

Sharia Tourism Prospects and Post-Pandemic Regional Economic Welfare: A Study on The Sumenep Community

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Abstract

The role of tourism has an impact on economic development. Sharia tourism is currently one of the most interesting and popular discussions in various countries, including Indonesia. Based on the 2021 World Population Review, Indonesia is known for its population which is predominantly Muslim and the largest in the world, making sharia tourism necessary to be considered and developed. Strengthening the image of sharia tourism requires contributions and support from the community in the form of presenting local products under Islamic rules. This study aims to find out how the community's contribution to supporting tourism prospects for regional economic welfare after the pandemic is due to the existence of this tourist attraction which is considered to be able to support economic growth by reviving the creative industry of local communities. This study uses descriptive research methods with qualitative data analysis. The location of this research is E kasogi Beach which is located in Saronggi, Sumenep Regency. The data sources of this research are primary data and secondary data. The subjects of this study were the Tourism Office of Sumenep Regency, E kasogi beach managers or workers, and the people around E kasogi beach. Collecting data through interviews, observation, and documentation. The results of the study show that the enthusiasm of the community is high in developing sharia tourism by providing regional specialties such as local community cuisine, processed food from marine products, handicrafts made from local raw materials, and from the rest of the local marine ecosystem waste, parking management, facilities, and infrastructure. provide additional financial benefits to be able to help regional economic recovery post-pandemic

Keywords: Sharia Tourism, Community Contribution, Regional Economy.

Introduction

The term Islamic economics in Indonesia is no stranger to being a hot topic of conversation in every discussion. Almost all people open their eyes to be involved in the implementation of the Islamic economic system. This can be proven by the existence of Islamic Banks that are increasingly advanced and continue to grow rapidly. In addition to the existence of a sharia banking system, the system of implementing Islamic economics attracts the attention of entrepreneurs or business people, it can be seen by the existence of various products from entrepreneurs that use the Halal label to make consumers more confident in the validity of these products. Islamic economics is part of today's global developments. The field of Islamic economics that has significantly increased consists of various fields. First, the culinary field, Second, the field of Pharmacy, Third, the field of Fashion, Fourth, Cosmetics or beauty products, Fifth, entertainment, and tourism. It carries the concept of sharia and uses the halal label in each of its products. Sharia tourism is one of the sectors of the Islamic economy that is the current instigation of economic growth (Rimet 2019). Sharia tourism carries the concept of service that provides tourism needs based on Muslim halal standards. The concept of sharia tourism has been widely developed by several countries such as Malaysia, Japan, and Thailand (Haryanti 2020).

Sharia tourism is seen as an important sector in the development of Indonesian tourism that upholds Islamic culture by applying Islamic values. But it is not prohibited for non-Muslims to visit these tours. The concept of sharia tourism is to prioritize products that are halal and good, such as the food sold at the tourist spot is safe and halal for consumption, then the lodging available in the tour has good service and of course following Islamic rules. For non-Muslim tourists, tourism with a sharia system that offers halal products is a guarantee of a healthy life, because in principle the norms of Islamic law are to get rid of things that can harm humanity and the surrounding environment. It is undeniable that going for a trip is one way to calm yourself down, or to calm your mind,

as well as being self-therapy to relieve stress. The existence of sharia tourism can also increase the faith and deep sense of awe of tourists for God's creation and power, which has created attractive and charming earth, and can also motivate every human being to always fulfill obligations, as the word of God in the Al-Quran Surah Al-Mulk verse 15 :

هُوَ الَّذِي جَعَلَ لَكُمُ الْأَرْضَ ذُلُولًا فَامْشُوا فِي مَنَاكِبِهَا وَكُلُوا مِن رِّزْقِهِ وَإِلَيْهِ النُّشُورُ

It is He who made the earth tame for you, so walk among its slopes and eat of His provisions. And to Him you (return after) the resurrection.

