

## Halal Tourism In Netizens' Perspective

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### ARTICLE INFO

#### Article history

Received 25 December 2024  
Revised 28 December 2024  
Accepted 31 December 2024

#### Keywords

Halal Tourism;  
Halal Food;  
Netnography;  
Social Media.

### ABSTRACT

This article aims to investigate the understanding of netizens on halal tourism and to conclude the appropriateness of halal tourism according to Islamic rules. The method employed was Islamic netnography. Findings from Instagram and Facebook posts and comments show various perspectives of netizens in halal tourism, from positive, doubtful, to negative. The reason for the advancement of halal tourism is to convey more noteworthy comfort for Muslim sightseers to still be able to carry out their worship and keep their faith while traveling, showing that the foremost fundamental needs that are prioritized to be satisfied in halal tourism are closely related to the exercises of reverent. There are at slightest six essential Muslim needs in their day-by-day lives when travelling, particularly the ought to purify with water, places of worship, halal nourishment, activities of tourism that do not conflict with Islamic values, Ramadan administrations, and amusement facilities/services with protection.

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## 1. Introduction

Tourism is travel conducted by individual or group, primarily for the purpose of having fun and satisfying the curiosity [1]. Destinations and business operations in a region can be described as a very complex business ecosystem due to the many things that happen between different groups [2]. Tourism has many type, including Domestic Tourism, Inbound Tourism, and Outbound Tourism, and one of them is Halal Tourism. So, what is Halal Tourism? Halal Tourism is one of the systems in the field of tourism that is specifically made and purposed for Muslim tourists who in its implementation still adhere to the sharia principles. The concept of sharia has become an economic trend in the world, starting from finances, daily lifestyle, food and beverages.

There are several things that cause the growth of the Muslim market globally, namely the rapid economic growth of Muslim countries, Islamic values developing business growth and an Islamic lifestyle, trade transactions between countries of the Organization of the Islamic Congress, cooperation with multinational companies, relations between countries and technology. In Indonesia, tourism is an industry with the most visible development and become the largest economic sector because of its contribution to the largest foreign exchange market in the country. Tourism ranks second with USD 13.568 billion, and the

Indonesian government is certainly not left behind in promoting halal tourism in its country, where all the facilities needed for this activity, starting from food, shelter and the community, have begun to be prepared to be able to support halal tourism activities in Indonesia. Halal Tourism itself was introduced at the Indonesia Halal Expo 2013 & Global Halal Forum which was held by the Ministry of Tourism and Creative Economy on November 2, 2013. The regulations used for halal tourism refer to Law Number 10 of 2009 about Tourism and are explained in more detail through the Sharia Council of the Indonesian Ulema Council which made Fatwa No.108 / DSN-MUI / X / 2016 about Sharia Guide for Implementing Tourism. This is a form of support factor in the development of tourism in an area.

**Figure 1. Most Friendly Destination 2022**



Source: Seasia News from MasterCard-Crescent Rating Global Muslim Travel Index (GMTI) 2022

Figure 1 shows that Indonesia ranked second in World Halal Tourism. Indonesia has recorded a gradual increase from rank 4th (2016), rank 3rd (2017), rank 2nd (2018), rank 1st (2019) and rank 4th (2021). Indonesia's efforts to achieve the best position are carried out seriously, including by making the Indonesia Muslim Travel Index (IMTI) refer to the GMTI standard which analyzes based on 4 strategic characteristics of the assessment are service, contact, surrounding environment, and street access.

This increase is demonstrated by the provision of accessible tourism products and services by Muslim and non-Muslim citizens who want to experience halal tourism. Tourism products and services in halal tourism seem to be the same as halal tourism in general, the most important thing is that they do not contradict sharia ethics and values. It can be said that halal tourism is not only focused on religious tourism.

Indonesia, which has a diversity of religions and cultures, is also expected to have related cultural traditions and historical heritage that related and inseparable from religious perspectives and community religious implementation. Places with different tribes, ethnicities, languages and customs are capabilities for tourism. With these many things, Indonesia is also targeting tourism as one of the sectors that will continue to grow until 2025, to be able to advancing the economy, increasing social welfare, and expand employment.

This article affirms that halal tourism is a tourism industry that support financial development in Indonesia, in spite of the fact that the world economy moderates down. In Indonesia, halal tourism has long been developed within the shape of a journey attempted by people with devout inspiration. In this system, the Muslim community features a

particular standard and direction with respect to devout directions given by the important law; Sharia. Sharia law is related to different directions and confinements created under concepts underneath subjects and ponders claimed by the Quran. The Quran is the Heavenly Book of the Muslim community, accepted to contain all the courses of action for the section regulating lifestyles. This incorporates different angles, for example halal food.

Halal food is alluded to as one of the foremost critical components for Muslims. In truth, ensuring the unwavering quality and security of nourishments classified as Halal is one of the subjects stirring the most intrigue. Muslims are in this set of rules and regulation. Indonesia has well-established visitor businesses with nonstop endeavors to grow into the modern showcase of Muslim tourism. In spite of the fact that it was comparatively simple for a halal visitor industry to set up itself in a majority-Muslim nation where the necessities of Muslims are well-understood and well-established, there was ought to console their universal Muslim visitors that their administrations were undoubtedly halal.

