

## TABLE OF CONTENTS

FRONT COVER .....	i
INNER COVER .....	ii
TITLE PAGE .....	iii
VALIDATION FORM.....	iv
DECLARATION OF ORIGINALITY .....	iv
MOTTO.....	vi
DEDICATION .....	vii
ACKNOWLEDGEMENT .....	viii
TABLE OF CONTENTS.....	ixii
LIST OF TABLES .....	xii
LIST OF FIGURES.....	xiii
LIST OF PICTURES .....	xiv
LIST OF ABBREVIATION .....	xv
ABSTRACT.....	xvi
INTISARI.....	xii
CHAPTER I: INTRODUCTION.....	1
1.1. Background.....	1
1.2. Problem Formulation.....	6
1.3. The Research Objectives .....	7
1.4. Limitation of Research .....	7
1.5. Benefits of Research.....	7
1.6. Literature Review .....	8
1.7. Theoretical Basis .....	11
1.8. Research Method.....	18
1.9. Research Variables and Operational Definition .....	19
1.9.1. Research Variables.....	19
1.9.2. Operational Definition .....	19
1.10. Data Sources .....	21
1.11. Hypothesis .....	22
1.12. Population and Sample .....	22
1.12.1. Sample Method .....	23
1.12.2. Data Collection Technique.....	23
1.13. Data Analysis Technique.....	24
1.13.1. Descriptive Quantitative Analysis.....	24
1.14. Writing Structure .....	25
CHAPTER II: GENERAL INFORMATION OF TOURISM IN MANDALIKA, LOMBOK, WEST NUSA TENGGARA.....	28

2.1.	Halal Tourism.....	28
2.1.1.	Global halal tourism.....	28
2.1.2.	Halal Tourism Competitiveness.....	29
2.1.3.	Indonesia Halal Tourism.....	30
2.1.3.1.	Indonesia's Halal Tourism Policy.....	30
2.1.3.2.	International Muslim Tourist Arrival to Indonesia.....	31
2.1.3.2.	The Market of the Muslim tourist in Indonesia.....	32
2.1.3.3.	Awards and Achievements.....	33
2.2.	Halal Tourism Brand in Lombok.....	373
2.3.	General Condition of West Nusa Tenggara Province.....	37
2.3.1.	Population.....	40
2.3.2.	Foreign Tourists Data.....	40
2.4.	General Condition of Mandalika, Central Lombok.....	48
2.4.1.	Tourism Development Concept of Central Lombok.....	47
2.4.2.	The Profile of Tourism Objects and Attractions.....	53
2.4.3.	The Profile of Tourist Visit and Length of Stay.....	63
2.4.4.	Tourism Regulation of Mandalika Special Economic Zones.....	67
<b>CHAPTER III: RESULTS AND DISCUSSION OF HALAL TOURISM BRAND AND THE DECISION OF FOREIGN TOURIST VISIT IN MANDALIKA.....</b>		<b>75</b>
3.1.	The Profile of Respondents.....	75
3.1.1.	Gender.....	75
3.1.2.	Age.....	78
3.1.3.	Marital Status.....	79
3.1.4.	Education Background.....	80
3.1.5.	Monthly Income.....	81
3.1.6.	Nationality.....	82
3.1.7.	Tourist's Occupation.....	83
3.1.8.	Frequency of Visiting Indonesia.....	84
3.1.9.	Travel Partner.....	85
3.2.	The Variable of Halal Tourism Brand Image.....	87
3.2.1.	Analysis of Respondent's Responses of The Variable Halal Tourism Brand Image.....	89
3.3.	The Variable of Tourist Visit Decision.....	96
3.3.1.	Analysis of Respondents' Responses of The Variable Tourists Visit Decision.....	98
2.4.	The Position of Halal Tourism Brand Image and the Decision of Foreign Tourists Visit.....	106
2.4.1.	Analysis of Correlation.....	106
<b>CHAPTER IV: CONCLUSION AND SUGGESTION.....</b>		<b>105</b>
4.1.	Conclusion.....	105
4.2.	Suggestion.....	111
<b>BIBLIOGRAPHY.....</b>		<b>112</b>
<b>APPENDIX.....</b>		<b>115</b>

