

**OPTIMIZATION OF HALAL TOURISM DEVELOPMENT TO CREATE
ISLAMIC BOARDING SCHOOL INDEPENDENCE: PONDOK PESANTREN
TERPADU AL-MUMTAZ, BEJI, PATUK, GUNUNG KIDUL**

Berliana Haza Fatikah*, Dewi Masyithoh, Yazmin Khairunnisa

UIN Sunan Kalijaga Yogyakarta

*berlianahazaf@gmail.com

Abstract - *The development of tourists in Indonesia is increasing, unfortunately this development is not accompanied by the development of halal tourism in Indonesia. The majority of Muslim communities in Indonesia need halal tourism as a form of space to unwind and become religious tourism that inspires as well as educates. The target market for halal tourism is growing rapidly in the millennial Muslim segment because it is considered potential in driving the development of halal tourism. In addition, the development of Islamic boarding schools also continues to run rampant in Indonesia. Therefore, along with the development of Islamic boarding schools, halal tourism development can be carried out which can develop the pesantren economy. The Community Service Team of UIN Sunan Kalijaga Yogyakarta together with the caretaker of the Al – Mumtaz Beji Islamic Boarding School.*

Keywords: *halal tourism, Islamic boarding schools, education, sharia economy*

1. INTRODUCTION

Indonesia is one of the countries with the highest number of tourists in the world, both local tourists and foreign tourists. However, due to the Covid-19 pandemic, Indonesian tourism has experienced a significant decrease in the number of tourists. Based on data from the Central Statistics Agency in 2020, the total foreign tourist visits to Indonesia amounted to 4.02 million visits. . If the number is compared to visits in 2019, then the number of foreign tourists decreased by 75.03 percent. This leads to a decrease in state revenues, because tourism has an important role in increasing state revenues and employment.

In Indonesia itself there are many interesting tourist destinations to be visited by local and foreign tourists. However, for the development of halal tourism in Indonesia is still less than optimal. Even though the number of Muslim population in the world reaches 1.7 billion people or it can also be interpreted that a quarter of the world's population is Muslim, in Indonesia itself the Muslim population reaches 209.1 million people (Lucky et al, 2019). This should be utilized by the Indonesian government to further increase Indonesia's opportunities as a center of Islamic culture and business.

In addition to the majority of Indonesian Muslims, in this country there are also many boarding schools. Boarding school is one of the Islamic religious-based educational institutions, whose existence is recognized by the surrounding community (Mohammad, 2021). The number of boarding schools from ancient times until now continues to grow and develop. Even until 2016 boarding schools in Indonesia numbered 28,948 (Mohammad, 2021). According to the Ministry of Religious Affairs (2018) the number of boarding schools if presented reached 82.74%, and the majority of boarding schools exist in Java Island. For the source of financing funds in boarding school comes from the government in the form of School Operational Assistance (BOS), community or santri payment money, and independent businesses in pesantren (Trifanny et al, 2021).

In conclusion, in Indonesia is still not maximal in managing halal tourism. Halal tourism here is explained as a tour that can provide services and facilities to Muslim and non-Muslim tourists. For example, such as the provision of adequate places of worship, there are halal- guaranteed food and beverages as evidenced by certification by the competent body. In addition, halal tourism can be a natural, cultural, or tourist destination combined with education. Boarding school in addition to being a place of education can also be used as a place of travel which is certainly halal, because the boarding school is in a strategic enough position in supporting national economic development.

Furthermore, the problem formulation in this article is how to create an education-based halal tourism in boarding school. This research is expected to improve the economy of boarding school through the field of tourism which is certainly halal. Based on the above explanation, this article raises the title "Optimization of Halal Tourism to Realize Pesantren Independence".

2. METHOD

This community service activity is carried out in the integrated boarding school environment of Al-Mumtaz. Located in Beji Village, Pathuk, Gunung Kidul in a period of approximately 49 days. This devotion starts with surveying, designing activities, socialization, implementation and evaluation. Surveys in this activity are needed to see the conditions in the field so as to facilitate in designing to achieve the goal. The work program that will be carried out has the goal of increasing the economic independence of boarding school.

The design of activities is carried out after obtaining results from field surveys. Socialization with related parties is needed, it aims so that the relevant parties know the work program that will be implemented. Socialization is carried out after the design of activities that have been agreed upon by the group. The parties provided socialization include the cottage and santri parties who will help in the implementation of the work program. The methods used in carrying out the work program are training, coaching and mentoring. Training provided in the form of digital marketing training. The method of mentoring is done when the santri, some KKN teams are assisted by experts such as artisans doing landmark construction, pool making and gardening. The KKN team conducts assistance so that what is done in accordance with the agreed plan.

3. RESULT & DISCUSSION

The tourism sector becomes one of the interesting destinations to eliminate fatigue for all circles, ranging from children to adults. Unfortunately, tourism today only pays attention to aesthetics and ongoing trends. This phenomenon coincides with the habits of millennials who are happy to visit a destination to be uploaded on social media owned. Photos and videos uploaded can be used as the existence of social media users. The image of tourist destinations can also be built with visitors and also the concept of tourist destinations that are built. Photos and videos uploaded can be used as the existence of social media users. The image of tourist destinations can also be built with visitors and also the concept of tourist destinations that are built.

Halal tourism can be one of the alternatives for the Muslim generation to add more useful knowledge and knowledge, both to hone soft skills and add hard skills. Halal tourism (halal tourism) and Islamic tourism (Islami tourism) show almost the same definition of activities in tourism in accordance with Islamic teachings (Iflah, 2020). Halal tourism is the provision of privacy space that encourages the fulfillment of tertiary needs of balanced spiritual authority so that tourism is not only to enjoy nature but can also be a spirituality travel process (Samsuduha, 2020). It can be concluded that halal tourism is a space that can be used to enjoy nature as well as spiritual in accordance with Islamic sharia.

