

Potential for the Development of Halal Tourism in Sungai Angus Village, Malang Rapat Village Gunung Kijang District, Bintan

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ARTICLE INFO

Article history:

Received October 08, 2024

Revised October 18, 2024

Accepted October 18, 2024

Available online December 08, 2024

Keywords:

Halal Tourism Village,
Kampung Sungai Angus,
Development potential,
Bintan Regency

ABSTRACT

This research aims to explore the potential for the development of halal tourism villages in Sungai Angus Village, Malang Rapat Village, Gunung Kijang District, Bintan Regency. The research method used is qualitative with a descriptive approach. Data was obtained through in-depth interviews, observations, and document analysis. The results of the study show that Sungai Angus Village has great potential to be developed into a halal tourism village due to the existence of abundant natural resources, supportive local culture, and support from the local government. The conclusion of this study is the need for a structured development strategy and active participation from the community to realize a sustainable halal tourism village.



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INTRODUCTION

Halal tourism has experienced rapid development in recent years (Suhira & Wardi, 2023). The halal lifestyle that is synonymous with Muslims has spread to various countries, even to countries with minority Muslim populations. Halal is a universal indicator for product quality assurance and living standards (Dr. Muhammad Tariq Khan et al., 2020). Halal is usually only associated with things related to material things. However, Yusuf Qardhawi said that in Islam halal includes deeds and work, commonly called Muamalah (Qardhawi, 1993:186).

Bohari et al. (Bohari: 2013), said that halal can be defined as a quality standard that is in accordance with Islamic Shariah law and is used in every activity carried out by the ummah. Halal products and services are chosen by Muslims as a form of compliance with Islamic Sharia law. Although halal is very related to Muslims, it does not mean that consumers of halal products only come from Muslims (Wardi et al., 2018).

The halal industry is experiencing rapid development in several sectors, including: halal food, finance, tourism, travel, *fashion*, cosmetics and medicines, media and entertainment, as well as other sectors such as *healthcare* and education. In this case, the business potential of the halal industry in the world is very large. Currently, various countries, both Muslim and non-Muslim countries, are competing to work on the potential of sharia business. Based on the *Global Islamic Report 2016-2017*, the value of Muslim food and lifestyle *sector expenditure* in the world's halal sector reached US\$ 1.9 trillion in 2017 and is expected to rise to US\$ 3 trillion in 2021 (Ministry of Tourism: 2017).

Research on halal is also widely carried out such as (Dr. Muhammad Tariq Khan et al., 2020; Suhira & Wardi, 2023; Wardi et al., 2018) especially about halal tourism (Jia & Chaozhi, 2020). It can be said that with the development of the halal industry today, business actors must also be more observant to see the spaces and gaps that can be processed as an opportunity to create customer satisfaction. The halal-based industry in Indonesia, which incidentally has the largest Muslim population in the world, is not seriously worked on so that it lags behind other countries whose citizens are mostly non-Muslims. A survey from the Central Statistics Agency or BPS in 2010 stated that the total national population reached more than 237 million people in 2010. As many as 85.1% of the total population embraces Islam.

The large number of adherents of Islam is reasonable for the government to issue Law No. 33 of 2014 concerning Halal Product Assurance to protect the interests of consumers who have the right to use products in accordance with Islamic law, both in terms of manufacturing materials, manufacturing processes to the packaging stage. In 2019, it is stated that all products that enter, circulate and trade in Indonesian territory are required to have a halal certificate. This actually opens up strategic business

opportunities for local businesses to expand the range of their products in the national and international markets. This is because foreign products that are not Muslim-majority countries may take a more complex way of obtaining halal assurance, in contrast to national producers who are familiar with halal requirements.

In recent years in Indonesia, the trend of the halal industry has developed very rapidly in Indonesia. Several factors also cause this. First, the hijrah movement among the community, which is further increasing the demand for halal products and second, the fact that the Indonesian population is 12.7 percent of the world's Muslim population (Presented during ISEF on November 6, 2019 in Surabaya <https://www.kompasiana.com>).

This development is followed by more and more research on halal, including (Abror et al., 2019; Ekka & Bhardwaj, 2024; Jia & Chaozhi, 2020; Sukma Irdiana et al., 2021, 2021; Sulong et al., 2024) who also researched halal tourism. The research (Dr. Muhammad Tariq Khan et al., 2020) not only discusses halal tourism but also goes further to the halal product itself. Currently, the demand for halal products has begun to increase, especially for tourism, travel, hotels, food and beverages and cosmetics. The great potential that Indonesia has in terms of the halal industry has made the government fully committed to becoming a leader in the halal industry in the world.

The Riau Islands is one of the provinces in Indonesia that has considerable tourism potential, especially marine tourism. The Riau Islands are also known as an area that relies on the tourism sector as a leading economic sector. One of the areas that is in the spotlight of tourism in the Riau Islands is Bintan Regency, as an area with a majority of Muslims and has many interesting tourist attractions, halal tourism is an important concern for Bintan Regency stakeholders in order to make Bintan one of the Halal tourist destinations in the country. The development of Bintan island tourism as a halal tourist destination is a response to the policy of the Ministry of Tourism which is currently launching the "*Top 10 Muslim Friendly Destination*" program in Indonesia which covers several provinces as tourist destinations, namely: Nangroe Aceh Darussalam, West Sumatra, Riau and Riau Islands, DKI Jakarta, West Java, Central Java, Yogyakarta, East Java, West Nusa Tenggara and South Sulawesi (Central Agency Statistics, 2017).

