Lake Toba, Borobudur, Bromo-Tengger-Semeru, Labuan Bajo, Wakatobi, Morotai, Tanjung Kelayang, Pulau 1000 and Kota Tua, Mandalika and Tanjung Lesung Banten (Putri, 2017).

In addition to some tourism potentials above, another potential owned by Indonesia is a Halal Tourism in West Nusa Tenggara. Halal tourism appears as a new “icon” of tourism development. Halal tourism is a tourism activity at the destination and the tourism industry set up facilities, products, services, and tourism management that meets the *shari'ah* (DISBUDPAR, 2016).

Some tourism destinations in West Nusa Tenggara include: Gili Trawangan, Mount Rinjani, Gili Air, Gili Meno, Senggigi Beach, Selong Belanak Beach, Mandalika and many other destinations. An abundance of natural resources in West Nusa Tenggara can be enjoyed by both local and foreign tourists.

Seeing the potential of West Nusa Tenggara tourism, the government seeks to explore the tourism potential of West Nusa Tenggara to increase the number of international tourists

using the innovation of halal. Tourism Minister Arief Yahya added that Lombok (WNT) is one of the Top 5 halal tourism development destinations besides Aceh, West Sumatra, Jakarta and West Java (PRODJO, 2017). The potential of WNT as a halal tourism destination is seen from:

1. Lombok located in West Nusa Tenggara Province dubbed as the island of a thousand mosque (Liputan 6, 2003).
2. Lombok gets three awards as a world halal tourism destination (Muhammad Nursyamsi, 2016):
 - a. World Halal Tourism Award (WHTA) 2016 i.e. Novotel Lombok Resort and Villas for the world's best halal beach resort category.
 - b. www.wonderfullomboksumbawa.com for the world's best halal tourism website.
 - c. Sembalun Village Region for the world's best honeymoon halal destination.
3. West Nusa Tenggara is the only province that has local regulations about halal tourism.

Halal tourism in West Nusa Tenggara is not just as a tourism or entertainment facility for foreign tourists, but has become its own strategy for the Indonesian government to achieve the economic interest by increasing the number of tourists and foreign exchange earnings for improving the competitiveness of Indonesia in the international market (Kantor Staf Presiden, 2016). Recorded foreign exchange earnings from the tourism sector in 2016 amounted to 13.568 billion US dollars ranks second after the palm oil industry amounted to 15.965 billion US dollars. Tourism Minister Arief Yahya also added "President Jokowi has realized and asked that tourism be the biggest national seed sector" (Chandra & Damarjati, 2017).

In international relations, the Indonesian government's efforts in exploiting the potential of Halal tourism of West Nusa Tenggara in achieving the economic interest is one of soft diplomacies, soft diplomacy is a diplomacy in the form of peaceful settlement in the field of culture, language, friendship, economy, etc (Idriasih, 2016). In this case, the diplomacy is more leads to public diplomacy. Basically, public diplomacy aims to promote national interests through understanding, informing and influencing the international community.

The increasing number of foreign tourists visit in West Nusa Tenggara in the year 2016 as much as 1,404,328 people compared to the year 2013 as much as 565,944 people. The increase shows that diplomacy can be successful. In accordance with the explanation

above, the writer will explain about how the potential of halal tourism in West Nusa Tenggara as a public diplomacy can encourage Indonesia in increasing the foreign exchange.

Apart from the perspective of international relations, the discussion of this thesis is also interesting and important to be discussed from the standpoint of Islamization. The study of Islamization has its own views on diplomacy issues, it can be said that Islam does not necessarily give up the view of international issues.

In the discussion of this thesis, Islamization is used to provide additional views related to the diplomacy by Indonesia in achieving its economic interests. It should be emphasized here that Islamization does not stand as a theoretical framework used to answer the research question, but only as a view of cases outside the theoretical framework.

