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*Embracing Global Transformation:
Collaborative Innovations through
Social and Political Research*

7-8th September
2022



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Faculty of Social Science and Political Science
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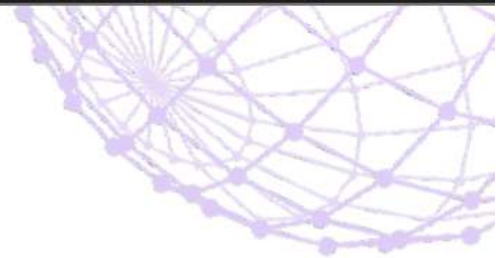
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INTERNATIONAL CONFERENCE ON INDONESIAN SOCIAL & POLITICAL ENQUIRIES
“Embracing Global Transformation: Collaborative Innovations through Social and
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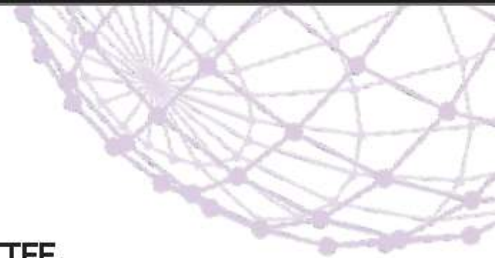
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The 7th ICISPE International Conference on Indonesian Social and Political Enquiries

"Embracing Global Transformation: Collaborative Innovations through Social and Political
Research
September 7th- 8th 2022


FOREWORD



Research should be a valuable tool for finding solutions to existing problems faced by a country. This belief is reflected to ICISPE 2022 conference. Our world is constantly being challenged by global, massive, and fast changes, starting from the development of the digital era which causes disruption in all aspects of the industry until the world suddenly stops due to the Covid-19 pandemic. But humans continue to show their ability to overcome all these problems by implementing new ideas so that problems can become opportunities. Collaboration in innovation is the key to success in the connected era. We realize that we cannot work alone, we need help from others to achieve the objectives quickly and effectively. Therefore this year's ICISPE is here to accommodate collaborative innovation ideas from various parties to accept the ongoing global transformation.

The 7th ICISPE Proceeding is a summary of the research results presented at the 2022 ICISPE Conference by academics and researchers. This activity was carried out with the cooperation of all committee members at the Faculty of Social and Political Sciences, Universitas Diponegoro. Carrying the theme "*Embracing Global Transformation: Collaborative Innovations through Social and Political Research*", this conference was held on 7th-8th September 2022 at the Orange Faculty of Social Sciences Campus.

Over 50 articles were submitted, this year we received some collaborative works of Indonesian authors and some authors from Russia, The Philippines, Germany, Malaysia and China. All were reviewed and refined to meet scientific work standards. We hope that the articles published through this conference will contribute to the improvement and development of society in various social aspects. We would like to thank all the speakers, writers, participants, reviewers, and committee members for their contributions to this conference.



On behalf of the Faculty of Social and Political Sciences, Universitas Diponegoro, we would like to thank all speakers, writers, participants, reviewers, and committee members for this conference.

Semarang, 8 September 2022
Dean of Social and Political Sciences Faculty
Universitas Diponegoro

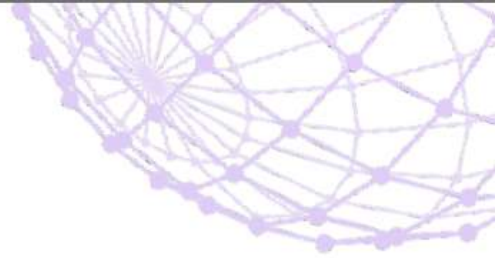
Dr. Hardi Warsono, MTP



Table of Contents

Category : Local Government

1. Understanding Disability Policy: Study in Kampar District, Indonesia 2
Steven Antony, Auradian Marta, Baskoro Wicaksono, Iqbal Miftakhul Mujtahid, Musa Thahir
2. Analysis of The "Service Triangle Model" in The Development of User-Oriented Public Services at DPMPTSP Semarang Regency 9
Aufarul Marom, Herbasuki Nurcahyanto
3. Vote Buying: The Practice of Support Mobilization on Head Village Election 18
Dewi Erowati, Puji Astuti, Turtiantoro
4. The Neutrality of Village Heads on The 2020 Simultaneous Local Elections in Demak Regency 24
Nunik Retno Herawati , Fitriyah, Neny Marlina
5. Challenges and Obstacles KPU in The Use Of Erekap in The 2024 General Elections 29
Fitriyah, Nunik Retno Herawati, Ratna Herawati
6. Electronic-Based Local Government System 34
Teguh Yuwono, Dzumuwanus Ghulam Manar, Laila Kholid Alfirdaus
7. Governing Community Based Tourism During Covid19 Pandemic in Central Java 40
Retna Hanani, Amni Zarkasyi Rahman
8. Implementation of Waste Management Policy to Realize Sustainable Development (Case Study: Silopah Program in Semarang Regency) 46
Supratiwi, Yuwanto, Kushandajani
9. Jokowi and Rumors of PKI on Presidential Election 2019 51
Triyono Lukmantoro and Nurul Hasfi