One of the coastal areas that is visited by many people or tourists because it has a beach tourist attraction with white sand and sloping is Malang Rapat Village. This village, which is known as a coastal village, is attracting attention because of its very beautiful coastal scenery. Sungai Angus Village, Malang Rapat Village, is located in Gunung Kijang District, Bintan Regency, Riau Islands Province is a coastal area and most of the people work as fishermen. The geographical condition of Malang Rapat Village, which is opposite the ocean, encourages several communities to manage marine tourist attractions. Along the coast is filled with huts that are privately managed by the community. This tourist attraction is one of the main assets of Malang Rapat village. This research aims to find out

how visitors' perspectives on the potential of tourist destinations, especially the coastal and coastal areas of Malang Rapat village, become halal tourism villages in Bintan Regency.

LITERATURE REVIEW

Tourism

The concept of halal tourism refers to the provision of services and facilities that are in accordance with sharia principles, such as halal food, places of worship, and a friendly environment for Muslim tourists. Previous research has shown that halal tourism can boost the local economy and provide a unique travel experience for tourists.

The word tourism comes from two syllables, namely *pari* and *tourism*, *pari* means many, many times, in circles, while *tourism* means a trip or traveling that is done many times or around. According to Law No. 10 of 2009 concerning tourism, tourism is to improve the community's economy, workforce and reduce poverty.

Sedamayanti (Sedamayanti, 2013:7) said that tourism is a human activity that is carried out consciously that receives services alternately among people from other regions to temporarily seek satisfaction that is diverse and different from what he experienced, where he obtained a permanent job. Kodhyat in Spillane (1985) broadly defines tourism as a trip from one place to another that is temporary, carried out by individuals or groups, as an effort to find harmony and happiness with the environment in the social, cultural, natural, and scientific dimensions. A person can travel in various ways for different reasons as well.

Yoeti (2008:73) said that the benefits and satisfaction of traveling are determined by two interrelated factors, namely:

1. *Tourist resources* are everything in the tourist destination area which is an attraction so that people want to come to visit a tourist destination area.
2. *Tourist service* is all facilities that can be used and activities that can be carried out that are provided by other companies commercially.

The tourism system shows that tourism is within the physical, technological, social, cultural, economic and political environment. This system involves two types of areas, namely the producing area and the receiving area. Part of the generating area consists of ticketing services, tour operators, and travel agents, coupled with marketing and promotional activities from the competition of the destination area. Transport and communication channels that connect parts of the tourism system through air, land and water transport that carry tourists to/from all three parts. Meanwhile, the receiving area provides accommodation functions, catering, beverages, entertainment industry, tourist objects and attractions, shopping places and tourist services.

Suwarjoko (Suwarjoko, 2007: 20) said that the scope of tourism is also inseparable from matters related to tourism. For example, tourist attractions, tourist attractions, areas that are tourist attractions, tourists and others. Tourists are people who do tourist activities. Tourism as a human social activity, as a travel or traveling activity also has different characteristics from other social activities. Therefore, the characteristics of tourism can be seen from various social aspects in society. For example, cultural and social aspects.

Halal Tourism

Halal tourism in the perspective of the community in general is in the form of pilgrimage tours to eat ulama, mosques, historical relics, Umrah, Hajj and others. Actually, halal tourism is not only pilgrimage tourism but tourism is a new style of world tourism which can be in the form of natural tourism, cultural tourism, and artificial tourism which are all framed in Islamic values. Tourism activities are activities aimed at humans to pay attention to the surrounding environment, the people around us in terms of their habits/customs to pay attention to everything solely to increase our faith in Allah SWT. This is in accordance with the words of Allah SWT QS. Al-Ankabut: : 19:20 which means "Say: "Walk on the face of the earth, then pay attention to how Allah created (man) from the beginning, then Allah made it once again. Indeed, Allah is Almighty over all things."

Sofyan, (2013) defines halal tourism more broadly than religious tourism, namely tourism based on Islamic sharia values. As recommended by *the World Tourism Organization (WTO)*, sharia tourism consumers are not only Muslims but also non-Muslims who want to enjoy local wisdom. The concept of halal tourism can also be interpreted as a tourism activity based on worship and da'wah when Muslim tourists can travel and admire the results of the creation of Allah SWT by still carrying out the obligation to pray obligatory prayers five times in one day and all of this is well facilitated and stays away from everything that is forbidden by Him.

Tourism Satisfaction Concept

Customer satisfaction is not easy to define. There are various kinds of definitions given by experts (Tjiptono, 2012) customer satisfaction is the customer's response to the evaluation of the perceived non-conformity between previous expectations (or other performance norms) and the actual performance of the product felt after its use. Kotler (2000:34), customer satisfaction is the level of a person's feelings after comparing the results he feels compared to his expectations. Sunarto (2003), defines customer satisfaction as a feeling of happiness or disappointment after comparing their perceptions/impressions to performance/expectations. If the performance meets expectations, the customer is satisfied.