Theoretical Framework

In writing this research, the author uses the concept of public diplomacy to explain the role of Halal tourism as a form of Indonesian diplomacy to increase the foreign exchange. Increasing the image of halal tourism in West Nusa Tenggara will have an impact on increasing foreign tourist visit, that directly will affect the increase of foreign exchange earnings of Indonesia.

Public diplomacy is an attempt to promote national interests by fostering understanding, informing and influencing societies in other countries (Effendi, 2011). In practice, this public diplomacy passes several stages and each stage has different activities. Tonny (Effendi, 2011) explained in his book that there are four stages in the application of public diplomacy, namely:

1. Introducing: conducting various activities to introduce the existence of a country to another country, including the people within it.
2. Increasing a positives appreciation: increasing appreciation of the country.
3. Engaging: create attachment of the people of other countries, by inviting country people from other countries to visit with the purpose of tourism and able to understand the culture and values that exist.
4. Influencing: enhance cooperation in the field of tourism.

In the national interest, the aspect of economic interests can influence and motivate a country in achieving its national interests. Because basically, the aspect of economic interest is an interest that aims to improve the quality of a country's economy (Fransisca, 2016).

In the discussion of this thesis, the important points for the state of Indonesia is to include economic prosperity. So there will be efforts from Indonesia that need to be fought in order to achieve its national interests. Because basically, the interests of a country in the international world can not be separated from economic interests for welfare. A country generally has a purpose to promote and develop the economic interests of the country.

Implementation of this concept plays a role in explaining about the effect of halal tourism on the economic goals of Indonesia. Through the implementation of halal tourism in West Nusa Tenggara, Indonesia has an economic advantage in the tourism industry. This is because the area of West Nusa Tenggara is promising in terms of tourism destinations that can increase the income of foreign exchange.

Research Methodology

This research uses a qualitative method to explain the problem. Using this method, the author tries to explain the effect of the potential of halal tourism in West Nusa Tenggara in the period 2013-2016 as a Indonesian diplomacy in achieving the economic interest. So, it will conduct observation, search, data collection, and interpretation of data on related topics to answer the problem formulation.

Data are important used for researchers to answer questions or test hypotheses and to achieve research objectives. This research uses various processes in collecting data such as interview and literature review.

Data analysis techniques used in qualitative research include transcripts of interview results, data reduction, data analysis and interpretation. From the results of data analysis which can then be drawn conclusion. In drawing conclusions, the researcher begins to record regularity, patterns, explanations, possible configurations, and propositions. The final conclusion depends on the size of the field notes, and the researcher's ability to conclude.

Discussion

Halal Tourism in West Nusa Tenggara As Soft Power Asset of Indonesian public diplomacy

Public diplomacy is an effort to promote national interests by fostering understanding, informing and influencing people in other countries. In an effort to foster understanding, informing and influencing the people of other countries needs an interesting subject as well as halal tourism. It can be said as soft power. As Joseph S. Nye, (Nye, 2008) said that:

“...public diplomacy tries to attract by drawing attention to these potential resources through broadcasting, subsidizing cultural exports, arranging exchanges, and so forth. But if the content of a country’s culture, values, and policies are not attractive, public diplomacy that ‘Broadcast’ them cannot produce soft power. It may produce just the opposite...”

Halal tourism in West Nusa Tenggara prioritizes the convenience of traveling the foreign tourists, especially foreign tourists who are Muslim, it is a good attraction for West Nusa Tenggara. Thus, foreign tourists who visit West Nusa Tenggara will be embedded in their minds of positive appreciation and good opinion of halal tourism that will be friendly to foreign tourists.

Evidence that Halal Tourism in West Nusa Tenggara is an interesting subject is the increasing number of foreign tourists visiting West Nusa Tenggara each year.

