Madura Halal Tourism: Digital Marketing Strategy

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Abstract

The era of disruption creates great opportunities for the development of halal tourism with the utilization of technology in the marketing of tourist products. As a pilot project for halal tourism development in Riau Islands Province, Penyengat Island faces the challenges of the disruption era in building an image as a leading halal tourism destination. This research aims to analyze halal tourism marketing in Penyengat Island in the era of disruption, especially from the aspect of digital marketing. This research uses descriptive methods with a qualitative approach through literature studies with data sources derived from journal articles and other literature data. Halal tourism marketing efforts on Penyengat Island digitally have not been maximally akukan. Tourism marketing tends to use mass media advertising, billboards, and annual festivals. The digital channels used to promote Penyengat Island tourism consist of social media, online booking sites and e-book guides in halaltrip.com. However, its use is still limited to information regarding tourism activities, and has not introduced halal tourism in real terms. This has proven to be not optimal information about the concept of halal tourism and the unavailability of information about halal tourism travel guides for Muslim tourists on the digital platforms used. Suggestions in efforts to promote halal tourism of Penyengat Island through digital channels are the selection of interesting content on digital marketing channels, the availability of halal service needs information, and innovation in tourist attractions.

Keywords: Halal tourism, Islamic marketing, Indonesia, Madura

1.   Introduction

The Industrial Revolution 4.0, commonly referred to as the era of disruption, resulted in dramatic changes in the way we lived, worked, and connected with each other, and brought certainty to the speed, breadth, and depth of information and innovation (Pujayanti,2020). Digital disruption occurs when players in old industries face new challengers who offer something with greater value to customers through ways in which the old industries cannot compete directly (Purcărea & Purcărea, 2017).

The era of disruption gave rise to disruption technology which is seen as a new business strategy approach through the utilization of technology and an emphasis onmarket value. The existence of disruption technology will give rise to various innovations, which are used to identify changes in technology and recognize changes in consumer needs(Putra, 2018).

Disruption gave rise to the digital economy, a state when economic activity refers to ICT (Information and Communication Technology)and network effects. The Internet offers a wide reach and rich information for business transaction processes. Renald Khasali as quoted in Roziqin (2019) explained that the meaning of disruption is also emphasized to business fundamentals (mulai cost structure toculture) as well as sharing economy, sharing roles, and collaborating.

The era of disruption has affected almost every aspect of life. Tourism is one of the sectors that have been greatly affected by the era of disruption.

The era of disruption provides challenges and opportunities for the world of tourism to be able to adapt and take advantage of the momentum of change in the development of tourist destinations. Indonesian tourism in recent years plays an important role because it has the potential asthe second largest foreign exchange earner after Crued Palm Oil or CPO (Liputan6.com, 2019). The number of foreign tourists visiting Indonesia shows an upward trend from year to year, and is dominated by tourists from Malaysia, China, and Singapore. In 2015, the number of foreign tourist visits was 10,230,775 tourists, in 2016 there were 11,519,275 tourists visiting, in 2017 the number increased to 14,039,799 tourists, In 2018, there was an increase in a number of 15,810,305 tourists and in 2019 a total of 16,106,954 tourists who came to visit Indonesia (Central Statistics Agency, 2020).

One of the tourism segments that is being developed in Indonesia is halal tourism. Halal tourism provides basic needs facilities of a Muslim tourist, such as worship facilities, halal food, toilets equipped with water taps, and supporting facilities in accordance with sharia law in indonesia. destination. Halal tourism is seen as having great potential, because according to the DinarStandard & Dubai International Financial Centre (2018) in ―An Inclusive Ethical Economy,State of the Global Islamic Economy Report 2018/19‖ Muslim spending on halal tourism amounted to USD 177 trillion in 2017, and is projected to rise by USD 274 trillion in 2023. Halal tourism in Indonesia has been developed by the Ministry of Tourism and Creative Economy of the Republic of Indonesia (Kemenparekraf) since 2015. The growth of the halal tourism market in Indonesia in 2018 reached 18%, with the number of tourists Foreign Muslims reached 2.8 million and foreign exchange generated reached more than Rp 40 trillion. Seeing the phenomenon of new market growth in the world of tourism in Indonesia, Kemenparekraf targets foreign Muslim tourist visits as much as 25% of indonesia, 20 million target foreign tourist visits in 2019, or equivalent to 5 million foreign Muslim tourists (Coordinating Ministry for Maritime Affairs and Investment of the Republic of Indonesia, 2019).