If it exceeds expectations, customers are very satisfied. Stating the satisfaction of a customer can be seen from the level of customer acceptance obtained. According to Gaspersz (2005), it is stated that the factors that affect customer satisfaction and expectations consist of: "Needs and wants" related to things that the customer feels when he is trying to make a transaction with a service manufacturer. The concept and theory of customer satisfaction has developed rapidly and has been able to be classified into several approaches. One of the most popular approaches related to customer satisfaction is *The Expectancy theory*.

Halal Tourism Criteria

According to the Ministry of Tourism and Creative Economy, the standard for the development of halal tourism destinations can start from the provision of amenities and services that are able to meet the basic needs of Muslim tourists such as the availability of water for purification, halal food and drinks, adequate worship facilities, tour packages and visitor guides to wider development and able to brand as a halal tourism destination (Anang: 2019). The Ministry of Tourism and Creative Economy and DSN-MUI also stipulate that sharia tourism has the following general criteria: b. Oriented to the public good, oriented to enlightenment, refreshment and tranquility. Avoiding polytheism and superstition avoiding immoral acts, such as adultery, pornography, pornography, liquor, and gambling. Maintain ethical behavior of human values, such as avoiding hedonistic and immoral behavior. Maintaining the mandate of security and comfort. It is universal and inclusive. Maintaining environmental sustainability and Respecting socio-cultural values and local wisdom.

Halal Tourism Criteria According to GMTI (*Global Muslim Travel Index*)

The Global Muslim Travel Index (GMTI) is the result of research from CrescentRating, where the index functions as a reference for halal tourism criteria that produce rankings for countries in the world. In assessing the criteria for halal tourism, it will be a reference for the standardization of the halal tourism industry in Indonesia. GMTI is issued by CrescentRating which is a company that uses insights, lifestyle, industry intelligence, behaviour and research on the needs of Muslim travellers to provide guidance on all aspects of halal travel to organisations around the world. Founded in 2008, Crescent Rating is used by every level of the tourism industry, such as governments and tourism agencies to cater to the needs of Muslim tourists. Crescent Rating's products and services include assessment & accreditation, assessment & consulting, training & certification, industry reports, Halal in Travel conferences and so on.

Halal destination development indicators according to GMTI criteria are based on the "ACES CrescentRating Model" which includes four factors, namely *Accessibility, Communication, Environment* and *Service*

- a. *Accessibilities* or ease of access is one of the important components of tourism, access or smoothness to one place to another in the form of moving near or far. Accessibility can also be interpreted as a benchmark of convenience and comfort to reach the destination location through transportation.
- b. *Ease of Communication*
- c. *Environment (A conducive, safe, comfortable environment with adequate facilities and infrastructure)*
- d. *Services provided (Service)* Services can be defined as activities provided by organizations that concern consumer needs so that they create their impressions. The provision of good services will cause satisfaction for consumers. Therefore, service is very important to provide comfort and satisfaction for visitors. According to Mastercard & Crescentrating, *Global Muslim Travel Index 2019 (GMTI)* there are six main needs needed for halal tourism, namely:
 1. The availability of halal food and beverages is the most important service that Muslim tourists are looking for when traveling.
 2. Prayer facilities must consider the provision of prayer rooms with qibla instructions and are equipped with bathrooms and ablution places.
 3. Ramadan Services, the provision of services that exist during the fasting month, such as suhoor or breaking the fast.
 4. Bathrooms Bathroom and toilet facilities must be kept clean and clean water available.
 5. Absence of non-halal activities When it comes to a tourist destination, tourists need a family-friendly environment, meaning that in the tourist attraction there are no prohibited activities and avoid facilities that serve alcoholic beverages, have a discotheque or are adjacent to gambling places.
 6. Leisure service facilities with privacy Facilities that provide privacy for both men and women.

Concept of Halal Tourism Village

A tourist village is a rural area that has a unique and distinctive attraction (both in the form of physical attraction / uniqueness of the rural natural environment and socio-cultural life of the community), which is managed and packaged in a natural and attractive manner with the development of tourism support facilities in a harmonious

environmental system and good and planned management so that the rural attraction is able to move tourist visits to the village, and fostering tourism economic activities that improve the welfare and empowerment of local communities. The development of the concept of a tourist village is a halal tourist village.

Halal Tourism Village is a rural area that has special characteristics to be a destination area to see, learn, and buy all halal products/services in a village. The community is invited to be creative in creating tourism and halal products from the potential in the village equipped with the uniqueness and historical value of the village. In essence, it is an integration between aspects of the tourist village, namely superior human resources, attractions, amenities, accessibility, and activities that must meet halal criteria in its implementation.

METHODOLOGY

This study uses a quantitative method with a descriptive approach. The location of the research is Sungai Angus Village, Malang Rapat Village, Gunung Kijang District, Bintan Regency. Data were collected through in-depth interviews with community leaders, field observations, and document analysis. The data analysis technique used is thematic analysis.

