

Potential Development of Friendly Tourism Muslim in North Sumatera Province

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Abstract. The tourism sector is very important for a country's economy because this sector has a large potential income for the community. However, the economic sector is currently experiencing a crisis due to the impact of Covid-19. Over the past eight months, the number of arrivals of domestic and foreign tourists to Indonesia has dropped dramatically, creating an unexpected crisis. This research aims to be able to help develop the business potential of Muslim Friendly Tourism in North Sumatera Province. Data collection methods by interview and documentation study. In fulfilling the validity of this research data triangulation was carried out with the source. Data analysis technique. This research is a descriptive study, with more descriptive characteristics from the results of interviews and documentation studies, that has been obtained will be analyzed qualitatively and described in descriptive form. The data analysis technique used in this study is to use data steps such as the data collection. Reduction, Data Display and Verification and Confirmation of Conclusions. The results of this study indicate that North Sumatera Province with the largest number of Muslims has very significant potential, especially since many new tourism objects are beautiful. Moreover, there are many places of Islamic historical heritage and culinary places that are quite famous and halal. However, the problem of halal certification needs to be fixed, many products and services are not certified yet.

Keywords: Potential; Muslim Friendly Tourism; halal certification

1. Introduction

Tourism is vital for a country's economy, including Indonesia, because this sector has great potential for society's income. Tourism has contributed significantly to a country's economic growth by opening new jobs, creating creativity and innovation, and expanding other productivity sectors. Muslim Friendly Tourism has developed and become an industry reckoned with in the tourism sector. This is related to the increasing number of Muslim tourists (Muslim travelers) who pay attention to products such as halal food, clothing, places of worship, and tourist environments with a Muslim-friendly atmosphere.

Launching the Global Muslim Travel Index (GMTI) data, the world's Muslim tourists will grow by 27 percent yearly from 2000 to 2020. The actual figure for growth is 158 million tourists. The resulting potential transactions reached Rp. 3,080 trillion. This number exceeds the development of world tourists, which is around 6.4 percent per year [1]. Reinforced by data from the Indonesian Ministry of Tourism, this number refers to the fact that among the world's 6.8 billion population, there are 1.6 billion Muslims, with a growth chart indicating the Muslim population in 2030 will increase by around 26.5%, making the Muslim market size Friendly Tourism (MFT) is essential. The potential of creating many countries has changed their tourism industry to provide Friendly Tourism sector needs, expand markets, and provide travelers needs of Muslims from around the world.

Based on a World Economic Forum (WEF) report, Indonesia's Travel and Tourism Competitiveness Index (TTCI) rose from 70 in 2013 to 50 in 2015. Then in 2017, Indonesia experienced a significant increase, so it was ranked 42. Indonesia's tourism growth reached 25.68 percent, while in Southeast Asia, it was 7 percent [2]. According to data from the World Travel & Tourism Council (WTTC), the tourism sector, including travel and tourists in Indonesia, can generate 2.4 million new jobs [3]. In addition, foreign tourist spending contributed IDR 220 trillion to the Indonesian economy. The tourism sector also accounts for more than 55 percent of exports in services.

As a country with the largest Muslim population in the world, Indonesia has the potential to develop halal or Muslim-friendly tourism, which is very promising, not only for domestic Muslim tourists but also for Muslim tourists from abroad. Indonesia and Malaysia are currently ranked first in the Global Muslim Travel Index (GMTI) of 13 countries. According to the Head of the Halal Tourism Development Acceleration Team of the Ministry of Tourism and Creative Economy (Kemenparekraf) Anang Sutomo, the target is that Muslim foreign tourists who enter Indonesia will reach 6 million people in the next five years. In 2019, the number of Muslim foreign tourists visiting Indonesia reached 3 million people. The prospects are promising even for countries with a non-Muslim majority of citizens interested in developing halal-friendly travel Muslims, such as South Korea, Japan, and Taiwan.

Muslim Friendly Tourism, commonly known as Halal tourism, is inseparable from the preferences of the millennial generation regarding traveling and a high level of tolerance to adapt to different environments. A senior advisor to the Ministry of Tourism and Creative Economy said three Muslim 4.0 concepts developed following the era of the 4.0 technological revolution and the involvement of Muslim millennials in the halal tourism sector, namely Religious, Connected, and Fun.