Category : The Economy and People Development Category

10. Dissemination of Information and Community Participation in The Development of Cultural Villages in Sumberwungu Kapenewon Tepus, Gunungkidul Regency 58
Joyo Nur Suryanto Gono; Wiwid Noor Rakhmad
11. Community Empowerment in Mangrove Conservation in The Coastal Area of Kertomulyo Village, Pati Regency, Indonesia 65
Nina Widowati, Hardi Wardono, Kismartini, Irfan Murtadho
12. Kudu Sekolah is an Effort to Improve Community Welfare in Pekalongan Regency 72
Hesti Lestari, Dewi Rostyaningsih, R. Slamet Santoso
13. The Role and Participation of Village Youth in the PKK in Rimpak Village 81
Arif Kurnia Ardi Pradana, Hardi Warsono, Tri Yuniningsih
14. Generation Y on The Spot: Early Assessment of Millennial District Heads' Performance on Human Capital In Indonesian Districts 87
Bangkit A. Wiryawan, Rina Martini, Nur Hidayat Sardini
15. Tracking Down the Place in the Learning of the Everyday Nature 96
June Cahyaningtyas, Wening Udasmoro, Dicky Sofjan
16. Social Capital in The Development of Pancasila Jrahi Tourism Village Pati Regency 104
Wahma Dewi Bintari, Kismartini, Retno Sunu Astuti
17. The Effectiveness of Using Finger Prints in Supporting The Work Discipline of Educators at The Wachid Hasyim I Foundation 111
Dwi Hardaningtyas. Nur Holifah

- 
18. Analysis of Women's Participation in The Local Economy through Small and Medium Enterprise (SME) 117
Novita Maulida Ikmal, Indriasturi, Dwi Hardiningtyas
19. Biased Illustration of Women in Reporting Rape on Online News Portal 123
Wiwid Adiyanto
20. A Review of The Possibility of Gender-based Tidal Flood Mitigation in Indonesia: Pekalongan City as a Case Study 139
Hartuti Purnaweni, Kismartini, Titik Djumiarti, Mohd Hairy Ibrahim, Anis Qomariah
21. Study of Family Communication on Indonesian Films “Ngeri-Ngeri Sedap” 144
Mutia Rahmi Pratiwi, Amida Yusriana, Nuriyatul Lailiyah
- Category : Business and Innovation Revision and Redefinition**
22. Solo City Branding Strategy: As Cultural Tourism City to Attract Tourists 154
Robetmi Jumpakita Pinem, Saryadi, Widayanto
23. Regional Innovation Development Cooperation in Poverty Reduction (Case Study of Poverty Laboratory in Pekalongan Regency) 162
R. Slamet Santoso, Dewi Rostyaningsih, Hesti Lestari
24. Eco-Tourism Development Strategies to Achieve Sustainable Development Goals in Mangrove Park Pekalongan 170
Robetmi Jumpakita Pinem, Widayanto, Bagus Rahmanda
25. Analysis of Muslim-Friendly Tourism Development in Palembang City with ACCESS Model Attribute 176
Tri Yuniningsih, Ida Hayu Dwimawanti
26. The Advantages of Developing Renewable Energy Power Plants in Karimunjawa 185
Hartuti Purnaweni, Titik Djumiarti, Himawan Bagas Wirastomo



Category : International and Global Network for Policy and Cooperation

27. Breaking The Deadlock Formality of The International Convention Become Law	195
<i>Ricca Anggraeni</i>	
28. Enhancing Cultural Diplomacy through Export Creative Commodity : A Case of Nasrafa Brand	204
<i>Rr. Hermi Susiatiningsih, Dewi Setyaningsih, Muhammad Faizal Alfian</i>	
29. Indonesia 2045: Strategy toward a Global Power in The 21st Century	215
<i>Mohamad Rosyidin</i>	
30. Awaken the Dragon: Threat Analysis to China-US Relations over Taiwan	226
<i>Isti Nur Rahmahwati, Muhammad Arief Zulyan, Muhammad Faizal Alfian, Rahmat Syahid Suraya</i>	