This research is a type of field research, which aims to study intensively the background of the current state and the environmental interaction of a social unit, whether individual, group, institution, or community that is the object of research. (Sugiyono, 2012: 8). Field research was carried out by digging data sourced from locations or research fields related to the influence of halal tourism on the satisfaction of tourists visiting Tanjung Pinang City. According to the nature of this study, it is a descriptive analysis. Descriptive analysis research is research that presents data obtained in the field and then analyzed using the existing theoretical foundation approach as a foothold in analyzing.

The location of this research was carried out in Malang Village, Bintan Regency, Riau Islands. One of the famous tourist attractions and many visitors is Trikora Beach, Dolpin Beach. The type of data used in this study is quantitative data. Quantitative data is data that is measured on a numerical scale. Namely measuring the value of one or more variables in a sample or population in the presentation of research results in the form of numbers or statistics. Population is a generalization area consisting of objects/subjects that have certain qualities and characteristics that are determined by the researcher to be studied and then drawn conclusions (Sugiyono, 2014: 80). Based on this opinion, the population that will be taken in this study is local tourists and national tourists who have visited Tanjung Pinang in 2023.

The population in this study is not yet known, sampling is taken using *the accidental sampling* method, that is, anyone who happens to meet the researcher can be used as a

sample, if it is seen that the person who happens to meet the researcher can be used as a sample, if it is seen that the person who happens to meet it matches the data source (Suharso, 2009:96). So a minimum sample of 45 tourists was obtained. The samples taken were tourists who visited Malang Rapat Village with the characteristics of local tourists, tourists who had visited more than once, and tourists who stayed overnight.

RESULTS AND DISCUSSION

This study aims to examine more deeply how visitors respond or perspective on the development of the Potential of Halal Tourism Village in Malang Village, Bintan Regency, Riau Islands. The Halal Tourism Indicator adopts the Halal Tourism criteria according to the *Global Muslim Travel Index 2019 (GMTI)*, namely *accessibility, communication, environment and service*. Based on these 4 indicators, the research team distributed a questionnaire containing several questions about the views or experiences of respondents visiting tourist attractions at Trikora Beach and beaches along the coast of Malang Village, then the following findings can be described. The results of the study show that Malang Rapat Village has natural tourism potential such as beautiful beaches, mangrove forests, and strong local culture. In addition, the local community has a good understanding of the concept of halal tourism and shows enthusiasm to be involved in the development of halal tourism villages. Support from the local government is also an important factor in this development.

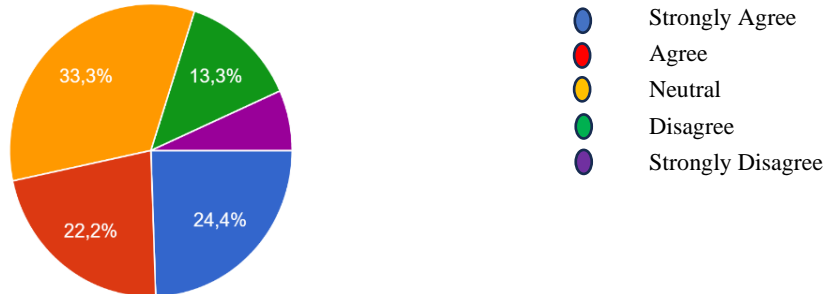
The development of halal tourism villages is based on the potential for accessibility.

Respondents' responses to the ease of access to tourist destinations in Malang Village, Bintan Regency, especially Trikora beach and several beaches around it, can be seen in the following diagram.

The diagram above shows the results of a survey of 45 respondents regarding travel access to the tourist attractions they visit. Here is a breakdown of the answer Strongly Agree 24.4% of respondents strongly agree that the tourist attractions they visit have easy travel access. Agree 22.2% of respondents agree with the statement that travel access to tourist attractions is easy. Neutral 33.3% of respondents stated that access is quite easy. Disagree 13.3 respondents felt that access to tourist attractions was not easy and there were 6.8% who did not agree that tourist locations were easily accessible.

The data illustrates that around 46% or most of the respondents stated that they strongly agreed/agreed that access to tourist attractions visited was easy, while 22.2% felt that access was not easy and there were even visitors who thought it was not easy to reach tourist attractions in Bintan district.

Figure 1: Visitor Responses on Tourism Access
The tourist attractions have easy access to tourist attractions



Source: Research Data Processing, 2024.

Demographically, Trikora Beach and its surrounding tourist attractions are located in the village of Malang Rapat located on Bintan Island, Riau Islands. For local visitors or the Riau Islands region, this destination is effortless to reach because the road facilities to Malang village are quite good, it's just that public transportation facilities are still lacking. The average local visitor comes to this place using private vehicles or using the available rental car facilities.

