

Analysis Of Supporting And Inhibiting Factors For Tourism Communication Based On Islamic Education In Government Of Langkat Regency, North Sumatra Province

Indira Fatra Deni Peranginangin, Syukur Kholil, Hasan Sazali

Universitas Islam Negeri Sumatera Utara Medan

Email : indirafatra@uinsu.ac.id

Abstract

Sustainable Tourism for Development, Indonesia's tourism brand, promotes local cultural assets. The Langkat Regency Government will maintain and visit this community culture ceremony. Langkat's sweetened fruit halua is a culinary tour, part of Langkat Regency's Islamic education-based tourism. Langkat Regency needs measurable management to implement its tourist program, and all sectors of society, the government, and the community can work together for successful tourism. This research studied supporting and inhibiting factors of local-based tourism communication management in Langkat Regency, North Sumatra Province, from planning, organizing, executing, and supervising. This study began with basic observations of tourism development conducted by the Langkat district government. The informants in this study were the Head of the Tourism Sector at the Langkat Regency Tourism and Culture Office, the Head of the Langkat Regency Bappeda, Langkat Tourism Observers, Religious Leaders, and Langkat Regency Youth Leaders, in accordance with the research problem. This study used unstructured observation. Unguided observations were made. Data analysis relates to the Miles and Huberman model, which is the act of compiling and processing data such that it may be easily read and comprehended. Data analysis can also be defined as the discovery of elements or sections containing smaller categories of study data. The collected data was subsequently evaluated utilizing qualitative data analysis. Islamic Education-Based Local Tourism Planning in Langkat based on analysis of field data shows that the local aspect is maximized by the Langkat Regency administration as development planning written in the vision and mission of Langkat Regency, the 2019-2024 Strategic Plan, the 2019-2024 Regional Medium Term Development Plan, the 2021 Langkat Local Government Work Plan, and Regional Tourism Development Master Plan no 5 2020 as a tourism development. The dominance of Muslim communities in Langkat Regency and in Indonesia, providing a great opportunity for the high number of visitors who come, then from multiethnic factors, Langkat Regency has a stock of cultural rituals that can be elevated as local potential, are factors supporting the realization of local tourism based on Islamic education. Furthermore, the geographical aspect is the state of Langkat Regency's natural potential, which is excellent for development into tourism sites such as seashores, rivers, and mountains. The impediment to growing Islamic Education-based local tourism is that some suitable areas for locally-based tourist destinations are still administered traditionally, resulting in a slow pace of tourism growth in some regions due to finance. The Langkat Regency Government is required to promote culture's multicultural potential as a local symbol by blending abstractive cultures with real tourist locations.

Keywords : Islamic Education, Inhibiting factors, Tourism, Government

1. INTRODUCTION

Tourism has captured the attention of world governments because it has the potential to become a significant source of foreign cash. Tourism is a new commodity that is rapidly expanding. The global tourism industry is looking to create fresh and sophisticated tourist attractions. Many tourist locations are created by combining several aspects such as geographical conditions, social conditions, and multiethnicity to create new tourist objects.

Tourism can improve state earnings in Indonesia due to its position. Indonesia's tourism brand, Sustainable Tourism for Development, involves local communities with cultural attractions to draw tourists. Beautiful beaches, lakes, mountains, and other ecosystems enable exotic modern tourism in Indonesia. A poll by One World Trade Center, New York, United States of America, and Vogue House, London, voted Indonesia #1 among numerous countries with stunning tourist spots. In 2019, Readers Choice Awards Conde Nast Traveler ranked Indonesia first. 600,000 people voted. Indonesia leads Thailand, Portugal, Sri Lanka, and South Africa.

Central and regional governments capitalized on Indonesia's tourist successes. Indonesia prioritizes tourism development in 2020. The ministry of tourism and creative economy responded positively with ministerial rule no 12 of 2020, strategically addressing international tourist preparedness. The central government then planned sustainable tourism based on local possibilities. Indonesia's geography and multi-ethnic culture make it a popular tourist destination.

Modern tourism is competitive because other countries are always improving to attract tourists. Tourists increase economic turnover, which benefits the country. Islam's message of Rahmatallilalamin to Allah's creations requires its adherents to maintain the universe's public services and environment.