Business and Innovation: Revision and Redefinition

Analysis of Muslim-Friendly Tourism Development in Palembang City with ACCESS Model Attribute

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Abstract. Muslim-friendly tourism is a tourism concept that considers the basic values of the people in its presentation ranging from accommodation, restaurants, to tourist activities that always refer to the norms of experience. Palembang city is one of the leading tourist destinations in South Sumatra Province. As a city that has excellent tourism opportunities, this can be used as an opportunity to develop Muslim-friendly tourism. In the development of Muslim-friendly tourism, there are four indicators of the *Indonesian Muslim Travel Index* (IMTI) model approach using ACCESS attributes including *Access, Communication, Environment, and Services*. In addition, the development of Muslim-friendly tourism is closely related to the involvement of *stakeholders*. This study aims to analyze the development of Muslim-friendly tourism using four attributes of ACCESS. The approach method uses qualitative descriptive analysis, with interview techniques, documentation, and FGD data collection. From the results of this study, it is known that the development of Muslim-friendly tourism in Palembang City as seen from the *Access* indicator has met the criteria, then from the *Communication* indicator has met the criteria, from the *Environment* indicator the conclusion has met the criteria, and from the *services* indicator it can also be known to meet the criteria for being Muslim-friendly.

Keyword : development, tourism, muslim-friendly, ACCESS attribute

1. Introduction

At the United Nations general assembly held in New York on September 25, 2015, it has established sustainable development goals (SDGs) containing 17 goals and 163 targets of the global action plan for the next 15 years (2015-2030)¹. Tourism is one of the areas included in the focus of the SDGs targets that are included in the SDGs for decent work and economic growth. Tourism has a very important role in cultural preservation, environmental protection, peace and security and infrastructure development. In addition, tourism is a major contributor in the country's foreign exchange opinion, especially in developing countries.

Economic growth in Indonesia is currently experiencing development, one of which is the tourism sector. In 2020, the contribution of the tourism sector to Indonesia's GDP was only 4.05%, after reaching 4.7% in the previous year. As for the foreign exchange of the tourism sector, the Kementerian Pariwisata dan Ekonomi Kreatif estimates that it will be US\$ 0.36 billion only in 2021. That figure is much lower than the previous year². This can be seen from the increase in tourist visits, both domestic and foreign tourists. However, due to covid-19 in 2020 Indonesia had experienced a decrease in the number of tourists. So far, tourists have become the locomotives and driving wheels of the tourism sector and the creative economy. Indonesia has a Muslim majority and the largest Muslim population in the world so that it becomes the potential for economic growth of halal tourism in Indonesia. The halal food industry sector is a great potential to be developed. The average industrial sector is projected to grow by around eight percent in the period until 2021. With this potential, Indonesia has the opportunity to be used as a halal tourism sector. Based on data ³from The Global Islamic Economy Indicator in the State of the Global Islamic Economy (SGIE) in 2022 Indonesia maintains its position in the fourth rank after Malaysia, Saudi Arabia, and the United Arab Emirates. Although, ⁴being in the same rank as last year, Indonesia experienced a significant increase in the halal food sector. Indonesia rose two places to the second position in the halal food sector.

Halal tourism is tourism that provides tourist services with reference to Islamic rules⁵. However, many Indonesians still misunderstand the concept of halal tourism. The application of the system with the concept of

¹ Susanti Sri, 'Global Dimensions of Tourism: Implementation of Sustainable Development Goals (SDGs) on Gender Equality in the Tourism Industry', *Journal of ScientificAlly Assisted Media*, 14.7 (2020), 2919–26.

² Azzahra, Qonita. The contribution of the Tourism Sector to GDP 2017-2021. (2022).

³ Heni Noviarita, Muhammad Kurniawan, and Gustika Nurmalia, 'Halal Tourism Analysis in Increasing the Pace of Economic Growth in Lampung Province', *Scientific Journal of Islamic Economics*, 7.1 (2021), 302.

⁴ Puspaningtyas Lida, 'Indonesia Maintains Fourth Position in SGIE 2022', *Republika.co.id*, (2022).

