

Halal Tourism: Innovation In Halal Tourism Development Through The Implementation Of A Creative Economy Based On Theater Drama Arts In Sampuraga Mandailing Natal

Paisal Rahmat

STAIN Mandailing Natal, Indonesia
Email: paisalrahmat@stain-madina.ac.id

Faisal Affandi

STAIN Mandailing Natal, Indonesia

Alimansya Huri Zein

UIN Syahada Padangsisimpuan, Inonesia

Ainun Nisa Brt

UIN Syahada Padangsisimpuan, Inonesia

Lely Apriani

UIN Syahada Padangsisimpuan, Inonesia

Abstract

Sampuraga is a tourist destination located in Sirambas Village, West Panyabungn District, Mandailing Natal Regency, North Sumatera. The hot springs that have the legend of sampuraga are iconic. However, as time went by, touris interest in visiting dropped drastically. This research aims to provide innovation for Sampuraga tourism through the legendary Sampuraga theater drama. The date collection method in this scientific paper uses research journals, theses and research reports. . Analysis in the process in carried out with the data that has been collected, then explained again in the discussion. The data analysis proses uses the Miles and Huberman modal, namely: the data reduction stage and data presentation stage. The conclulusion that can be drawn from this research is the Dreama theater can increase the number of tourists so that it can influence the increase in the creative economy fot local communities. The role of the Tourism Departement is important in analyzing the potential of sampuraga tourist attractions to produce an effective anda efficient tourism development concept to achieve sustainable halal tourism.

Keywords: Halal Tourism; Drama Theater; Sampuraga

Introduction

Tourism is one of the sectors in boosting a country's economy. According to the journal Nurul Hasan et al., the Ministry of Tourism and Creative Economy. The Republic of Indonesia continues to work hard to optimize tourism development in Indonesia. In its development, several things that attract tourists are tourism facilities, public facilities, accessibility, and infrastructure. Tourism development must be based on community empowerment so that it can adopt a complete and sustainable system.(Nurul Hasan et al., 2022)

Based on the explanation above, it can be ascertained that tourism can grow the economy in a country. Indonesia is the country with the largest Muslim population in the world. According to Chandra Dwi, as reported by CNBC

<https://jurnalfebi.uinsa.ac.id/index.php/ijer>

Indonesia on March 10, 2024, Indonesia has the second largest Muslim population in the world, with a total of around 236 million people. Pakistan is the country with the largest Muslim population in the world, with 240.8 million people (CBCN Indonesia, 2024). Indonesia is one of the countries with the largest Muslim population, making halal tourism a great potential for Indonesia. The Ministry of Tourism and Creative Economy also said that in the global arena, a very promising market is halal tourism. In the Mastercard Crescentrating Global Travel Market Index report or abbreviated (GMTI) 2019. Predicting that there will be 230 million Muslim tourists globally by 2026. (Ministry of Tourism and Creative Economy, 2024).

Sofyan defines halal tourism more broadly than religion, namely tourism based on Islamic sharia values. As recommended by the World Tourism Organization (WTO), sharia tourism consumers are not only Muslims who want to enjoy local wisdom. (SOFYAN, 2012) The concept of halal tourism can also be interpreted as tourism activities based on worship and preaching when Muslim tourists can travel and admire the creation of Allah SWT.

Halal tourism is a form of travel or tourism activity related to Islamic sharia principles. The concept of halal tourism aims to provide a tourism experience that is in accordance with Islamic values, such as aspects of food, accommodation, activities, and the general environment during the trip. In halal tourism, it is necessary to develop halal potential. The Ministry of Tourism and Creative Economy stated that the prospects in Indonesia in developing halal tourism have been recognized by the world. Seeing that Indonesia has many awards in halal tourism destinations. For example, in 2019, Indonesia was ranked first as one of the best halal tourism in the world. Superior to 130 other participating countries according to the Global Muslim Travel Index (GMTI). (Ministry of Tourism and Creative Economy, 2024).

Sampuraga is a tourist attraction and also a folklore of the Mandailing Natal community which is told orally from mouth to mouth and also from one generation to the next. This Sampuraga tour has long been known by the community, but in 2020, this Sampuraga tour began to be renovated which was inaugurated on May 20 by Drs H, Dahlan Hasan Nasution.