The reality in the development of sharia tourism is that the public perception of sharia tourism is to carry out pilgrimage activities to the graves of guardians, teachers or scholars, or to travel to mosques. Whereas sharia tourism in question is tourism that is decorated and framed with Islamic values (Susanti 2018). The concept of sharia tourism is that in carrying out the travel process, it begins with the intention of carrying out activities that are solely for worship and admiring God's creation, as long as on the way to the destination tourist destination does not direct and do things that are contrary to sharia, and consume foods that Halalan Thayyiban so that even in traveling home, we still feel grateful for the blessings we have received from Allah SWT (Bawazir 2013).

Madura Island is part of East Java Province which consists of four districts, namely the westernmost position is Bangkalan Regency, Sampang Regency, Pamekasan Regency and the last is Sumenep Regency. Sumenep is a district located on the eastern tip of the island of Madura. Sumenep also has tourism potential which is best known by tourists through its clear and beautiful beaches, such as Gili Labak beach, Sembilan beach, and much other tourism which is considered very supportive of the development of sharia-based tourism. In this case, the surrounding community must be able to provide an important role to advanced sharia tourism. This role will assist in efforts to advance sharia tourism, both in the management process and in introducing tourism to the wider community or tourists.

Theoretical Framework

The tourism industry is a very important sector in economic development in every country. Tourism can be said as the departure of a person to a place in a short period to take a vacation, filling spare time, and so on. At this time sharia tourism is a global destination and is a new style of tourism activities so that it has a huge opportunity to be developed. Sharia tourism is part of the tourism industry where services refer to Islamic sharia rules and are mostly aimed at visiting tourists. The intended service is one of them not providing food and drinks that are prohibited or contain alcohol. The World Tourism Organization (WTO) states that sharia tourism consumers are not only intended for Muslims but also non-Muslims who want to enjoy local wisdom. Sharia tourism includes components of sharia hotels, sharia transportation, sharia food places, sharia logistics, Islamic finance, Islamic travel packages, and sharia spas (Ceha 2018).

According to the DSN-MUI sharia tourism is a variety of tourism activities that are supported by various facilities and services provided by the community, businessmen, government, and local governments by sharia principles, namely avoiding polytheism, immorality, evil, and evil (DSN-MUI n.d.).

It can be concluded that sharia tourism is all forms of tourism that provide Islamic values in its application and services at these tourist attractions following sharia rules such as available lodging and food or drinks provided are included in the halal category and good for consumption. Halal tourism is used by many people because of its universal products and services. According to (Sari et al. 2021) the characteristics of halal tourism or sharia tourism include (1) destinations that are guaranteed to be safe and friendly for

family activities, especially Muslim families (2) friendly facilities both in terms of service and in terms of halal food and beverage products. for sale, airport facilities and lodging facilities (3) Marketing and awareness of destinations regarding halal tourism such as ease of communication, awareness of the needs of Muslim tourists and businesses to fulfill them.

In the Qur'an, Allah SWT calls that the Muslim ummah can travel or Travel which has a purpose so that the Muslim ummah will always be grateful for the blessings and abundance of sustenance on earth. Found in the Qur'an surah Ar-Rum verse 42:

قُلْ سِيرُوا فِي الْأَرْضِ فَانظُرُوا كَيْفَ كَانَ عَاقِبَةُ الَّذِينَ مِنْ قَبْلُ كَانَ أَكْثَرُهُمْ مُشْرِكِينَ

“Say, [O Muhammad], Travel through the land and observe how was the end of those before. Most of them were associators [of others with Allah].

Sharia tourism does not only include pilgrimage and religious tourism but also the completeness of supporting facilities such as restaurants, hotels, and tourism products and services, as well as tourist destinations in sharia tourism are the same as tourism in general as long as they do not conflict with the ethical values of sharia.

According to (Haryanti 2020) the benefits of sharia tourism include (1) adding and increasing faith and piety to Allah SWT because it can carry out His commands well in all places (2) Giving a sense of calm and comfort (3) Mentadabur Allah's creation (3) As a means of Islamic da'wah (4) Ensuring hygiene and health aspects. Islam is a religion that is Rahmatan Lil Alamin, meaning that the values of the Islamic law that are applied are not only intended for Muslims but non-Muslims can also feel the benefits. The concept of sharia tourism is not only related to halal food and drinks but all human activities (Ministry of Education and Culture, 2016). Likewise, sharia tourism is not only intended for Muslims, people from religions other than Islam can also feel the benefits that are guaranteed safe and health insurance.

