

Strategy for Developing the Concept of Halal Beach Tourism in Gunung Kidul Regency, Yogyakarta

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Abstract. One sector that is currently being featured in Indonesia is the development of tourism including halal tourism. The concept of halal is trending ranging from culinary, fashion, cosmetics and even the tourism sector. Gunung Kidul Regency of Yogyakarta has the largest beach tourism area and has the potential to be developed into halal beach tourism. However, appropriate strategy for the development of halal beach tourism in Gunung Kidul Regency is still lacking. Study on the topic on the halal beach tourism is also still limited. This study aims to analyze the strategy for developing the potential of halal beach tourism in Gunung Kidul Regency using the Analytic Hierarchy Process (AHP) method and the Strengths, Weaknesses, Opportunities, and Threats (SWOT) approach. The results of this study show that strength is a top priority in developing halal beach tourism in Gunung Kidul Regency. The strategy priorities are: a) improvement of facilities such as prayer facilities and supporting facilities with the concept of halal beach tourism, b) expanding cooperation with various parties and synergies between beaches, c) improving the quality of human resources through training activities and introducing the concept of halal beach tourism, d) designing an integrated promotion and marketing strategy, and e) improvement of services and providing tour guides for tourists. This research implicates for the establishment of a halal certification policy for entrepreneurs as well as promoting clear regulations on halal beach tourism, especially in Gunung Kidul Regency.

Key words: AHP-SWOT, Gunung Kidul, halal beach tourism, strategy.

Abstrak. Salah satu sektor yang saat ini sedang menjadi unggulan di Indonesia adalah pengembangan pariwisata termasuk pariwisata halal. Konsep halal sedang trending mulai dari kuliner, fashion, kosmetik bahkan sektor pariwisata. Kabupaten Gunung Kidul Yogyakarta memiliki kawasan wisata pantai terluas dan berpotensi untuk dikembangkan menjadi wisata pantai halal. Namun, strategi yang tepat untuk pengembangan wisata pantai halal di Kabupaten Gunung Kidul masih kurang. Penelitian tentang topik wisata pantai halal juga masih terbatas. Penelitian ini bertujuan untuk menganalisis strategi pengembangan potensi wisata pantai halal di Kabupaten Gunung Kidul dengan menggunakan metode Analytic Hierarchy Process (AHP) dan pendekatan Strengths, Weaknesses, Opportunities, and Threats (SWOT). Hasil penelitian ini menunjukkan bahwa kekuatan menjadi prioritas utama dalam mengembangkan wisata pantai halal di Kabupaten Gunung Kidul. Prioritas strategi tersebut adalah a) pengembangan fasilitas seperti sarana ibadah dan sarana penunjang dengan konsep wisata pantai halal, b) perluasan kerja sama dengan berbagai pihak dan sinergi antar pantai, c) peningkatan kualitas sumber daya manusia melalui kegiatan pelatihan dan pengenalan konsep wisata pantai halal, d) merancang strategi promosi dan pemasaran yang terintegrasi, dan e) peningkatan pelayanan dan penyediaan pemandu wisata bagi wisatawan. Penelitian ini berimplikasi pada penetapan kebijakan sertifikasi halal bagi pengusaha serta mempromosikan regulasi yang jelas tentang wisata pantai halal, khususnya di Kabupaten Gunung Kidul.

Kata kunci: AHP-SWOT, Gunung Kidul, halal beach tourism, strategi.

INTRODUCTION

According to the Global Muslim Travel Index or GMTI (2019), the world's Muslim tourists are estimated to reach 230 million people by 2030. Muslim spending in 2018 on travel was valued at \$189 billion and will continue to grow to \$274 billion by 2024. Data from the State of the Global

Islamic Economy 2020/21 reported that Indonesia occupies the 4th position as a Muslim-friendly tourism country out of 73 Muslim countries (DinarStandard, 2021). The assessment of achievements obtained by the Indonesian state is assessed from various aspects, namely communication, access, environment, and services provided at tourist sites. In addition, Indonesia was able to get 12 out of 16 awards at the World Halal Tourism Award Abu Dhabi in 2016 (Indonesia Travel, 2016). In 2017, Indonesia was ranked 42nd according to the World Economic Forum (WEF) in the tourism and travel competitiveness index with a value of 4.16 (Schwab, 2017). All of these prizes and achievements indicate the high potency of Indonesia to develop its tourism industry, especially halal tourism.

