

ANALYSIS OF HALAL TOURISM DEVELOPMENT POTENTIAL IN BOKORI ISLAND KONAWA REGENCY BASED ON ACES MODEL

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Abstract

This study aims to analyze the halal tourism development strategy with the ACES model in the Bokori Island tourist destination, Konawe Regency. ACES Model measured through four indicators, namely Access, Communication, Environment, and Service. This study uses a descriptive approach—data collection techniques through interviews and observations. Data processing is done by data reduction, presentation, technical, and source triangulation. Halal tourism development strategy of Bokori Island based on the ACES Model First, in terms of accessibility, road access is generally adequate. However, improving road access in front of the crossing entrance is necessary, as it is still damaged. Second, in terms of communication, an official account needs to be formed so that the public can access promotions and information about Bokori Island more widely and quickly. Third, regarding the environment, it is necessary to eliminate illegal levies on the use of bathroom services. Fourth, in terms of service, there is a need for halal certification for local food/drink products.

Keyword: *Halal; Tourism; ACES Model*

A. INTRODUCTION

Tourism is a sector that is quite promising for national and regional economic growth. The tourism sector can present good economic circulation in a region. On a national scale, this sector can pump up the country's foreign exchange, while on a regional scale, it becomes a source of regional income to help increase people's income. Tourism can have a positive impact on the economy in several ways. First, the tourism sector can generate additional foreign exchange for the country, create jobs, and design the growth of the tourism industry (Yakup, 2019). In addition, the tourism sector can also increase people's income and improve people's standard of living (Nanda et al., 2019).

Indonesia has enormous tourism potential as a country with a large area. This country has tourism magnets spread across all provinces. Several regions are in global tourism, such as Bali Province, West Nusa Tenggara (NTB), East Nusa Tenggara (NTT), and many others. With this tourist attraction, many local and foreign tourists make Indonesia a tourist destination. The Central Statistics Agency noted that tourist visits to Indonesia in 2023 reached 11,677,825 people. This figure has increased significantly compared to 2022, when it only amounted to 5,889,031 people.

Social and economic infrastructure readiness must accompany the high tourist visits to Indonesia. Moreover, the current global tourism trend has moved towards the halal industry or halal tourism. Uniquely, this trend is not only welcomed by Muslim countries but also by countries with minority Muslim populations. For example, South Korea has prepared infrastructure for Muslim tourists visiting the country. South Korea implements halal tourism through coordination between the Korean Tourism Organization, the Korean Muslim Federation, and the Korean Halal Association (Fadhlan & Subakti, 2020). In the 2023 Global Muslim Travel Index (GMTI) data issued by Crescentrating, the name of the United Kingdom (UK), which is not a Muslim country, is included in the list. In 2023, Indonesia will be the most friendly country to Muslim tourists. To improve the quality of halal tourism, the Indonesian Government, through the Indonesian Halal Tourism Association (PPHI), has collaborated with Crescentrating and Bank Indonesia to produce The Indonesian Muslim Travel Index (IMTI).

IMTI contains an index of the readiness of provinces in Indonesia to welcome tourists, especially Muslim tourists. The main goal is to increase the competitiveness of destinations and industries by taking

advantage of the great opportunities in the halal tourism sector, making it a catalyst for positive growth for the Indonesian economy. IMTI 2023 has placed West Nusa Tenggara in the top position as the most friendly province for Muslim tourists. The Aceh and West Sumatra Provinces are second and third place, followed by the Special Region of Jakarta. However, it is unfortunate that IMTI 2023 only classifies 15 provinces from all the provinces in Indonesia today. Other provinces, such as Southeast Sulawesi, have good Muslim tourism potential.

Southeast Sulawesi is one of the provinces in the Sulawesi Islands. This province's vast land and water areas give Southeast Sulawesi an enormous tourism potential. Various regencies and cities spread across Southeast Sulawesi Province have exciting tourist destinations. Each area contains beautiful natural panoramas ranging from oceans, lakes, rivers, mountains, and waterfalls to cultural and religious tourism. One of the favorite tourist destinations in this province is Bokori Island.

Administratively, Bokori Island is located in the Konawe Regency area. This place is a small, uninhabited island that is used as a tourist destination in Southeast Sulawesi Province. Bokori Island presents a stretch of sandy beaches and oceans that are pleasing to the eye. This tourist destination is very suitable as a family vacation spot or office gathering location because it has complete facilities and is within reach of the mainland. With these advantages, Bokori Island has the potential to attract tourists, both local and foreign. In addition, Bokori Island also has the opportunity to attract Muslim tourists.