Some guidelines for sharia tourism include (Sucipto and Andayani 2014):

- a. Sharia tourism destinations include natural, cultural, and artificial tourism. There are proper and holy worship facilities, halal food and drinks, art and cultural performances, and attractions that do not conflict with general tourism criteria and sharia tourism is generally maintained and sanitation and environmental cleanliness are maintained.
- b. Accommodation, namely the availability of appropriate facilities for purification, facilities that make it easier to worship.
- c. Sharia travel agency, which organizes travel and tour packages that comply with the general criteria of sharia tourism. Have a list of accommodations that are by the general guidelines for sharia tourism accommodation, have a list of food and beverage providers that are by the business guidelines for sharia tourism food and beverage providers.
- d. Sharia tourism can implement sharia values in carrying out their duties, have good character, communicative, friendly, honest and responsible and polite appearance following Islamic ethics.
- e. Sharia flights, namely providing flights to several Islamic countries by providing maximum and friendly service according to Islamic principles and flight attendants on duty to dress modestly.
- f. Shopping centers and stopovers, namely providing a proper mosque or prayer room, the location of the mosque is not in a hidden place and maintaining the cleanliness of the building.

Apart from the principles and characteristics of sharia tourism, it is necessary to know that there are several types of tourism including First, cultural tourism: this tour is intended so that travel is carried out based on a desire to expand one's view of life by making visits or visits to other places or abroad, studying the state of the people, their customs, and customs. Second, Health Tourism, this is a tour to change the conditions and environment where they live for the sake of resting in a physical and spiritual sense, by visiting tourist attractions such as hot springs that contain minerals that can heal, places that have a good climate. healthy air or places that provide other health facilities. Third, sports tourism, where this tour is intended for someone to travel to a place to carry out sports activities, such as going to the beach for swimming, fishing, and others. Fourth, nature reserve tourism. This type of tourism is usually carried out by agents or travel agencies that specialize in their business by arranging tours to places or areas of nature reserves, protected parks, mountainous forest areas, and so on whose sustainability is protected by law. This Nature Reserve tour is mostly done by fans and nature lovers concerning the hobby of photographing animals or wildlife or flower trees of various colors which are protected by the government and the community.

The economic progress of a region shows the success of development even though it is not the only indicator of the success of the development. There are three kinds of measures to assess economic growth, namely output growth, employment output growth, and output growth per capita. Output growth is used to assess the production capacity which is affected by the increase in labor and capital of the region. Growth in labor output is often used as an indicator of a change in the competitiveness of the region through productivity growth. Meanwhile, per capita output growth is used as an indicator of changes in economic welfare (Widada, et. al. 2014).

Regional economic development is a process in which local governments and their communities manage existing resources and form a partnership pattern between local governments and the private sector to create new jobs and stimulate the development of economic activity (economic growth) in the region. Regional economic development is a process. That is a process that includes the formation of new institutions, the development of alternative industries, the improvement of the existing workforce capacity to produce better products and services, the identification of new markets, the transfer of knowledge, and the development of new companies. Every regional economic development effort has the main objective of increasing the number and types of job opportunities for local communities. To achieve this goal. Local governments and their communities must jointly take regional development initiatives.

Tourism and the economy have a strong relationship, as it develops in an area, the economy can develop in that area. The relationship between the two is complementary, the economy will grow if it is supported by increasingly advanced tourism developments, especially for business actors around tourist destinations, both small, medium and large business actors. Broadly speaking, tourism has an important role in improving the economic sector, local businesses will grow, jobs can be created, incomes are also diverse, this is what makes tourism very impact on the economy of a region. Thus, the economy and tourism have a very strong and mutually exclusive relationship with each other. Tourism can be used as an economic driver for tourist areas that are resistant to economic crises, easy and cheap to develop, and the economy is an element in helping tourism development, especially halal tourism is expected to be a pillar of the regional economy (Saputram, et.al 2018).

