Marketing of Sharia Halal Beach Tourism Through E-wom

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ABSTRACT

At this time it is estimated that 207 million people embrace Islam. Of the 207 million inhabitants of the Muslim population 13% of the world's Muslims live in Indonesia and also implies that the majority of Indonesia's population adheres to the religion of Islam. Halal tourism is a tourism activity that is devoted to facilitating the Muslim travel needs. The term halal tourism emerged in 2015 when a World Halal Tourism Summit event was held in Abu Dhabi. Community activities in sharing their experiences through social media are Electronic Word of Mouth (e-WOM) activities. E-WOM activities usually use social media such as Instagram, Facebook, Path, Twitter, etc.

Keywords: Marketing, Wisata Halal, E-WOM

INTRODUCTION

Currently halal tourism is a trend for tourists inodoneisa. Indonesia is a country that has the largest Muslim population in the world. At this time it is estimated that 207 million people embrace Islam. Of the 207 million inhabitants of the Muslim population 13% of the world's Muslims live in Indonesia and also implies that the majority of Indonesia's population adheres to the religion of Islam. Globally in a number of countries where the majority is Muslim has brought significant changes in various sectors of economic life such as food products (culinary) and tourism.

In 2020, the Muslim population in Indonesia is predicted to increase to 263.92 million and increase to 256.82 million by 2050. However, the percentage of the Muslim population will shrink to 86.39%.

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Muslims always see the halal label because halal is an obedience for Muslims. Halal is not enough, but it must be equipped with tayib or good for health or does not bring harm or danger. Allah SWT said:

" *O people, eat halal better than that which is on the earth, and do not follow the steps of the devil; because in fact the devil is a real enemy for you. Really it only tells you to do evil and evil, and to tell Allah what you don't know* . "

(Surat Al-Baqarah: 168-169).

Halal tourism is a tourism activity that is devoted to facilitating the Muslim travel needs. The term halal tourism emerged in 2015 when a World Halal Tourism Summit event was held in Abu Dhabi. The WHTS event tries to realize that halal tourism has a very large market share compared to normal tourism and that the opportunity must be developed. WHTS predicts that in 2019, the growth of halal tourism world will increase by 90% faster than normal tourism. Halal tourism annually will increase by an estimated 20% per year.

The number of Muslim visitors globally

YEARS	Amount Muslim Tourists
2017	1.3 million
2018	2.8 million
2019	20 million
2020-2030	230 million

Source: Ministry of Communication and Information and Public Communication Bureau

At present, Indonesia is ranked first for halal tourism. There are 10 halal tourism provinces namely Aceh, Riau Islands, West Sumatra, Jakarta, East Java, Yogyakarta, West Java, Central Java, South Sulawesi, Lombok (West Nusa Tenggara).

Table 1.1 Differences in Conventional, Religious, Sharia Tourism

No	Comparison Items	Conventional	Religious	Sharia
1	Culinary Objects	Cultural Nature, Heritage, culinary	Places of worship, historical relics	all
2	Aim	Cheer up	Improve spiritually	Increase the spirit of religiosity by entertaining
3	Target	Entertainment satisfaction	Peace of mind	Pleasure and religious awareness
4	Guide	Understand and master information and explain as interesting as possible	Mastering the history of figures and locations that are tourist attractions	Make tourists interested in objects while awakening the religious spirit of tourists
5	Worship Facilities	Just a complement	Included in the trip	Being an integral part of tourism objects, ritual worship becomes an entertainment package
6	Culinary	General	General	The specific halal unclean element does not exist in its culinary
7	Relations with the Community	Complementary and purely for profit	Complementary pursuing profit	Integrad, interacting based on sharia principles
8	Travel Agenda	Ignoring time solely pursues profit	Complementary for the sake of the pursuit of profit	Integradation , interaction based on sharia principles

Source:An-Nisbah: Jurnal Ekonomi Syariah

Muslim countries tend to interpret tourism based on what is in the Qur'an has to say. The following forms of tourism arriving sa Refresh Qur'an.

➢ •Hijja (حجة) involves a trip and pilgrimage to Mecca. This trip is a requirement for every healthy adult Muslim. At least once in a lifetime to take Hajj.

➢ •Zejara (ارةزي) refers to visits to other holy places.

➢ •Rihla (ةل رح) is a trip for other reasons, such as education and commerce.

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➢ ·The emphasis is on directed movement, as a component of the spiritual journey in God's service. Shari'ah (عة شري ال) the law determines what is acceptable - halal (ح ل), and what is not accepted - haram (حرام) in daily life and during travel .