Tabel 1: Percentage of Number of Tourist Visits to West Nusa Tenggara Province 2012-2016

NO	Years	Foreign Tourist	National Tourist	Total	Growth
1	2012	471.706	691.436	1.163.142	31.15%
2	2013	565.944	791.658	1.357.602	16.72%
3	2014	752.306	876.816	1.629.122	20.00%
4	2015	1.061.292	1.149.235	2.210.527	35.69%
5	2016	1.404.328	1.690.109	3.094.437	39.99%

Source: Dinas Kebudayaan dan Pariwisata Provinsi Nusa Tenggara Barat, 2017

Halal tourism in West Nusa Tenggara can make foreign tourists have positive views and good opinions. This proves that halal tourism in West Nusa Tenggara has a role as a soft power asset for Indonesian public diplomacy.

Effectiveness of Indonesian Public Diplomacy through Halal Tourism in West Nusa Tenggara to Achieve Economic Interest

The government's efforts to achieve economic interests by utilizing the tourism sector is a form of public diplomacy. Basically, public diplomacy is an attempt to promote national interests by fostering understanding, informing and influencing people in other countries (Effendi, 2011). To know the effectiveness of the role of halal tourism in West Nusa Tenggara as a form of Indonesian diplomacy in achieving economic interests, the authors will use four stages in the application of public diplomacy. How effective the contribution of Halal Tourism of West Nusa Tenggara will be elaborated through four stages of application of public diplomacy below.

a. Participation in international events related to tourism (Introducing)

Provincial Government of West Nusa Tenggara and several stakeholders have collaborated in advancing and promoting the halal tourism in West Nusa Tenggara. Promotions that have been made in promoting or promoting halal tourism in West Nusa Tenggara consist of domestic promotion and overseas promotion. In the government's efforts to promote West Nusa Halal tourism abroad, the government has participated in various international events such as: Matta Fair Kuala Lumpur, Direct Promotion Kinabalu, Internationale Tourism Bourse (ITB) Berlin in Germany and others (Dinas Pariwisata Provinsi Nusa Tenggara Barat, 2017). On the other hand, the promotion of halal tourism through the mass media is also one of the keys to success in introducing West Nusa Tenggara halal tourism to the international sphere. This is evidenced by the election site *www.wonderfullomboksumbawa.com* as the world's best halal tourism website (Muhammad Nursyamsi, 2016)

As Mark Leonard says (Leonard, 2002) that “*Increasing people’s familiarity with one’s country (making them think about it, updating their images, turning around unfavorable opinions)*”. Government efforts in promoting halal tourism to the international sphere can be said as a form of “Introducing”. By promoting halal tourism to the international sphere, it will make people in other countries aware of the existence of halal tourism, so it can be profitable for Indonesia.

b. Improvement of Halal Tourism Services and Facilities (Increasing positive appreciation)

At this stage, the local government seeks to improve facilities and services that support the halal tourism sector such as accommodation, tourist attractions, restaurants, objects and tourist locations and others. Because by increasing the various services and facilities related to the halal tourism sector will foster positive appreciation from foreign tourists who visit.

Improvement of facilities has always been a priority in the halal tourism sector. The Governor of West Nusa Tenggara TGB Muhammad Zainul Majdi said that the main components of halal tourism are Islamic values contained in the services as well as supporting facilities in the hotel as well as in tourist destinations, such as Al-Quran, holy place, Qiblah direction, and prayer rugs and also halal certification of culinary places (Nursyamsyi, 2017). As explained in the previous chapter that for a place of worship like a masjid is no longer a constraint. The foreign tourists, especially Muslim tourists will be easy to access places of worship wherever they want to travel, recorded in 2014 as many as 5,348 masjid scattered throughout the province of West Nusa Tenggara (Badan Perencanaan Pembangunan Daerah Provinsi Nusa Tenggara Barat, 2015). For halal certification of culinary places, has been described in the previous chapter, in 2016 there are 644 registered halal certification aimed at Small and Medium Enterprises (SMEs), Restaurants, Hotel Restaurant, and Non Hotel Restaurant.