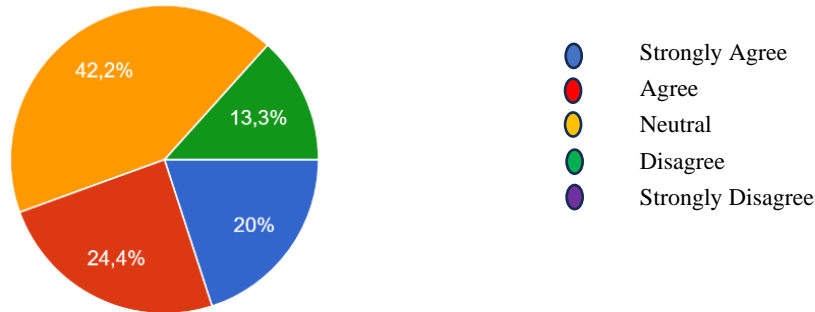
However, for national tourists from outside the Riau Islands and foreign tourists, access to Bintan Island must use air transportation modes such as planes and sea transportation, such as ferries or Roro ships. With a distance of approximately 1 hour from Batam International Airport, visitors must travel by air, sea and land to get to Malang Village in Bintan Regency. Although some visitors say that it is not easily accessible, transportation facilities are always available and long trips via land, sea and air are a special attraction for tourists to visit Bintan Island.

Potential for Ease of Communication

To explore the response of the community or tourist visitors in Malang Village, the Bintan Regency Meeting about the ease of communication can be seen in figure 2. The diagram above shows the distribution of answers to questions regarding promotions and discounts at tourist attractions (such as hotels, admissions, food, and beverages). There are five categories of answers, with the following percentages of respondents Strongly agree 20% agree that there are promotions and discounts offered at tourist attractions as many as 24.4% of respondents also quite agree with the existence of promotions and discounts.

Figure 2: Visitor Responses About Communication Access

There are Certain Promotions and Discounts on the prices offered at tourist attractions (Such as Hotels, Entrance Tickets, Food, Beverages, etc)



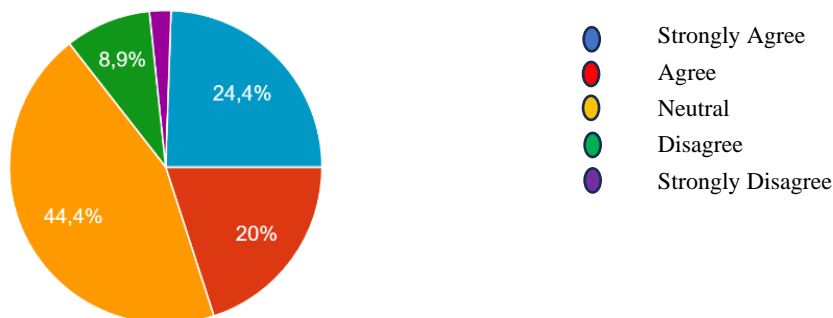
Source: Research Data Processing, 2024.

Disagree 13.3% of respondents gave an opinion of agreeing. 42.2% Neutral with this statement. In conclusion from the data above, the majority of respondents (42.2%) feel quite agreeable and Neutral that there are promotions or discounts at the tourist attractions they visit. The data shows that socialization and promotion activities for tourist areas in Malang Rapat village have been carried out and are quite effective, however it still needs to be improved so that information about the existence of tourist villages can reach all local, national, and foreign tourists.

Indicators of potential communication in the environment around tourist attractions between managers and visitors can be seen in the following Figure 3:

Figure 3: Visitor Responses on Tourism Services

Employee Service is very friendly to guests



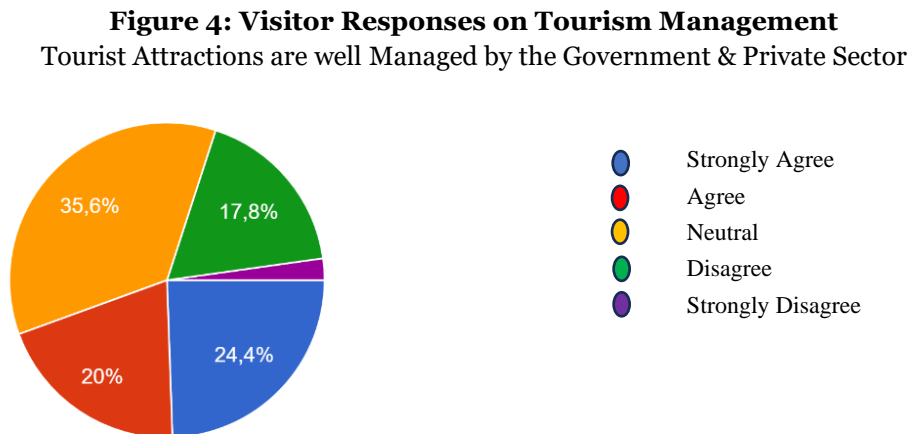
Source: Research Data Processing, 2024.

The diagram above illustrates the results of a survey regarding the assessment of the friendliness of employee service at tourist attractions visited by respondents. There are five categories of assessments with a total of 45 respondents. Here's an explanation of each part of the diagram. Strongly Agree as many as 24.4% or around 11 respondents strongly agree that the service of employees at the tourist attractions they visit is very friendly to guests. Agree 20% or about 9 respondents gave a strongly agreeable assessment. Disagree s many as 8.9% or 4 respondents feel Disagree. Respondents who feel that they are Neutral a bit reached 44.4%, which is 20 people. This is the largest percentage. In general, the majority of respondents (44.4%) feel very strongly and agree that employee service is very friendly to guests, but there are still some respondents who state that it is enough and still lacking.