Indonesia, as a Muslim-majority country, has many advantages to increase the tourism sector in the Muslim Friendly Tourism industry. Several tourism products, such as culinary, nature, and cultural tourism, can be popularised, prioritizing halal and Muslim-friendly principles. Given that the purpose of halal tourism itself is to provide Muslim-friendly tourism by paying attention to halal and clean products (food, drinks, lodging), activities or activities that do not interfere with worship and do not conflict with Islamic values, this is the concept of Muslim Friendly Tourism (MFT and halal principles in every aspect of serving tourism. According to the [4], Friendly Tourism or Halal Tourism is tourism whose primary focus is to meet the needs of Muslim tourists who do not want to compromise on basic needs such as guaranteed amenities labeled halal certification, which includes the basis of faith in religious teachings when conducting tourism activities.

But lately, the development of Muslim-friendly tourism has faded, not because it is no longer in demand, but because of the Covid pandemic. The tourism industry has become one of the business sectors most affected by the Covid-19 pandemic that has hit the world for most of 2020. Entering the new habitual adaptation period, various efforts have been made to revive the tourism industry in Indonesia, including North Sumatra, one of which is the Muslim-friendly tourism sector. This effort must be encouraged by many parties, including business actors, organizations, and the Indonesian people themselves. Muslim-friendly tourism businesses are also feeling the impact of the crisis due to the COVID-19 pandemic. Not only is it reduced in income, but even some tourist travel businesses, hotels, Muslim-friendly inns, restaurants, and tourist destinations must also close operations for a long time. Finally, the tourism sector cannot do anything due to regulations due to the COVID-19 pandemic, where everyone must keep their distance to limit the transmission of the Coronavirus.

Finally, domestic and foreign tourist visits to Indonesia have dropped dramatically over the last eight months, causing an unexpected crisis. The influence of COVID-19 also impacts the tourism business in North Sumatra, including the Muslim-friendly tourism business. Based on data obtained, In March 2020, only 7,833 foreign tourists (tourists) entered North Sumatra; this number has decreased drastically to 63.73% compared to March 2019, which reached 21,594 people. The decline in March also impacted North Sumatra foreign tourists from January to March 2020, which only got 43,738 people. This figure is down 30.03% from January-March 2019, as many as 62,512 people [5]. The last five years of tourists visiting North Sumatra can be described in the table below.

Table 3.1 International Tourists Coming to North Sumatera According to Entrance (person) Year 2015–2019 [6]

Year	Kualanamu Airport	Belawan Seaport	Tanjungbalai Asahan Seaport	Silangit Airport	Amount
2015	197 818	20 916	10 554	-	229 288
2016	203 947	20 167	9 529	-	233 643
2017	246 551	18 462	5 024	755	270 792
2018	229 586	140	4 035	2 515	236 431
2019	244 530	185	4 560	9 547	258 822

Source: BPS North Sumatera Province (2020)

Table 3.1 shows that the number of foreign tourists visiting during the last five years has increased quite a bit before the Covid-19 pandemic. Now entering a new normal or adapting to new habits, the North Sumatera region wants to improve economic life, especially Muslim-friendly tourism. The potential of North Sumatera is large enough, starting from the demographic side of North Sumatera with a population of 14.1 million, with the largest population of Muslims amounting to 66.09% [7]. New tourist areas which are pretty interesting with their varied and delicious culinary offerings, culture, and natural beauty make this area quite worthy to be visited.

2. Research Method

This research is a descriptive study, with more descriptive characteristics of the data collection results using interviews and documentation studies. In [8] explains that the data collection method is "in what way and how the required data can be collected so that the final results of the study can present valid and reliable information." The method referred to is the interview and documentation study. Data collection methods used in this study include Interviews; an interview is a way of collecting information carried out by oral question and answer one-sidedly face to face and with a predetermined direction and purpose [9]. In this case, interviews have been conducted with relevant experts, business people, MUI, academics, tourists, and the community.

Documentation [10] method is to find data in the form of notes, transcripts, books, newspapers, magazines, inscriptions, meeting minutes, leggers, agendas, and so on. In [11] stated that the study of documentation is a way of collecting data through written legacy, especially in the form of archives and including books on opinions and arguments related to the problem of investigation. In this study, the documentation obtained from some good literature sources of the article and mark alan from reliable sources digital, journaling, and the Ministry of Tourism and Creative Economy. And Data validity was done by triangulation. Triangulation is a data validity checking technique that utilizes something other than the data for checking purposes or as a comparison to the data [12].