B. METHOD

This research will be conducted on Bokori Island, Konawe Regency. The implementation time is on September 14-22, 2024. The informants selected in this study are the Southeast Sulawesi Provincial Tourism Office and the manager. To expand and facilitate the scope of the research, the researcher also used accidental sampling to find tourists, MSME actors, and the community around the Bokori Island tourist destination. There were three tourist informants, one business actor, and one community. The primary data used in this study were the results of informant interviews and field observations on Bokori Island on the halal tourism aspect based on the ACES Model.

This study uses qualitative descriptive analysis. The researcher used three stages to process the data: data reduction, data presentation, and verification or conclusion. The data was obtained through interviews, observations, and documentation. In data collection techniques, triangulation is a technique of combining various data collection techniques with triangulation. Researchers who collect data also test the credibility of the data with various data sources and collection techniques. The triangulation used in this study is a triangulation of techniques and sources.

C. RESULTS AND DISCUSSION

The matrix of the Bokori Island study results based on the ACES Model is presented in Table 1. In terms of accessibility, several conditions were found. Accessibility is a means that connects tourists with tourist attractions, either in the form of transportation or access to information with indicators, transportation, ease of location, comfort in traveling, and road conditions (Edo et al., 2023). Being connected to the transportation network is necessary for a tourist attraction to get tourist visits. The Bokori Island tourist destination can be easily reached from Kendari City to the ferry pier. To cross Bokori Island, tourists can take 10 - 20 minutes depending on the weather and the location of the ferry. To get to the ferry location, tourists only need to go to Soropia District, where, in general, almost every village in the district has a ferry service to Bokori Island. Reaching the ferry pier is also relatively easy, where each ferry location can be found via maps or simply read the signs on the side of the road when heading to Soropia District. In addition to easy access, Bokori Island has relatively good road infrastructure. The road infrastructure passed to the Bokori Island pier is relatively excellent and smooth. Road access is almost completely paved, where damaged roads are only found in front of the ferry pier entrance. In addition to the two indicators above, other indicators can be measured based on accessibility, namely safety throughout the journey, land and sea travel, or crossing. Access to the Bokori Island crossing location is relatively safe and free from thuggery or potential acts of violence. The route tourists take to the crossing is a toll road known to be widely used by motorists, so the potentials mentioned previously are minimal.

Meanwhile, access to the crossing also tends to be safe. When crossing, tourists will be transported using a reasonably large fiber boat, which can strengthen the ship's resilience when navigating the waves. In addition, the ship is equipped with life jackets that tourists can use to minimize

unwanted things. The results of this study are in line with research conducted by Alifayanti et al. (2023), which shows that the development of halal tourism from the Accessibility aspect for the road to the Aik Nyet tourist attraction has been paved and accompanied by directions to make it easier for visitors to reach the tourist destination. However, according to visitors, there are still several points where the road is damaged.

Table 1. Matrix of Research Results of Bokori Island Based on the ACES Model

<i>Observed Aspects</i>	<i>Indicator</i>	<i>Description</i>
Access	Ease of access	Access can be reached by the public
	Good road conditions	In general, the road conditions are smooth and paved, except at the crossing entrance
	Safety throughout the journey (land and sea)	Land and sea travel is quite safe
Communications	Clear information about tourist destinations	Information can be found through various media channels
	Has official tariff information	Regional Regulation No. 2 of 2024 concerning Regional Taxes and Regional Retributions
	Availability of social media or websites	Not available
	Has adequate internet access	4G internet network available
	Good and friendly tourist services	Good service from the manager
	Ability to speak Indonesian	The manager has good language skills
Environment	Cleanliness	Bokori Island is cleaned routinely 2 times a day
	Availability of trash bins	Trash bins are scattered in various places
	Comfort (availability of resting places or gazebo and villa)	The island area is cool with trees and has gazebos, as well as villas
	Environmental Sustainability	Plastic waste is collected and disposed of at the temporary shelter or landfill
	Security	The tourist area is safe for tourists
Lanjutan	Free from extortion	There is a mismatch in rates when using the bathroom
	Compliance with the rates for each service with the actual provisions	There is a mismatch in rates when using the bathroom
<i>Observed Aspects</i>	<i>Indicator</i>	<i>Description</i>
Service	Availability of halal or halal-certified food	Serving halal food
	Availability of prayer rooms	Have prayer rooms for both men and women
	Availability of bathrooms	Have bathrooms or changing rooms for both men and women
	Free from alcohol, drugs and gambling activities	There is a prohibition on alcohol, drugs and gambling activities
	No adultery, pornography or pornographic activities	There is a prohibition on adultery or immoral activities

Source: Interview and Observation Results, 2024

Communication is essential in tourism, especially in the development of halal tourism. The Bokori Island tourist destination is generally open and can be easily known by the entire community. Information about this place can be found through various channels, both social media, online media, print media, or information from person to person. However, this communication aspect still needs to be improved if the Bokori Island tourist destination has an official channel to promote the beauty of this place. In other words, Bokori Island still needs social media such as Instagram, Facebook, TikTok, other promotional channels, or an official website.