Providing satisfactory, friendly, polite and pleasant service shows that the communication carried out by the manager to visitors is very good. This still needs to be improved so that visitors feel comfortable and interested in coming back. Services and communication that are well established to tourists will be profitable in the long run because these visitors can be an effective promotional medium to recommend their tourism experiences to the wider community.

Potential environment (External and Internal environment)

Indicators to find out the development of the potential of the tourism environment in Malang Village, Bintan Regency meeting, visitor perspective can be seen through the graph below 4, 5, and 6. The three graphs show respondents' responses about environmental factors which are one of the indicators of halal tourism.



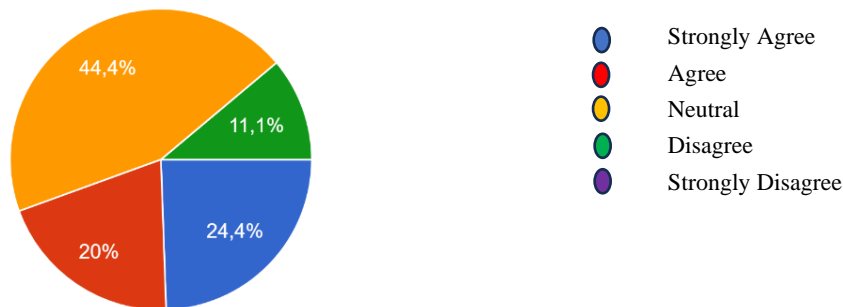
Source: Research Data Processing, 2024.

The diagram above is shown as a pie chart with the title "Tourist Attractions I Visit are well managed by the Government/Private Sector", based on 45 respondents. The following is a detailed explanation of the data displayed, 24.4% of respondents stated that they strongly agree that the tourist attractions they visit are well managed by the government/private sector. 20% of respondents agreed with the statement. 35.6% of respondents stated that they are neutral that tourist attractions are well managed. 17.8% of respondents disagree with this statement. It can be concluded that in general, the respondents tend to have a positive assessment, with about 80% of respondents agreeing to strongly agree, while only 17.8% give a negative response.

This shows that various tourist attractions in Malang Rapat Bintan Village in their management have received attention from stakeholders, both private and government. This condition is certainly a great potential to develop a Halal Tourism Village because tourist attractions will be more neatly arranged because they are funded by the private sector and the government.

In addition to the support from stakeholders of the tourism potential found in Malang Rapat Village, there is the availability of safe lodging places for tourists. The safety and comfort of visitors during the tour are very important to pay attention to and the response of visitors about it can be seen in the following bagan:

Figure 5: Visitor Response To Tourism Safety
Tourist Attractions provide safe lodging for tourists



Source: Research Data Processing, 2024.

The explanation of the data from the diagram above presents the results of a survey of 45 respondents regarding the availability of safe lodging places in the tourist locations they visit, the data shows that the majority of respondents feel quite satisfied with the safety of the available lodging places. Here is a breakdown of the results, as many as 44.4% of respondents stated Neutral that the tourist attractions they visit provide a safe place to stay. 24.4% of respondents felt very confident in the safety of lodging by selecting the

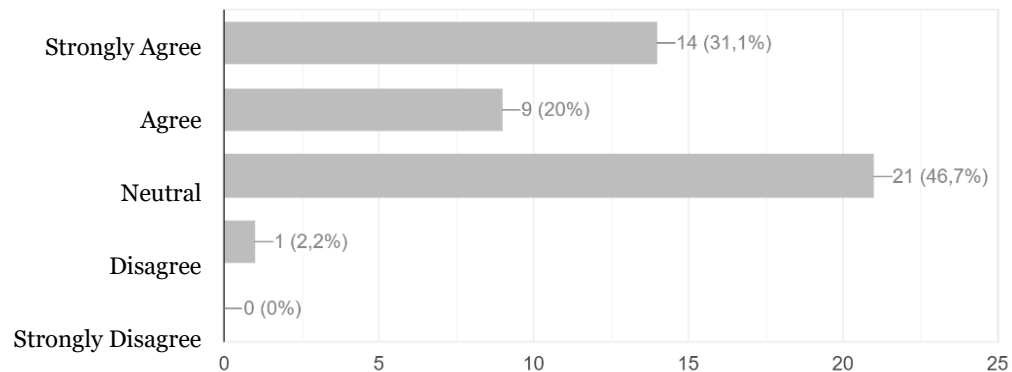
"Agree" option. 20% of respondents even stated that it indicates a strong trust in this aspect of security.

Meanwhile, only 11.1% of respondents voted Disagree, indicating several safety concerns. More than 88% of respondents felt that the tourist attractions they visited provided a safe place to stay, with very few feeling less safe. This shows that in terms of safety and comfort in the Malang Rapat village environment, it has the potential to be used as a halal tourism village.

