



Development strategy for halal tourism village in Gedepangrango tourism village, Sukabumi district

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ABSTRACT

Tourism is a significant contributor to the country's economy, and halal tourism has promising potential. The number of tourism villages with halal concepts in Indonesia is limited, but Gedepangrango Tourism Village in Sukabumi Regency shows promise for development as a halal tourism village. This study uses the Analytical Network Process (ANP) method and Strengths, Weaknesses, Opportunities, and Threats (SWOT) approaches to analyze the strategy for developing a halal tourism village in Gedepangrango Tourism Village. The findings indicate that strengths, weaknesses, opportunities, and threats significantly impact the development of a halal tourism village in the area. The analysis of strengths, weaknesses, opportunities, and threats reveals the tourism potential in agriculture, nature, and culture within Gedepangrango Tourism Village, but governance in the village has not been optimal. The development plans for the halal tourism village correspond to the Regional Medium-Term Development Plan of Sukabumi Regency, and there is competition from other tourist village objects. The primary focus should be on raising human resources' capacity to develop halal tourism villages.

ARTICLE INFO

Keywords:
ANP-SWOT,
Development Strategy,
Gedepangrango,
Halal Tourism Village.

1. Introduction

Tourism is an industry that contributes to the economic growth of the country. According to Widi (2022), the Ministry of Tourism and Creative Economy reported that the foreign exchange from tourism stood at USD 4.26 billion or approximately IDR 63.7 trillion in 2022. Halal tourism is among the various forms of tourism that show growth potential. Currently, halal tourism development has drawn the attention of various countries, including Indonesia. Indonesia has vast potential to advance in halal tourism. For the last five years, it has consistently featured among the top 5 halal tourist destinations globally. 2017, it was ranked third but rose to first place, tied with Malaysia in 2019.

According to the Global Muslim Travel Index (GMTI) 2019, Indonesia was declared the recipient of the award for Best Halal Tourism in the World, surpassing 130 other countries (Mastercard dan CrescentRating 2019). Indonesia's commendable performance continued,

winning 12 out of 16 accolades at the World Halal Tourism Award in Abu Dhabi (Kemenparekraf 2021). In 2021, Indonesia was ranked fourth and subsequently soared to the second rank in 2022. Indonesia must keep up its exceptional performance to sustain and improve its impressive rankings among the top five nations.

The GMTI 2022 survey reported that in 2019, the worldwide sum of Muslim tourists amounted to 160 million. This figure represented a decrease due to the pandemic; however, it is expected to revert to 160 million again by 2024. Moreover, it is projected that in 2028, such travellers will increase to 230 million, spending around US\$225 billion (Mastercard 2022). In 2022, the number of foreign visitors to Indonesia reached 5.47 million trips, indicating a 251.28 per cent surge compared to 2021 (BPS 2022).

Tourism development is subject to various dynamics, resulting in different concepts such as sustainable tourism development, ecotourism, and rural tourism towards enabling tourism in both urban and rural areas.

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One solution is the establishment of tourism villages (Zakaria and Suprihardjo 2014). The aim of developing tourism villages is to raise awareness among the public about the region's tourism potential, which can serve as a tourist attraction to boost economic growth. The official website of the Tourism Village Network (Jadesta) under the Ministry of Tourism and Creative Economy (Kemenparekraf 2022) has registered 3,619 Tourism Villages.

Sukabumi Regency is the most extensive district in West Java, making it the hub of development in the southern West Java and Java Island area (DISBUDPORA, Sukabumi Regency, 2021). The fourth objective of the Sukabumi Regency Government is to enhance competitiveness and productivity with a focus on sustainable agribusiness and tourism (Sukabumi Regency Government 2023). Tourism must be developed to achieve the goal of Sukabumi Regency. According to Table 2 from the 2022 Sukabumi Regency Tourism Office, there was a noticeable increase in tourist visits to Sukabumi Regency from 2017-2019. However, due to the pandemic, there was a decrease in 2021 with 983,754 tourists. Of the 381 villages in Sukabumi Regency, 35 are designated as tourist villages. Among these, Gedepangrango Tourism Village stands out as it is officially registered in the advanced category on the Jadesta Kemmenparekraf website. Gedepangrango Tourism Village is a prominent tourism destination in Sukabumi Regency, included in the Provincial Tourism Development Area (KPPP). It is a tourism area with a diverse product offering and themes for natural, cultural, and man-made tourism development (West Java Provincial Government 2015). Gedepangrango Tourism Village possesses various natural resources and human capital, encompassing agricultural potential, natural and cultural tourism, gastronomic tourism, and the enhancement of micro, small, and medium enterprises (MSMEs).