The official channel should be an effective means to promote Bokori Island further, specifically at the various levels mentioned earlier. In addition, the official channel should be able to be an information media that contains various tourism products on Bokori Island or can contain various facilities that tourists can access if they want to visit. Bokori Island already has clear information about this in the official tariff indicator. Tariff information for each service on Bokori Island is listed in the Regional Regulation of Southeast Sulawesi Province Number 2 of 2024 concerning Regional Retributions and Regional Taxes. Clear tariff information can indirectly prevent tourists from potential illegal levies at tourist attractions. Tourists should know about tariff information like the one above. In addition, the management of Bokori Island must also provide clear and definite information to the public about the various tariffs charged, either online or offline, such as via information boards.

Another indicator that the Bokori Island tourist destination must own is the availability or connection to the internet network. Bokori Island itself has a pretty good internet network in all areas. Tourists can use this internet facility even on the 4G network. The manager of the Bokori Island tourist destination himself has good language skills so that tourists can communicate effectively with the manager. However, the Bokori Island tourist destination manager should also have good foreign language skills to strengthen Bokori Island's readiness as a location that foreign tourists can visit. The results of this study are supported by previous research conducted by Kalimasada et al. (2023), which shows that communication skills are multidimensional.

Cleanliness and environmental sustainability are essential things taught in Islam. Islam has taught that cleanliness is something that must be maintained and considered. When visiting Bokori Island, it is rare to find plastic waste scattered, except leaf waste, because the island area is overgrown with many trees. The Bokori Island area's cleanliness is due to a cleaning service that routinely cleans the area from morning to afternoon. However, in certain conditions, such as when there are many visitors, various types of garbage are expected to be scattered. Trash bins have been provided around the gazebo and villas. This facility must be maximized with the awareness of tourists not to throw garbage into the sea.

Based on an interview with the manager, he said that illegal levies on Bokori Island are prohibited; there are no more illegal levies in this place because all information on service rates is available in Southeast Sulawesi Provincial Regulation No. 2 of 2024 concerning Regional Taxes and Regional Retributions. However, one service should be free, but in practice, it is still charged to tourists. This service is the cost of using toilet. The rates for using bathrooms/changing rooms on Bokori Island vary. For bathing, tourists are charged IDR 10,000; for defecating, tourists need to pay IDR 5,000; while for urinating, tourists are charged IDR 3,000. The above costs should be accessible as per Southeast Sulawesi Regional Regulation number 2 of 2024 concerning Regional Retributions and Regional Taxes. The regulation does not include a fee for using the bathroom, which means that tourists can access the bathroom free of charge. However, sometimes, specific individuals take advantage of this gap in bathroom services under the pretext of clean water accommodation costs.

The availability of halal food is an essential aspect of the development of halal tourism. On Bokori Island, the food or drinks served by sellers are generally halal because the products served are mostly factory-made foods with halal labels. Home-made food and beverage products are generally yellow rice or coconut ice. These two products have not been given halal certification administratively, but they are two. Drinking alcohol, drugs, and gambling are acts that are prohibited by Islamic law. There are various arguments, as stated in the Qur'an, Surah Al Baqarah verse 219. The Bokori Island tourist destination has provisions or rules that prohibit the activities of drinking alcohol, drugs, and gambling. Alcohol itself is not served by sellers in the Bokori Island area. The Bokori Island tourist destination management has also written a prohibition on these activities on Bokori Island.

D. CONCLUSION

Based on the results of the research conducted by researchers, several strategies can be taken to develop halal tourism on Bokori Island based on the ACES Model measured through four indicators, namely Access, Communication, Environment, and Service. First, in terms of accessibility, road access is generally good, but repairs need to be made to the road access in front of the crossing entrance, which is

still damaged. Second, in terms of communication, an official account needs to be formed so that the public can access promotions and information about Bokori Island more widely and efficiently. Third, regarding the environment, it is necessary to eliminate illegal levies on the use of bathroom services. Fourth, in terms of service, there is a need for halal certification for local food/drink products. All sectors and stakeholders in the tourism sector synergize in developing halal tourism in Indonesia, especially in Konawe Regency and Southeast Sulawesi Province. The Southeast Sulawesi Provincial Government should support tourist destinations on Bokori Island to become halal tourism icons as a medium of introduction. Further research is needed to add analytical tools in assessing halal tourism other than the ACES Model to improve the resulting research.

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