Welfare is a condition in which a person can fulfill basic needs, be it the need for clothing, food, shelter, and have a job as desired in fulfilling one's needs. In other words, welfare is a person who in his life is free from poverty, ignorance, fear, worry, so that his life is safe and peaceful, both physically and mentally. Community welfare also means a condition where basic needs can be met which can be reflected in the condition of a decent

house, adequate clothing and food needs, adequate education and affordable health costs, and quality or where individuals can maximize their utility at a certain level. or conditions in which a person can fulfill physical and spiritual needs (Fahrudin 2014).

The Efforts to improve the community's economy can be realized in several strategic steps to expand community access to development resources as well as create opportunities for lower-level communities to participate in the community development process to overcome backwardness and strengthen economic competitiveness. One of the steps that can be used as a way to create community welfare is to create jobs, one of which is by developing a tourism industry that can have an impact on the community in terms of the economy. Where one source of regional income is from the tourism sector. The increasing number of tourist visitors to the tourist area will affect the income of the area. Therefore, the development of tourism is very important for the economic welfare of the local community. Community welfare is based on transactions between tourists and the surrounding community where the transaction is the purchase of merchandise and the use of community services around the tourist attraction, the purchase of merchandise, and the use of the services of the surrounding community based on the needs needed by tourists when visiting. The impact of tourism as an effort to create community welfare (Syarifuddin, 2020):

- a. Generate income for the community.
Every tourism activity generates income, especially for the local community. The income is generated from transactions between tourists and hosts in the form of purchases made by tourists. Tourist expenditures are distributed not only to parties directly involved in the tourism industry such as hotels, restaurants, travel agencies, and tour guides. The distribution of tourist spending is also absorbed into the agricultural sector, the handicraft industry sector, the transportation sector, the communication sector, and other related sectors.
- b. Generate jobs
Tourism is an industry that offers various types of creative work so that it can accommodate a large number of workers. For example, tourists who relax on the beach can provide income for food and drink sellers, renters of mats, masseurs, and other workers.
- c. Improve economic structure
Increasing people's income from the tourism industry makes the community's economic structure better. People can improve their lives by working in the tourism industry
- d. Open investment opportunities
Increasing people's income from the tourism industry makes the community's economic structure better. People can improve their lives by working in the tourism industry

Previous Study

Mei Sari with the title "Analysis of Halal Tourism Development in Improving the Regional Economy with an Islamic Economic Perspective at the Tourism Office of Pesisir Barat Regency Thesis" this study discusses the role of halal tourism on regional economic growth, where tourism is one aspect that supports economic prosperity. This study uses descriptive qualitative research methods. The results of this study indicate that halal tourism in the West Coast has not been able to make a major contribution and have a significant impact on the regional economy because halal tourism has not been listed in regional regulations and there has not been cooperation between the community and local government in realizing the West Coast as halal tourism. Nevertheless, tourism continues to provide income retribution for the region even though it is not quite a large nominal levy income per year (Sari 2020).

Muhammad Syarifuddin with the research title "The Influence of Local Tourist Visits on the Welfare of the Community Around the Tourism Object in Hu'u District, Dompu Regency" from the research obtained the following results: The results show that sharia tourism has a contribution to the community's economy that tourism can provide income for the community, creating jobs and opening up investment opportunities (Syarifuddin 2020).

Nouvanda Hamdan Saputram, Lusi Kholisiah, and Erda Nuraini with the research title "Potential and Prospects of Sharia Tourism in Improving the Regional Economy in Bandung City" with the results of research that Indonesian public diplomacy by presenting itself as a sharia tourist destination is considered successful in attracting foreign tourists, especially tourists. Muslims and attract investment, as well as tourism development, has also experienced a positive increase so that with increased tourist visits and investment it can be used as an increase in the regional economy (Saputram, Kholisiah, and Nuraini 2018).