Every Indonesian region can boost its tourism potential through Islamic education-based local tourism. Langkat Regency's multiculturalism will make it unique. Religion and ethnicity affect local tourist potential. Langkat Regency has 57% Javanese, 15% Malay, 10% Karo, 5% Toba, 3% Mandailing, 2% Aceh, 1% Minang, and 1% Chinese, all of whom have tourism potential. The presence of Muslim tourist spots such the Azizi Mosque in Tanjung Pura, the Raya Stabat Mosque, and Basilam in Langkat Regency, which is 90% Muslim, further helps local tourism.

Langkat, a Malay culture, still uses rhymes to express messages and counsel. Weddings and other events always use rhymes, and the Langkat district government often uses rhymes in opening and ending statements. Traditional ceremonial ceremonies in Langkat Regency involve natural interaction. In Jaring Halus, Secanggang sub-district, the people thanks God for Jamu Laut, the sea's bounty. This ceremony occurs every three years. This traditional ceremony will be preserved as a symbol of community culture by the Langkat Regency Government and made into a cultural tour.

Langkat's typical meal menu includes sweetened fruit halua, which can be used as a culinary tour. Langkat Regency needs quantifiable management with a goal to implement its tourist program, and all sectors of society, the government, and the community can work together to achieve good tourism.

The various rivers, mountains, hills, and magnificent scenery in Langkat Regency encourage local-based tourism. Batang Serangan District, which employs the Tangkahan river flow as a tourist attraction, is sometimes called a beach even though it is not a coastline. If Langkat Regency can prepare religious tourism, it will be near Muslim-dominated Aceh, Binjai, and Medan provinces. It's also possible to attract domestic and foreign tourists by promoting Langkat's neighboring places to them.

If managed properly, Islamic education-based local tourism in Langkat Regency can generate significant regional wealth. Tourism management depends on leadership's ability to plan, organize, implement, and supervise. This management function can be viewed from the perspective of communication elements: the government as the communicator, media selection, tourism message content production, and the general population as tourists.

Tourism facilities and infrastructure are crucial to attracting tourists. The Central Statistics Agency for Langkat Regency 2020 reported 101400 local and foreign tourists in 2019. If the local government keeps improving access and infrastructure, this condition will get worse. Publicizing tourism destinations requires infrastructure. Road access to tourist spots, hotels, health facilities, etc. If this situation isn't controlled, Langkat Regency's tourist destination information will be inaccurate.

Langkat Regency's 2019-2024 vision is to create sustainable tourism and infrastructure to make Langkat prosperous and religious. Langkat Regency has tourist potential. Making a tourism location a world heritage capable of becoming a new and modern tourism commodity seeks to attract the tourism world and increase regional foreign exchange.

Modern technology allows for fast and accurate posting of tourism destinations. Information and communication technology is a measure of human civilization. current newspapers, since communicators employ communication and information technology to provide public information fast and accurately. This publication is important and requires the Langkat Regency government to create tourism attractions. Publication in public locations helps domestic and foreign travelers discover tourist attractions.

Tourism construction success depends on how it is managed in the field in accordance with planning, organizing, implementing, and supervising, taking local conditions into account. Thus, communication management is essential. Communication management will promote Langkat area tourist attractions. Every tourist attraction in this region might be a travel product. Superiority and distinctiveness will boost tourism.

The potential for local tourism based on Islamic education in Langkat Regency can be managed properly if the government cooperates with all stakeholders. Cooperation between the government and stakeholders can be seen with a communication management approach starting from planning, organizing, implementing and supervising the district government. The program is running well so that domestic and foreign tourists are interested in coming to Langkat Regency. This condition attracts my attention as a researcher who wants to examine local-based tourism communication management in Langkat Regency, North Sumatra Province, starting from planning, organizing, implementing and supervising carried out by the Langkat Regency government to the supporting and inhibiting factors faced by the Langkat Regency government in developing tourist destination.

2. RESEARCH METHODS

This study began with basic observations of tourism development conducted by the Langkat district government. Referring to the Langkat district's vision and objective for the 2019-2024 period, the 2019-2024 Strategic Plan, the 2019-2024 Regional Medium Term Development Plan, the 2021 Langkat Local Government Work Plan, and Regional Tourism Development Master Plan no 5 2020 as a tourism development.

The informants in this study were chosen on purpose, based on the objectives and research challenges under consideration. Subjects with the knowledge and information being investigated are chosen by researchers. The informants in this study were the Head of the Tourism Sector at the Langkat Regency Tourism and Culture Office, the Head of the Langkat Regency Bappeda, Langkat Tourism Observers, Religious Leaders, and Langkat Regency Youth Leaders, in accordance with the research problem.