In view of resources, Indonesia has abundant of human and natural resources so that there are many promising tourist areas from the western end to the eastern end of Indonesia can be developed. Indonesia is a country with the largest Muslim population in the world. Reports by The Royal Islamic Strategic Studies Centre (RISSC) (2022) stated that there are 231.06 million Indonesians who are Muslim, or equivalent to 86.9% of the total population of Indonesia (Kemenag, 2022). This big size population and abundant of natural resources have been become potency for development of various industries including tourism industry.

According to Law Number 9 of 1990 article 1, tourism is everything related to touring, including the management of tourist objects and attractions and businesses in the field. Data from the National Statistic Agency (BPS, 2021) shows that tourism interest has increased yearly with the increasing number of Indonesian tourists, both domestic and foreign. When there is a lack of other industries that are not fixed, the tourism sector can be a great hope for the government to support the economy.

The emergence of halal tourism is a new phenomenon. Halal tourism has only been known since 2015, when a World Halal Tourism Summit (WHTS) event was held in Abu Dhabi, UAE (Samori et al., 2016). Indonesia takes advantage of potential opportunities in the development of halal tourism. The concept of halal tourism is not only for Muslims but also for non-Muslims, aiming to meet tourists' needs and comfort (Kemenpar, 2015). Kementerian Pariwisata (2015), in its report noted that 13 provinces are ready to become halal tourism destinations (halal tourism), one of which is D.I. Yogyakarta Province.

Table 1 Number of tourists visiting DI Yogyakarta in 2016-2020

Year	2016	2017	2018	2019	2020
Number of Tourists D.I. Yogyakarta	20,710,976	25,950,793	26,515,788	28,324,394	10,830,143

Source: DISPARDA D.I. Yogyakarta, 2020.

D.I. Yogyakarta (DIY) Province is one of the most popular and favorite tourist destinations for foreign tourists. Report from the National Statistic Agency (BPS) 2016-2019 noted that tourist visits from DIY Province experienced an increase. There was a decline in 2020 with 10,830,143 visits due to the impact of the Covid-19 pandemic.

Gunung Kidul Regency is one of districts in the DIY Province, which has an area of $\pm 1,431.42$ km² or about 46.63% of the total area of DIY Province. This area is spread along the southern coast with a coastline of 71 km (BPS, 2019). Gunung Kidul Regency is one of the favorite tourist destinations in the DIY Province, which has a variety of tourism potential in the form of beaches, mountains, waterfalls, and caves. It has excellent beach tourism with the most extended beach area and a large enough capacity to be developed as a beach tourism sector in DIY Province (Sudarsono and Susantun, 2019).

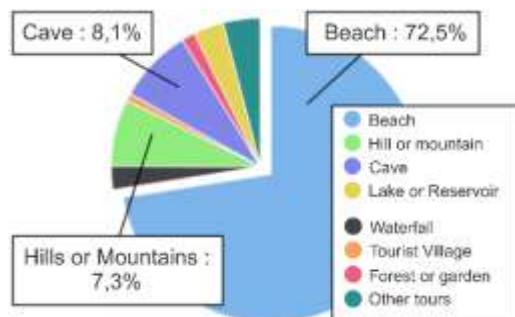
Table 2 Comparison of the Area and the Length of the Coastline of the Regency/City of Prov. D.I. Yogyakarta

Regency/City Prov. DI Yogyakarta	An Area (km ² /sq.km)	Coastline length (km)
Kulon Progo	586.28	25
Bantul	508.13	17
Gunung Kidul	1,431.42	71
Sleman	574.82	-
Yogyakarta	32.50	-

Source: BPS, 2019.

Table 2 shows a comparison of the data on the area and length of the coastline of districts/cities in the Province of DI Yogyakarta. Regencies that have coastal tourism areas are Kulon Progo, Bantul and Gunung Kidul. Gunung Kidul occupy the largest area, and the longest coastline.

Gunung Kidul Regency has various economic potentials, including tourism potential. The tourism potential is in the form of beaches, mountains, waterfalls and caves. The leading sector in Gunungkidul is natural tourism in the coastal area, with the most extended beach tourism area in Yogyakarta (Table 2). Gunung Kidul Regency is one of the tourist destinations with excellent potential for halal beach tourism development in Indonesia (Kementerian Pariwisata, 2015).



Source: Hasri and Santosa, 2018.