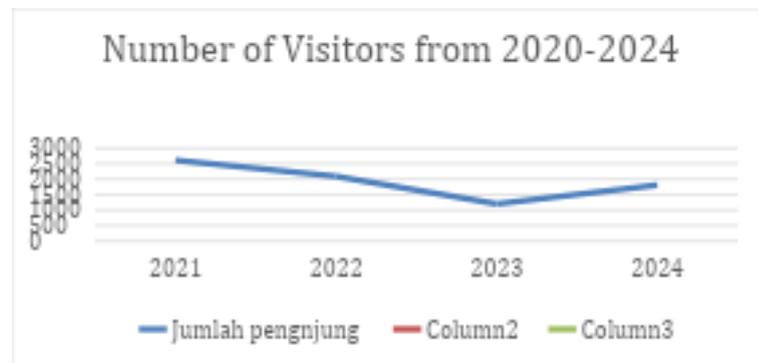


Figure 1: Graph of number of visitors

If seen from the graph of the number of visitors above, the number of tourists visiting Sampuraga tourism from year to year has decreased, but in 2024 the number of tourists has increased slightly due to the addition of new facilities, namely a water park, but this innovation has not been a solution because the number of tourists visiting is decreasing. Therefore, new, sustainable innovations are needed so that Implementation of creative economy based on theater drama arts is a solution to increase the number of tourists. There needs to be innovation in strategy for improvement and development. From this problem, there is an innovation, namely by adding a creative economy such as creating a Sampuraga drama theater. This Sampuraga drama theater will make a breakthrough so that people are interested in coming to the Sampuraga tourist spot and also making Sampuraga a halal tourist destination. Given that the folklore of Sampuraga can also add moral value to the story being presented.

With the innovation of adding the Sampuraga drama theater, it does not rule out the possibility of some challenges. So we think of solving this problem by providing innovation so that this tourist attraction can re-attract the interest of the community or tourists outside the area to come to the Sampuraga tourist attraction.

Judging from several previous studies such as Prayudi's research (2021) entitled "The role of art in developing tourism in the Special Region of Yogyakarta" in which Prayudi concluded that art plays a positive role in developing tourism in the Special Region of Yogyakarta. (Prayudi 2021).

Then from the research of Eliza et al. (2022) with the title "Sumpah Satie Bukit Marapalam" Theater Performance as a Promotion Media for Tourism at Puncak Pato Tanah Datar" where in the study Eliza et al. concluded that by using the Sumpah Satie Bukit Marapalam theater performance. Indirectly, it becomes a

new media as a tourism promotion at Puncak Pato Tanah Datar.(Eliza, Syafriandi, and Rachman 2022)

Innovation is needed that can develop Sampuraga tourism so that the application of theater drama art is considered capable in this regard

Method

This research was conducted by applying a qualitative approach model. The qualitative approach aims to examine the state of natural objects, how the potential of Sampuraga theater drama is in developing the creative economy in Sampuraga Mandailing Natal. Meanwhile, the type of research is field research, researchers directly explore and collect data in the field. The theoretical basis is used as a guide so that the focus of the research is in accordance with the facts in the field. (Handayani 2020).It can be a human, object or institution that is observed as a research target. This subject is in principle the one who will be subject to the conclusions of the research. In qualitative research, subjects are generally referred to as informants (people who are believed to be able to provide complete information about the data needed). In this study, the informants were the management of Sampuraga tourism, local people who sell at Sampuraga tourism and people who have visited Sampuraga tourism. The informants for this study were selected by purposive sampling by considering data representation. Thus, it is considered to be able to meet data needs. Next, the object of research is something that is the focus of the research. In this study, the object is the implementation of a creative economy based on theater drama arts at Sampuraga Mandailing Natal tourism.The research data sources were obtained directly through in-depth interviews or in writing through document studies. In carrying out this research, the researcher has classified the types of data sources which are then divided into three parts, namely: First Person (data source in the form of people), second Place (data source in the form of places), third Paper (data source in the form of documents).

Data collection techniques are a very important part of a research activity. Therefore, the researcher has determined the data collection techniques in this study as follows: First, Participant Observation (the researcher is directly involved with the informant at the research site, this is an effort by the researcher to find out the institutional management of each research site). Second, In Depth Interview (this model was chosen because the researcher cannot definitely determine the data to be obtained, so the researcher will try to analyze the informant's answers to then ask more focused questions according to the focus of the research). Third, documentation study (taking and/or studying every document that is related to the focus of the research).