⁵ Nidya Waras Sayekti, 'Halal Tourism Development Strategy in Indonesia', *Study*, 24.3 (2019), 159–71.

halal tourism is different from the application of sharia law which is feared by many people in Indonesia. The concept of halal tourism tends to be Muslim and Family Friendly, which means it is friendly with Muslim tourists and halal tourism is not zoning but a service that provides Muslim tourists with choices for facilities based on sharia principles such as transportation, places of worship, halal culinary, resting places, and so on that have halal certification. In addition, halal tourism is not only limited to halal food, but more importantly the availability of accommodation, communication, environment and Muslim-friendly services, namely all components that facilitate and provide comfort for Muslim tourists to carry out worship. ⁶⁷The huge potential encourages a number of countries in the world to strive to develop a tourism industry that is friendly to Muslim tourists. Not only in Muslim-majority countries, such as Malaysia and the United Arab Emirates, but countries with Muslim minorities have also developed this tourism concept, such as Japan with the concept of *omotenashi* services, Australia which provides Muslim *Travel Guide* travel packages, and the UK through *Serendipity Travel* which provides facilities to facilitate worship for Muslim tourists.⁸

Currently, halal tourism is experiencing a new trend in the development of global tourism. The increase in the number of upper middle-class Muslims in various parts of the world has become a niche market for the development of this tourism. It is not surprising that countries that rely on the tourism sector, both muslim-majority and muslim minority, continue to boost this Muslim-friendly tourism. Indonesia since 5 (five) years ago has begun to respond by designing several provinces as Muslim-friendly tourist destinations. One of them is the province of southern Sumatra which participates in developing halal tourism potencies. Even the South Sumatra provincial government will encourage banks to help financially to help develop halal tourism.⁹ South Sumatra tourism has the potential to grow halal tourism because it is supported by halal tourism industry facilities such as halal culinary centers, adequate worship facilities, to the availability of sharia and non-sharia hotels. The potential of halal tourist destinations owned by Bait Al-Qur'an Akbar, Kampung Al-Munawar then Cheng Ho Sriwijaya Mosque which has become a favourite halal tourism of South Sumatra in the city of Palembang. As one of the areas in South Sumatra, Palembang City also participates in developing halal tourism. Even the Palembang City Tourism Office collaborated with the Provincial Office, MUI (Indonesian Ulama Council), PHRI (Indonesian Hotel and Restaurant Association) to be able to help 7 develop and realize halal tourism in Palembang City (Assajidin.com, 2019). By having an area or village with Islamic nuances, it is easier for the Tourism Office as the person in charge of tourism development in South Sumatra to be used as a tourist destination.

The contribution of the Muslim-friendly tourism sector in Palembang City to economic growth over the past five (5) years is increasing, in line with tourism in general. Both from the contribution to GDP, foreign exchange receipts, the arrival of foreign Muslim tourists, and the travel of domestic tourists that show a positive trend. Thus, it can be concluded that the economic impact of the Muslim-friendly tourism sector needs to be assessed more specifically through a tourism competitiveness model approach so that the development of Muslim-friendly tourism in Indonesia can be credibly measured and produce optimal progress as a whole. However, to measure the contribution of Muslim-friendly tourism to national economic growth, it is necessary to approach the fundamental aspects of Muslim-friendly tourism. Starting from direct contributors such as accommodation, transportation, attractions, Muslim-friendly tourism industries, to indirect contributors such as tourism investment and government spending that can be measured by the readiness of Muslim-friendly tourism infrastructure in a destination. Commodities, industries, and sources of expenditure are the main contributing components of the tourism sector to the development of the economy as a whole. Therefore, to measure the success of a destination, we can assess the quality of access, communication, environment, and tourism services of that destination. Currently, a global tourism competitiveness assessment model has been developed released by credible international institutions.

Looking at the phenomenon on the background above, that in measuring how the development of Muslim-friendly tourism in an area can be said to be successful by referring to the indicators of the quality of access, communication, environment, and tourism services of the destination, the research question that will be answered in this study is how to develop Muslim-friendly tourism at the research site Judging from the indicators of access quality, communications, environment and services at the research site?

2. Research Methods

⁶ Cupian, Annisa Rahmadita, and Annisa Noven's Advice, 'Analysis of Factors Affecting People's Interest in Visiting West Sumatra Halal Tourism (Case Study of Indonesian Millennial Muslim Tourists)', *Scientific Journal of Islamic Economics*, 7.03 (2021), 1318–26.

⁷ N Bustamam and S Suryani, 'The Potential of Halal Tourism Development and Its Impact on regional economic development in Riau Province', *Journal of Economics KIAT*, 32.2 (2021), 146–62.

⁸ Subarkah, A. R. Diplomacy Tourism Halal West Nusa Tenggara. *Intermestic: Journal of International Studies*. (2018).

⁹ Rosana, Dolly. South Sumatra Provincial Government Encourages Sharia Tourism Development in Regencies/Cities. *Between the News*. (2020).