One of the marine or beach tourism potentials in Banyuwangi Regency is Syari'ah Beach, Santen Island, located in Karangrejo village, Banyuwangi. Syari'ah Beach Santen Island is the first beach in Indonesia that carries the concept of shari'ah. This has become a new breakthrough for the Banyuwangi Regency Government in developing new tourist destinations, namely changing the Santen Island area into a shari'ah-based or halal-based tourism area.

Santen Island Beach Area, located in Karangrejo Village, used to be a slum environment. Not far from the entrance gate of Santen Island, there is Pakem's prostitution place which has been closed. Now the island is starting to be organized. At present, gradually, Pandanaan Beach on the south side will develop a beach club for women. The design is being worked on by a number of well-known architects . In accordance with the initial concept that was conveyed by the Regent of Banyuwangi, that the Syari'ah Beach is devoted to tourist attractions for women and children. But with the development of time, the Sharia Coast of Santen Island is also open to the public, but the place is distinguished between male and female tourists.

Nowadays, social media is very popular because through social media, users can have freedom of expression, make it easy to share information and news, a showcase to show their existence like selfies. Selfie is now a phenomenon where someone is photographing themselves by showing the face or the whole body which usually has a background story behind the photo that aims to invite people who see it to respond or comment, with so many things that can be done through this social media which in the end activities on social media unconsciously become part of a lifestyle.

that can not be separated from everyday life. Community activities in sharing their experiences through social media are Electronic Children's of Mouth (eW OM) activities.

Literature Review

Marketing Management

a. **Understanding of Marketing**

At present marketing or marketing is now increasingly playing a major role for companies to create brands. In addition, marketing has a big responsibility for the company in achieving brand success.

According to Kotler and Keller (2016: 27) states marketing is the activity, sets of institutions, and processes for creating, communicating, delivering, and exchanging offerings that value for customers, clients, partners, and society at large. The definition defines that. Marketing is an activity, organizing institutions, and processes for creating, communicating, delivering, and exchanging offers that are of value to customers, clients, partners, and society at large.

According to Kotler and Keller (2016: 27), Marketing is a natural process by which individuals and groups obtain what they need and want through creating, offering, and freering, and freely exchanging products and services of value with others. The definition defines that. Marketing is a social process where individuals and groups get what they need and want through creation, offering, and freering, and are free to exchange products and services of value with others.

According to the American Marketing Society in the book Kotler and Keller (2016: 27) states that marketing management as the art and science of choosing target markets and getting, keeping, and growing customers through creating delivering, and communicating superior customer value . This definition states that . Marketing management as an art and science Choosing a target market and

getting, maintaining, and growing customers through Create Accounts conveying, and communicating superior customer value. The definition above shows that marketing management is everything that needs to be planned in advance so that everything is in accordance with desired by consumers who will then cause a marketing.

Meanwhile, according to Suparyanto & Rosad (2015: 1) marketing management is the process of analyzing, planning, managing, and managing programs that include conceptualization, pricing, promotion and distribution of products, services and ideas designed to create and maintain exchanges that profitable with the target market to achieve company goals.

Marketing is a comprehensive, integrated, and planned activity carried out by an organization or institution in conducting business in order to be able to accommodate market demand by creating products of sale value, determining prices, communicating, delivering, and exchanging offers of value to consumers, clients , partners and the general public.

b. Marketing Objectives

The purpose of promotion according to Setiyaningrum, et al (2015: 224), namely:

a. Informing Informative promotion tries to turn existing needs into desires or stimulate interest in a new product. This is especially true in the early stages of a product's life cycle. People typically will not buy a product or service or endorse a biralaba organization until the intent and benefits for them are known .

b. Persuading Persuasion is usually the main promotional goal when a product enters the growth stage of its product cycle. At that time, the target market (target market) must have an awareness or knowledge of the product about how to fulfill their desires.

c.   Reminding Promotions are also used to keep the brand in people's minds. This form of promotion is mainly carried out at the maturity stage of the product life cycle. The assumption is that the destination market has been convinced of the goodness of the goods or services offered. The goal is to remind the existence of these products in the middle of the market .

c.   Marketing function

The marketing function stated according to Sudaryono (2016: 50) is as follows:

a.   The Exchange Function With marketing, buyers can buy products from manufacturers. Either by exchanging money with products or exchanging products for products (barter) for personal use or for resale. Exchange is one of four ways people get a product.

b.   Physical Distribution Function The physical distribution of a product is carried out by transporting and storing products. Products are transported from producers to consumers who need it in many ways, whether by water, land, air, and so on. Storage of products emphasizes efforts to maintain product supply so as not to lack when needed.

c.   Intermediary Function To deliver products from the hands of producers to the hands of consumers can be done through marketing intermediaries that link exchange activities with physical distribution. Intermediary function activities include risk reduction, financing, information search and product standardization and clarification.