Results

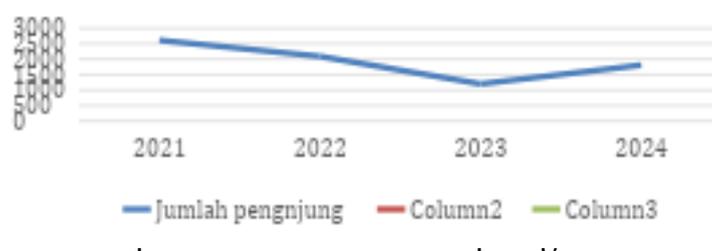
Implementation of Drama Theater Performances at the Sampuraga Tourist Location

Sampuraga is a tourist destination located in Sirambas Village, Panyabungan Barat District, Mandailing Natal Regency, North Sumatra. Sampuraga is a tourist attraction with a legendary story and hot springs that makes it iconic in attracting people's interest in visiting Sampuraga. According to the Madina Pos News (2024), it is estimated that thousands of visitors will come to Sampuraga on the 3rd day of Eid al-Fitr 1444 Hijriah in 2023. There are various types of games and also swimming pools that are popular with children. (Madina Pos 2024).



Number of Visitors from 2020-2024

Over time, the number of visitors has decreased due to the lack of marketing and the long semester break, which has led to a decline in interest in visiting the location.



The tourist spot has very few people visiting, especially during the Eid al-Fitr or public interest events. This is due to the lack of marketing and the long semester break, which has led to a decline in interest in visiting the location.

The implementation of theater drama is an innovation that can attract people to come to the Sampuraga tourist spot. This theater drama can grow the potential which increases the income in tourist spots with ticket sales, adding new jobs such as the arrival of local MSMEs in tourist spots, sellers of souvenirs or accessories related to Sampuraga, sellers of drinks or food. With the existence of new jobs, it can reduce the unemployment rate and can also be a means of training for students and people who are engaged in the arts so that they can show the Indonesian people through art competitions.

Other potentials that arise from the implementation of this Sampuraga theater drama are:

1. The growth of cultural tourism by highlighting the Sampuraga legend is the initial step to introduce Mandailing Natal culture so that it can be known to the wider community.



Figure 3: Sampuraga legend monument

2. The emergence of the creative economy by involving aspects of the creative industry such as scriptwriting, acting, costume design, stage making and directing. And opening up job opportunities for artists and creative workers so as to boost the local economy.
3. The establishment of private sector cooperation where theater drama is usually supported by sponsorship from the private sector. With the existence of Sampuraga drama, it may attract the interest of companies in the region or outside to sponsor the show.
4. The presence of digital platforms in the current era, Sampuraga theater dramas have the potential to be transmitted through online platforms. By streaming Sampuraga drama performances on platforms such as YouTube, Instagram, Facebook, Twitter and TikTok. So that it generates income.

Sampuraga Destination Development Strategy

Sampuraga destination is said to be halal tourism not only based on the lessons that can be taken from the Sampuraga legend, but with the establishment of the tahfidz house at the Sampuraga location, it adds to the level of religion at the Sampuraga destination. Because the number of tourists has decreased drastically, the tahfidz house has become abandoned, so the importance of a strategy in increasing the number of tourists.



Figure 4: Sampuraga Tahfidz House

Sampuraga destination needs to have a development strategy in increasing the number of people who will come to visit Sampuraga tourist attractions. Sampuraga destination requires comprehensive strategy development that covers various aspects, namely:

1. Improving infrastructure

Improving infrastructure is one of the most important things in developing the Sampuraga tourist destination. Proper infrastructure not only improves comfort and safety in traveling, but also supports tourism and the local economy in the future. Improving infrastructure such as transportation involving road access, repairing and widening roads to Sampuraga tourist attractions. Provision of good public transportation such as city transportation or 3 - wheeled vehicles which are specifically designed for routes to Sampuraga tourist locations and with the installation of clear directional signs along the route to Sampuraga.

In addition to transportation, accommodation is also needed in the development of Sampuraga destinations including the development of lodging for tourists from outside the area who want to experience the Sampuraga tourism destination; quality standards with emphasis on cleanliness, comfort and security; supporting facilities such as restaurants, water parks and other recreational areas to add comfort and other attractions for tourists.



Figure 5: Sampuraga water playground

Then, the improvement of supporting facilities by providing public facilities such as prayer rooms, toilets, parking lots, information centers, adequate rest areas. Addition of communication such as good internet access, developing mobile applications that provide various complete sources of information about Sampuraga. Addition of health, safety and energy and environmental facilities such as street lighting and waste management.