This researcher uses qualitative descriptive research methods. The purpose of this study is to understand what is hidden behind a phenomenon that is sometimes difficult to know or understand. In addition to understanding phenomena that are difficult to understand, researchers want to explore the experiences of individuals in defining a problem and the society that is the informant is free to express its definition. Therefore, researchers as data collectors will go directly to the field for data collection. For the analysis of *media literacy capabilities* on reality show shows, researchers will use in-depth interviews. Researchers think qualitative research is able to describe events or social realities from the point of view of the subject, not from the point of view of the researcher as an observer. The matters studied included the behaviors, feelings, and emotions of the study subjects. Data collection techniques are carried out through observation, in-depth interviews, *focus group discussions* and documentation. The determination of the study subjects used *purposive* techniques and *snowball* techniques used to determine the next informants who could provide the information and knowledge needed in this study. The key informant in this study was the Head of the Tourism and Culture Office who was appointed at the research site. As tools in data collection, notebooks, documentation tools and interview guidelines are used during the research process. The data that has been collected will later be validity of the data using data triangulation techniques.

3. Results and Discussion

South Sumatra is a province that has the opportunity to quickly advance and develop because of its strategic location. Sumatra Province is also one of the entrances for foreign tourists which contributes to a fairly large number of visits in Indonesia. However, in 2020 Tourist visits to South Sumatra Province decreased due to the COVID-19 pandemic according to the Head of the Culture and Tourism Office of South Sumatra Province (Disbudpar Sumsel), Aufa Syahrizal. One of the cities that has tourism potential in South Sumatra is Palembang City. The city of Palembang has 3 tourist attractions, namely natural tourism, artificial tourism and cultural tourism. Since a long time ago Palembang was known for being a city full of famous cultural history in Indonesia so, there are many relics of the Sriwijaya Kingdom scattered throughout the city and its surroundings. Currently¹⁰, Palembang City has more than 76 tourist destinations and based on the portfolio of these tourist products, 64% are cultural tourism destinations in the form of typical culinary, handicrafts, customs, traditional clothing and so on. The potential possessed by the province of South Sumatra can be explored as an opportunity to develop halal tourism, namely bait Al-Qur'an Akbar, Kampung Al-Munawar then Cheng Ho Sriwijaya Mosque which has become South Sumatra's favorite halal tourism in Palembang City.¹¹

Implementation of the ACCESS Model for Muslim-friendly tourism in Palembang

In measuring the success of a destination, we can assess the quality of access, communication, environment, and tourism services from that destination. Currently, a model for measuring the value of tourism competitiveness globally has been developed released by credible international institutions. In 2015, Mastercard-Crescentrating introduced GMTI (Global Muslim Travel Index) as a reference index for Muslim travel destinations. The Index is a tool to measure Muslim-friendly tourism facilities and helps stakeholders in the travel and hospitality sector to understand how travel and markets for Muslim travelers. In addition, this index can also play a role for regions to measure the extent of readiness and progress of regions/destinations in welcoming or building Muslim-friendly tourism.

The Indonesia Muslim Travel Index (IMTI) uses the same ACES model used by GMTI. The index provides travelers, tourism agencies, economists, travel providers, stakeholders, investors, and industry specialists with comprehensive reference to several important criteria for tracking the capacity and growth rate of the travel segment in an area (Mastercard CrescentRating IMTI 2018). This will provide an opportunity for regions in Indonesia to benchmark services in order to grow and meet the needs of Muslim travelers. The assessment in this report is in the form of an IMTI model modification approach that uses ACES (Access, Communication, Environment, and Services) attributes.

In order to develop Muslim-friendly tourism in Palembang City, in the study, an analysis was carried out using the ACES model approach (ACCESS model is a benchmark for the development of halal tourism on a global scale). The Aces model approach consists of four indicators, namely Access, Communication, Environment, and Services. From the results of the study, each of the indicators adapted by the Indonesia Muslim Travel Index (IMTI) can be explained as follows:

Table 1
Model IMTI ACCESS

¹⁰ Palembang City Culture and Tourism Office. (2022).

¹¹ Aries, Maspril. South Sumatra Launches Halal Tourism 2017. *Republika.co.id*. (2017).

Access	Communication	Environment	Services
<ul style="list-style-type: none"> • Air Access • Rail Access • Sea Access • Road Infrastructure 	<ul style="list-style-type: none"> • Muslim Visitor Guides • Stakeholder Education • Market Outreach • Tour Guides • Digital Marketing 	<ul style="list-style-type: none"> • Domestic tourist Arrivals • International Tourist Arrivals • Wi-Fi Coverage • Commitment to Muslim-friendly Tourism 	<ul style="list-style-type: none"> • Halal Restaurants • Mosques • Airports • Hotels • Attractions

Access

Tourism development in terms of access according to the Indonesia Muslim Travel Index (IMTI) in 2019 includes 4 (four) indicators, namely access water, rail access, sea access and road infrastructure. With the development in terms of access, it is hoped that it will make it easier for tourists to go to tourist destinations by using transportation facilities and infrastructure that are already available.