Triangulation was carried out with the source to fulfill the validity of this research data. According to Patton, triangulation with authorities means comparing and checking back the degree of confidence of information obtained through different times and tools in qualitative research [12]. Triangulation with sources carried out in this study was to compare the results of the interviews with the contents of the related documents. The data that has been obtained will be analyzed qualitatively and described in descriptive form. According to Patton [12], data analysis is "the process of arranging the order of data, organizing it into a pattern, category, and basic description." This definition provides an idea of how important it is—the position of data analysis in terms of research objectives. The main principle of qualitative research is finding theory from data.

The data analysis technique used in this study is to use the steps as proposed by Burhan Bungin [8], namely as follows:

2.1 *Data Collection (Data Collection)*

Data collection is integral to data analysis activities. Data collection activities in this study were to use interviews and documentation studies.

2.2 *Data Reduction (Data Reduction)*

Data reduction, defined as the selection process, focuses on simplifying and transforming raw data from written records in the field. Removal is carried out since data collection begins by making a summary, coding, searching for themes, creating clusters, writing memos, and so on, to set aside irrelevant data/information.

2.3 *Display Data*

Display data describes structured information that allows concluding and taking action. The presentation of qualitative data is presented in the form of narrative text. The display can also be in matrices, diagrams, tables, and charts.

2.4 *Verification and Confirmation of Conclusions (Conclusion Drawing and Verification)*

This is the final data analysis activity. They are concluding the form of interpretation activities, namely finding the meaning of the data that has been presented. Between data display and conclusion, there are existing data analysis activities. Qualitative data analysis is a continuous, iterative and continuous effort. The problem of data reduction, data presentation, and concluding/ verification illustrates success sequentially as a series of related analysis activities.

3. **Results and Discussion**

This research has been conducted in the area of North Sumatra, especially in the districts of Langkat and Bedagai Serdang; these two areas have more potential than some other areas in North Sumatra, especially for tourists Muslims potential in both these areas in addition to the natural beauty that is very interesting and places related to the history of Islam, the Muslim-majority population also quite creative and other potential. This is where the added value of these two areas is. Suppose Lake Toba and Berastagi are already very popular. In that case, these two areas have started moving into attractive tourist areas. They are worthy of being recommended to the general public, especially those who want to travel but can still carry out their worship quickly, comfortably, and safely.

As explained above, Friendly Muslim Tourism or Tourism Halal focuses primarily on the needs of Muslim travelers who do not want to compromise on the need basis as collateral for amenities labeled halal certification based on religious methods when tourist activity [4]. The basic needs are food, drink, and lodging. The purpose is to provide Muslim-friendly tourism by paying attention to products (food, drinks, accommodation) that are halal and clean, activities or activities that do not interfere with worship and do not conflict with values. -Islamic values.

And according to the Indonesian Ministry of Tourism and Creative Economy, the strategy of developing sustainable tourism for Muslims can be done through the following indicators: Destinations (Amenities: Developing facilities and service-friendly tourism Muslims and encourage the creation of investment climate Tourism Halal, Attraction: Develop appeal Friendly Travel. Muslims and Accessibility: Developing connectivity leading Halal Tourism destinations, Digital Marketing, and promotion through social media, Industry, and institutions. Based on the two references above, this discussion is carried out to explore the potential of Muslim Friendly Tourism in Langkat and Serdang Bedagai Regencies.

3.1. *Travel Destinations*

North Sumatra Province is one of the largest provinces in the western region of Indonesia, with a very strategic regional character. Directly adjacent to Malaysia, Singapore, and Thailand. With economic growth above the national average of 5.18% [13]. Likewise, with the tourism sector in North

Sumatra, it is known that North Sumatra has many costly tourist objects that have become the main magnet for tourists to visit.

On the other hand, from the demographic side of North Sumatra, with a population of 14.1 million people, with the largest Muslim population at 66.09% [14]. This sizeable Muslim population has given North Sumatra the potential to become a place for Muslim tourism. Of course, the tourist area is quite a lot, and the most prominent Muslims in this area are District Langkat and Serdang Bedagai.

