

INTISARI

Tingkat Daya Saing Destinasi Wisata Halal di Indonesia Berdasarkan Indeks Pariwisata Halal

Pariwisata merupakan sektor yang sangat kompetitif dalam pertumbuhan ekonomi suatu negara. Pada saat ini banyak inovasi dan konsep pada sektor pariwisata seperti pariwisata halal. Menurut MasterCard dan CrescentRating dalam Global Muslim Travel Index 2017 potensi pariwisata halal Indonesia menempati peringkat 3 dunia, sedangkan pada tahun yang sama World Economic Forum, peringkat pariwisata Indonesia berada di posisi 42. Berdasarkan hal tersebut, penulis tertarik untuk meneliti performa dan daya saing destinasi wisata halal. Serta menentukan variabel yang berpengaruh terhadap pengembangan pariwisata halal di Indonesia. Kementerian Pariwisata Indonesia (2015) menetapkan 13 destinasi wisata halal diantaranya, Nusa Tenggara Barat, Nangroe Aceh Darussalam, Sumatera Barat, Riau, Lampung, Banten, DKI Jakarta, Jawa Barat, Jawa Tengah, Yogyakarta, Jawa Timur, Sulawesi Selatan, dan Bali. Selanjutnya destinasi halal dianalisis berdasarkan metode performa analisis dan regresi linier ganda, sedangkan pengukurannya dengan komposit dan parsial-simultan. Indikator yang menentukan performa dan daya saing destinasi wisata halal adalah atraksi wisata, keamanan destinasi, kunjungan wisatawan, makanan halal, fasilitas ibadah dan bersuci, akomodasi halal, lembaga, peraturan daerah, promosi wisata, konektivitas udara, dan aksesibilitas daerah (*Halal Tourism Competitiveness Index*). Dari pengukuran komposit seluruh destinasi, tingkat daya saing dan performa destinasi wisata halal secara berurutan yaitu DKI Jakarta, Bali, Banten, Nusa Tenggara Barat, Jawa Barat, Jawa Timur, Jawa Tengah, Yogyakarta, Sulawesi Selatan, Riau, Lampung, Aceh, dan Sumatera Barat. Sedangkan dari variabelnya diketahui bahwa variabel berpengaruh terhadap daya saing wisata halal secara simultan diantaranya makanan halal, fasilitas ibadah dan bersuci, akomodasi halal, dan keamanan destinasi wisata dengan prosentase pengaruh sebesar 92.9%. Oleh karena itu, pengembangan pariwisata halal di Indonesia untuk mencapai optimal yakni dengan menguatkan pada pelayanan makanan halal, fasilitas ibadah dan bersuci, akomodasi halal, dan keamanan destinasi. Serta didukung pengembangan infrastruktur udara dan digital.

Kata kunci: Pemeringkatan Daya Saing Destinasi Halal, Destinasi Wisata, *Halal Tourism Competitiveness Index*, Performa Analisis, Regresi Linier Ganda.

ABSTRACT

Competitiveness level of Halal Tourism Destinations in Indonesia based on the Halal Tourism Index

Tourism is a very competitive sector in the country's economic growth. At present, there are numerous innovations and concepts in the tourism sector, including halal tourism. According to Mastercard and CrescentRating in Global Muslim Travel Index 2017 halal tourism potential in Indonesia was ranked 3rd world, while in the same year the World Economic Forum, ranked Indonesia's Tourism was in position 42. Based on the foregoing, the author is interested in researching the performance and competitiveness of tourist destinations. As well as determining the variables that influence halal tourism development in Indonesia. The Indonesian Ministry of Tourism (2015) established 13 halal tourism destinations, including West Nusa Tenggara, Aceh, West Sumatra, Riau, Lampung, Banten, Jakarta, West Java, Central Java, Yogyakarta, East Java, South Sulawesi, and Bali. Furthermore, halal destinations were analyzed based on the method of performance analysis and multiple linear regression, while the measurements were composite and partial-simultaneous. Indicators that determine performance and competitiveness of halal tourist destinations are tourist attractions, destination security, tourist visits, halal food, worship and purification facilities, halal accommodation, institutions, regional regulations, tourism promotion, air connectivity, and regional accessibility (Halal Tourism Competitiveness Index). From composite measurements across destinations, levels of competitiveness and performance of halal tourism destination in sequence namely Jakarta, Bali, Banten, West Nusa Tenggara, West Java, East Java, Central Java, Yogyakarta, South Sulawesi, Riau, Lampung, Aceh, and West Sumatra. Whereas from the variables, it is known that from a variable effect on the tourism competitiveness simultaneously including halal food, purity and worship facilities, accommodation and security, halal tourism destinations with the influence of percentage of 92.9 %. Therefore, the development of halal tourism in Indonesia to achieve optimal i.e. by strengthening halal food service, purity and worship facilities, halal accommodation, and security of destinations. And supported the development of infrastructure and digital.

Keywords: *Competitiveness Rank of Halal Destinations, Tourism Destinations, Halal Tourism Competitiveness Index, Performance Analysis, Double Linear Regression.*