In the access water service, Palembang city has one Sultan Mahmud Badaruddin II International Airport which has international routes to Medina, Kuala Lumpur and Singapore with 3 airlines (Lion Air, Scotch airlines, and Air Asia) as well as several domestic flight routes with a wide selection of 11 (eleven) airlines, namely Garuda Indonesia, Nam Air, Air Asia, Lion Air, Batik Air, Express air, Sriwijaya air, Batik Air, Wings Air, and Citilink so Palembang city gets a score of 4 (four) on *air access*.



Source: Media Indonesia

Figure 1
Air Access Sultan Mahmud Badarddin II Airport

Kemudain for train transportation services Palembang City has 2 route services, namely within the city and between cities / provinces. Palembang City has one station named Kertapati Station which serves long-distance train routes with Palembang-Lubuklinggau route, and Palembang-Lampung with economy, business and executive class train services. In addition, there is an LRT for transportation services for inner-city routes that will pass through 13 stations, namely SMB II Airport, Hajj Dormitory, Pundi Kayu, RSUD, Garuda Dempo, Demang, Bumi Sriwijaya, Dishub, Cinde, Ampera, Polresta, Jakabaring, and DJKA and pass through a mall connected to the skybridge. Along the 23.4 kilometres will pass several tourist icons in Palembang such as Kuto Besar Fortress, Musi River, there is also the Ampera Bridge. Therefore, the city of Palembang gets 4 (four) with various kinds of rail service access both within the city and between cities / provinces.



Source: Detik.com from Dok Humas LRT Palembang

Figure 2
LRT Transport

Although Palembang City does not have a port, it has river transportation modes, namely tourist kpal, tourist water buses and ketek boats operating at Benteng Kuto Besak Pier (BKB) Palembang. BKB Pier is located in the Ampera Bridge area, Pasar 16 Ilir is still a strategic transportation hub for the Musi River water area from Banyuasin Regency to Muara Enim.



Source: Dinas Budaya dan Pariwisata Kota Palembang, 2017

Figure 3
River Transportation in Palembang City

Finally, based on road quality data from the Palembang Public Works and Spatial Planning Office, 72.5% of roads in Palembang City have been in good condition, while 14.5% of the road length is in moderate condition. In addition, from along the Palembang City Road which reaches 681.75 km which is the responsibility of the Palembang City government, 59.8 percent has been paved. For people who want to visit Palembang, they can use the trans Sumatra toll road which can be reached from Lampung. From Lampung, the vehicle crosses the Bakauheni - Terbanggi Besar Toll Road along 140 Km, then connects to the Terbanggi Besar - Pematang Panggang - Kayu Agung toll road along 189 Km, continued to the Kayu Agung - Kramasan section along 42.5 Km in Palembang. Thus, Lampung Province is increasingly closely connected to South Sumatra Province and increasingly saves travel time by up to 75%. This efficiency further contributes to the efficiency of time on travel trips and the fuel of the vehicles used. To date, 691 Km of Toll Road sections along the Trans Sumatra Toll Road have been operating, and 481 Km are under construction. Currently, there are also two sections of the Trans Sumatra Toll Road that are functionalized to serve the Eid homecoming flow, namely the Pekanbaru-Bangkinang Toll Road (31 Km) and the Bengkulu-Taba Penanjung Toll Road (17.6 Km) which are specifically intended for small vehicles or Group I (bpjt.pu.go.id, 2022). It was concluded that 72.5% of the roads in Palembang City were in good condition so that Palembang city got a score of 4 (four) in terms of the availability of road infrastructure.

Communication

Muslim visitor guide, Palembang City already has two (2) *Travel Visitor Guidebooks* that have been published in English and Indonesian formats. *Travel Visitor Guidebook* in book and digital form. *Guidebooks* in digital form can be accessed through the website and *android* application. E-Book service in the form of this *website* is a paid *ebook* application. While the application on *Android* called Palembang tour guide is free of charge and contains various information about tourist destinations, transportation, tour packages, activities and others. The Palembang City Government together with other stakeholders made tourist guidebooks in printed form distributed at the entrances / TIC as well as in digital form which was launched in the form of applications and the *web*. With this application, it is hoped that it can make it easier for tourists when they come to Palembang.

