



HUMAN RESOURCE DEVELOPMENT IN HALAL TOURISM: A CASE STUDY OF THE ISLAMIC TOURIST DESTINATION OF SAPURO TOMB IN PEKALONGAN

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ABSTRACT

This research intends to analyze Human Resource Development in Halal Tourism: Case Study of Islamic Tourism Destinations in Indonesia. This research is library research with a qualitative approach. The data sources used in this research come from various literature journal articles that are relevant to the research topic. The data analysis method used is content analysis of the literature sources used in the research. From this research it is concluded that human resources have the potential contained within humans to realize their role as adaptive and transformative social beings who are able to manage themselves and all the potential contained in nature towards achieving a prosperous life in a balanced and sustainable order. Human resources are a process of utilizing humans as workers in a humane manner, so that their physical and psychological potential functions optimally to achieve organizational goals. Tourism in Indonesia is a place that has good prospects. With this, Indonesia needs to increase its capacity to develop management to attract more domestic and foreign tourists. The management itself also requires good human resources so that it takes from the existing workforce to increase halal tourism business actors in various regions of Indonesia. In general, halal tourism is a tourist attraction that has special rules that meet the provisions of Islamic law, such as facilities and services. This halal tourism aims to make a tourist destination friendly for Muslim tourists but can still be enjoyed by non- Muslim tourists.

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INFO ARTIKEL	ABSTRAK
<p>Koresponden</p> <p>Naila Abidah nailaabidah@mhs.uingusdur.a .id</p> <p>Kata kunci: manusia, pariwisata, Islam, destinasi</p> <p>Website: https://idm.or.id/JSER/index. php/JSER</p> <p>Hal: 791 - 798</p>	<p>Penelitian ini bermaksud untuk menganalisis Pengembangan Sumber Daya Manusia dalam Pariwisata Halal: Studi Kasus Destinasi Wisata Islami Makam Sapuro Pekalongan. Penelitian ini merupakan penelitian kepustakaan dengan pendekatan kualitatif. Sumber data yang digunakan dalam penelitian ini berasal dari berbagai literatur artikel jurnal yang relevan dengan topik penelitian. Metode analisis data yang digunakan adalah analisis isi (content analysis) terhadap sumber-sumber literatur yang digunakan dalam penelitian. Dari penelitian ini disimpulkan bahwa sumber daya manusia adalah potensi yang terkandung dalam diri manusia untuk mewujudkan perannya sebagai makhluk sosial yang adaptif dan transformative yang mampu mengelola dirinya sendiri dan seluruh potensi yang terkandung di alam menuju tercapainya kehidupan yang Sejahtera dalam tatanan yang seimbang dan berkelanjutan. Sumber daya manusia adalah suatu proses mendayagunakan manusia sebagai tenaga kerja secara manusiawi, agar potensi fisik dan psikis yang dimilikinya berfungsi optimal untuk mencapai tujuan organisasi. Pariwisata di Indonesia merupakan salah satu tempat yang memiliki prospek yang baik. Dengan hal ini, Indonesia perlu meningkatkan kapasitasnya untuk mengembangkan pengelolaan agar dapat menarik lebih banyak wisatawan domestik maupun mancanegara. Pengelolaan itu sendiri juga membutuhkan sumber daya manusia yang baik sehingga dibutuhkan dari tenaga kerja yang ada untuk meningkatkan pelaku usaha pariwisata halal di berbagai wilayah Indonesia. Secara umum, wisata halal merupakan objek wisata yang memiliki aturan khusus yang memenuhi ketentuan syariat Islam, seperti fasilitas dan pelayanan. Wisata halal ini bertujuan untuk menjadikan suatu destinasi wisata yang ramah bagi wisatawan muslim namun tetap dapat dinikmati oleh wisatawan non muslim.</p> <p style="text-align: right;"><i>Copyright © 2023 JSER. All rights reserved.</i></p>

INTRODUCTION

Human resources or commonly abbreviated as HR, the potential contained in humans to realize their role as adaptive and transformative social beings who are able to manage themselves and all the potential contained in nature towards achieving the welfare of life in a balanced and sustainable order. Human resources is a process of utilizing humans as human labor in a humane manner, so that their physical and psychological potential functions optimally for the achievement of organizational goals (institution) (Drs. H. Sofyan Tsauri, 2013).