Figure 1 The pie graph shows the distribution of the tourism sector in Gunung Kidul Regency

The pie graph shows that Beach tourism dominates 72.5% of all tourism in the Gunung Kidul district, followed by cave tourism, hills or mountains, lake, and other tours. Based on field observations, it was found that several beaches in Gunung Kidul Regency already have facilities and infrastructure that are friendly to Muslim tourists. This can be seen in the availability of places of worship, toilets, lodging places, and places to eat that are friendly to halal tourism. However, the availability of Muslim-friendly facilities and infrastructure is not evenly distributed throughout the coastal area in Gunung Kidul Regency. Some beach tourism destinations still do not prioritize the concept of halal beach tourism because of the lack of knowledge and ability to support the existence of halal beach tourism.

Study on halal beach tourism in Indonesia is in the early stage and very limited. The development of halal tourism in coastal areas requires intensive and proper management to increase the flow of tourist visits. Therefore, it is important to determine the strategy for developing the concept of sustainable halal beach tourism in Indonesia, especially for the Gunung Kidul local government.

LITERATURE REVIEW

Based on Law No.10 /2009 concerning tourism, tourism activities are provided and supported by central and local governments, communities and entrepreneurs. One of the sectors in the industrial field that is growing rapidly in all corners of the world is tourism (Chookaew et al., 2015). Tourism is defined as the whole of the relationships and phenomena that cause human travel outside the home

with the intention of not living permanently and not related to wage-producing work (Middleton et al., 2009). One industry that is able to lift the rate of economic growth quickly in terms of providing employment, income, standard of living, and in activating other production sectors is tourism (Israwati, 2018).

According to Nugraha (2018) halal tourism is a form of culture-based tourism that upholds Islamic norms and values as guidelines. Halal tourism requires a more comprehensive development related to Islamic norms that exist in tourism activities (Widagdyo, 2015). Han et al. (2019) stated that although little knowledge about the characteristics of halal tourism in literature studies, in some studies has defined the conceptual of halal tourism. Based on the Global Muslim Travel Index (GMTI) (2018), the general criteria for halal tourism are: orientation to the general good, orientation of enlightenment, tranquility and refreshment, avoid polytheism and *khurafat*, free from immorality, protect safety and comfort, protect environmental sustainability, and respect for local wisdom and socio-cultural norms. Halal tourism has a different definition from religious and conventional tourism.

Table 3 Comparison of conventional tourism, religious tourism, and halal tourism

Elements Comparison	Conventional Tourism	Religious Tourism	Halal Tourism
Object	Covering culture, nature, culinary, and history	Includes historical relics and places of worship	Everything
Purpose	For entertainment	For the enhancement of spirituality	Going on a trip to entertain yourself in order to improve spirituality
<i>Tour guide</i>	Mastering information and understanding attractions in order to attract tourists	Mastering the history of people and locations in tourist attractions	Increase the religious spirit of tourists and be able to convey spiritual roles and functions in the Islamic context
Prayer Facilities	Just supporters	Include in the tourism package	Become a part that blends with tourist attractions, such as worship rituals that are packaged into part of entertainment packages
Trip Agenda	All the time or not paying attention to the time	Specific time	Pay attention to travel time with religious worship

Source: Al Zastrow, 2017.

Ratnasari (2021) explained that the concept of halal tourism does not apply only to Muslim tourists, but also applies to general tourists, both domestic and foreign tourists, including Non-Muslim tourists. Halal beach tourism is a tourist trip to a place with the motivation to find entertainment on the beach with the motivation to increase faith and always implement Islamic principles such as halal food, bathrooms with ablution water, prayer facilities, etc. (GMTI, 2016). The concept of halal beach tourism is more emphasized on Islamic principles where tourists who come to their destination must wear Islamic rules, such as how to dress while swimming, distinguish men and women, are not allowed to bring food and drinks prohibited by religion and others (Mukaffi et al., 2020).

The development of halal beach tourism concept has experienced many obstacles both from the aspect of community support and the availability of supporting facilities. In terms of community support, there are still many people who consider halal beach tourism the same as the concept of conventional beach tourism. The supporting facilities are frequently not available. There are still many inadequacies, such as poor conditions prayer rooms, toilets, clean water, lack of environmental cleanliness, and the absence of sharia lodging (Mukaffi et al., 2020).

METHOD

This study uses quantitative and qualitative approaches. The data used comes from primary and secondary sources. Primary data has a role to determine the development strategy and score of the potential level of halal tourism with the concept of halal beach tourism. Primary data were obtained through in-depth interviews and the results of filling out questionnaires by experts consisting of practitioners, regulators and academics who understand halal beach tourism. Meanwhile, secondary data is intended as supporting data. Secondary data are obtained from theses, journals, the Central Statistics Agency (BPS), the Quran, and other relevant literature. Data processing methods are carried out qualitatively and quantitatively, consists of descriptive data analysis methods, AHP (Analytic Hierarchy Process) and SWOT (Strength Weakness Opportunity Threat) approach.