Increasing facilities and services in the halal tourism sector, it can indirectly foster positive appreciation of foreign tourists who visit. This is consistent with that written by Mark Leonard (Leonard, 2002) that *“Increasing people’s appreciation of one’s country (creating positive perceptions, getting others to see issues of global importance from the same perspective)”*.

c. Procurement of an international event (Engaging)

Referring to Mark Leonard (Leonard, 2002), he said that *“Engaging people with one’s country”* by making them think that West Nusa Tenggara is a worthy tourist destination to visit, so they are interested to buy our products and make them understand and follow the moral values that exist. In this case, the local government of West Nusa Tenggara Province has held various international events to make the foreign tourists more interested to visit West Nusa Tenggara. In an effort to increase the proximity to foreign tourists or to a country, then

in 2015, the local government of West Nusa Tenggara province held “*Bulan Pesona Lombok Sumbawa*” which was held from 18 August to 16 September. The event was attended by ten districts in West Nusa Tenggara, eleven provinces / cities outside West Nusa Tenggara and even followed by ten friendly countries such as Qatar, Kuwait, Japan, Brunei Darussalam, China, Mongolia, England, Germany, Italy and the United States (Junaidi, 2016). Then in 2016 held “*Bulan Budaya Lombok Sumbawa 2016*” which was held on 18 August to 16 September with locations spread in Mataram, West Lombok, East Lombok, West Sumbawa, Bima and Bima City (Junaidi, 2015).

By holding various international events, it can strengthen the relationship with the community (foreign tourists) of other countries so that not only traveling for the trip, but they can understand and follow the moral values that exist in West Nusa Tenggara.

d. International cooperation in the field of transportation (Influencing)

Halal tourism in West Nusa Tenggara will not develop in such a way if there is no cohesion between related stakeholders. Easy access to transportation is one important component in supporting the progress of halal tourism in West Nusa Tenggara. The arrival and return of foreign tourists to West Nusa Tenggara is dominated by air and sea lane (Dinas Pariwisata Provinsi Nusa Tenggara Barat, 2017).

Foreign tourists visiting West Nusa Tenggara via air routes still depend on the flow of transportation from Ngurah Rai Airport Bali (Dinas Pariwisata Provinsi Nusa Tenggara Barat, 2017), indirectly it can be said that West Nusa Tenggara only get the abundance of foreign tourists who visit Bali. Dependence is still a weakness of air accessibility of West Nusa Tenggara.

However, the dependence can be slightly reduced by the opening of tourist routes directly from Singapore and from Malaysia (Dinas Pariwisata Provinsi Nusa Tenggara Barat, 2017). Direct flights from countries that become the passenger distribution points of international line aircraft such as Singapore and Malaysia are an advantage for West Nusa Tenggara in developing halal tourism. West Nusa Tenggara Governor TGB Zainul Majdi said that the increasing number of direct flights to West Nusa Tenggara will further increase the visit of foreign tourists who come to West Nusa Tenggara (Dinas Pariwisata Provinsi Nusa Tenggara Barat, 2017). Moreover, South Korean airline, Korean Air, in 2017 officially opened the flight route from Incheon Airport, Seoul to Lombok (Pratiwi, 2017).

At this stage, international cooperation in the field of transportation undertaken by the government of West Nusa Tenggara is in accordance with what Mark Leonard said that *“Influencing people (getting companies to invest, publics to back our positions or politicians to turn to us as a favoured partner)”*.

From the four stages above, starting from the stage of introducing, the stage of increasing positive appreciation, the stage of engaging to the stage of influence, the authors concluded that the core goal of the above stage is to increase the number of foreign tourists visiting West Nusa Tenggara which will indirectly helping Indonesia to increase its foreign exchange earnings.