Stakeholder education, Palembang City has held several *workshops* for tourism business actors in the last few years to support the existence of halal tourism such as the Tourism Seminar with the theme of developing

halal tourism (Halal Tourism) in Palembang City to promote Palembang Emas Darussalam 2023 held by the Palembang City Tourism Office in 2018 (lamaqu.id, 2022). Socialization of the Halal, Hygienic and Sanitation Guarantee System for Culinary Tourism which was attended by 150 *tenants* of *Lorong Basah Night Culinary between* the Palembang City Tourism Office and LPPOM MUI South Sumatra.

Market outreach, to promote its tourism, the city of Palembang collaborates with other stakeholders through *the market outreach* program that has been implemented by the City of Palembang. Marketing activities carried out are by following the activities of the National Committee for Islamic Finance (KNKS). Marketing is carried out by means of socialization through *booths* at the Sumatra Regional Sharia Economic Festival (FESyar). Secondly, there is Ralali.com the Palembang City Government cooperates with Ralali.com as a B2B *Marketplace*, by conducting a cooperation MOU through *Box Belanja* as an SME platform for Kalidoni District. This synergy is realized with the support of Ralali.com as the widest possible link for Palembang SMEs through one door. In addition, the Palembang City Culture and Tourism Office collaborated with the Yogyakarta Tourism Office regarding the tourism market outreach in Palembang City.

Apart from exhibitions, Palembang city also promotes tourism through brochures. The city of Palembang has two (2) types of brochures related to tourism, namely tourism destination brochures, pottery handicraft brochures, Palembang Songket brochures, and tour package brochures. The four brochures were published in Indonesian and English, with some number of publications at *promotional events*. *The event* includes tourism exhibitions in and abroad domestically, as well as exhibitions in the framework of *international events*. The city of Palembang has also interrupted five (5) Muslim-friendly tourism events, namely Haul ki Merogan, Children's Festival soleh, Palembang Darussalam Festival, Malay Cultural Festival held by the Palembang City Government.

Tour Guide, Chairman of DPD HPI (Indonesian Tourism Association) Sumsel Kemas Abdul Latif, South Sumatra Province in 2021 has around 300 Tourists who are members of HPI. However,¹² only half of them have certificates. As for the city of Palembang, it has twenty-nine (29) *tour guides* who are members of the Palembang Branch of the Indonesian Tourism Association. According to data in the Palembang City branch of HPI, as many as twelve (12) *tour guides* master English, two (2) *tour guides* who master Chinese and one (1) person who masters Arabic. The Palembang City Culture and Tourism Office also provides tourism information through the information counter. This information counter was created to make it easier for tourists who visit Palembang, especially around the Kuto Besak Fort area. Tourists can get information orally or in the form of *leaflet*. *Tourism Information Center* is located at the Sultan Mahmud Badaruddin II Museum in Palembang. The *Tourism Information Centre (TIC)* counter is guarded by 2 *Tourist Guides* that are ready to serve tourists.

Digital marketing, Palembang City has one (1) application on *Google Play*, namely *Palembang Tour Guide (PTG)* but rarely used, halal tourism promotion websites, *YouTube* videos, *charming radio* and social media such as *Twitter*, *Facebook*, *Instagram* and *YouTube*. All of these digital marketing platforms are managed by the Palembang City Tourism Office. In addition, the Palembang City Tourism Office created an innovation in the promotion of tourist products by using virtual reality (VR) 360 technology and charming radio as publications in introducing tourist products.

Milieu

Tourist arrivals, based on data from BPS South Sumatra Province from 2019 to 2021 experienced a decrease in tourists from 15846 tourists down to 1281 tourists while for the country with the highest number of visits came from Malaysia. Malaysia itself is a country with a large majority of Muslim communities and has Malay culture so it is not surprising that they come to South Sumatra a lot, especially to Palembang city for religious or halal tourism. As for the number of visits to Palembang City, data from the Palembang City Culture and Tourism Office shows that in 2021 the number of domestic tourist arrivals is 1,206,448 people. Meanwhile, the number of foreign tourist arrivals to Palembang city is 0 people. The total arrival of tourists was 1,206,448 tourists.

Wi-fi coverage, *wi-fi* facilities in the airport area are very adequate and have sufficient access on all fronts. And in cities, most of them already have a good Wi-Fi coverage.

Commitment to Halal Tourism, for the commitment to the implementation of halal tourism, the Palembang City Government until now does not have regional regulations related to halal tourism. However, the Palembang city government remains committed to developing a Muslim-friendly tourism sector. Quoted from Indo-publik news, said that the Palembang City Government, South Sumatra through the Tourism Office, is working on the potential of halal tourism to attract foreign Muslim tourists by providing comfort and culture for Muslim tourists such as the availability of adequate advice and infrastructure, hotels and culinary food that has been certified halal.