Since constructing of the longest suspension bridge in Asia, the Situgunung Suspension Bridge - spanning 240 meters - visitors to the area have increased by 603% (Rezki et al., 2021). According to the manager of Gedepangrango Tourism Village, this tourist attraction has significantly impacted micro, small, and medium enterprises (MSMEs) and local vendors operating in the Situ Gunung area. However, the impact is still not considerably visible for the inhabitants of other tourist attraction areas already in Gedepangrango Tourism Village. One way to promote tourism sector growth is by optimizing tourism resources by creating halal tourism villages (KNEKS and IAEI, 2020). A halal tourism village comprises a tourism village that integrates sharia tourism, local wisdom, distinctive resources, and the uniqueness of a specific village (Adinugraha et al., 2018).

Gedepangrango Tourism Village boasts a Muslim-majority population (Sukabumi Regency Government, 2023). Additionally, Sukabumi Regency has numerous Islamic boarding schools (Salam, 2023). These factors position Gedepangrango Tourism Village as a potential hub for halal tourism. The guidelines for halal tourism facilities, including places of worship, hotels, and restaurants, are outlined in fatwa DSN-MUI (2016) No. 108, based on Sharia principles. Non-Muslim consumers increasingly seek halal-certified products because they desire high-quality, safe, and ethical options (Syarif and Adnan 2019). Despite the potential of Gedepangrango Tourism Village to be transformed into a Halal Tourism Village, the current management faces significant challenges regarding community participation, promotion, and effective management, as reported by the village manager. Therefore, The objective of this study is to investigate the viability of creating a Halal Tourism Village in Gedepangrango Tourism Village and to suggest a plan for its development.

2. Methodology

This study employs both quantitative and qualitative methods. The primary data consists of in-depth interviews and expert-filled questionnaires focusing on the issues surrounding halal tourism villages and their developments in Sukabumi District. The primary data consists of in-depth interviews and expert-filled questionnaires focusing on the issues surrounding halal tourism villages and their developments in Sukabumi District. The language is objective and formal, employing clear, concise, and necessary information with a logical structure and causal connections between statements.

Data analysis was conducted using the Analytical Network Process (ANP) with a SWOT (Strength-Weakness-Opportunity-Threat) network structure and processed via Super Decisions software and Microsoft Excel. ANP is a mathematical theory employed for the systematic analysis of various kinds of problems. ANP can systematically explain dependence and feedback factors. Decisions in ANP are made through consideration and validation of empirical experience, as noted by Saaty (2005).

Ascarya (2005) maintains that the Analytic Network Process (ANP) offers a decision-making framework that avoids presupposing the autonomy of levels in the network and the independent elements within levels. The ANP method offers several advantages, including using a ratio scale that captures all interactions for accurate predictions and informed decision-making (Saaty 2016). Moreover, in ANP analysis, the validity benchmark relies on selecting expert respondents rather than solely on the number of samples or respondents.

3. Result

Analysis of SWOT for the Development of Halal Tourism Villages in Gedepangrango Village, Sukabumi District. This study employs four analytical components: internal strengths and weaknesses, as well as external opportunities and threats. The internal aspects examined include products, actors, managers, community, and village government in Gedepangrango Tourism Village. A literature review and interviews with notable experts and practitioners were conducted to inform the SWOT analysis. This analysis serves as a guide for the

implementation of a halal tourism village development strategy in Gedepangrango Tourism Village, which is situated in Sukabumi Regency. The following section presents the source of variables employed in this study.

The SWOT variables will be the foundation for formulating strategies in this research. The goal is to mitigate weaknesses and overcome threats while capitalizing on strengths and opportunities for Halal tourism villages in Gedepangrango Tourism Village. Eight strategies were formulated based on internal and external factors identified in Table 2.