Relation Between Tourism and Foreign Exchange

Tourism is a sector that can be an alternative for foreign exchange earners. Minister of Tourism RI Arief Yahya conveyed in a public lecture at Bale Sawala Unpad Rectorate Building that economically, tourism is one of the tools of foreign exchange for the country of Indonesia. He also added that tourism has now reached the fourth rank as a national foreign exchange contributor (Maulana, 2017). The above shows that tourism is a sector that can not be ruled out its role as a foreign exchange contributor.

According to Law No. 10 of 2009 article 1 it is explained that tourism is a travel activity undertaken by a person or group of people by visiting a certain place for the purpose of recreation, personal development, or studying the uniqueness of the tourist attraction visited in a certain period (Ministry of Tourism Republic of Indonesia, 2011). In 2016, the number of foreign tourists visiting Indonesia reached 11,519,275 people. With the number of visits of foreign tourists that much, it will directly increase revenue for Indonesia. All expenses incurred by foreign tourists to meet their daily needs while going on tours will be income for Indonesia, which eventually became foreign exchange income for Indonesia.

Halal tourism in West Nusa Tenggara as a foreign exchange donor

I Nengah Wijaya (Wijaya, 2016) explained in his research that the number of foreign tourists and the length of stay of foreign tourists in a destination area has an influence on the revenue of the region's foreign exchange. In the book *Analysis of Potential Market Analysis of West Nusa Tenggara* (Dinas Pariwisata Provinsi Nusa Tenggara Barat, 2017) issued by the Tourism Office of West Nusa Tenggara Province also explained that there are three main indicators of the source of foreign exchange earning, i.e:

1. Number of tourist visits.
2. Length of tourist visits.
3. Tourist expenditure.

In a view of how big the contribution of halal tourism in West Nusa Tenggara as one of the country's foreign exchange donors, real data on financial circulation related to the halal tourism sector in West Nusa Tenggara is needed. Financial circulation in the halal tourism sector in West Nusa Tenggara is influenced by the number of tourist visits, tourist expenditure and the length of tourist visits.

Growth of Total, Expenditure and Length of Foreign Tourist Visits to West Nusa Tenggara

The percentage of the number of tourists to the West Nusa Tenggara province since the year 2013 to 2016 continued to rise, increasing the number of tourists was recorded at 39.99 percent (Dinas Pariwisata Provinsi Nusa Tenggara Barat, 2017).

Tabel 2: Percentage of Number of Tourist Visits to West Nusa Tenggara Province 2012-2016

No	Years	Foreign Tourists	National tourist	Total	Growth
1	2012	471.706	691.436	1.163.142	31.15%
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Source: Dinas Kebudayaan dan Pariwisata Provinsi Nusa Tenggara Barat, 2017

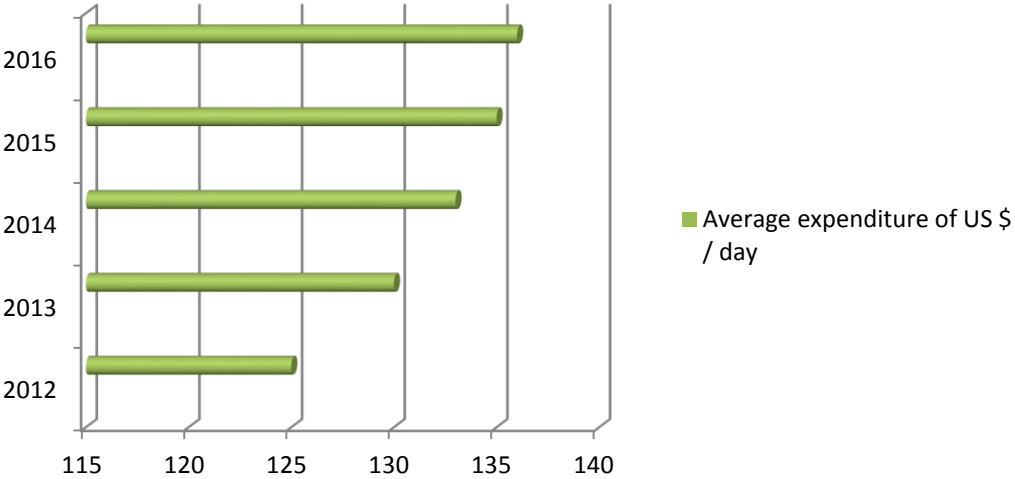
As explained in the previous chapter that West Nusa Tenggara Province officially implements halal tourism in 2015 after the Governor's Regulation on Halal Tourism is made. The above data shows the increasing percentage of tourist arrivals visiting West Nusa Tenggara when referring to before and after the implementation of halal tourism in West Nusa Tenggara. In 2013, the percentage of tourist visits is only 16.72 percent and also in 2014 at