Descriptive Analysis

Variables (criteria and sub-criteria) of respondent characteristics are based on several indicators such as gender, age, education level, occupation, income level, travel motivation, and tourist perceptions, and then analyzed using descriptive analysis. The data are obtained through filling out questionnaires and interviews, which are then grouped, and presented in the form of figures or tables.

AHP-SWOT Analysis

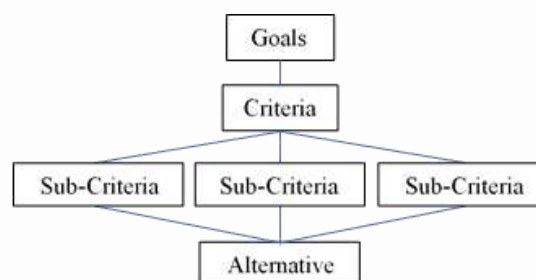
To determine the strategy for developing Halal Beach Tourism in Gunung Kidul Regency, quantitative data analysis was carried out using the Analytic Hierarchy Process (AHP) method. The Analytic Hierarchy Process (AHP) method was first developed by Thomas L. Saaty, a mathematician from the University of Pittsburgh, United States in the early 1970s. AHP helps in analyzing a complex problem into a problem that is easier to understand. This method states that the number of respondents is not important, the most important thing is that the respondents selected are people who master and are competent in their fields.

SWOT analysis is a form of descriptive analysis of situations and conditions. This analysis places both as input factors and is grouped according to their respective contributions. Research uses SWOT as an approach and criteria for research. SWOT consists of 1) S = Strength; 2) W = Weaknesses; 3) O = Opportunities; 4) T = Threats.

AHP Procedure

In general, the AHP procedure includes the following stages (Saaty, 1993), namely:

1. Problem decomposition, the step by which a predetermined goal is then systematically described into a structure that composes a series of systems so that the goal can be achieved rationally. Problems that are unclear or less specific will cause bias in determining the selection of goals, criteria, activities and various elements or factors that make up the hierarchical structure of problem solving.
2. Stage of Arranging the Hierarchy of Problems to be solved, described into its elements, namely objectives, criteria and alternatives, then arranged into a hierarchical structure as in Figure 2.



Source: Saaty, 1993.

Figure 2 Hierarchical structure

The construction of the AHP model is based on a review of the theoretical and empirical literature that raises questions for experts and practitioners of halal tourism. Also, dig deeper into information to identify real problems through in-depth interviews.

3. Assessment of criteria and sub-criteria, and alternatives are assessed through pairwise comparisons. According to Saaty (1993), for various problems, a scale of 1 to 9 is the best scale for expressing opinions. The value and definition of qualitative opinion from the Saaty comparison scale can be seen in Table 4.

Table 4 Verbal and numerical scale comparison

Verbal Scale	Numerical Scale
It is very much more influential	9
	8
Very much more influential	7
	6
Bigger influence	5
	4
Slightly bigger effect	3
	2
Just as big of an impact	1

Source: Ascarya, 2005.

4. Preparation of the matrix and Consistency Test when the questionnaire filling process has been completed. Research data is collected and entered into the Super Decisions software, which then looks for the geometric mean value and calculates the value of Kendall's Coefficient of Concordance, a measuring tool for calculating rater agreement using Microsoft Excel.

- a. Geometric Mean

The type of average calculation that shows a particular trend or value with the following formula (Ascarya, 2011):

$$(\prod_1^n = 1a_i)^{1/n} = \sqrt[n]{a_1 a_2 a_3 \dots a_n} \quad (1)$$

- b. Rater Agreement

A measure of the level of conformity (agreement) of the respondents to the questions in the cluster. Calculating Kendall's (W), first need to rank each answer and then add them up.

$$R_1 = \sum_m^j - = 1_{r,j} \quad (2)$$

The average value of the total ranking is:

$$R = \frac{1}{2} m(n + 1) \quad (3)$$

The sum of the squares of deviation (S), calculated by the formula:

$$S = \sum_n^1 = 1(R_1 - R_2)^2 \quad (4)$$

So that we get Kendall's W, which is:

$$W = \frac{12_s}{m^2(n^3 - n)} \quad (5)$$

If the test value of W is 1 ($W = 1$), it can be concluded that the assessment or opinion of the respondents entirely agrees. If the W score is 0 or close to 0, this indicates disagreement between the respondents' responses or different responses (Ascarya, 2011).