The tourism sector faces challenges from technological disruption. Advances in information communication technology (ICT) resulted in the loss of intermediaries in travel agency marketing chains. Today wisatawan is able to create their own travel experience with the emergence of online travel agents, who combine smart gadgets, mobile commerce, location-based services, and sharing economy. The concept of smart tourism is used by stakeholders through the use of technology in sharing information about the tourist experience (Hsu et al. , 2016).

Kemenparekraf appointed Penyengat Island as the pilot project of halal tourism development area in The Riau Islands Province. Kemenparekraf expects that the appointment of Penyengat Island can encourage the acceleration of halal tourism development due to the strategic location of riau islands as an entrance for foreign tourists, especially since the main market share of tourists is dominated from Singapore and Malaysia. (Indonesiatravel.news, 2019).

Penyengat Island, which is included in the administrative area of tanjungpinangcitygovernment, through the decree of the Minister of Education and Culture No.mor 112/ M / 2018 of 2018 becomes a National Cultural Heritage Area, and is regulated through Tanjungpinang City Regional Regulation No. 8 of 2018 concerning the Management of Penyengat Island Cultural Tourism. Penyengat Island has important attributes as a center for melayu

Islamstudies. Penyengat Island is the birthplace of Malay grammar (the grammatical basis of Malay which was later called Bahasa Indonesia). Penyengat Island's strategic position as it is directly opposite Singapore and Malaysia, supports the potential for professional tourism development. Historically, Penyengat Island has an inseparable past relationship and with Singapore and Malaysia is an empire under the Malay Kingdom of Riau Lingga (Zahra, 2019).

Penyengat Island as a tourist area that targets foreign tourists from Singapore and Malaysia, is required to do intense promotions in order to attract tourists to visit. The halal tourism segment that is being developed should serve as an opportunity to attract Muslim and non-Muslim tourists from neighboring countries. Because in fact, halal tourism is a form of tourism with extended service. Tourism promotion in the era of technological disruption as it is today relies heavily on creativity, innovation, technological sophistication, and collaboration between stakeholders. This can be applied to the development of halal tourism on Penyengat Island considering its main market share there are foreign tourists who want ease in accessing information on a tourist destination. Sigala (2018) mentioned in his research that technology has a major impact on consumer behavior, decision-making, planning and tourism experience. Technology not only changes the way travelers identify, select, pay, and enjoy the travel experience, but it also changes travel motivations.

The era of disruption has proven to have broughtmany major changes in the world of tourism, especially in the aspect of marketing tourist destinations. This is in line with research conducted by Musthofa (2019) where it was concluded that the use of digital facilities. As a medium of communication for promotion, marketing, and education through various digital platforms positively impacting the development of cultural tourism offered by Saung Angklung. Creativity and adaptability take an important role in the process of developing tourist products, so that they can survive and continue to develop in the midst of change, and ultimately have an impact. on the increase in tourist visits. Balasubramanian & Ragavan (2019) in his research also concluded similarly that technology has a significant impact on the tourism and hospitality industry, and demands changes in services to meet the needs of millennial consumers and the global market.

Buhalis (2019) stated that technological innovation brings all stakeholders together in the tourism service ecosystem. The experience of tourism with the utilization of technology facilitates tourists to recreate value through all stages of travel. Hsu et al, (2016) showed in his research that the tourism sector is faced with challenges arising from the disruption oftechnology. The development of new travel models requires innovative business solutions, such as digitization of product offerings, adoption of the sharing economy, and strengthening collaboration between stakeholders. Mastercard-CrescentRating in —Digital Rating Muslim Travel Report 2018‖ predicts Muslim travelers will spend USD 180 trillion by 2026 on travel bookings through the online system (Mastercard CrescentRating, 2018). People's dependence is limitedto the internet because the condition of the Internet of Things (IoT) will shift the pattern of people's behavior gradually leading to something more practical and faster. Market and technology changes are encouraging manufacturers to undertake different expansion strategies through online platforms and other media companies (Roziqin, 2019).

From a number of studies above it can be seen that the era of disruption has changed the tourism industry in adjustments to capture market tastes through the utilization of technology. The use of technology has changed the world of tourism, both in terms oftouristrequests, business strategies that must be adjusted, to the innovation of tourist products, and the ease of digital marketing that has the potential to attract more tourists. Penyengat Island, as a tourist area, has long had tourism development programs by the local government(Zahra, 2019). Konsep halal tourism which is still fairly newly developed on Penyengat Island becomes a driver that can contribute to improving the quality of tourism implementation on this island. Even more so in a time when technology plays a significant role,it should be seen as a greater tourism marketing opportunity and can reach more tourists to visit. Therefore, this study aims to see how the marketing of halal tourism on Penyengat Island pada era of disruption.