20.00 percent, unlike the year 2015, the percentage of tourist arrivals reached 35.69 percent and continues to increase to 39.99 percent in 2016.

The indicator used as a measuring tool to determine how much of the foreign exchange donation given by West Nusa Tenggara to Indonesia is the length of stay of tourists in West Nusa Tenggara. Tourists who visit a tourist destination must use various services provided by the local, ranging from transportation services, food service providers, lodging services and so forth. Moreover, if every destination provides a variety of souvenirs, a variety of interesting souvenirs are sold can make tourists spend their money. These are the aspects of foreign exchange income.

Foreign tourists visiting West Nusa Tenggara with different destinations such as vacation, business, visiting family and other things with an average length of stay of about 2.18 days and with an average spending of US \$ 136 / day on year 2016 (Dinas Pariwisata Provinsi Nusa Tenggara Barat, 2017).

Tabel 3: Average Expenditure of Foreign Tourists in West Nusa Tenggara Province 2012-2016



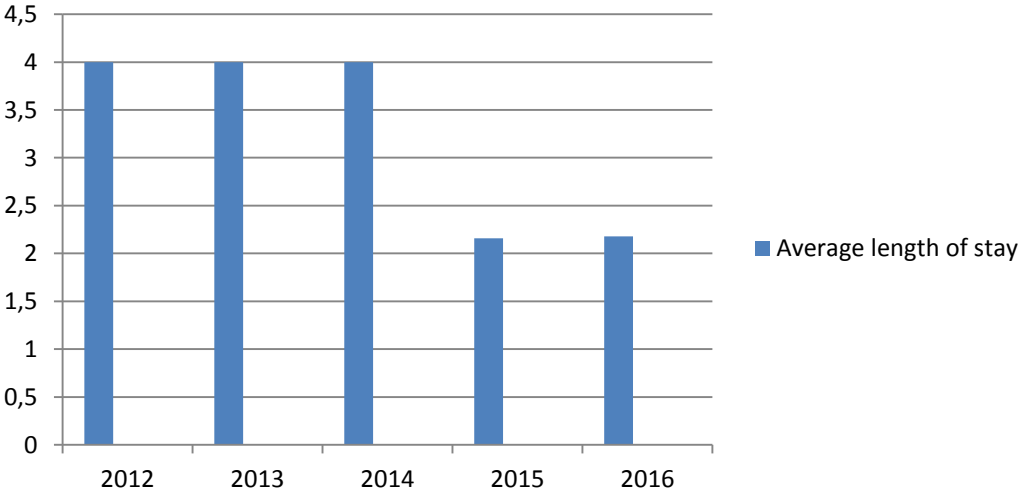
Source: Dinas Kebudayaan dan Pariwisata Provinsi Nusa Tenggara Barat, 2017

It can be said that the longer the tourists who settled in West Nusa Tenggara, the more foreign exchange will be received. Because the needs of tourists such as shelter, transportation, food and beverages, guide services, and various other needs is a basic requirement that must be met every day.