Method

Research Type

The research method used by the author in this study is a descriptive research method using qualitative data analysis. Descriptive research is a method that describes the state of the subject or object of research then analyzed according to ongoing conditions and provides solutions in solving problems and providing information that is by reality and provides useful knowledge. Qualitative research is a finding that is carried out by analyzing natural conditions to explore hidden meanings, understand social interactions, ensure the truth of the data, and examine the history of development. This type of research is often called the naturalistic research method because the research process is carried out in natural conditions (Mamik 2015).

The process of qualitative research is to explore, fully disclose information so that textual data becomes contextual information and from the data explains the meaning or implied information. If the object is economic tourism, then what is observed and studied are economic facts sourced from the views, attitudes, and actions of related economic actors (Leksono 2013).

Data Source

Sources of data needed by the authors are primary data is data obtained through direct observation from the field or data obtained from sources of research locations that provide direct information to researchers, namely the tourism office of Sumenep Regency and researchers also conduct direct observations by conducting interviews with informants in one of the tourist area. While secondary data is generally data obtained through books, evidence, photo documentation, published or unpublished records or histories, and all data related to research.

Collecting Data Method

The data collection method is a method or technique used by the author in obtaining data or information. The data collection methods used by the author are:

1. Observation

Observation is an attempt to obtain data directly by observing, listening, seeing, and feeling things related to the stimulus and contribution of the community in developing sharia tourism to regional economic welfare to be used as data based on previously known ideas and knowledge.

2. Interview

The interview is a data collection technique in which researchers (interviewers who are tasked with collecting data) collect data by communicating directly by asking

questions to informants regarding the prospects for sharia tourism and the impact on the economic welfare of local communities after the pandemic. Through interviews, researchers are expected to know in depth the community's contribution to the prospect of sharia tourism which cannot be obtained through observation.

3. Documentation

This documentation technique is used by researchers to increase the accuracy and correctness of information as well as to complete the data collected and can be used as material in checking the validity of the data.

Result and Discussion

Prospects of Sharia Tourism in Sumenep Regency

The identification of tourism in the Sumenep Regency is very diverse. Natural Resources (SDA) and local wisdom are maintained and preserved very highly by the community. There are several tourism areas in Sumenep Regency that are already widely known by the wider community, such as the beauty of Lombang Beach with a stretch of pine shrimp on the shoreline. Apart from its natural potential, Sumenep Regency also keeps a history which is one of the things that can attract tourists to visit and do other vacation activities. Here are some lists of tourism in Sumenep Regency:

Tabel 1.1 Tourist Attraction Data

No	Obyek Wisata	Jumlah Pengunjung
1.	Asta Sayid Yusuf	3,335
2.	Asta Panaongan	24,109
3.	Makam Asta Tinggi	20,398
4.	Pantai Lombang	138
5.	Gili Labak	1,376
6.	Wisata Bukit Tinggi	3,840
7.	Pantai E Kasoghi	50,138

Source: Primary Data Processed by Researchers

According to the table, it can be argued that tourism in Sumenep Regency still has a very high existence. Judging from the number of visitors, religious tourism has a very high number of visitors compared to the aggregate of other tours. This description can be interpreted that principally people's understanding of sharia tourism or halal tourism is still focused on religious tourism such as pilgrimages to the graves of the guardians or figures who are discerned to have a positive influence on them. In fact, the scope of sharia tourism is not only focused on religious tourism but other tourism that does apply the values of Islamic law in its management. This can be used as a potential that needs to be utilized and developed by the government in improving and trying to continue to evolve sharia tourism in Sumenep Regency.

Sharia Tourism and Regional Economic Welfare After The Pandemic

The Covid-19 outbreak that entered Indonesia in March 2020 caused conditions in all fields to change. As in the field of education, before the Covid-19 outbreak, education was carried out properly, namely through face-to-face meetings where there were teachers who taught in class and students who listened to the teacher's explanation were in the classroom, but with this outbreak, learning activities were carried out online. and not carried out face-to-face. The COVID-19 outbreak has not only had an impact on the education sector, but the economy has also undergone drastic changes. Many companies are permanently closed due to unfavorable economic conditions.