Table 1. Research Variable

	Variable	Source
Strengths	S1. The Gedepangrango Tourism Village offers touristic opportunities in the areas of agriculture, nature, and culture.	Kemenparekraf (2022)
	S2. Worship facilities are available at Gedepangrango Tourism Village.	DSN-MUI (2016)
	S3. The residents of Gedepangrango Tourism Village are predominantly followers of the Islamic	Sukabumi Regency Government (2023)
	S4. The village government has provided great support to develop Gedepangrango Tourism Village.	Moch (2014)
	S5. There exists a Tourism Awareness Group in Gedepangrango Tourism Village.	Dewi et al. (2013)
Weaknesses	W1. Products sold at Gedepangrango Tourism Village have not yet received official halal certification.	DSN-MUI (2016)
	W2. There are no established regulations present at Gedepangrango Tourism Village that prohibit religious practices.	DSN-MUI (2016)
	W3. The inability of the community in Gedepangrango Tourism Village to effectively develop a tourism destination.	Adinugraha et al. (2018)
	W4. Governance in Gedepangrango Tourism Village requires improvement.	KNEKS dan IAEI (2020)
	W5. The role of BUMDes in the management of Gedepangrango Tourism Village is suboptimal. Improvement is needed.	Bappelitbangda (2021) Santoso et al. (2021)
	W6. The infrastructure of Gedepangrango Tourism Village remains insufficient. It requires further development in terms of facilities and amenities for visitors. Additionally, there is a need for greater accessibility to and from the village and better transport connections to nearby areas. These improvements would foster the further development of tourism and enhance the local economy.	Zaini (2013)
	W7. Digital promotion of Gedepangrango Tourism Village is still lacking	Sayekti (2019)
Opportunities	O1. The Sukabumi District Government offers effective assistance for the progression of Halal Tourism Village.	KNEKS dan IAEI (2020)
	O2. The potential for domestic and international Muslim visitors.	Kemenparekraf (2021)
	O3. Regulations regarding halal tourism already exist	Sayekti (2019), DSN-MUI (2016)
	O4. The plan for developing halal tourism villages is aligned with the Sukabumi District development plan, both presently and in the future	Bappelitbangda (2021)
Threats	T1. Many other tourist attractions serve as competitors.	Kemenparekraf (2022)

Table 2. Strategy Based on SWOT Analysis

	Internal Factor	Strength	Weakness
External Factors			
Opportunity (O)	SO Strategy	<ol style="list-style-type: none"> The goal is to exploit the tourism opportunities in Gedepangrango Tourism Village centered on agriculture, nature, and culture. (S1, O2, O4) Enhancing collaboration and cooperation between local communities and the government (village, district, private) to promote the growth of halal tourism villages. (S3, S4, S5, O1, O3, O4) 	W.O. Strategy <ol style="list-style-type: none"> The District Government will conduct socialization and support the implementation of halal certification (W1, O1, O2, O3) Enhance the human resources capacity for the development of halal tourism villages (W2, W3, W4, W5, O1, O4)
Threat (T)	S.T. Strategy	<ol style="list-style-type: none"> The village government is assisting in the facilitation of a halal certification program. (S1, S2, S4, T1) The technique of using an existing halal tourism village as a reference point for the development of Gedepangrango Halal Tourism Village is being employed. (S3, S5, T1) 	W.T. Strategy <ol style="list-style-type: none"> To enhance digital re-branding and promotion of tourist villages with halal concepts. (W3, W7, T1) To urge the government to enhance the infrastructure of halal tourism villages. (W6, T1)

4. Discussion

Gedepangrango Tourism Village is situated in Kadudampit Sub-district, Sukabumi Regency, accommodating a populace of 5,842 individuals. Geographically, it is located at 106.9272° east and -6.9167° L.S., spanning an area of 719.815 hectares. The topography of Gedepangrango Tourism Village falls under the category of a highland area, situated on the slopes of Mount Gede and Mount Pangrango, with elevations ranging between 800-1200 meters above sea level (Gedepangrango Village Government, 2015)

The region of Gedepangrango Tourism Village comprises mainly farmland, forests, and settlements (Gedepangrango Village Government, 2015). One 'Rukun Warga' group in the village cultivates diverse plants in its yard to foster food security in the neighborhood. Consequently, this area is part of the Astra Berseri Area (KBA) and a model for other villages. Additionally, villagers in the area establish small kiosks near tourist spots, establish Micro, Small, and Medium Enterprises (MSMEs), manufacture processed merchandise for marketing, and operate souvenir shops. One of the MSMEs managed by a group of women is Pujasera MSME, which produces creative items like shredded goods made from banana stems and sweet potatoes. This invention enabled Pujasera MSME to obtain an award from the Regent of Sukabumi District, receiving recognition as the "Best Innovation in Poverty Alleviation."