In this study, in-depth interviews were conducted with several competent people to provide data for research, beginning with the Deputy Regent of Langkat, the Langkat Regency Bappeda, the Langkat Regency Tourism and Culture Office, religious leaders (in this case, the chairman of the MUI of Langkat Regency and Tuan Guru Bassilam), cultural figures, youth leaders, and observers of tourism and culture in the Langkat district.

This study used unstructured observation. Unguided observations were made. Thus, to see an object, the observer must have observation skills. The observer must know the object well to use this approach. Observers need not theoretically understand the research object. Langkat Regency was observed in-depth and directly.

This study made initial observations and proceeded after the proposal seminar by directly observing several areas with potential for local-based tourism. As a national tourism strategic area, Babussalam, Jaring Halus village, Bukit Lawang, and Batang Serangan branch were prepared. The Langkat tourism and culture service observed for map data and tourism development plans. Then the researchers analyzed the Langkat tourist application's data on online Langkat tourism development and oversight.

In this study, data analysis relates to the Miles and Huberman model, which is the act of compiling and processing data such that it may be easily read and comprehended. Data analysis can also be defined as the discovery of elements or sections containing smaller categories of study data. The collected data was subsequently evaluated utilizing qualitative data analysis.

3. FINDINGS AND DISCUSSIONS

A forest reserve in Langkat Regency has been a Sumatran orangutan observation facility. Tourists always visit the Bahorok/Sumatra Orangutan Observation Center. Even if this tourist attraction is interesting, development will fail without additional factors or potential. One is the local culture of welcome visitors. Tourism-related.

According to the researcher, the tourist area has a tourism object value that can become one of the local regional incomes, so the local government should focus on growing and managing it better. As far as the researcher knows, with the increasing number of tourists, the government needs to look at the infrastructure and seven charms of tourism objects to make people return.

Since tourism is a commodity, development should be enhanced. Orangutans draw tourists to the Orangutan Observation Center in Gunung Leuser National Park, Bukit Lawing. According to government and community policies, many factors determine whether tourism develops, including physical conditions (geographical location, topography, vegetation, rainfall, and humidity), basic facilities (hotels, inns, and other types of accommodation, restaurants or stalls, promotions, guides, and so on), complementary facilities (sports facilities), supporting fa (road network, electric power, hospitals, provision of clean water, telecommunications, and transportation). Tourism development is hindered when these driving forces are not fully present. The seven charms of a tourist attraction—safe, orderly, clean, attractive, cool, friendly, and memorable—attract travelers.

According to researchers who interviewed the Langkat Regency tourism and culture office, the district's vision and mission will guide the government's management of local tourism communications. RIPPARDA no. 5 of 2020 will focus on its development.

The growth of religious tourism is a manifestation of Langkat Regency as a district dominated by Muslims with a long history of Islamic teachings in Langkat. Langkat tourism development planning has lofty aspirations for the world. Langkat has been prepared as the world's lungs, maximizing strategic locations to generate the largest oxygen providing area.

The Langkat regency government's strategy for the promotion of Islamic Education-Based Local Tourism is to maximize all local potential in achieving Langkat as a world heritage site while preserving ancestral values.

The government of Langkat Regency is preparing all stakeholders to accomplish its vision and goal. All factors must work together, one of which is the preparation of a Langkat tourist consultant. Realizing effective tourism begins with creating programs and collaborating with diverse parties; one of the Collaborative Efforts in growing tourism in Langkat also involves Langkat Regency young leaders.

The government's plan to add Langkat tourism as a national tourism strategic region drew a swift response. Because local customs are ancestral norms that can be produced in response to sustainable tourism that uses culture as a tourist emblem that can attract domestic and domestic tourists, community participation in realizing this government program is urgently required. is the embodiment of local wisdom-based tourism. The tradition of sea herbs in Jaring Halus village, Secanggang District, is one of several local traditions that are always carried out by local residents who invite tourists.

Tourism development is a priority initiative that the district government will implement. The Langkat regency government's commitment to improving tourism is openly expressed in the district's vision and goal. In this scenario, the district government is continuing to form alliances with all stakeholders in order to achieve world-class tourism. Furthermore, he stated that security in keeping tourists present is a vital consideration.