5. For priority determination, each criterion and alternative need to make pairwise comparisons. The relative comparison values are then processed to determine the ranking of alternatives from all alternatives. The weights or priorities are calculated by manipulating the matrix or solving mathematical equations. The opinion matrix processing consists of two stages, namely:
 - a. Horizontal processing prioritizes decision elements for one level of the hierarchy above.
 - b. Vertical processing prioritizes the influence of each element at the decision hierarchy level on the primary target.

The most critical stage in the assessment analysis using pairwise comparison techniques (Pairwise Comparison) on elements at a hierarchical level. Assessment is done by giving numerical weights and comparing one element to another. The next stage is synthesizing the assessment results to determine which elements have the highest and lowest priorities. Suppose the consistency ratio has met the requirements. In that case, the opinion of each decision maker is combined to make a combined opinion matrix, and the priority weight calculation for each sub-element is carried out. Vertical processing is carried out to obtain the system priority vector.

RESULTS AND DISCUSSION

Descriptive Analysis

General feature of halal beach tourism in Gunung Kidul Regency

The development of halal tourism not only focuses on supporting the goal of increasing the number of tourists, but also knowledge-based tourism oriented to local objects such as beaches, parks, and others. This is based on the wealth of potential resources owned by each region, such as the coastal area in Gunung Kidul district. The concept of halal beach tourism is based on Islamic principles where tourists who come to the destination must wear Islamic rules, such as how to dress while swimming, distinguish the location of men and women, are not allowed to bring food and drinks prohibited by religion and others.

The development of halal beach tourism has experienced many obstacles both in terms of government support, community support and available supporting facilities. In terms of community support, it shows that there are still many people who consider halal beach tourism the same as other beach tourism. Then supporting facilities are still not available such as prayer rooms with poor conditions, toilets, clean water, environmental cleanliness, sharia spas, sharia hotels and the absence of supporting facilities for children such as playgrounds, as well as other facilities that can be a lure for tourists to visit halal beach tourist areas.

The Gunung Kidul district government through various units, especially the Tourism Office and Regional MUI, has the authority in an effort to develop halal beach tourism. As a facilitator, the role of the government is powerful to facilitate the development of halal beach tourism. The development of halal beach tourism in Gunung Kidul district will be a good asset, especially in supporting the economy in the tourism sector.

SWOT Analysis of Halal Beach Tourism Concept

The potential for halal tourism is still growing in Indonesia, so it shows that Indonesia has enormous halal tourism potential (Ferdiansyah, 2020). Each province in Indonesia has different cultures and characteristics. In increasing the flow of tourists, the development of halal tourism in coastal tourism areas must be considered and managed seriously. Based on this, researchers try to determine planning priorities from existing policies from the Gunung Kidul local government, especially related to planning the development of the concept of sustainable halal beach tourism.

This study uses four components of analysis namely: strengths, weaknesses, opportunities, and threats, compiled from literature reviews and in-depth interviews with experts and practitioners who are masters in their fields. This analysis will be the basis for formulating a strategy to develop the potential of halal beach tourism in Gunung Kidul. Here are the source variables used in the survey:

Table 5 Variables in the research model

	Variable	Source
Strength (S)	S.1 Gunung Kidul tourist beach has the largest beach tourism area in Yogyakarta Province	BPS (2019); Amdani (2008)
	S.2 Gunung Kidul beach tourism is one of the destinations de beach tourism destinations in Yogyakarta Province	BPS (2019)
	S.3 Availability of hotel or lodging facilities around beach attractions	Destiana and Kismartini (2020)
	S.4 Transportation availability for tourists	Kemenparekraf (2015); Safitri (2021)
	S.5 Availability of places of worship	Faza (2019), Yuliaty (2020)
	S.6 Affordable ticket prices	Safitri (2021)
Weakness (W)	W.1 Lack of supporting facilities for places of worship	Wandhini et al. (2019)
	W.2 Lack of promotion and cooperation between the manager and other parties	Maryati (2018); Wolah (2016)
	W.3 Beach tourism managers who do not understand halal tourism	Safitri (2021)
	W.4 Unavailability of beach tour guides	Soraya et al. (2021)
	W.5 Budget constraints in the development of beach attractions	Pramono dan Dwimawanti (2017)
Opportunity (O)	O.1 Many tourists visit	BPS (2020)
	O.2 There is direct support from the local government for beach tourism	Khotimah at al. (2017)
	O.3 Easy road access to the beac	Sumarabawa (2015)
	O.4 Indonesia's Muslim Majority Population	Kemenag (2022); RISSC (2022)
	O.5 Availability of markets or souvenir centers close to the beach	Mikhriani (2021)
	O.6 There are still few halal beach tourisms in Indonesia	Kemenparekraf, 2015
Threat (T)	T.1 Lack of public knowledge about halal beach tourism	Han et al. (2019)
	T.2 The distance to the beach is quite far	Wijayanti (2021)
	T.3 The existence of regional petitions in the development of halal tourism potential	Yurianto (2019)
	T.4 There is no policy on halal beach tourism in Gunung Kidul	Wijayanti (2021)
Strategy (STR)	STR.1 Expanding cooperation with various parties and synergies between beaches	Safitri (2021)
	STR.2 Improvement and improvement of facilities such as prayer facilities and supporting facilities with the concept of <i>Halal Beach Tourism</i>	Kemenparekraf (2015)
	STR.3 Improve the quality of human resources through training activities and introducing the concept of <i>Halal Beach Tourism</i>	Riadhussyah dan Subarkah (2020)
	STR.4 Designing promotional and <i>marketing</i> strategies in an integrated and integrated manner	Kuncoro dan Chusmeru (2020)
	STR.5 Development by improving services and providing tour guides for tourists	Mukaffi et al. (2020)

The strategy formulated is expected to minimize weaknesses and overcome threats by maximizing the strengths and opportunities of coastal tourism in Gunung Kidul Regency. Based on the SWOT matrix in Table 6, five strategies are formulated based on a combination of internal and external factors in this study.

Table 6 Strategy based on SWOT combination

<p style="text-align: center;">Internal Factors</p> <p style="text-align: center;">External factors</p>	<p style="text-align: center;">Strengths (S)</p> <p>S.1 Gunung Kidul tourism beach has the widest beach tourism area in Yogyakarta Province.</p> <p>S.2 Gunung Kidul tourism beach is one of the beach tourism destinations in Yogyakarta Province.</p> <p>S.3 Availability of hotel or lodging facilities around beach tourism</p> <p>S.4 Availability of transportation for tourists</p> <p>S.5 Availability of places of worship</p> <p>S.6 Affordable ticket prices</p>	<p style="text-align: center;">Weaknesses (W)</p> <p>W.1 Lack of supporting facilities for places of worship</p> <p>W.2 Lack of promotion and cooperation between the management and other parties</p> <p>W.3 Coastal tourism managers who do not understand halal tourism</p> <p>W.4 Unavailability of beach tour guide</p> <p>W.5 Limited budget for the development of coastal tourism objects</p>
<p style="text-align: center;">Opportunities (O)</p> <p>O.1 Many tourists visit</p> <p>O.2 There is direct local government support for beach tourism</p> <p>O.3 Easy road access to the beach</p> <p>O.4 Indonesia's population is predominantly Muslim</p> <p>O.5 Availability of markets or souvenir centres close to the beach</p> <p>O.6 There are still few halal beach tourism in Indonesia</p>	<p style="text-align: center;">Strategy (SO)</p> <ol style="list-style-type: none"> Expanding cooperation with various parties and synergies between beaches (S6, O2) Improvement and improvement of facilities such as prayer facilities and supporting facilities with the concept of halal beach tourism (S3, S4, S5, O3, O5) 	<p style="text-align: center;">Strategy (WO)</p> <ol style="list-style-type: none"> Designing an integrated and integrated promotion and marketing strategy (W1, W2, W3, O1, O4, O6)
<p style="text-align: center;">Threats (T)</p> <p>T.1 Lack of public knowledge about halal beach tourism</p> <p>T.2 The distance to the beach is quite far</p> <p>T.3 There is regional competition in the development of halal tourism potential.</p> <p>T.4 There is no policy regarding halal beach tourism in Gunung Kidul</p>	<p style="text-align: center;">Strategy (ST)</p> <ol style="list-style-type: none"> Improving the quality of human resources through training activities and introducing the concept of halal beach tourism (S1, S2, T1, T4) 	<p style="text-align: center;">Strategy (WT)</p> <ol style="list-style-type: none"> Development by improving services and providing tour guides for tourists (W4, W5, T2, T3)

Discussion

The Strength-Opportunity (SO) strategy is formulated from the elements of strengths and opportunities. This strategy utilizes internal strengths to seize external opportunities. There are two alternative strategies in terms of developing beach tourism objects with the concept of Halal Beach Tourism in Gunung Kidul Regency, namely: 1) expanding cooperation with various parties and synergies between beaches; and 2) improvement of facilities such as prayer facilities and supporting facilities with the concept of halal beach tourism.