Sukabumi Regency is commonly called "the city of santri" due to the high number of santri and Islamic boarding schools (Salam, 2023). These schools also surround Gedepangrango Tourism Village. Furthermore, the population of Sukabumi Regency is predominantly Muslim. The community is the primary driving force in developing tourism villages, particularly those catering to halal tourism. The community is the primary driving force in developing tourism villages, particularly those catering to halal tourism. Top-quality human resources and a firm grasp of the principles, guidelines, and regulations associated with halal tourism are crucial for the villagers. The government also has a vital role in overseeing and supporting the sustainability of halal tourism villages, acting as both a regulator and an enabler.

4.1 S-O Strategy

The SO (Strength-Opportunity) approach is developed by analyzing strengths and opportunities. These strategies aim to promote the growth and sustainability of the tourism sector. The strategy capitalizes on internal strengths to seize external opportunities. Two strategies have been suggested for the purpose of promoting halal tourism in Gedepangrango Tourism Village, Sukabumi Regency. 1) The goal is to exploit the tourism opportunities in Gedepangrango Tourism Village centered on agriculture, nature, and culture. Additionally, there will be an emphasis on amplifying the contribution and cooperative functioning between the indigenous population and governmental organizations (village,

district, private) in their pursuit of halal tourism village growth.

The initial approach centers around the prospect of Gedepangrango Tourism Village, which emphasizes agriculture, nature, and culture (S1). If cultivated, it has the potential to appeal to both domestic and international Muslim visitors (O2). This proposition is supported by Girsang et al.'s (2019) elucidation that fulfilling tourists' demands necessitates the exploration of existing potential and possibilities.

The second strategy involves enhancing collaboration and cooperation between local communities and the government (village, district, private) to promote the growth of halal tourism villages. This approach is based on Abadi's (2017) recommendation that community involvement in tourism development requires synergistic efforts from crucial stakeholders, including the government, non-governmental organizations (NGOs), the private sector, and residents. Supported by the capacities of Gedepangrango Village, which has a Muslim majority, a tourism consciousness group, ample government backing, and available prospects.

4.2 W-O Strategy

The Weakness-Opportunity (W.O.) strategy addresses internal shortcomings through external opportunities. In light of this, two strategies have been formulated: firstly, the District Government will conduct socialization and support the implementation of halal certification, and secondly, it will enhance the human resources capacity for the development of halal tourism villages.

Tourism amenities, including food and drinks, restaurants, and lodging, in Gedepangrango Tourism Village lack halal certification (W1), an essential requirement for many Muslim tourists. To address the issue, the Regency Government must provide robust support for developing halal tourism villages (O1) and implementing halal tourism regulations (O3) in Gedepangrango. Socialization and governmental support in implementing halal certification is a strategic approach that can leverage the opportunities and address weaknesses, considering the vast potential of national and international Muslim tourists (O2). Sayekti (2019) argued that socialization is a critical and essential factor for economically empowering the communities in tourist destinations.

Zakaria and Suprihardjo (2014) contended that enhancing human resources' quality is a vital supporting factor in advancing tourism in villages. Consequently, a second strategy was devised to amplify the village's human resources capacity. The tourism potential of Gedepangrango Tourism Village may not be fully realized due to the insufficient quality and capacity of human resources there, as evidenced by the inadequate role of BUMDes and its low standard of governance. To address these issues, the government, backed by District government support, could arrange various activities such as training and capacity building. Such endeavors

align with the Sukabumi District development plan.

4.3 S-T Strategy

S.T. (Strength-Threat) strategy is a technique that employs internal strengths to mitigate the impact of external threats. It comprises components of strengths and threats. Two options for developing halal tourism villages in Gedepangrango Tourism Village, Sukabumi Regency, are: 1) The village government assists in facilitating a halal certification program. 2) The technique of using an existing halal tourism village as a reference point for developing Gedepangrango Halal Tourism Village is being employed.