2.   Literature Review
2.1.   Disruption Era
The era of technological disruption is referred to as the digital revolution due to the proliferation of computers and the automation of record keeping in all fields. Industrial Revolution 4.0 is referred to as the era of technological disruption because automation and connectivity in a field will make the movement of the industrial world and job competition becomes non-linear. To promote and market products, information technology, and communication is a very effective medium(Musthofa, 2019). Technological disruption according to Christensen (1997) as quoted in Hadiyat (2019) is a new technological innovation be it a disruptive product or service. Established technology that later gave birth to new industries. Disruption technology. It creates

a variety of innovations, both positive and negative impacts. Purcărea & Purcărea (2017) mentions several concepts regarding disruption. Digital disruption exposes challenges for old industries to new competitors that bring greater value to consumers through ways in which old industries cannot compete directly. To more effectively engage digital consumers at every touch in the consumer experience loop, the industry must make this digital change a new investment process in technology and business models. With the aim that consumers will be easier to access information, the industry must change their products and production processes, so that it will give rise to disruption innovation that relies on technology starting from the bottom end of the market or creating a market footing. The new one. The Industrial Revolution 4.0 brought about changes to the economy of society. Digital development makes it easy to access changes in people's economic behavior. Businesses will survive if they are able to take advantage of technological changes. The business model approach changed from a owning economy model to a sharing economy that had an impact on the smaller production capital and consistent profitability. The breadth of marketing areas that can be reached by the use of the internet will open up even greater opportunities. In an environment like this, no party can move and walk alone, so there needs to be a colaborabetween actors (Roziqin, 2019).

Various definitions of the era of disruption found through various sources, it can be seen that the era of disruption is characterized by changes in business strategies in meeting consumer needs through the use of information technology. The era of disruption is also characterized by an economic system that changes from the owning economy to the sharing economy,which certainly

strengthens the fabric of collaboration that must be done between related stakeholders so that the business strategy carried out is able to meet the market demand that wants ease of information and access. Innovation is also important in the face of the era of disruption. Innovations that will be able to read and face peru market materials in meeting the needs of consumers who are affected by the development of increasingly massive technology.

2.2. Tourism

The World Tourism Organization and the Inter-Parliamentary Union in 1989 stated that tourism is —it encompasses all free movements of persons away from their places of residence and work, as well as the service industries created to satisfy the needs resulting from these movements‖ (WTO, 1989 as quoted in Happ & Ivancsó-Horváth, 2018).

Michalkó (2001) as quoted in Happ & Ivancsó-Horváth (2018) mentions that the definition of tourism is —tourism is an individual's experience, associated with an environmental change, where services are used‖. Cook et al, (2014) as quoted in Battour & Ismail (2016) mentioned that tourism is —the temporary movement of people to destinations outside their normal place of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to carter to their needs‖.

Kotler and Armstrong (1997) as quoted in Ratu & Adikampana (2016) stated that marketing strategy is a marketing mindset that will be used by business units to achieve their marketing goals.

Components of the marketing mix according to McCarthy as quoted in Kotler (2000) are products, prices, places, promotions (Queen &Adikampana, 2016). Tourism marketing is all activities to identify the needs and desires of tourists so as to provide maximum service to tourists (Yoeti,1985 as quoted in Ratu &Adikampana, 2016).

Tourism marketing activities aim to persuade tourists who are categorized into two groups, namely first, the group of people who have financial and physical ability for tourism activities but do not have time to travel; the second group is tourists who are targeted for promotion for information. and affect tourists who are considered to have the prospect to visit tourist destinations (Afifatur & Novaria, 2017 as quoted in Rohimah & Romadhan, 2019).

A successful travel destination marketing framework requires a cooperative and strategic approach. With this approach, there are four important things that must be done, namely forming a marketing committee for tourist destinations; develop a strategic tourist destination marketing plan that is in line with existing destination development plans; develop relevant research; and identify and develop new travel products and experiences (Cox &Wray, 2011).

Laws (1995) as quoted in Cox & Wray (2011) developed a framework for marketing plans for tourist destinations that are divided into five phases, namely:

1) In the initial phase, tourist destinations must assess the market situation including an audit of ada tourist facilities, identification of tourist preferences and behavior regarding tourist destinations, and identification of competing tourist destinations;

2) In this phase the process is related to the development plan of tourist destinations;

3) Setting destinations for regional tourist destinations;

4) Implementing marketing strategies;

5) Supervise marketing performance.