Tourism is one of the businesses whose purpose is to become a place that provides tourist objects and attractions that are not far from the tourism sector. This tourism industry business is an arrangement of groups or organizations both government and private that are determined to develop product promotion in a tourist area. Some countries have developed one of the current trends is halal tourism. Broadly speaking, halal tourism is a tourist attraction that has special rules that meet the provisions of Islamic law such as facilities and services. Halal tourism aims to make a tourist spot that is friendly to Muslim tourism but can still be enjoyed by non-Muslim tourists.

Tourism in Indonesia is a place that has good prospects. With this, Indonesia needs to increase capacity to develop management to attract domestic and foreign tourists. For its own management also requires good human resources so that it takes from the existing workforce to increase halal tourism business actors in Indonesian regions. Indonesia, which is a developing country, has begun to campaign for its country to attract the views of other world eyes, this is done so that Indonesia is increasingly recognized by foreign residents to visit to see the beauty of Indonesia. Selling various tours and cultures is a way to attract the beauty of Indonesia, this has received a positive response from tourists from various countries. Indonesia is one of the countries that is a target place for traveling from domestic and foreign tourists. Indonesia is known to be rich in culture, the more the culture the more places that are used as tourist attractions. Indonesia has various tribes, customs, cultures and languages from various islands (Presilawati et al., 2022).

The halal tourism industry has been popular since 2016. According to UNWTO (2016), stated that Indonesia is ranked second as a popular halal tourism destination in the world. In 2018, the growth of Muslim tourism increased by 6.3%. Indonesia ranks fourth as the country with the largest Muslim tourists with spending reaching US \$ 9.7 billion or equivalent to Rp.141 trillion, with a total of 200 million domestic tourists. In addition, Indonesia is currently categorized as the Top 5 Halal Tourism Destinations in the World, with foreign exchange earnings reaching US\$ 13 billion, which contributes to GDP of US\$ 57.9 billion. In 2020, the tourism sector is projected to be the largest contributor to the country's foreign exchange earnings (Syits Qory, Syifa Ulya, Wina Royani, 2021).

In this regard, the Ministry of Tourism and Creative Economy issued policies related to halal tourism including Permen Parekraf No.12 of 2016 concerning Amendments to Permen Parekraf No. 1 of 2016 concerning the Implementation of Tourism Business Certification. Then the Ministry of Tourism and Creative Economy also issued Minister of Tourism and Creative Economy Regulation Number 9 of 2021 concerning Guidelines for Sustainable Tourism Destinations. In addition, the halal tourism component is also included in the 2020-2024 National Medium-Term Development Plan in the tourism sector. In that context, the Bandung Regency Government also issued Bandung Regency Regional Regulation (PERDA) Number 6 of 2020 concerning Halal Tourism (R Rukmana & Kurniawan Purnomo, 2023).

RESEARCH METHODOLOGY

The approach used in this research is a qualitative approach. The reason researchers take a qualitative approach is to analyze the development of human resources in halal

tourism at Sapuro Tomb in Pekalongan, by seeking information from the parties concerned regarding human resource management in the development of halal tourism around Sapuro Tomb. The type of research used by researchers is a descriptive qualitative type that studies existing problems and applicable work procedures.

Qualitative descriptive research aims to obtain information about existing conditions. Descriptive research is a type of research that describes or illustrates a problem. Descriptive research aims to describe a population, situation or phenomenon accurately and systematically. This type of research can answer what, where, when and how questions, but not why questions. Unlike in experimental research, researchers do not control or manipulate any variables, but only observe and measure them (Sugiyono, 2020).