The first strategy is based on the beach tourism opportunities of Gunung Kidul Regency, where the type of business developed matches the natural resource potential of Gunung Kidul Regency. Beach tourism objects have established cooperation with internal and external parties in the development of beach tourism. Also, there is government support in the form of policies that support the development of coastal tourism, accompanied by the fact that the price of entrance tickets to the beach tourist area has been regulated by the Gunung Kidul Tourism Office so that the price offered is very affordable for tourists.

Another strength aspect is the availability of halal beach tourism supporting facilities in the form of places of worship, separate toilets, and lodging or hotels near the beach. Regarding the second strategy, beach tourism in Gunung Kidul Regency is now very accessible. Access roads to the beach location and public transportation facilities needed by tourists are very easy to reach. Tourists who visit the beach in Gunung Kidul Regency also do not need to worry about the food that will be consumed since Gunung Kidul's local government provides places to eat and shop for souvenirs that are halal and friendly to Muslims.

The Weakness-Opportunity (WO) strategy is formulated from elements of weaknesses and opportunities. This strategy takes advantage of opportunities to overcome weaknesses. There is an alternative strategy for developing coastal tourism objects in Gunung Kidul Regency, namely, designing an integrated promotion and marketing strategy.

The potential for halal tourism development in Indonesia is very large. Indonesia is the country with the largest Muslim population in the world, with approximately 231 million Muslims or equal to 86.9% of the total population of Indonesia. With this big size Muslim population, it is expected that promoting halal beach tourism in Indonesia would be easy. Another opportunity is that the existence of halal beach tourism is still new and very rare in Indonesia. This could become an opportunity to optimize the development of halal beach tourism, especially in Gunung Kidul Regency.

The weakness includes the human resource condition, in which beach communities and beach managers are still not familiar with the concept of halal beach tourism. This is because promotion and education about halal beach tourism are still limited. The counseling on halal tourism that should be carried out by MUI and the Gunung Kidul Tourism Office is still not optimal. This has an impact on the lack of knowledge of the community and beach tourism object managers about halal beach tourism.

Various ways to develop halal beach attractions in Gunung Kidul Regency should be actively carried out so that people increasingly understand the existence of halal tourism in Indonesia. One way that can be done for the development of halal beach attractions in Gunung Kidul is the promotion of beach tourism through social media. In addition, increasing cooperation between beach managers and travel agents can also be done in order to accelerate the development of halal beach tourism in Gunung Kidul. In fact, increasing the promotion of beach attractions and involving travel agents in the development of tourist attractions could increase the number of tourists visiting beach attractions in Gunung Kidul.

Therefore, it is necessary to design an appropriate marketing plan for the tourist attraction in Gunung Kidul Beach such as through digital marketing. The type of digital marketing such as through

marketplaces, websites, social media marketing, online advertising, and video marketing can be introduced. Offline promotion can be done by distributing posters or pamphlets. By choosing the right marketing medium, the opportunity to increase visits by both domestic and foreign tourists can be achieved.

The disadvantage of halal beach attractions in Gunung Kidul lies in the lack of supporting facilities for prayer, such as ablution places and separate toilets, prayer places, directions, and prayer tools. This is due to the problem of limited capital owned by beach managers in Gunung Kidul, so they experience difficulties in fulfilling complete halal tourism support facilities. Even so, the existence of tourist attractions with Muslim-friendly beaches in several areas in Gunung Kidul Regency is one of the advantages and potentials that must be developed because there are not too many halal attractions in Gunung Kidul or halal beach tourism objects in Indonesia as a whole.

The Strength-Threat (ST) strategy is formulated from strength elements combined with threat elements. This strategy uses force to deal with threats that occur. Improving the quality of human resources through training activities and introducing the concept of halal beach tourism could become one alternative strategy of developing halal beach tourism in Gunung Kidul Regency. This is because the majority of people do not understand the concept of halal beach tourism in depth. Government policies and direct support from regulators, especially from the Gunung Kidul tourism office in this case, is also necessary.

Gunung Kidul Beach Tourism Area is one of the halal beach tourist destinations in D.I. Yogyakarta and has a very large capacity with a coastline length of 71 km, making this place is the widest and longest in the D.I.Y. Province. This beach tourist area is also supported by an unique and beautiful beach conditions. This aspect of strength needs support from the government and tourism office in order to facilitate it.