Way of life reflects the polarization between needs and needs. Numerous traveler objects, such as halal tourism in numerous parts are alluringly planned to superior meet the tourists' needs. The viability of the halal status of visitor objects is considered an uncommon fascination for going by sightseers. Visits with special comforts, filled with dependence on accessible halal items. Halal tourism is the most recent concept of tourism that offers Halal items in different. Recent Muslim tourists accept that halal tourism could be a benchmark in characterizing the proper choice in understanding devout lessons. Various research has illuminated the relationship between the travel way of life and halal tourism. Yet as the era of digitalization emerges, an exploration of netizens' perspectives on tourism is crucial for several reasons. Netizen refers to citizens of the internet. The online reviews and social media posts can provide a more authentic and unfiltered view of destinations compared to polished marketing materials. Netizens can identify emerging trends, and as the halal tourism is now rising, it is an important field to explore this in netizens' perspective.

This paper aims to analyzing netizens' perspectives on halal tourism through netnography, which involves social media postings, comments in online discussions and reviews. In this way, we can understand netizens' their motivations for halal tourism and preferences, as well as their expectations. By actively listening to and engaging with netizens, tourism stakeholders can gain valuable insights that can be used to improve the overall tourism experience for both travelers and destinations [3].

## 2. Method

Social media is currently emerging as a new media which is part of the development of the internet [3]. This is because the characteristics possessed by social media are so practical and very easy. In addition, the presence of social media can also facilitate the process of communication carried out by humans both in spoken, written, audio and visual forms quickly. Especially for those who are always thirsty for information, travelers, social media is a solution [4].

One method that can analyze many things on social media is the netnography. Netnography is not a single word. It is a combination of the internet and ethnography. In simple terms, this research method relies on discussion, interaction, communication and relationships built through a number of social media platforms. There is an interaction which

is a reflection of the occurrence of interactive conversations between members of the online community. Many studies have been using netnography [5,6]. Both netnography and ethnography generally using an inductive strategy using analysis of qualitative data [7,8].

Netnography itself has been done in studies on tourism [9], hence it can be used on halal tourism topics. The inclusion of the halal concept in all aspects of daily life and also includes aspects of tourism, that leads to the creation of "Halal Tourism". This article employed data on several websites including Facebook and Instagram, since many of the users sell services or buy these halal tourism services, starting from Indonesia to foreign countries. Some posts are blurred in order to keep research ethics as stalking was employed in data collection.

The analysis also involve religious approach as we refer back to the Islamic rules by referring to Quran and hadith to conclude the trend of halal tourism. In this way, this study claims to use Islamic netnography.

### 3. Results and Discussions

One example of halal tourism was a post that we chose when we searched with hashtag "halaltrip" in an Instagram. Figure 2 shows a post that is taken from Instagram with hashtag #HalalTrip. There were 133 thousand posts appeared when this research was conducted. The post was made by an Indonesian agency tour and they have a halal tourist destination to Malaysia and Singapore with a price range of 3.8 million rupiah within 3 days as stated in the Figure 2. This post got 43 likes and 11 comments. And the post was posted on November 8, 2022.

Figure 2. A Post relating to Halal Trip



Source: Instagram with #HalalTrip

The image in Figure 2 is a social media post advertising a "Halal Trip" to Malaysia and Singapore. It highlights the price of 3,850,000 rupiah and lists the included amenities such as international flights, hotel stays, transportation, meals, and tour guides. Based on the

"Halal Trip" label and the focus on Muslim-friendly amenities, the target audience is likely Muslim travelers. The use of Indonesian language further suggests that the target market is Indonesian-speaking individuals. The post uses several marketing tactics, by placing display of the "3,850,000 rupiah" price, it aims to attract budget-conscious travelers. The phrase "Amankan seat kamu sekarang juga" (Secure your seat now) creates a sense of urgency to encourage immediate booking. The images of iconic landmarks like the Petronas Towers and Merlion enhance the appeal of the destinations. The most important aspects of this research is the netizens' comments which will be discussed later in this paper.

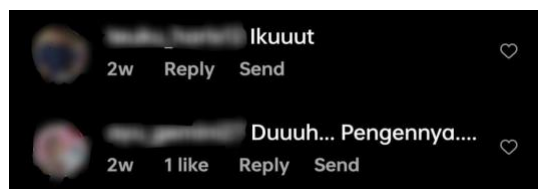
**Figure 3. A Facebook post on Halal Tourism**



Source: Facebook Community with #HalalTourism, Screenshot taken on November 26, 2022 at 3:30 p.m.

Meanwhile, Figure 3 is taken from Facebook with #HalalTourism. This post made by International Agency tour with halal tourist destinations to major cities in Turkey with a span of 2 weeks and a price of around 32 million rupiah/person and the post has about 1400 likes and 161 comments and has also been shared 110 times by other users. The post was posted on July 21, 2022. This halal tourism trend is becoming well-known for its opportunity to start competing in the world of tourism and giving rise to many profit options for the general public from Muslims to non-Muslims who want to try halal tourism.