Langkat Regency is a district located in North Sumatra, Indonesia. The Capital city is Stabat. Langkat Regency consists of 23 Districts with an area of 6,273.29 km² and a population of 1,041,775 people, with a majority of the Muslim population of 89.41% (2020). The name Langkat is taken from the name of the Langkat Sultanate, which used to be in what is now a tiny town called Tanjung Pura, about 20 km from Stabat. Former vice president Adam Malik studied here.

- (1) The Azizi Mosque, is a legacy of the Langkat Sultanate in Tanjungpura, Langkat Regency, North Sumatra. The area was the capital of the Langkat Sultanate in the past. This mosque was built by Sultan Langkat Haji Musa in 1899. His son, Sultan Abdul Aziz Djalil Rachmat Syah, inaugurated it on June 13, 1902. A German architect designed the mosque. Ethnic Chinese and the Langkat community themselves carried out its construction. The materials are imported from Penang, Malaysia, and Singapore. The architecture of the Azizi mosque itself is gorgeous, with a mixture of Middle Eastern and Indian patterns with many domes. In fact, because of its beauty, the Azizi Mosque has become a reference for constructing the Zahir Mosque in Malaysia. Behind the mosque are also the tombs of the Kings of Langkat and their relatives. Even here, there is the tomb of T Amir Hamzah, a National Hero [15].
- (2) The Great Mosque of Stabat, Masjid Raya Stabat, is one of the historical mosques in Langkat Regency, North Sumatra, and the Azizi Great Mosque in Tanjung Pura. This mosque is located in Stabat City, the capital of Langkat Regency, North Sumatra. This historic mosque was built two years after the construction of the Great Mosque of Azizi. 1904 construction work began during the Vocational Period of Stabat T HM Khalid. The mosque, the pride of the people of Stabat, has a distinctive Malay style. This can be seen from the color of the mosque, which is dominated by yellow and green, the color of the greatness of the Malays. In addition, more than 100 pillars of this mosque held the building.
- (3) Tangkahan, Tangkahan is nicknamed by tourists as a hidden paradise because only a few people know about ecotourism in Langkat Regency, North Sumatra. Even though beautiful places can become tourist destinations for tourists who want to enjoy the atmosphere of the forest and still preserve nature. Tangkahan has attractive tourist facilities such as tours with elephants, clear lakes, waterfalls, and rafts. Tangkahan's location is effortless to access due to the availability of buses (DAMRI) from Kualanamu Airport. In addition, there are also many inns at affordable prices and good service.
- (4) Gunung Leuser National Park area, The TNGL area has a wealth of plants of approximately 3,500 species and about 536 species of animals. The well-preserved and well-preserved diversity of flora and fauna in the Gunung Leuser National Park (TNGL), especially in the Bahorok District, is one of the supporting factors for the increasing interest of visiting tourists. Based on direct observations that the objects and tourist attractions in the Bukit Lawang tourist area include Gunung Leuser National Park (orangutan breeding and flora conservation), Bahorok River, Sun Gai, and Bukit Lawang Waterfall, Gu a Kapal. Apart from the tourist attractions above, there are still many other attractions that have the potential to be attractive attractions for tourists to visit. Langkat has the potential for natural tourism and cultural wealth through awarded flora and fauna tourism. Langkat Regency also has world-class tourism, namely Bukit Lawang and Tangkahan. Based on beautiful Muslim religious tourism places in Langkat district, this district illustrates that this district has the potential for Muslim-friendly tourism. Serdang Bedagai Regency is no less interesting. Tourist places very favorite visited by tourists are:
- (5) Kampong Nipah, Kampong Nipah, is located in Sei Dragon Fight, District Perbaungan,

District Serdang Bedagai, North Sumatra, which offers adventure by boat exploring the forest of mangroves. In addition, tourists can learn about the types of mangrove forests, their benefits, how to cultivate them, and how to process them. Besides learning much about mangroves, various foods can be brought and bought as souvenirs.