The Weakness-Threat (WT) strategy is formulated from elements of weakness combined with elements of threat. This strategy is used to minimize weaknesses in dealing with threats. There is an alternative strategy in terms of developing halal beach tourism in Gunung Kidul Regency, namely development by improving services and providing tour guides for tourists.

The strategy is based on the lack of availability of beach tour guides on Gunung Kidul's beach. The availability of beach tour guides is important, in order to make easier for tourists to access tourist attractions and places such as restaurants, toilets, worship place, etc. Limited capital in the development of beach tourism objects is a weakness that hinders the improvement of the services of beach attractions in Gunung Kidul Regency. Another weakness is the long distance between Yogyakarta City and Gunung Kidul Regency (60 km), which could become a challenge by the tourists to reach the tourist destination. Improving public services therefore is important, especially providing affordable public transportation.

The above alternative strategies are proposed in order to achieve the development of Halal Beach Tourism concept especially in the Gunung Kidul Regency. Once they are approved by the government, they should be translated into local government policies, and then to be implemented, monitored and evaluated. According to Rifa'i (2019), the continuity of the performance monitoring and evaluation process is very important because weak monitoring and evaluation often cause fatal and detrimental problems. In addition to good planning, the monitoring process is the biggest determining factor for the success of a program. The supervision process must be carried out regularly so that the tourist attraction and program will run smoothly.

Strategy Priorities

Based on the AHP analysis, the main priority of the halal beach tourism development strategy in Gunung Kidul is the improvement of facilities such as prayer facilities and supporting facilities with the concept of halal beach tourism with a geometric mean score of 0.30359. The priority order of the

development strategy is: 1) Improvement of facilities such as prayer facilities and supporting facilities with the concept of halal beach tourism with a mean geometric score of 0.30359; 2) Expanding cooperation with various parties and synergy between beaches with a geometric mean score of 0.30181; 3) Improve the quality of human resources through training activities and introducing concepts halal beach tourism with a geometric mean score of 0.1886; 4) Designing integrated and integrated promotional and marketing strategies with a geometric mean score of 0.13685; 5) Development by improving services and providing tour guides for tourists with a geometric mean score of 0.06916. The calculation of the respondents' rater agreement obtained a W score of 0.9037. This means that 90.37% of respondents agreed with the priority results in the development strategy, while the rest gave varied answers.

CONCLUSION

This study concludes that the Gunung Kidul beach tourism area has the potential to be developed with the concept of halal beach tourism. Developing this potential requires support from various parties both internally and externally. External parties include the community and the government, especially the district tourism office and the Indonesian Ulema Council (MUI) of Gunung Kidul Regency. The internal parties include beach tourism object owners and Gunung Kidul beach managers. Support that can be given to the internal parties is in the form of strengthening policies regarding the concept of halal tourism. Of the four SWOT aspects, the 'strength' is the most influential aspect for the development of the concept of halal beach tourism in Gunung Kidul.

The strategies that need to be carried out based on the order of priority are: Improvement of facilities such as prayer facilities and supporting facilities with the concept of halal beach tourism, expanding cooperation with various parties and synergies between beaches, improving the quality of human resources through training activities and introducing the concept of halal beach tourism, designing an integrated promotion and marketing strategy, and improvement of services and providing tour guides for tourists.

Recommendations

Considering the importance of developing the concept of halal beach tourism in the Gunung Kidul Regency, it is important for the government to facilitate the issuing of halal certificate for entrepreneurs in the halal tourism industry. Also, policy regarding halal tourism has not been contained in the Law No. 10 of 2009 on tourism. Therefore, it is necessary to stipulate local regulations related to the scope of halal beach tourism, considering the enormous potential for coastal tourism in the D.I Yogyakarta area, especially Gunung Kidul Regency.

The stakeholders, both the government and related institutions need to synergize in developing the potential of halal beach tourism in Gunung Kidul regency. This can be done by holding training programs for human resources related to beach tourism, both managers and the community in order to improve the quality of understanding of the concept of halal beach tourism.

Gunung Kidul beach managers are necessary to collaborate with various parties regarding funding, mentoring, promotion, and infrastructure provision. It is also necessary to design and implement promotional strategies in order to increase the flow of tourists coming to the area. Lastly, the government and related institutions need to expand and intensify programs to develop the independency of coastal management. The strategic priorities that have been formulated can be a reference not only for Gunung Kidul beach tourism, but also for other beach tourisms in Indonesia.

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