**Figure 4. Positive Comments from Instagram**



Source: M\*\*\*\*\* Account Post. Screenshot taken on November 26, 2022 at 3:24 p.m.

Of the many opinions expressed by users of the website, there are many interesting things that can be taken from the comments posted on the website, starting from the experience of

halal tourism, positive comments, and also comments from someone who reject halal tourism. Below are some example of the comments.

From Figure 4, we can see the comments "Ikuut" and "Duuuh... Pengennya..." on November, 12, 2022. They express and show a positive response that they want to join and experience halal tourism as a new thing that they can try in the post. A positive response is the starting point for attracting other respondents as a good sign for halal tourism agencies.

**Figure 5. Doubtful Comments from Instagram**



Source: M\*\*\*\*\* Account Post. Screenshot taken on November 26, 2022 at 3:24 p.m.

Figure 5 expresses the want to join, but she experienced fraud before, so she was doubtful whether he wanted to buy the service or not. The account owner replied by saying they were honest and trustworthy travelers. It shows that travel agencies must have a guarantee and clear laws to tell their customers, especially when they claim to be involved in tourism that focuses on religious traits. This way, the customer will not feel doubt at all. The customer/traveler must be careful of fraud committed by agencies acting on behalf of halal tourism.

**Figure 6. Negative Comment from Facebook**



Source: H\* T\* S\*\* A\*\* account Post. Screenshot taken on November 26, 2022 at 3:32 p.m

Figure 6 is an example from Facebook. This comment states she is not interested in halal tourism in a straightforward manner. It is a normal thing if someone don't want to try thing that new for them. With possible rules or other reasons that make them feel reluctant to try halal tourism. The five figures were taken from different websites and there are quite significant differences from each website, it's just that the facilities offered and the promotions carried out are not much different. It is interesting to know there are people that shown their enthusiastic for halal tourism whether it is a positive or negative thing by looking at their comment. However, it does not rule out the spread of halal tourism not only in Indonesia, but also is well known to foreign countries.

Regardless of the many opinions expressed by Instagram and Facebook users, each halal Tourism in Indonesia must have its own rules and are managed by each halal tourism

service provider. This rule is based on a law or fatwa made by the Sharia Council-Indonesian Ulema Council which states that "The implementation of tourism based on sharia principles with the conditions set out in this fatwa." With the general principle that is avoid idolatry, insubordination, evil, tabdzir, benefits materially and spiritually. Apart from the principles, there are 11 provisions explained in detail in DSN-MUI Number 108/X/2016. In addition, even though it is not mentioned directly, it turns out that Halal Tourism in the Qur'an and hadith is implied in several verses, for example:

QS. Nuh (71): 19-20

وَاللَّهُ جَعَلَ لَكُمُ الْأَرْضَ بِسَاطًا لِّتَسْلُكُوا مِنْهَا سُبُلًا فِجَاجًا .

Meaning: "And Allah made the earth for you as an expanse, so that you may travel in the wide earth."

Al-Baihaqi Hadith

عَنْ ابْنِ عَبَّاسٍ رَضِيَ اللَّهُ عَنْهُمَا قَالَ: قَالَ رَسُولُ اللَّهِ صَلَّى اللَّهُ عَلَيْهِ وَسَلَّمَ: سَافِرُوا تَصِحُّوا وَتَغْنَمُوا .

Meaning: "From Ibn Abbas ra., he said, Rasulullah SAW. Said, Travel, you will be healthy and fulfille"

Perspective is the way you see or think about something, especially one that is affected by experiences and beliefs. By this research, we found that the perspective or view on Halal Tourism differs depending on the tourist. Good perspectives were obtained and the majority of people and tourism activists actually have a good view of the idea of halal tourism which is run by the government. This research inclines to agree with previous research [10]. Numerous responses contained the community wanting to accelerate halal tourism activities in their area. Meanwhile, others describes that some tourists, especially non-Muslims, think that there should be no responsibility for them to follow certain rules such as not being allowed to wear open clothes, not being able to order alcoholic drinks and so on [11]. An additional perspective, as a researcher who did not know anything about halal tourism, would like to give an opinion that the halal tourism studied in the photos above is enough to surprise us. The stories of the experiences they bring and feel when carrying out halal tourism are a new form of worship which is carried out by traveling. It is a good thing if it continues to be carried out and attracts many tourists with this approach.

#### 4. Conclusion

Results of the analysis shows that Halal Tourism can be viewed in various perspectives of netizens from positive, doubtful to negative. Halal tourism can be developed more significantly starting from tourist attractions and facilities by the government so that they can be used as new economic fields.

The sharia concept offered can also be a good strategy to promote tourism that is different from the others since the Quran and hadith do not object to Halal tourism. Halal

tourism with its general practices, such as Halal Food, Islamic Dress Code, Gender Separation, Islamic Ethics, and other perceptions can be explored in further research.

Local halal tourism could find its trigger if it were to be disseminated by the wider community. Also, with the spread of halal tourism carried out by foreign countries. It is hoped that there will be curiosity and a feeling of wanting to try how halal tourism is.

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