There are several factors that affect the expenditure of foreign tourists. The first factor is the age factor, foreign tourists visiting West Nusa Tenggara are dominated by adolescent and adult tourists, while the tourists of children and elderly are relatively few. Percentage of foreign tourists aged 17-34 as much as 50.66 percent, foreign tourists aged 35-52 as much as 37.5 percent, then foreign tourists aged 53-64 as much as 11.84 percent (Dinas Pariwisata Provinsi Nusa Tenggara Barat, 2017).

Young and productive foreign tourists have dynamic characteristics, so it has a pattern of consumption that tends to be economically profitable in the Tourist Destination Region. The second factor is gender factor, the percentage of male tourists visiting West Nusa Tenggara is much bigger compared to female tourists. Male tourists as much as 67.08 percent, while female tourists only as much as 32.92 percent (Dinas Pariwisata Provinsi Nusa Tenggara Barat, 2017). Economically, the mobility of male tourists is much higher when compared with female tourists, it is possible for male tourists to make visits to various Tourist Destination in one period.

Tabel 4: Average Length of Stay Foreign tourists in West Nusa Tenggara Province 2012-2016



source: Dinas Kebudayaan dan Pariwisata Provinsi Nusa Tenggara Barat, 2017

According to the Central Bureau of Statistics (Badan Pusat Statistik, 2018) to find out how long a traveler is staying at an accommodation at any given time can be calculated using the following formula:

$$\text{Average length of stay of tourists} = \frac{\text{The number of night beds used by tourists}}{\text{The number of tourists}}$$

By using the above formula, the local government calculates the average length of stay of foreign tourists visiting West Nusa Tenggara, then, in 2016 every foreign tourist who stay in an accommodation in West Nusa Tenggara about 2.18 days.

The Increase of Regional Foreign Exchange Income Earned from Halal Tourism

Based on the above explanation, the authors conclude that halal tourism is one of the industrial sectors that has contributed to the increase of Indonesian foreign exchange. The contribution of halal tourism in West Nusa Tenggara as a contributing foreign exchange can be seen from the three indicators described by the Tourism Office of West Nusa Tenggara Province, these three indicators are:

1. Number of tourist visits.
2. Length of tourist visits.
3. Tourist expenditure.

The three indicators above are related to each other. The large number of foreign tourist arrivals coming to West Nusa Tenggara for a certain period of time and with all expenses incurred to meet daily needs will have an impact on income for Indonesia, which will eventually become Indonesia's foreign exchange earnings.

So, the increasing number of foreign tourists visiting West Nusa Tenggara will increase the income of regional foreign exchange, the increase of regional income of foreign exchange will give a direct influence to the income of national foreign exchange, it can be said that the halal tourism in West Nusa Tenggara has contributed to the achievement of economic interests. Explained in 2016 the number of foreign tourists visiting West Nusa Tenggara reached 1,404,328 people, with an average length of stay in an accommodation for 2.18 days and the average expenditure incurred by foreign tourists as much as US \$ 136/day. Of the three indicators above, it can be seen that the foreign exchange earned from foreign tourists in 2016 is as much as US \$ 416.355.165 or about Rp. 4.163.551.654.400 (Dinas Pariwisata Provinsi Nusa Tenggara Barat, 2017).

The amount of foreign exchange received by Nusa Tenggara Barat in 2016 is quite large, even exceeding the income of foreign exchange in previous years. Thus, it can be

concluded that the contribution of halal tourism to increase foreign exchange earnings through the above three indicators can be considered successful.

Indonesian Diplomacy in Achieving Economic Interest: How Islamic Worldview in this Case

On the background of this paper which is written in chapter one has been explained that this thesis will discuss about how the views of Islam related to this thesis discussion. In this discussion, the Islamic perspective is not the basis of thinking, but rather as an additional approach to discuss the discussion.