Service

Halal restaurants, Palembang City has fourteen (14) halal certified restaurants and restaurants with *ibdah* and other supporting facilities that are in accordance with halal standards such as adanya signs prohibited from smoking, except in special places for smoking, makanan and packaged drinks provided are halal certified,

¹² Prasetyo, Eko. Only 50 Percent of South Sumatra Tour Guides are Certified. RMOL Sumsel. (2022)

the presence of qibla direction indicators, clean ablution places and the availability of halal logos that are playing in a place that is easy for the public to see. in Palembang City has met the requirements of the predetermined indicators.

Mosque, In 2021 in the city of Palembang there are around one thousand three hundred and thirty-six (1336) city mosques / destinations that are worth seeing from the cleanliness of ablution places and toilets. There are 6 (six) mosques in Palembang city that are used as religious tourism destinations, namely the Great Mosque of Palembang, Kiai Marogan Mosque, Lawang Kidul Mosque, Suro Mosque, Baitullah Mosque, and Ceng Ho Mosque. Meanwhile, there were eight hundred and twenty-one (821) prayer room. The overall results of observation data show that two of the several mosques in Palembang City have met the requirements of predetermined indicators starting from the existence of supporting facilities that are very adequate so as to make it easier for Muslim tourists to visit Palembang.

Airports, Palembang airport service facilities have 1 (one) mosque in the main area, 3 (three) prayer room in each airport in the general area with conditions suitable for worship, as well as 4 (four) ablution places in each common area and airport transit. Sultan Mahmud Baddarudin II International Airport also provides halal-certified food outlets and restaurants.

Hotels, Palembang City already has ten (10) hotels with halal certified kitchens and two hundred and fifty-five (255) hotels that do not provide alcohol. One of them, Aryaduta Hotel, has received a halal certificate from MUL. However, deficiencies are also found in guest bedrooms with some items that are lacking such as: prayer equipment, availability of prayer time schedules, the Qur'an, and prayer books. Especially in hospitality, the existing employees or workers can be said to be friendly, although it does not begin with Islamic greetings, but these employees greet with greetings that are general in nature.

Attraction, there are 15 (fifteen) tourist destinations in Palembang City with 7 (seven) Islamic cultural sites, 8 (eight) cultural tourism attractions, and a variety of local attractions with easy access and located close to halal certified restaurants equipped with clean toilets and prayer rooms. In addition, there is a prayer room inside malls or shopping centers in the city of Palembang.

4. Conclusion

The development of Muslim-friendly tourism in Palembang City is quite optimal, judging from the access model as a benchmark for the development of halal tourism on a global scale, Palembang city has met several indicators about Muslim-friendly tourism consists of quality indicators, namely *Access* (access), *Communication* (communication), *Environment* (Environment), and *Services* (Service).

First, from the access indicators, the city of Palembang has a variety of transportation ranging from air transportation located at Sultan Mahmud Badaruddin II International Airport with a diverse choice of airlines and foreign and domestic travel routes, train transportation with two travel routes both within the city and between cities / provinces. However, Palembang City does not have a port instead, Palembang City has a river transportation mode. As for the road infrastructure in Palembang, it is in good condition and currently tourists can use the trans Sumatra toll road to go to Palembang City.

Second, communication indicators in Palembang city have been running well. All stakeholders work together in developing Muslim-friendly tourism through various kinds of social media. In addition, the Palembang City Government launched a *guidebook* in printed form and an *android* application. In addition, the Tourism Office also provides training to the community related to halal tourism and promotes Muslim-friendly tourism.

Third, environmental indicators in the development of Muslim-friendly in Palembang City have decreased slightly due to Covid-19. The number of tourist visits has decreased from 15846 tourists down to 1281 tourists. Judging from the data above, the tourists who come to South Sumatra are Malaysia. in addition to domestic tourists. Meanwhile, in 2021 the number of domestic tourist arrivals to Palembang city was 1,206,448 people. Meanwhile, supporting facilities in the airport area in the form of *wifi* are very adequate and have sufficient access on all fronts. In cities, most already have a good Wi-Fi connection. The Palembang City Government until now does not have a regional regulation related to halal tourism. However, the local government of Palembang City remains committed to developing a Muslim-friendly tourism sector.

Fourth, the indicators of halal tourism development services in Palembang City are quite adequate, namely there are 10 hotels and 14 restaurants and restaurants that are already halal certified. The city of Palembang has many mosques that have been built and are suitable for use. And there are 15 tourist destinations in Palembang with 7 (seven) Islamic cultural sites, 8 (eight) cultural tourism attractions.

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