One of the criteria in the development of halal tourism is the availability of worship facilities such as prayer rooms or mosques for visitors. The availability of this prayer place is important because prayer is a mandatory worship for Muslims that should not be abandoned and its work must be by the requirements and harmony. One of them is that the place must be clean and free from uncleanness. Including adequate clean water facilities. Tourists' responses to prayer room facilities when visiting several beach attractions in Malang Village, Bintan district meeting can be seen from the following data

Figure 6. : Visitor Responses Regarding the Availability of Worship Facilities

Tourist Attractions provide prayer room facilities that are kept clean



Source: Research Data Processing, 2024.

The graph above shows the results related to the cleanliness of prayer room facilities in tourist attractions visited by respondents. The following is an explanation of the data displayed. Strongly Agree 14 respondents (31.1%) strongly agree that the tourist attractions they visit provide clean prayer room facilities, Agree 9 respondents (20%) agree. Neutral 21 respondents (46.7%). Disagree 1 respondent (2.2%) conclusion from this graph, the majority of respondents (more than 90%) feel that the cleanliness of prayer rooms in tourist attractions they visit is quite maintained, with most agreeing or strongly agreeing.

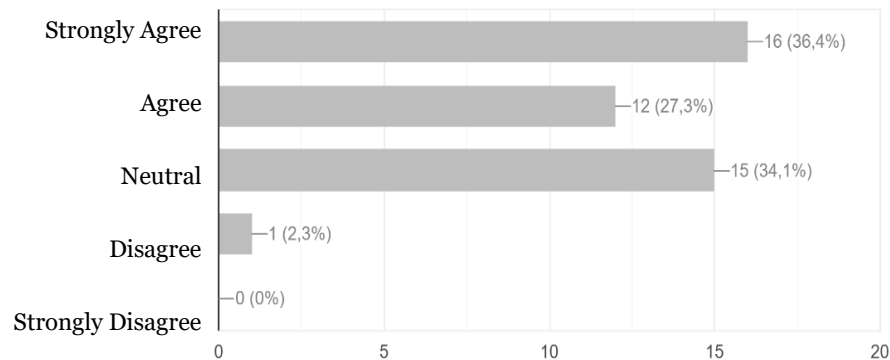
The response shows that the tourist attractions in Malang Village have paid great attention to the needs of the Muslim community for clean and adequate worship facilities. A safe and clean environment with adequate facilities supported by the support of the

government and the private sector, it can be concluded that Malang Rapat Village, Bintan Regency has the potential to become a Halal tourist destination.

Halal Tourism Potential based on Service criteria

One of the important criteria for halal tourism is the availability of halal food and beverage services. In addition to the means of worship, the basic needs that must be met are the availability of halal food and drinks for Muslim visitors. Malang Village is close to having a beautiful beach nature, the potential for culinary tourism from sea sources or seafood is very much found. The following is the visitor's response to the availability of halal food for tourists.

Figure 7. Visitor Feedback About Halal Food Service
Tourist Attractions provide clean & halal food and snacks

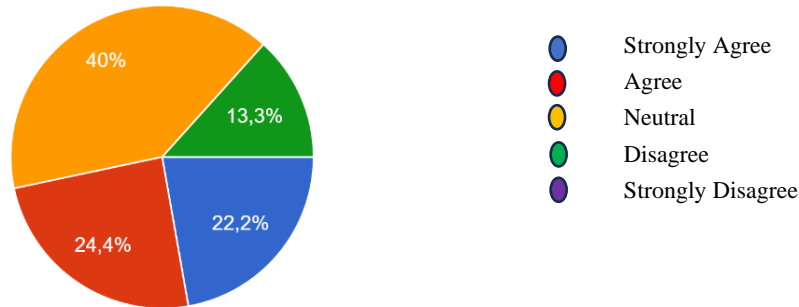


Source: Research Data Processing, 2024.

The figure above shows the results of a survey on respondents' perception of the tourist attractions they visit, related to the provision of clean and halal food and beverages. Strongly Agree (36.4%) as many as 16 out of 44 respondents strongly agree that the tourist attractions they visit provide clean and halal food and drinks. Agree (27.3%) 12 respondents agree that the tourist attraction provides clean and halal food and drinks. Neutral (34.1%) 15 respondents felt that they quite agreed, showing that the majority of respondents were quite satisfied with the cleanliness and halalness of food and beverages at tourist attractions. Lack of Approval (2.3%) only 1 respondent felt that the food and drinks provided at the tourist attraction were clean and halal.

The results concluded that the majority of respondents (almost 98%) had a positive perception of the provision of clean and halal food and beverages in the tourist attractions they visited, this shows that from the criteria for the availability of halal food and beverages, Malang Rapat Village has great potential to be developed into a Halal Tourism Village in Bintan Regency.

Figure 8: Visitor Responses About Tourism Services
Muslim employees are polite, attractive and respect Islamic principles



Source: Research Data Processing, 2024.

