

The Impact of Halal Tourism on Community Welfare in the Leading Tourism Destination of Sawarna Banten : N-Vivo Analysis

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ABSTRACT

Halal tourism is a new phenomenon in tourism that continues to increase along with the increasing number of Muslim tourists. Halal tourism is included in economic development that aims to expand and equalize business opportunities, employment and community welfare. The welfare of the community in question is a condition where a person can meet basic needs such as food, clothing, shelter, clean drinking water and the opportunity to continue their education and have a decent job to support their quality of life so that they are free from poverty, ignorance, fear, or worry so that their lives are safe and peaceful, both physically and mentally. This study uses a qualitative research method with a descriptive analysis research type. The data analysis technique in this study uses the help of the Nvivo 15 application with a four-stage data analysis process, namely: data import, data coding, data visualization, and data extraction. The results of the study showed that there was very little impact felt from the benefits of halal tourism on local welfare in the Sawarna tourist destination, this is evidenced by the standard quality of life, the small number of tourists, less than optimal management of tourist areas, standard economy, no new socialization policies, bad issues and natural conditions.

Keywords: Halal Tourism, Community Welfare, N-Vivo Analysis

1. INTRODUCTION

Halal tourism as a new phenomenon in tourism continues to increase along with the increasing number of Muslim tourists around the world. Muslim tourists in determining their travel destinations and accommodations will often consider the halal element (something that is permitted or allowed according to Islamic teachings). This is because in every action, Muslim tourists base it on the Qur'an and Hadith, including in tourism. Halal

tourism is seen as a new way to develop Indonesian tourism that upholds Islamic culture and values. Halal tourism is actually not much different from tourism in general. Halal tourism is a tourism concept that makes it easier for Muslim tourists to meet their travel needs [1].

The term halal tourism has become a trend in various parts of the world along with the rapid development of technology. The term halal tourism in literature is generally equated with several terms such as sharia tourism, Islamic tourism, halal friendly tourism destination, halal travel, halal lifestyle, friendly travel destination. From the industry side, halal tourism is a complementary product and does not eliminate conventional tourism. As a new way to develop Indonesian tourism that upholds Islamic culture and values without eliminating the uniqueness and originality of the region. Halal tourism is a tourism activity that is part of the development of Islamic economics that refers to the Qur'an and Hadith. This Islamic economic concept has the ideals of *falah* (happiness in this world and the hereafter), reducing poverty, distributing justice and others [2].

Halal tourism is tourism that is carried out according to Islamic principles, with the aim of providing friendly and comfortable facilities and services to Muslim tourists. Halal tourism includes having and providing worship facilities, such as prayer places, prayer equipment, availability of halal food, good public facilities and clean water [3]. In addition, halal tourism does not provide food and drinks that are forbidden, there is no access to pornography and other things as prohibited in Islamic law. From an industry perspective, halal tourism is seen as a complementary product to conventional tourism. A new approach to developing tourism based on the principle of integrating local wisdom and Islamic values without neglecting the uniqueness and authenticity of culture as a tourist attraction. The terminology of halal tourism is often equated with religious tourism, even though both have different meanings [4]. Halal tourism has a wider range of meanings, especially in the target market which is not only Muslim tourists but also non-Muslim tourists. Halal tourism is starting to be in demand globally because of the characteristics of the products, services and development objectives. As long as it does not conflict with Sharia business values and ethics [5].

The tourism industry cycle, which is still in the development phase, certainly requires more sophisticated ideas and a comprehensive internalization of understanding of the integration of Islamic values at all stages of tourism activities. Halal tourism continues to develop and face the challenges of technology and information trends. This is important in describing the impact of tourism development on human development, in the same way in response to economic growth, human development has become an interesting issue to study. The relationship between human development and economic growth in a region is proven not only theoretically, but also empirically, in order to measure the real contribution of income in a region. The prospect of tourism in Indonesia is very large and encouraging considering that tourism is considered a savior, a *prima donna* of foreign exchange earnings for the country [6]. In addition, the growth of the tourism sector continues to increase every year, so that tourism is able to accelerate the distribution of urban regional development, open up new jobs, increase the production of arts and culture, and expand the market for small products to the international world.

The development of the tourism sector is currently very rapid, making tourism one of the leading sectors in the national economy, with many flight routes, new tourist destinations, and increasing accommodations that prove that tourism has great potential in improving the economy of a country. Tourism will have an impact on income for regions that are aware of their potential in the tourism sector. The existence of regional autonomy makes each region try to explore the greatest potential of its region [7].