2.3. **Halal Tourism**

Battour & Ismail (2016) explained that halal tourism is all tourist attractions or actions that are allowed according to Islamic teachings tobeused by Muslim tourists in the tourism industry. Islamic law is considered as the basis for distributing tourism products and services to target consumers who are mostly Muslim, such as halal hotels, halal resorts, halal restaurants, and travel that are in accordance with Islamic values. Tourist locations are not only in Muslim-majority countries, but can also be applied in muslim minority countries. Therefore, halal tourism includes services and travel products designed for Muslim tourists in Muslim or non-Muslim countries. What's more, the definition considers tourist destinations not only focusing on religious tourism, but motivation and other general tourist destinations.

Razzaq et al, (2016) mentioned that Muslim tourists tend to choose Sharia accommodations that have attributes such as the availability of halal food, the appropriateness of hotel staff uniforms, the absence of pictures. Pornography, no alcoholic beverages are available, information on nearby mosques for Friday prayers, and meeting rooms with worship facilities. The phenomenon of increasing demand for commercial tourism and hospitality services that adhere to Islamic law is described as "halal tourism‖, ―halal hospitality‖, ―sharia tourism‖ or ―tourism Islami‖(Henderson,2010 as quoted in Razzaq et al. , 2016; Carboni et al. , 2014 as quoted in Razzaq et al. , 2016).

Halal tourism is a new concept in the tourism industry that offers packages and tourist destinations designed to serve the needs of Muslim tourists (Asazuma, 2015). As quoted in Wahidati & Sarinastiti (2018). The Standing Committee on Economic and Commercial Cooperation of the Organization of Islamic Cooperation (Wahidati & Sarinastiti, 2018) refers to halal tourism by the term Muslim-friendly Tourisms (MFT) and defines it as "" Muslim travelers who do not wish to compromise their basic faith-based needs while traveling for a purpose, which is permissible", or it also be defined as "halal conscious travelers, traveling for any purposes, which is halal (permissible)". The definition of halal tourism mustbe seen from various aspects. From the various definitions above can be concluded that halal tourism is a tourism concept that offers additional services, in the form of meeting the basic needs of Muslims, with the basic basis of its implementation based on Islamic teachings. The emphasis on the concept of additional service offerings means that halal tourism is not only about religion,but includes the concept of all tourism ingeneral. Although the main target is Muslim tourists, halal tourism industry managers must be able to innovate to provide tourist attraction offers so that non-Muslim tourists also have theability to come to travel to a destination. This makes the concept of halal tourism actually expand the target of tourist visits, because of the comfort offer for Muslim tourists in destinations.

2.4. Digital Age Halal Tourism Marketing

Marketing through the internet is the process of building and organizing relationships with consumers through the exchange of ideas, products, and services that satisfy consumers. Digital marketing is the use of digital technology that aims to make communication integrated, targeted and scalable that helps to acquire and retain consumers while building close relationships with them. (Roziqin, 2019).

Kaur (2017) mentions that the success of business digital marketing activities in the tourism industry is determined by the following points, including

quality websites, a strong social media presence, search engine optimization,email marketing, engaging content, and mobile-friendly. In another study by Happ & Ivancsó-Horváth (2018) mentioned the term smart tourism concept consisting of three main components, basedon information communication tools, including smart destinations, smart experiences, and smart business systems. . Buhalis (2003) as quoted in Happ & Ivancsó-Horváth (2018) mentions the concept of e-tourism as digitization of the entire chain of processes and values in tourism, travel and hospitality to maximize effectiveness. and efficiency. Digital tourism is defined as the use of information communication tools, an IT solution that can help meet the needs oftourists and increase organizational and business competition in tourism. In the tourism industry, digital marketing provides information through different channels to reach their potential consumers, by providing a trusted and always updated informasi. The provision of a website as one of the digital marketing channels of tourism should also make it easier for tourists to obtain information. Social media for the tourism industry becomes very important because the decision of tourists to take a vacation depends on the experience, reviews and feedback of trips made by others. In addition, e-mail is considered effective as a place of direct interaction with tourists, as well as being able to track and lyze user behavior on the website (Gupta, 2019).

Tourism marketing in the digital age encourages tourism resources to utilize technology as optimally as possible. Changes in tourist behavior reflected in the planning stages of travel, travel decision making to experience during travel, influence tourism industry managers to provide effective saluran for tourists to access as much information as possible about the destination to be addressed. The use of websites,social media, e-mail,to mobile-friendly applications becomes an option in marketing tourist destinations to reach tourists, of course, with quality content and ease of access to information for tourists.