A form of measurement that attempts to empower members in the organization. Each member is required to be involved, work together, respect each other (Mickahail, 2019; Lee, 2014; and Eviline et al., 2016). (opinion of Setyo Riyanto)

2.   **E-WOM (*Electronic Word Of Mouth)***

Many marketers who are just realizing that the best way to increase sales is to make customers sell the company's products. This shows that the marketing world is not about advertising, but really revolves around word of mouth. The most important thing a marketer can strive for is determining

the amount of time people talk about products or services to the right people and in the right way. This is the essence of word of mouth marketing or word of mouth communication (Basalamah, 2010).

In the world of tourism business, the influence of people around them who communicate or discuss the quality of certain tourist attractions is one thing that can foster interest in visiting that will have an impact on visiting decisions. Word of mouth is one of the service marketing mix tools that is believed to influence others in determining interest in visiting a tourist destination and its impact on visiting decisions and intention to visit again in the future (Aprilia, et al. 2015).

As technology develops, word of mouth has now shifted to a paradigm shift. Previously, word of mouth communication was done in person with known people, but now word of mouth can be done by utilizing internet technology. Along with the paradigm shift is word of mouth through internet media called Electronic Word Of Mouth (EWOM) (Susilawati, 2017).

According to Ardiyanto and Susanta (2016) Word Tourism Organizations revealed that around 95% of web users use the internet to collect information relating to tourism and 93% visit tourism websites when planning a vacation. Meanwhile, the number of people switching to using the internet to plan vacations has increased by more than 300% over the past five years. Therefore, the internet can be used as a means of communication due to the reviews and comments written by netizens to make decisions in travel.

E-WOM activities have started to be used in cyberspace by consumers after using a product or service. E-WOM refers to a positive, neutral, or negative experience-based statement made by potential, real or former consumers of a product, service, brand, or company, which can be known by people and institutions through the internet (through the website, social media, instant messaging, etc.) (Firdaus and Abdullah, 2017).

Electronic Word-of-Mouth (e-WOM) leads to an online exchange of knowledge of consumers. This exchange has a direct relationship to customer loyalty, which in turn affects the overall value of the company. Electronic Word Of Mouth means that consumers communicate information about product quality, services including good or bad experiences experienced by consumers to other consumers in the form of text, sound, images, videos or their overall combination using 39 online forums, e-mails, search engines and other online platforms (Firdaus and Abdullah, 2017).

From some definitions of Electronic Word of Mouth above, it can be concluded that Electronic Word of Mouth communication is communicating information about product quality, service including positive or negative experiences experienced by consumers to other consumers in the form of text, sound, images, videos or combinations overall by using online forums, e-mail, search engines and other online platforms.

According to Abubakar, et.all (2017) the electronic word of mouth variable is measured by the following indicators:

1. Other consumer online reviews .

2. Online recommendations.

3. Positive information from online reviews.

4. Confidence in online reviews

3. **Sharia Beach**

a. **Definition of Sharia Beach**

From the various definitions of tourism expressed by Spillane, Wahab, and Suwartono, it can be concluded that tourism is the process of leaving a person or group from their place of origin to another place with the aim of seeking pleasure. According to the type of tourism classification delivered by Spillane, Syari'ah Santen Island is included in the category of Pleasure Tourism, which is a tour that

aims to find fresh air, relax nerves, and enjoy the beauty of nature. Meanwhile, according to Hermantoro, Syari'ah Beach, Santen Island is included in the category of Natural Tourism, because the object visited is related to the beauty of the natural panorama, namely the beach.

b.   Factors that affect travel

According to Foster, one of the factors that influence tourist trips is the resources and characteristics of the destination area which includes the types of attractions, accommodation, availability and quality of service facilities, environmental conditions, and so on. Cooper et.al l 20 17 added that to meet the needs and services in tourist attractions, there are 4 main components that support the development of the tourist area known as "4A", namely Attraction, Facilities, Access (accessibility) , and Ancillary services (additional services).

Conclusion

Currently halal tourism is sought after and visited by foreign tourists with a diversity of Muslims and non-Muslims. Sharia beach tourism has become a world-class tourism potential for foreign tourists. With e-wom, it's very easy for people to get information about tourism. In the era of the digital era more people use the internet and social media to upload new tours and advertisers.

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