So, researchers use a descriptive-qualitative approach that explains the development of human resources in the field of halal tourism in order to increase comfort for tourists visiting the Sapuro tomb. This research data is primary data and also secondary data. The data collection technique is to conduct a literature study. Data analysis is carried out through data reduction steps, namely the data obtained and then selected data that are appropriate in this study; then data presentation is carried out by displaying data in the form of sentences, tables, graphs and others; finally drawing conclusions.

RESULTS AND DISCUSSION

Sapuro Cemetery is a cemetery complex located in Sapuro Kebulen Village, West Pekalongan District, Pekalongan City, Central Java. This cemetery complex is one of the most popular pilgrimage destinations in Pekalongan and its surroundings.

The Sapuro Tomb was founded by Habib Ahmad bin Abdullah bin Talib Al Atas, a great scholar who came from Hadhramaut, Yemen. Habib Ahmad came to Pekalongan in the 19th century and spread the teachings of Islam in the region. He passed away in 1929 and was buried in this cemetery. In addition to Habib Ahmad's grave, the cemetery also contains the graves of other scholars and public figures, including: Mbah Kyai Gede Ceper, a figure who spread Islam in Pekalongan, Mbah Kyai Abdurrahim, a scholar who once served as Mayor of Pekalongan, Mbah Kyai Haji Abdul Hadi, a scholar who once served as Chairman of the MUI of Pekalongan City.

Sapuro Cemetery has an area of about 10 hectares and is surrounded by high walls. Inside the cemetery complex, there are various buildings, such as mosques, prayer rooms, and tombs surrounded by fences. On ordinary days, Sapuro Cemetery is visited by pilgrims from various regions in Indonesia. On certain days, such as during the commemoration of Habib Ahmad's haul, this cemetery complex will be crowded with thousands of pilgrims. The cemetery is managed by the Sapuro Pekalongan Foundation. The foundation is responsible for maintaining.

Sapuro Tomb is a very strategic tourism potential to be developed. Because this brings the potential objects and attractions of Sapuro's tomb as a historical value. The development carried out in the tomb of Sapuro includes the development of religious tourism or known as religious tourism. Sapuro tomb management before making the first development is done by managing the Sapuro tomb with the object of tourist

attraction including the management system. The management system can be in the form of planning, organization, mobilization and control in the Sapuro tomb environment. Development of religious tourism sapuro tomb includes the development of tourism facilities and infrastructure, market development and development of Human Resources. With the tourists on pilgrimage to the tomb of Sapuro the greater the benefits of developing the tomb. Benefits through visitors who make a pilgrimage to Sapuro's tomb is to add and improve the economy of the community around Sapuro's tomb.

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These resources include local residents or the community, caretakers and tourists or pilgrims. The desire of tourists or pilgrims to the grave of Habib Ahmad Sapuro is very diverse. Most of the tourists or pilgrims explained that they intended to pray for the pilgrims and get lessons from the pilgrimage they did.

Natural resources have good and efficient management of places, facilities, infrastructure. The environment is good, clean, and attractive to be used as an object of attraction for religious tourism at Habib Ahmad's grave. The Sapta Pesona program in the religious tourism of Habib Ahmad Sapuro's grave should be carried out. Sapta Pesona is an attractive and comfortable condition and condition that makes tourists satisfied with their visit and leaves good memories during the trip. Sapta Pesona consists of 6 elements, namely: natural charm, orderly, clean, cool, beautiful and friendly (Aeni, 2021).

Regarding its development and management, the Sapuro tomb is managed directly by the caretaker and administrator (manager) of the tomb without direct encouragement from the Pekalongan City Tourism Office. Access to Sapuro's tomb is very strategic from the pantura road Pemalang-Semarang road. In carrying out an ODTW development also requires supervision, the supervision in question supervision of the Sapuro tomb is managed directly by the caretaker who helps the management or manager who is the community around the Sapuro tomb.

The pilgrimage to Sapuro's grave is carried out in various ways, as discussed according to the caretaker, including dissemination of information via the Internet, gatherings at outside, pondok, or pesantren, and information from visitors to other visitors. The custodians of the cemetery and the caretaker hope to become a religious tourism destination. popular religious tourism destination in the future to protect historical relics under such circumstances. Sapuro cemetery is increasingly popular,

allowing the process of proselytizing to be carried out correctly, effectively, and efficiently relevant to the provisions and teachings of Islam.