Figure 6: Musolla Sampuraga tourist spot

2. Promotion and Marketing

Promotion or marketing is one aspect that aims to introduce something to many people, promotion becomes a strategy in developing the Sampuraga Tourism destination in attracting more tourists to come. The strategy in carrying out Promotion is with unique and attractive Branding through the

creation of Logos and slogans that are easily remembered by the public. Then by using social media platforms, websites or Blogs to promote Sampuraga through interesting content such as Photos, videos, and travel stories.

Other strategies in promotion and marketing include creating special activities and events, promotional campaigns from online and offline advertising and tour package promotions, creating brochures and promotional materials.

3. Tourism Product Development

The development of tourism products to attract public interest, such as compiling tour packages that include history and drama related to the legend of Sampuraga. Then, the creation of museums and historical sites is one of the developments of tourism products.

Ecotourism and local culinary are other tourism product developments that are useful for developing natural tourism as well as introducing regional culinary specialties as a tourist attraction.

4. Sustainable management

Sustainable management is a strategy to maintain the existence of the tourist spot so that 5 or 10 years later tourists still come to visit the Sampuraga tourist spot. By managing sustainably, it is certain that the Sampuraga tourist destination will survive for several years to come. Sustainable management such as environmental conservation, waste management, monitoring, evolution and making innovations that follow trends according to the tourism market so that Sampuraga tourism remains an attractive and sustainable destination.

Discussion

There are several challenges that will arise from the addition of theater dramas at the Sampuraga tourist attraction, including:

1. Very expensive costs. The cost of making a theater drama is a challenge in making a sampuraga theater drama. The costs include the salaries of the players, costumes, decorations, stages and also supporting technology such as audiovisual. This expensive cost also makes finding better funding sources from sponsors and the government one of the challenges.
2. Management and also operations that must be a challenge because of the management that manages. In addition to management, there needs to be human resources by finding talents and maintaining them including actors, directors, and other supporting staff also become their own challenges.
3. Marketing and promotion are considered obstacles considering public awareness and interest in theater dramas require various effective marketing strategies. Then there is a lot of competition such as tourist destination entertainment that will make it a challenge.

4. The social environmental impact also creates its own challenges such as traffic jams and crowds due to visiting tourists and also interactions with local communities to ensure that the theater does not disrupt people's daily lives.

The opportunities that will arise from the addition of theater dramas at the Sampuraga tourist attraction include:

1. Making a unique tourist attraction. Theatrical drama offers a unique cultural experience because Sampuraga is famous for its legendary story of a child who is disobedient to his mother. In addition to being an attraction, it also provides education to the community by making the legend of the story a learning experience.
2. The increase in income creates a very good opportunity. Judging from the number of tourists who will visit, it will increase the income of MSMEs in tourist attractions and also tourists who visit will definitely buy souvenirs or accessories. Ticket sales are also one source of increasing income. So that the abandoned sales places can be used again.

Conclusion

The hot spring water source located in the Sampuraga tourist area is an attraction for tourists visiting Sampuraga. Over time, people's interest in coming to the Sampuraga tourist area has decreased drastically.

The performance of a theater drama with the theme of the Sampuraga legend is one solution to increase the number of tourists which will have a positive impact in the form of increasing the income of the local community. Not only that, by performing this Sampuraga theater drama, Sampuraga tourism has indirectly introduced the Sampuraga legend to the general public that the legend comes from Sirambas, Mandailing Natal Regency.

The development strategy in increasing the number of people who will come to visit the Sampuraga tourist attraction is carried out by several things, namely improving the infrastructure to maintain the cleanliness of the tourist attraction, tourist safety and better public facilities such as prayer rooms, parking, public toilets, rest areas and so on. Adding tourism products such as adding a museum containing historical objects. In order to maintain the existence of the Sampuraga tourist attraction, sustainable management is needed, such as environmental conservation, waste management, monitoring, evolution and making innovations that follow trends in accordance with the tourism market so that Sampuraga tourism remains an attractive and sustainable destination.

The development of the Sampuraga tourist attraction through theater drama will create great opportunities such as sampuraga tourism will be known as an entertaining and educational tourist spot. The number of UMKM around sampuraga

tourism will grow. With the opportunity to eat will create challenges that will arise such as very expensive costs being fundamental when starting something new.

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