Tourism development also encourages and accelerates economic growth. Tourism activities create demand, for consumption and investment which in turn will give rise to production activities for goods and services, during tourism, tourists shop, so that indirectly it creates market demand for goods and services. In an effort to meet tourist demand, investment is needed in the fields of transportation and communication, hotels and other accommodations, other industries, craft industries and consumer product industries, restaurant service industries and others [8].

Sustainable tourism development is a government priority that has brought very rapid development. The diverse tourism potential spread across each tourism destination is preserved and developed, because it can have positive and negative impacts on preserving culture, the economy, improving education and religion. In addition, the development of tourism destinations can also contribute to local government. Tourism is included in economic development which aims to expand and equalize business opportunities, employment and community welfare [9]. The welfare in question is a condition where a person can fulfill basic needs such as food, clothing, shelter, clean drinking water and the opportunity to continue their education and have a decent job to support their quality of life so that they are free from poverty, ignorance, fear, or worry so that their life is safe and peaceful, both physically and mentally [10].

Tourism can be used as a benefit by various parties such as the government, local government, business world and the community who become tourists and hosts . Many countries make tourism a source of income. Tourism aims to improve the economy, reduce poverty, reduce unemployment, improve people's welfare, preserve nature, the environment and resources, preserve culture, foster a sense of love for the homeland and much more. It is hoped that the impact of tourism can be felt both directly and indirectly by utilizing this tourism [11]. Tourism is one of the alternatives used to eradicate poverty. The reason is that tourism has a big role and contribution in improving welfare. Welfare has a very broad meaning and is also relative, because the measure of welfare for a person is different for a person and can be different from one another . In economic terms, welfare can be marked by the high or low real income, if the real income of a person or society increases, then the economic welfare of a person or society also increases. However, welfare is not only about fulfilling material needs but also about fulfilling spiritual needs [12].

In addition, halal tourism focuses more on additional services provided by tourism and creative economy business actors so that they can comply with the halal category. For example, if a hotel provides everything that Muslim tourists need, then the hotel is already running halal tourism. As for Muslim-friendly tourism, tourist destinations can provide routes or places that make Muslim tourists feel safe and comfortable, such as when praying or eating, during their vacation [13]. Around Sawarna Beach, several accommodations have provided prayer rooms or small prayer rooms in the accommodation area, while prayer times are often adjusted to the tour schedule so that Muslim tourists do not miss out on praying, and the provision of halal food at local stalls or restaurants in Sawarna mostly offers seafood from halal sources, with processing that meets nutritional standards and cleanliness in accordance with halal principles. And many homestays and accommodations in the Sawarna area provide services in accordance with halal principles [14].

Sawarna Village is one of the rare beach tourism destinations, rich in diverse flora and fauna located in Bayah District, Lebak Regency. Many tourists come to Sawarna Village especially towards the weekend or long holiday moments. Sawarna Beach tourism

is highly recommended for both local and foreign tourists. Sawarna is famous for its relatively familiar height, and the location close to the beach also has a wide surfing area with waves and large rocks that tower above the water's surface and add to the exoticism of the surrounding area [15]. Sawarna Tourism Village also introduces visitors to the culture and life of the local community. Tourists can interact with local residents, learn about traditions, handicrafts, and culinary specialties. Local communities are also involved in the management of tourist destinations, so visitors can feel their warmth and friendliness. The development of tourism in Sawarna Village involves stakeholders who each have their own roles and influence [16]. on the one hand the involvement of various parties will increase the potential for attraction and the community's economy, on the other hand the interests brought by each party will have an impact on the lack of synergy in the Sawarna Village Tourism development program. Better infrastructure development and tourism promotion can help utilize this potential more optimally to increase tourist visits and provide welfare impacts for the local community.

2. RESEARCH METHOD

This study uses a qualitative descriptive research type, where by conducting this type of research will produce descriptive data in the form of written or spoken words from people and observable behavior. By choosing this qualitative method, researchers expect to obtain complete and accurate data. This research approach includes field research, which is research conducted to intensively study the background of the current state and environmental interactions of a social unit, individual, group, institution or community. Data analysis used by researchers in this study uses the help of the Nvivo 15 software application which consists of implementing data import, data organization, data visualization, and finally extracting data.

3. RESULTS AND ANALYSIS

a. The Impact of Halal Tourism on the Welfare of the Sawarna Village Community

To find out the impact of halal tourism on the welfare of local communities in the Sawarna tourist destination, researchers conducted interviews with the Sawarna Tourism Village Manager, Local Communities and Visitors or tourists as informants to strengthen the research answers.

Based on the results of the interview with the head of Sawarna Village, the results are as follows:

"Halal tourism program, why is it the basis for developing halal tourism, because Sawarna is in addition to tourism. That here there is tourism, yes there are two, namely tourism and religion, why for example there must be halal tourism, yes of course this is indeed consumed by tourists when for example from various types of halal food, then the activities do show that there is nothing that is indeed in conflict with Islamic law, and the Sawarna community also feels a little helped by the existence of this halal tourism".