Human resource planners are also responsible for operations of the organization. Human resource planning is a strategic strategy for the organization to obtain and find the resources needed to fulfill its goals. Individuals, businesses, and countries should all benefit from human resource planning. For example, an institution may have human resources that are standardized and reliable human resources, but also ensure maintenance and availability in the future.

Residents, caregivers, and pilgrims are among the resources available. available. Visitor demand for Sapuro tombs varies greatly varied. It is common for pilgrims to say that they are there to pray for the person they are visiting and learn from the experience. from the experience. As a reminder of death and the afterlife, praying to asking for blessings on the pilgrimage person (especially the Prophet Muhammad Prophet Muhammad (PBUH), companions, martyrs, saints and scholars), and hope to receive them at the final (Revelation) Intercession. Pilgrims and tourists religious tourists visit Sapuro's grave to perform worship that is modeled after the Prophet Muhammad. modeled after the Prophet Muhammad. Once a year, pilgrims and visitors alike gather at the tomb to participate in the ceremony. The core khaul, or sending prayers together.

Sapuro tomb has not been used as an object of attraction tourist attraction on a large or comprehensive basis but visitors or religious tourists to visitors or religious tourists to the grave of Habib Ahmad Sapuro come from various regions of course from outside Central Java such as Tanggerang, Cirebon, Lamongan, etc.

The purpose of this tourism development is to significantly increase the number of visitors significantly, which requires improved quality of facilities and infrastructure. Increased tourist visits are expected to provide financial benefits for the local community. the local community. Visitors visit tourist sites and buy products of 20 MSMEs products made by local residents, as well as the availability of halal-certified food stalls that are halal-certified are expected can support the potential of religious tourism to be developed nationally. On the other hand, the existence of religious tourism and the development of the potential of religious tourism has a much better much better for the economy, the economy will change with the emergence of the emergence of new entrepreneurs around the tourist area so that it will reduce unemployment and open new job opportunities in in the tourist area (Arif, 2018).

Employment opportunities will open up with the growth of new entrepreneurs that emerge from community, community-based tourism can generate economic benefits that can directly help local communities in in development. Village officials who managing this religious tourism can develop a program to increase community ties to this area. this area. The tourism sector causes the community's economy to increase. The arrival of tourists causes foreign foreign business people, so that the country's foreign exchange also increase. The first way is to create community-based events that can increase the level of community engagement. The second is that tourism programs programs should be designed to protect the environment environment and maintain the community's standard of standard of living. If the local population have a high degree of dependence on natural resources, they will feel the perceived the perceived benefits will have an impact on their their lives so that they will also

support the development of sustainable tourism. development. Facilities that must be improved to support tourism is road access, travel agent, tour operator, tourist transportation. Infrastructure facilities to attract tourists to visit. The strategy used to develop tourism are strengthening the entrepreneurial spirit of the entrepreneurial spirit in the field of tourism, building networks marketing with tourism stakeholders, creation of smooth and beautiful accessibility, collaborating with investors, collaborating with tourism ambassadors (Sari & Rahmawaty, 2023).

CONCLUSION

Development of tourist attraction of Sapuro tombs concerning the development of religious tourism networks, the development of religious tourism Habib Ahmad Sapuro's grave includes the development of tourism cooperation, development of tourist facilities and infrastructure, marketing development, tourism industry development, development of tourist attractions, development of arts and culture, and the development of human resource development. Development the object of religious tourism attraction at the grave of Habib Ahmad Sapuro has been run as expected. This can be seen from the aspects of planning, organizing, actuating and controlling. CONCLUSION The model used for religious tourism Sapuro Cemetery Kebulen City Pekalongan has four strategies, namely SA (Strength and Aspirations), OA (Strength and Results) and OR (Opportunities) strategies. (Strength and Results) and OR (Opportunities). Tourism destinations are expected to help both increase religious tourism and help the community's economy.

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