One sector that affects the rise of economic conditions due to the outbreak of the COVID-19 outbreak is the tourism sector. As has been explained, tourism and the economy have a very strong relationship. The growing tourism has an impact on economic welfare, which will create jobs, as well as business actors around tourist objects. Therefore, it is undeniable that the existence of tourism can be used as an asset to improve regional economic conditions. Each area must have interesting potential and can be used as a tourist attraction. No exception in Sumenep Regency. Various places are used as tourist attractions by relying on natural conditions and their local uniqueness.

Imam Buchari as The Secretary of Sumenep Regency Tourism Office said that some tourism remained in demand and there were still many tourists visiting during the pandemic in Sumenep Regency, namely religious tourism such as Asta Sayid Yusuf, Asta Tinggi Tomb, and Asta Panaongan. Health protocols in various tourist attractions are also implemented strictly and carried out by the rules that have been set. He also said that the constant number of visitors to tourist attractions affected improving the economy of the surrounding community.

At the end of 2020, the launch of a new tourist attraction, namely E Kasogi beach with beautiful and clean beach views and mangrove trees that surround the shoreline. E Kasogi beach tourism is located in Tanjung Village, Saronggi District, Sumenep Regency. So the naming of this beach is E Kasogi because it stands for Saronggi District. (Fadlillah: 2021). Although this beach is a new tourist spot, this beach is in great demand by tourists to visit this beach. This beach applies sharia rules in its management, such as examples of complete worship facilities, namely there are facilities for purification and prayer rooms. In addition, the food products offered are halal food. Although in terms of overall this beach can be categorized as sharia tourism, but in terms of practice and management it has implemented Islamic sharia rules which are characteristics of halal tourism.

Table 1.2

Data on the Number of Tourists at E Kasogi Beach in 2021

No	Bulan	Jumlah Pengunjung
1.	Januari	11,553
2.	Februari	11,587
3.	Maret	6,256
4.	April	7,850
5.	Mei	7,480
6.	Juni	5,412

Source: Primary Data Processed by Researchers

From the table, it can be stated that the number of visitors or tourists to E Kasogi beach is very high, although the number of visitors decreases every month. The development process of this tour is still 50% and will continue to be developed every year. This development, of course, really requires a high contribution from the community, especially the people who are around tourist attractions. The contribution made by the community in developing this tourism is by preserving nature and maintaining the safety of tourist attractions. This is done by the community because basically, the community can also benefit from an economic perspective as a result of this E Kasogi beach tourism. E Kasogi Beach is managed by the private sector and makes the community around the coast the main actors who play a role in the development of this

beach. The workforce on this tour is the community around the beach, such as counter guards, parking guards, and other security personnel.

E Kasogi Beach provides a good economic impact for the surrounding community. This is evidenced by the behavior of business actors along the road to tourist attractions that are starting to grow, in addition to the welfare of the residents' economy, the management of the workforce in the coastal area prioritizes the local community in its management. In addition to income, the local community also regulates and arranges the management of parking areas independently, the income from the parking proceeds from this tour is left entirely to the community so that from this the community gets income from this tour. In addition, the public is also allowed to sell tourism objects without paying rent or contribution money, so this will also have an impact on the economic welfare of the community.

Conclusion

Tourism has an important role in improving the economic sector, local businesses will grow, jobs can be created, incomes are also diverse, this is what makes tourism very impact on the economy of a region. Thus, the economy and tourism have a tenacious relationship and need each other. Tourism can be applied as a regional economic driver that is resistant to economic crises, easy and cheap to develop, and becomes an element in helping tourism development, especially halal tourism. With the development and impact, it is hoped that it will become a milestone for the regional economy, especially in Sumenep Regency. Therefore, with the large diversity of tourism objects in Sumenep Regency, if it is managed properly and professionally in its development, the tourism sector may be able to contribute in terms of improving the economic welfare of the local community.

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