Based on the statements given by the informants above, it can be concluded that the basis for the development of halal tourism in Sawarna is the aim so that the facilities and services provided do not conflict with Islamic law, and the Sawarna beach community feels the benefits of halal tourism.

The results of the subsequent interview with the Secretary of Sawarna Village explained that:

"To advance the economy of the surrounding community, continue to advance the surrounding community as well, so that there is progress in terms of the economy and community development, the most important of which is economic improvement. With the

existence of halal tourism, the people of Sawarna in particular feel that their lives are better”.

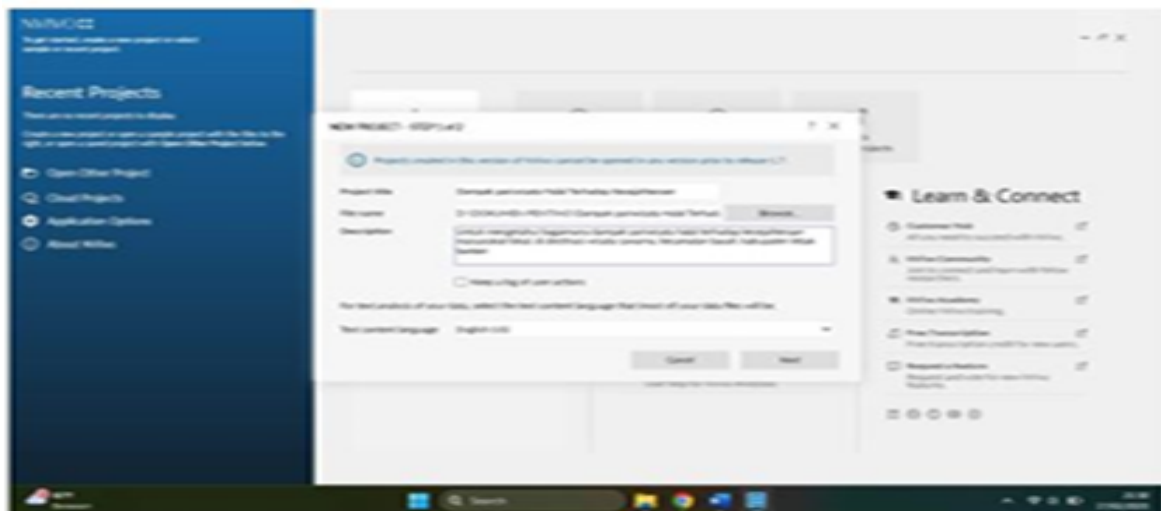
Based on the statements given by the informants above, it can be concluded that the basis for the development of halal tourism in Sawarna is the goal, to advance the economy of the surrounding community, and empower the surrounding human resources, with both of these things expected to have a good impact on the Sawarna Village community.

The next interview was with one of the community leaders of Sawarna Village who said that:

"The impact of halal tourism in Sawarna has been positive, the community also benefits, the villas are never empty, especially in the economic sector. The income from halal tourism in Sawarna is considered to be very helpful for the economy, and the crime rate can also be said to have decreased”.

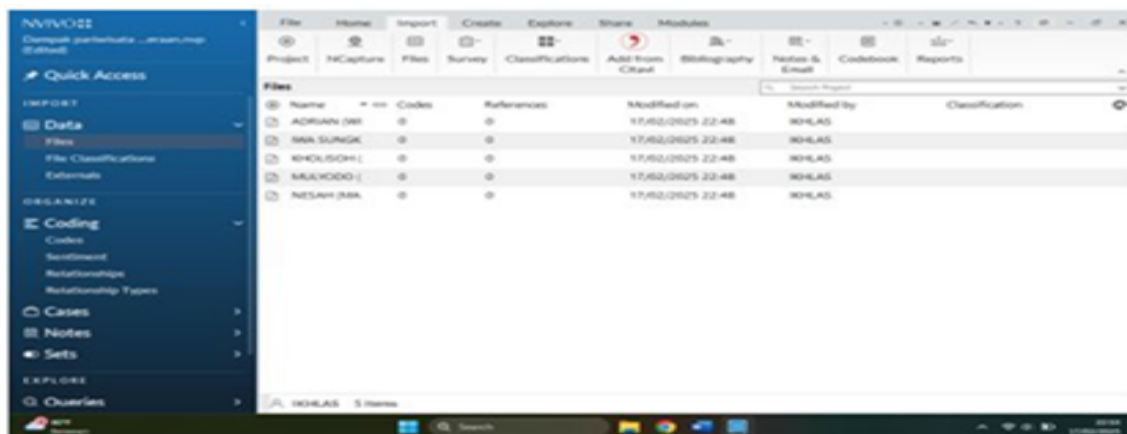
b. N-Vivo Analysis and Testing Results

Data analysis used by researchers in this study is using the help of the Nvivo 15 software application. Before researchers import data, the main thing to do is to have a project that they want to find conclusions for, therefore here researchers conduct research with the aim of determining the impact of halal tourism on the welfare of local communities, at the Sawarna tourist destination, namely as follows:



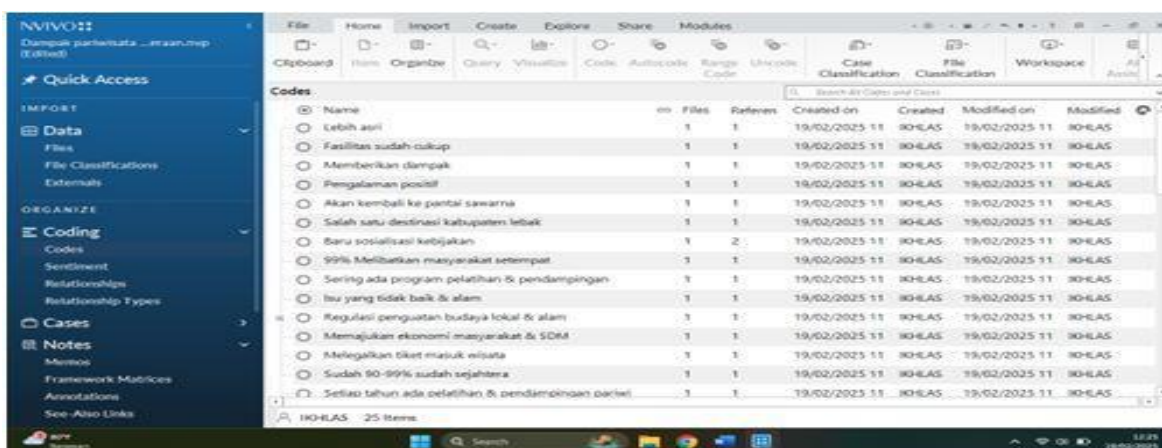
1. Importing data

The data that the researcher uses here is data from the results of the researcher's interviews with informants Sawarna beach.



2. Creating code or theme

After the data is imported, the next step that the researcher takes is to code the data or create codes for the data and divide it into several themes. In creating themes, researchers must first know the objects that are most often discussed or raised by the sources



3. Visualizing data

The next step is data visualization, which is where researchers start analyzing the data. Visualizing data will make us know the impact and how much impact halal tourism has on the welfare of local communities in the Sawarna tourist destination.

4. Presenting data

The last step is the data importer, after we visualize the data and get the results, the next step is to present the data into a report. The following will describe the results of the researcher's research analysis with the help of the Nvivo application.

Based on the analysis results of interview data using this feature, one of the features of the Nvivo software for displaying text visually is the word frequency query. This feature helps researchers display the frequency of interesting and informative words. Based on the search results with this feature, a collection of words that appear most often in the displayed data is obtained. The collection of words that appear most often in the data that researchers will present in the form of a word cloud is found as follows:

the number of references from the coding entered according to the contents of the interview with the source found by the researcher.

The best scale chart hierarchy fits the available space so that the rectangle sizes should be considered in relation to each other, not in absolute numbers. The largest area is shown in the middle left of the chart, while the smallest area is shown in the middle right of the chart. The use of the chart hierarchy is because we want to see the dominance of coding and the portion of words that often appear in the analysis.



Based on the image above, the chart hierarchy has a different portion of words. It can be seen that the topic that received the largest response from the sources was new policy socialization, standard quality of life, depending on tourists, the community was involved in managing the Pokdarwis. The study concluded that the results of the study above through the Nvivo test on the data found in the field showed that the impact of halal tourism on the welfare of local communities in the Sawarna tourist destination, Bayah sub-district, Lebak Banten regency, there was very little impact felt from halal tourism for the local community.

4. CONCLUSION

Based on the results of research that has been conducted regarding the impact of halal tourism on community welfare in the Sawarna tourist destination and after analysis with the help of Nvivo 15 software. So it can be concluded that there is very little impact felt from halal tourism on the welfare of the community in the Sawarna tourist destination. The results of research and analysis using the Nvivo 15 application show that the impact of halal tourism on the welfare of the local community in the Sawarna tourist destination, has very little impact, this is proven by the standard quality of life, the small number of tourists, less than optimal management of the tourist area, the standard economy, there is no new socialization policy, bad issues and natural conditions.

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