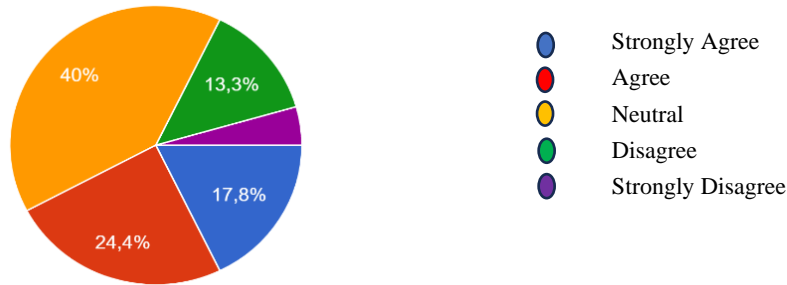
The diagram above shows the responses of 45 respondents regarding the appearance of Muslim employees at the attractions they visit, specifically regarding whether the employees are dressed modestly, attractively, and respectfully according to Islamic principles. Here is a breakdown of the percentage of responses that employees at the attraction truly meet the criteria of decency and respect for Islamic principles. Strongly Agree (22.2%) Agree (24.4%), most respondents 40% of respondents feel that employees agree that they meet the standard sufficiently, although not completely. Disagree (13.3%) The majority of respondents feel that employees do not meet these standards.

The conclusion of this diagram shows that although some agree, the majority of respondents have a positive response but have not fully met expectations in terms of good manners and respect for Islamic principles. Providing friendly, polite service and dressing in accordance with Islamic law is a requirement for halal tourism. The potential for services to visitors in Malang Rapat village towards a halal tourism village still needs to be improved. It is hoped that the support of the government, especially the ministry of religion, will provide counseling and socialization about services in accordance with Islamic sharia. Including how to dress and socialize, how to honor guests and even how to get along and transact.

Furthermore, data was presented regarding visitor responses about prices and tourism products. The diagram above shows the results of a survey regarding the suitability of the prices of products offered at tourist attractions (such as hotels, entrance tickets, food & beverages, etc.). Here is a breakdown of the results Respondents who stated that they strongly agreed that the price of products in tourist attractions was appropriate, only 17.8% of respondents stated. Agree 24.4% of respondents agree with the

suitability of the price, which states that it is quite appropriate as much as - 40% and respondents feel that they disagree as much as 13.3% and the rest disagree. The conclusion of this diagram, the majority of respondents (40%) think that the prices offered at tourist attractions are quite in accordance with the products they receive.

Figure 9: Visitor Responses, Prices and Tourism Products
Some prices are by the products offered at tourist attractions



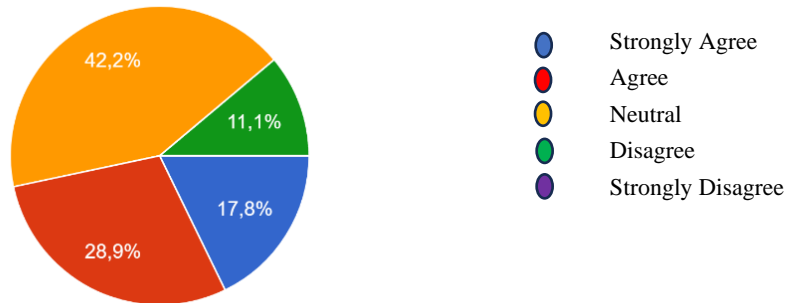
Source: Research Data Processing, 2024.

The visitor's response illustrates that the price level offered is not fully by the services or products obtained during the tour. However, the potential for halal tourism development in terms of price and service quality can still be improved to make it more affordable and provide satisfaction for visitors.

The next data is a general description or response to visitors' experiences with the services obtained after traveling to several destinations in Malang Rapat Village. Especially tourism to Trikora beach and its surroundings. Including experiences about various regional culinary dishes and the services of employees or the local community during their stay or visit. The satisfaction received during the trip will certainly affect their next decision whether to come back and recommend the place or vice versa.

Figure 10 shows the results of a survey of 45 respondents regarding their satisfaction with the tourist destinations they visit, as well as their desire to promote the place to relatives. Here's an explanation of each category based on the Strongly Agree chart – 17.8% of respondents feel very satisfied with the tourist destination and really want to promote it to relatives. Agree - 28.9% and feel quite satisfied and willing to promote it as much as 42.2% - and 17.8% of respondents feel dissatisfied and may not be interested in promoting it.

Figure 10. : Visitor Response to Tourism Satisfaction
I am satisfied with the Tourist Destination I visited and will recommend to Relatives



Source: Research Data Processing, 2024.

Conclusion In general, the majority of respondents are satisfied with the tourist destination, with most willing to promote it. This shows that the potential of tourism services still needs to be improved so that the level of satisfaction received by tourists is higher and the satisfying tourism experience can be an effective promotional medium in increasing the number of visitors in the future.

CONCLUSION

Based on the findings of the research, it can be concluded that Malang Rapat Village, Bintan Regency, Riau Islands has great potential to be developed into a halal tourism village. This development requires a structured strategy, involving active community participation, and continuous support from local governments including the ministry of religion, MUI Institutions, BPPOM and the private sector and MSME actors. Recommendations for further development are needed including training for the community, proper promotion, and the development of infrastructure that supports the concept of halal tourism villages

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