Halal tourism can be a solution for the development of tourism in Indonesia, especially in the development of halal tourism can be one of the efforts to improve the rapid economy in Indonesia. The independence applied to pesantren can be a

provision in bringing to life resilient souls in answering various challenges of the times (Zuhirsyan, 2018). In another view, the growing principle of sharia economy in Indonesia should really "live" in every Muslim as a practice of religious teachings. Pesantren as an Islamic educational institution is considered really able to apply this system to then give birth to sharia scientists who are competent and able to disseminate all religious teachings including sharia economics. Pondok pesantren terpadu Al - Mumtaz is a place where students are taught to build an economy based on sharia. Pondok pesantren terpadu Al - Mumtaz has a superior sector in terms of developing santri skills in terms of business. This boarding school teaches various education in the form of grammar, fashion, and detergent production. This can be used as a *keunggulan* for integrated pesantren al-Mumtaz especially to create santri - santri that excels in building sharia eco.

Pondok pesantren terpadu Al - Mumtaz also has a slick tourism concept, namely Preneurship A – Mumtaz Inspiration Education Tourism (WEIPA) where in the design of the production process carried out can be an educational tour and inspiration for the millennial generation. The KKN team in its implementation designed inspiring educational tours for schools at the level to make inspiring educational tourism visits, especially in terms of business. Weipa tourist visitors can do a variety of interesting activities, such as gardening, fish farming and maggots, fashion, and grammar. This educational tour is in use with the general criteria of halal tourism by the Halal Tourism Development Acceleration Team proposed by Garit Bira Widhasti (2018) which is available a choice of tourist, arts and culture activities that do not lead to pornography and harm; where possible to organize at least one Halal Lifestyle festival, tourists dressed and dressed politely; and there is a choice of separate beach and bath attractions for men and women and/or have a non-scantly clad visitor rule (Iflah, 2020).

WEIPA has the concept of educating and inspiring millennials of santri age in order to learn business and be interested in doing business at the early age possible. The concept of tourism provided begins with various interesting selfie spots at the entrance followed by WEIPA park, visitors can learn gardening by planting chili and ornamental plants, then visitors do outbond as well as learn the cultivation of catfish and koi in ponds in the WEIPA area. Not only gardening and cultivation, WEIPA also invites its visitors to learn to process detergents, ranging from liquid detergents and powders to laundry soap. Even in the process WEIPA also processed dish soap. The proceeds from the processing of this detergent are sold in Al-Mumtaz Cooperative. Detergent products from Al - Mumtaz are branded M-Klin and used by santri Al - Mumtaz.

WEIPA visitors can learn to buy bread and cakes at Rotaz, where santri process bread for sale. So far Rotaz can produce up to 300 loaves of bread in a day. Rotaz can also provide education to visitors in order to produce bread and cakes independently. The bread produced later can be brought home by visitors as by - by. Not stopping there, WEIPA also provides fashion education tours. M-fashion became a brand of fashion brand in Al - Mumtaz, the products produced are Batik

Al - Mumtaz, veil, songkok, sarong, and also Al -Mumtaz uniform.Visitors can learn to practice in the M-fashion area and later can also be taken home as by - by visitors.

WEIPA also provides A-taz products in the form of mineral water produced independently by Al-Mumtaz.Visitors can see how to treat mineral water in accordance with the Indonesian National Standard (SNI).This mineral water treatment can also be an attractivebusiness inspiration for visitors at the age of adulthood.At the end of the visit, the center is provided by - by namely Pahing Market where various processed typical of Gunung Kidul and Yogyakarta as the hand of visitors Al - Mumtaz.This tour can later be developed as an effort to improve the economy of Al-Mumtaz boarding school.

WEIPA is still a big concept that has not been fully realized.Therefore, the KKN team tried to realize the big concept by designing several WEIPA products.The KKN team helped realize several selfie spots such as WEIPA park, WEIPA Landmark, and various directions in theWEIPA area.The KKN team also developed magot cultivation by developing the faisitas where maggots develop and decorating magot areas to make them more attractive.Not only that, the KKN team also provides digital marketing training education for WEIPA managers, so that later WEIPA can be published more widely.

Entrepreneurship Inspiration Al – Mumtaz (WEIPA) is expected in the future to be developed into one of the solutions of the faltering pesantren economy.In the future WEIPA is expected to be the mecca of halal tourism development for pesantren - pesantren in Indonesia.WEIPA will also cooperate with local attractions such as Nglanggeran Village and Njelok Hamlet so that it can create economic independence of pesantren business that can prosper pesantren and the local community.

4. CONCLUSION

The tourism sector contributes positively in efforts to improve the economy of a region and country. Halal tourism is the implementation of the manifestation of the nuances of religiosity covered in the mu'amalah aspect as an embodiment of aspects of socio-cultural and socioeconomic life based on islamic sharia principles. In its development, halal tourism can also be pursued to improve the economic level, which in this case pondok pesantren as its initiator. Al-Mumtaz integrated boarding school which has an advantage in the development of entrepreneurs and improving the ability of santri in terms of business provides educational space to a wide audience known as WEIPA as a tourist vehicle that offers a variety of entrepreneur educational activities that are certainly in accordance with sharia principles and can inspire visitors to entrepreneurship. Therefore, with the existence of Halal Tourism, it should be one of the proofs of the flexibility of Islamic sharia in the practical level of today's lifestyle (current lifestyle) through the integration of halal and thoyyib values in the tourism sector to support the economic independence of the boarding school.

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