The Langkat Regency Government, through the Culture and Tourism Office, trains youth and members of the community to manage and develop tourist attractions based on natural and human resources. They have diverse expertise in welcoming tourists and protecting tourist safety by boosting security at tourist attractions. The Langkat Regency government is boosting tourism beyond natural tourism. Cultural tourism like dancing studios promotes local culture. This culture can also be shown on Langkat Regency's birthday to show that its dance culture must be developed.

Tourism in Langkat Regency, including Bukit Lawang, Tangkahan, and others, can boost the local economy by creating souvenirs for travelers and providing hotel, tour guide, and parking services.

There are various impediments to implementing Islamic Education-Based Local Tourism in Langkat Regency, including some tourist spots or tourism development land that is still owned by the community. In this situation, the community chooses to operate "perfunctory" tourism infrastructure on its own, impeding the development of tourism in the area. In this situation, there is frequently confusion between landowners and the government. According to a tourist observer in Langkat, this is because there are sometimes debates in the community about the expansion of tourism.

Langkat Regency is fostering locally-based tourism to promote Islam in its tourist destinations. The regent wants to promote Islam in Langkat Regency's local tourism. According to the vision and mission policy, Langkat Regency wants to promote local tourism through promoting Islam. Tourism development in Langkat Regency relies on government support that promotes Islam through vision and mission statements. Local-based tourism in Langkat Regency is tied to communal values, including Islamic religious ones. Langkat Regency's administration promotes Islamic tourism because its population is mostly Muslim.

Tourist objects and Islam in locally-based tourism in Langkat Regency, with a predominantly Muslim population, include village excursions memorizing the Koran and converted villages. Halal tourism in Langkat Regency also promotes local halal cuisine. Religious tourism in Bessilam, the Great Azizi Mosque, and a history museum are all major tourist attractions in Langkat Regency.

That the development of locally-based tourism in Langkat Regency is inseparable from Islam, such as Islamic historical building sites in the form of mosques, community Islamic customs or culture like in the Bessilam area, tourist attractions of Al-Qur'an memorizing villages and converts villages in the Sei area twinkle. These Langkat Regency Islamic tourism icons are popular tourist locations. Langkat Regency residents show possibilities for local-based tourism from an Islamic standpoint. This involves all aspects of community life, including tourism. Muslims control Langkat Regency, hence Malay traditions must be based on the Quran and Hadith. Malay has rigorous Islamic characteristics. shown that Islam dominates Malay culture. Muslim Malays.

The Azizi Mosque, Bessilam shrine, Al-Qur'an memorizing villages, and convert villages in Sei Bingai are examples of locally-based tourism in Langkat Regency that promotes Islam. Cultural tourism sites promote Islam. Contemporary attractions, traditional traditions, and local values in an object manufactured by humans make these tourism objects fascinating. It's Langkat Regency's top Islamic tourism attraction.

The presence of the district government, which has not been maximized in all places that have local potential, in this case local cultural locations and traditions, is also an impediment because the development of tourism attractions requires good and precise planning procedures. Several variables that contribute to the success of tourism must be incorporated into the development strategy. These features include accessibility (transportation and marketing channels), tourism infrastructure characteristics, level of social engagement, links with other sectors, tourism resilience, and the community or local people.

4. CONCLUSIONS

Islamic Education-Based Local Tourism Planning in Langkat based on analysis of field data shows that the local aspect is maximized by the Langkat Regency administration as development planning written in the vision and mission of Langkat Regency, the 2019-2024 Bappeda Strategic Plan, 2021 RKPD, 2019-2024 RPJMD and RIPPANDA No. 5 2020. The dominance of Muslim communities in Langkat Regency and in Indonesia, providing a great opportunity for the high number of visitors who come, then from multiethnic factors, Langkat Regency has a stock of cultural rituals that can be elevated as local potential, are factors supporting the realization of local tourism based on Islamic education. Furthermore, the geographical aspect is the state of Langkat Regency's natural potential, which is excellent for development into tourism sites such as seashores, rivers, and mountains. The impediment to growing Islamic Education-based local tourism is that some suitable areas for locally-based tourist destinations are still administered traditionally, resulting in a slow pace of tourism growth in some regions due to finance. The Langkat Regency Government is required to promote culture's multicultural potential as a local symbol by blending abstractive cultures with real tourist locations.

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