Yousaf & Xiucheng (2018) mentioned that there are eight dimensions in halal tourism marketing, including the ease of searching for halal products and services; halal assessments and certificates; halal food features; halal food restaurant recommendations; improvement of halal tourism experience; halal as a symbol of culinary differences; halal aspects at the airport; additional halal services and facilities.

In Idris & Rahman (2018) it is mentioned that a report published by the Statistical, Economic and Social Research and Training Centre for Islamic Countries (SESRIC) in 2017 lists effective marketing strategies in the tourism sector, which are then utilized to analyze Key marketing concepts in Islamic tourism, consisting of:

1) Product development, refers to the creativity of Islamic tourism products and services with new or distinct characteristics that offer new or different advantages to tourists;

2) Branding, a process thatinvolves the creation of unique names andimagery for Islamic tourism products, places and services in the minds of tourists, especially through advertising campaigns with a consistent theme;

3) Price, activity in finding the best price of a tourism product and service;

4) Positioning, an Islamic tourism marketing strategy aimed at making an image of a country, city or region occupy a different position, relatively for a competitive image in the minds of tourists;

5) Promotion, advancement of products, suits or Islamic tourism venues through publication or advertising

Battour & Ismail (2016) mentions some attributes that support halal tourism in attracting more visits and serving the needs of Musl im tourists,namely:

1) Availability of mosques;
2) Availability of worship facilities at tourism sites, airports, hotels, and other public places;
3) There is a call for a time of worship;
4) There are qibla clues;
5) Availability of water in toilets at airports, tourist sites, shopping places, and more;
6) Availability of halal food at airports, tourist sites, shopping places, and more;
7) Availability of a separate halal kitchen at the hotel and restaurant;
8) Availability of separate areas for women on the beach;
9) Availability of separate swimming pools and sports venues;
10) Prohibition of alcoholic beverages with authority in public spaces;
11) Banning sex channels in the hotel entertainment system.

Research on digital marketing for the development of halal tourism has not been done to the fullest. Yousaf & Xiucheng (2018) in his research looked at the marketing of halal tourism digitally only through government website channels even though it mentioned the dimensionsof halaltourism, whereas according to Kaur (2017) the success of digital marketing tourism in addition to quality websites, but also supported by Strong social media presence, search engine optimization,email marketing, engaging content, and mobile-friendly. In this research, the concept of halal tourism digital marketing combines the concept of tourism digital marketing according to Kaur (2017) which prioritizes website channels, social media, interesting and mobile-friendly content, with halal tourism marketing attributes according to Yousaf & Xiucheng (2018).

Research methods

This study uses a qualitative approach. The data collection technique used is library research, by collecting library documentation from articles, journals, or books, as well as publication data from other parties who are resource persons to examine the problems in this article related to strategies for increasing halal tourism during the Covid period. 19 Pandemic.

The data analysis technique consists of three steps, namely data reduction, data presentation, and drawing conclusions. Data reduction is the process of selecting, focusing on simplification, abstraction, and transformation of raw data. Data reduction includes: summarizing data, coding, tracing themes, and creating clusters. Data presentation is an activity when a collection of information is compiled, thus providing the possibility to draw conclusions and take action.

Structured interviews were used to collect basic information about Indonesian tourists from Madura. This instrument provides key information relevant to developing a questionnaire survey. A survey questionnaire was used as the main data collection instrument for this study based on structured interviews and previous literature. After the development of the survey questionnaire, a trial was conducted with validity and reliability studies to test the construct of the questionnaire. Questionnaire items are based on a literature review. The question is a Likert statement on a five scale from 'strongly disagree' to 'strongly agree'. The research instrument was developed based on a literature review related to Push and Pull motivational factors, destination image, and travel satisfaction. Around twenty four Likert scale questions in the questionnaire helped this study to get an overview

of the research questions which were divided into three categories: push and pull motivation, destination image, and travel satisfaction.

Data collection

This study will use a descriptive and causal research design and mainly apply a quantitative approach to examine the effect between variables. Descriptive method is used to describe the profile of Indonesian tourists in the city of Madura, collecting data through questionnaires to answer questions about factors of motivation and travel satisfaction. The survey was submitted and collected online via Google forms and offline and was conducted from September to November 2021. Questionnaires were distributed to Indonesian Muslim tourists who live in Madura and wish to travel for halal tourism. One of the reasons for choosing Madura is because it has an international airport that offers international flights to various countries. This research uses purposive sampling.