## LIST OF TABLES

Table 1: Inbound Muslim Visitor arrivals for the period of 2010-2020 .....	2
Table 2: Variable Operational.....	20
Table 3: Top 10 OIC Destination.....	29
Table 4: GMTI Criteria of Indonesia .....	31
Table 5: Achievement and Target for Tourism 2019.....	31
Table 6: Age Percentage of Foreign Tourists Visit.....	41
Table 7: The Top Ten Tourist Countries 2016.....	42
Table 8: Percentage of Foreign Tourist's Occupation .....	43
Table 9: Percentage of Foreign Tourist's Education.....	43
Table 10: Percentage of Tourist's Entrance .....	44
Table 11: Percentage of Visit Purpose .....	45
Table 12: Percentage of Tourist Destinations .....	46
Table 13: Percentage of Tourist Activities.....	47
Table 14: Percentage of Information Sources .....	48
Table 15: The Data of Natural Tourist Attractions .....	54
Table 16: The Data of Natural Tourist Attractions .....	56
Table 17: The Data of Cultural Tourist Attractions .....	58
Table 18: The Data of Cultural Tourist Attractions .....	60
Table 19: The Data of Cultural Events in Central Lombok.....	62
Table 20: The Number of Tourists Visit in Central Lombok 2016.....	65
Table 21: Excursionist Tourists of Central Lombok 2016.....	66
Table 22: Tourists Length of Stay Year 2011-2016.....	67
Table 23: Key Facilities of Mandalika Development Plan .....	71
Table 24: The Statements of Variable of Halal Tourism Brand Image .....	87
Table 25: Respondents' Responses Interval .....	89
Table 26: Respondents' Responses of The Halal Tourism Brand Image Variable.....	90
Table 27: The Statements of Variable of Tourist Visit Decision.....	96
Table 28: Respondents' Responses of The Variable Tourists Visit Decision .....	99
Table 29: Correlations.....	106

## LIST OF FIGURES

Figure 1: Foreign Tourist Visit Statistic 2012 to 2016 .....	6
Figure 2: Global Tourist Expenditure 2015 .....	28
Figure 3: International Tourist Arrivals to Indonesia .....	32
Figure 4: Respondent's Gender .....	78
Figure 5: Respondent's Age .....	79
Figure 6: Respondent's Marital Status .....	80
Figure 7: Respondent's Educational Background .....	81
Figure 8: Respondent's Monthly Income .....	82
Figure 9: Respondents' Nationality .....	83
Figure 10: Respondent's Occupation .....	84
Figure 11: Respondent's Frequency of Visiting Indonesia .....	85
Figure 12: Respondent's Travel Partner .....	86

## LIST OF PICTURES

Picture 1: Halal Tourism Awards 2015 and 2016 .....	4
Picture 2: Halal Tourism Brand .....	35
Picture 3: Halal Tour Package.....	36
Picture 4: The Map of Mandalika Area.....	72
Picture 5: Differentiation Factor at the Mandalika .....	73
Picture 6: Kuta Beach Setup, Roads and Parks.....	74
Picture 7: Nurul Bilad Mosque .....	75

## LIST OF ABBREVIATION

GMTI	: Global Muslim Travel Index
COMCEC	: Commercial Cooperation of The Organization of the Islamic Cooperation
OIC	: Organization of Islamic Cooperation
GDP	: Gross Domestic Product
BPS	: Badan Pusat Statistik
WHTA	: World Halal Tourism Award
NTB	: Nusa Tenggara Barat
NTT	: Nusa Tenggara Timur
SUSENAS	: Survei Sosial Ekonomi Nasional
KEK	: Kawasan Ekonomi Khusus
SWRO	: Seawater Reverse Osmosis
PERPRES	: Peraturan Presiden
INPRES	: Instruksi Presiden
PP	: Peraturan Pemerintah
PMK	: Peraturan Menteri Keuangan
PERMEN	: Peraturan Menteri
PERDA	: Peraturan Daerah
TDUP	: Tanda Daftar Usaha Pariwisata
PTSP	: Pelayanan Terpadu Satu Pintu
ITDC	: Indonesia Tourism Development Corporation