The initial approach centers upon the advantages of Gedepangrango Tourism Village, which boasts tourism potential (S1) and places of worship facilities (S2). Additionally, the village government has offered support for the implementation of halal certification, as noted by Wulandari and Indahsari (2021), who propose that one way of boosting halal tourism is by offering halal product certification. It needs to be accomplished for Gedepangrango Tourism Village to advance and become superior, as there exist many rival tourist villages (T1).

The second approach entailed referencing the favorable aspects of Gedepangrango Village, which is primarily seasonal and boasts a tourism awareness group. Additionally, the village already includes a pilot village, namely Setanggor Village, providing a benchmark for other tourist villages, such as Gedepangrango Village, to enhance and develop their communities (Adinugraha et al. 2020).

4.4 W-T Strategy

The Weakness-Threat (W.T.) strategy targets both internal weaknesses and external threats. Two alternative approaches have been suggested for the development of halal tourism villages in Gedepangrango Tourism Village, Sukabumi Regency. The first approach is to enhance digital rebranding and promote tourist villages with halal concepts. Another approach is to urge the government to enhance the infrastructure of halal tourism villages.

The initial strategy is founded on Gedepangrango Tourism Village's shortcomings. There is no digital promotion (W7) and insufficient community capacity for tourism village development (W3). Additionally, other tourist village objects (T1) threaten Gedepangrango Tourism Village's progress. A new strategy is imperative to overcome these weaknesses and threats and promote Gedepangrango Tourism Village. As Zakaria and Suprihardjo (2014) state, promoting tourism in villages requires using media channels such as websites and existing promotional platforms. Objective strategies are necessary to ensure clarity and effectiveness, avoiding potentially misleading or ambiguous language.

The second strategy is based on the weaknesses of Gedepangrango Tourism Village, namely inadequate supporting infrastructure (W6). A strategy is needed so that the government can improve the infrastructure in Gede Pangrango Tourism Village. The strategy is expected to overcome the threats posed by Gedepangrango Tourism Village, namely the number of other tourist villages as competitors. As stated by Zakaria and Suprihardjo (2014), one of the components of tourism is the availability of infrastructure that can meet the needs of tourists.

4.5 Strategy Prioritisation

Based on the ANP analysis, improving the human resource capabilities of developing halal tourism villages is the primary focus in advancing the concept in Gedepangrango Tourism Village, Sukabumi Regency. The sequence of priority for the development strategies in Gedepangrango Tourism Village for halal tourism villages is as follows: 1) Improving the capacity of human resources to develop halal tourism villages achieved a geometric mean score of 0.1703. 2) The geometric mean score of 0.1696 indicates a need for increased collaboration and synergy between local communities, government (district villages), and the private sector in the development of halal tourism villages. 3) To fully exploit its tourism potential based on agriculture, nature, and culture, Gedepangrango Tourism Village indicated a need for a geometric mean score of 0.1332. 4) The village government's facilitation of the halal certification program achieved a geometric mean score of 0.1250.;5) Establishing existing halal tourism villages as a benchmark for village development, with a geometric mean score of 0.1210. Furthermore, the district government is responsible for socializing and supporting the implementation of halal certification, earning a geometric mean score of 0.1123. Additionally, encourages the government to enhance infrastructure in halal tourism villages, with a geometric mean score of 0.0898. Lastly, intensifying the digital rebranding and promotion of tourist villages adopting the halal concept - earning a geometric mean score of 0.0788. The calculation of rater agreement among respondents yielded a W result of 0.3052, indicating that 30.52% of respondents agreed with the prioritization results of the halal tourism village development strategy, while the remainder provided diverse responses.

5. Conclusion

The study's findings indicate the potential for developing Gedepangrango Tourism Village as a Halal Tourism site is significant. It is due to the village's abundant natural and cultural tourist attractions, culinary wonders, substantial support for MSMEs, and the availability of numerous religious institutions such as pesantren.

Strategies need to be implemented to prioritize the development of halal tourism villages. It would involve enhancing the capacity of human resources, increasing

role, and synergy between local communities, the private sector, and the government. Additionally, emphasis should be given to the tourism potential derived from agriculture, nature, and culture. Another essential strategy is for the village council to assist in the halal certification program and establish current halal tourism villages as a yardstick in village development. Furthermore, the County Government should propagate and endorse the execution of halal certification, draft more technical regulations, construct infrastructure, and carry out promotions such as digital promotions.

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