By definition, Roy (Roy, 1991) explains in his book that diplomacy is an art that promotes the interests of a state through negotiations by peaceful means if possible, in dealing with other countries. Judging from the history of diplomacy in the past, such as diplomacy between the Athenian committee versus Sparta, diplomacy between Iranian and Roman Emperors, and diplomacy between Muslims versus the emperors of the time, all forms of diplomacy basically use peaceful means and negotiations to end the war, resume peace, and realize common goals (Yousefvand, 2012).

In his writings, Mahmoud explained that in the early days of his emergence, Islam used diplomacy to pursue its interests by inviting people to follow the teachings of Islam (Yousefvand, 2012). Just as the Prophet Muhammad sent his messengers to the neighboring kingdoms to inform the Prophet Muhammad's invitation to enter into Islam. The event of sending envoys to other state leaders is the starting point of the Islamic government's foreign relations with non-Islamic governments (Yousefvand, 2012). Just like Allah SWT said in Al-Qur'an surah Al- Anfal verse 61:

وَإِنْ جَنَحُوا لِلسَّلْمِ فَاجْنَحْ لَهَا وَتَوَكَّلْ عَلَى اللَّهِ ۗ إِنَّهُ هُوَ السَّمِيعُ الْعَلِيمُ

Translation:

“And if they incline to peace, then incline to it [also] and rely upon Allah . Indeed, it is He who is the Hearing, the Knowing”. (Al Anfal: 61).

So it can be concluded that Islam does not necessarily free itself from the world of politics as well as diplomacy and also the values contained in Islam teaches the importance of

the meaning of peace in negotiating. As well as Indonesian diplomacy through halal tourism in West Nusa Tenggara which is done peacefully without any violence or war.

Conclusions

Efforts made by the government in growing understanding, informing and influencing the people of other countries by using halal tourism as a subject can be said as soft power. The potential of halal tourism in West Nusa Tenggara can make foreign tourists have positive views and good opinions. This is what proves that halal tourism in West Nusa Tenggara has a role as a soft power asset for Indonesian public diplomacy.

To know the effectiveness of halal tourism in West Nusa Tenggara as a form of Indonesian diplomacy in achieving economic interests, the authors use four stages in the application of public diplomacy. The four stages are:

1. Introducing: participation in international events related to tourism
2. Increasing positive appreciation: improvement of services and facilities of halal tourism
3. Engaging: procurement of international events
4. Influencing: international cooperation in the field of transportation

From the four stages above, the authors conclude that the main objective of the stage is to increase the number of foreign tourists visiting West Nusa Tenggara.

Two years of implementation of halal tourism in West Nusa Tenggara since 2015 until 2016 can be said successful. The number of foreign tourists visiting West Nusa Tenggara increased. Recorded in 2016 the number of foreign tourists visiting West Nusa Tenggara reached 1,404,328 inhabitants.

The effort of Indonesian public diplomacy to attract as many foreign tourist arrivals to Indonesia is aimed at the economic interests of Indonesia, namely the increase of foreign exchange income. To see how big the contribution of halal tourism in West Nusa Tenggara in fulfilling the national interest, can be measured through three main indicators, namely:

1. Number of tourist visits.
2. Length of tourist visits.
3. Tourist expenditure.

The increasing number of foreign tourist arrivals to West Nusa Tenggara continues to increase each year, until the year 2016 reached as many as 1,404,328 people, with an average length of stay in an accommodation of about 2.18 days and the average daily spending reached US \$ 136. Of the above three indicators, in 2016 West Nusa Tenggara generate foreign exchange earnings of US \$ 416,355,165 or equivalent to Rp. 4.163.551.654.400. Thus it can be said that the contribution of halal tourism in West Nusa Tenggara in increasing foreign exchange income is declared successful.

In writing this essay, the author also add an Islamic view of diplomacy by Indonesia in achieving economic interests. Islam sees that in solving a problem or in the pursuit of a national goal it is not necessary to take violent action, but by negotiating peacefully. In this case, Indonesia put forward efforts to achieve economic interests peacefully by diplomacy through halal tourism in West Nusa Tenggara.

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