- (6) Ancol Rafting, Located on Jalan Pondok Sampanan, Dolok Merawan, Kec. Dolok Merawan, Kab. Serdang Bedagai. Ancol Rafting can stimulate the adrenaline of tourists because the rafting activity in this place is along the Sei Bahbolon River, which is known to have large rocks that must be entirely conquered with swift currents. Also, the scenery around the river can be considered unusual; crossing the waterfall along the river area that is not exposed to sunlight because it is covered in lush leaves looks stunning.
- (7) Pantai Cermin (Theme Park), Located on Cermin Kanan Beach, Pantai Cermin, Serdang Bedagai Distric. The playground, which was opened on January 14, 2007, is to take advantage of the beauty of the beach, which is always busy with tourists every day. This place has several rides that need to be tried. Not only games, but Pantai Cermin Theme Park also has a mini zoo. This one place is in Pantai Cermin Kanan Village. Visitors will be spoiled with various supporting facilities such as lodging and restaurants that have been prepared. And many other places are fascinating to visit.

3.2 Digitalization and Promoting Creative Economy Enterprises

The potential for Muslim-friendly tourism in North Sumatra, especially in Langkat and Serdang Regencies, which is very promising, is currently being promoted, especially with the increasing number of new and exciting tourist attractions that are not inferior to the island of Java. Prospective tourists must know this potential to learn more about the potential in these two areas; various efforts have been made through digitalization, given the pandemic era and the current tendency of people to be completely digital, so that they can reach the world's population. The strategy is to publish information through social media and mass media about the advantages of mobile tourism to attract local and foreign tourists. Then, work together to train tour guides, especially in handling PP (First Aid), for visitors who have an accident in tourist areas. Furthermore, it maintains the preservation and natural beauty so that it can still be enjoyed without pollution and garbage. Then, striving to be able to cross the transport DAMRI attractions Tangkahan, sought to improve the road shoulder in Bukit Lawang, and promote the creative economy business society tourist region, with an increase in human resources traditional artisans and digitalization pasar and assist in the marketing of creative effort.

Then, the potential of existing sectors in Langkat district related to the tourism sector, namely the small and medium industrial sector (IKM), which is in open land on the outskirts of the trans-Sumatra road (Jalinsum), Stabat District. The medium and small industries produce handicrafts that tourists can use as souvenirs, such as food, drink, and craft that have penetrated overseas markets, namely pottery or ceramics made from artificial clay soil from the Hinai society. Serdang Bedagai Regency also has potential in other sectors that support tourism, a possible product area that includes bamboo, the rubber industry, water hyacinth handicrafts, and processed agricultural products (corn, peanuts, and soybeans).

Likewise, Serdang Bedagai district is also indicated as one of the Muslim-friendly tourism potentials in North Sumatra Province. Serdang Bedagai Regency is a district on the east coast of North Sumatra facing Malaysia, with a coastline of 95 km and an area of 1,900.22 square kilometers, divided into 17 sub-districts, further divided into 243 villages (237 urban wards and six villages). The seat was Sei Rampah. This district surrounds the independent town of Tebing Tinggi and also contains a sub-district with the same name. The name "Serdang Bedagai" comes from the two Sultanates that used to exist in the area: the Sultanate of Serdang and the Sultanate of Padang Bedagai. The population of Serdang Bed again district is 616,396 people, with the majority of the population adhering to Islam, as many as 497,855 people(2017).

3.3 Infrastructure Improvement

In addition to the regional potential product sector, infrastructure is another likely sector that supports tourism in the Serdang district. The infrastructure that has been built in Serdang Bedagai Regency is the Toll Road with roads along 1,652,220 km, the Sei Pandang Dam, which ensures a sustainable supply of irrigation water for three areas with an area of 7,558 hectares, then the Sei Padang Dam, which is a type of movable dam which has a width of 70 meters with nine doors measuring 6 meters and 3.20 meters high. For this reason, the Ministry of PUPR supports the efforts of the Sumatra River Basin II, the Tebing Tinggi City Government, and the Serdang Regency Government to make area arrangements to attract tourist visits and become an alternative water tourism destination. Likewise, the Langkat Regency Government plans to make Langkat developed, prosperous, and religious through sustainable tourism and infrastructure, focusing on increasing economic growth with the priority of producing the tourism sector. The discussion above is by the Vision and Mission of the Culture and Tourism Office of North Sumatra Province, namely "The Realization of North Sumatra to Become a Cultural and Competitive Tourist Destination Area," where the meaning contained in this vision is that the next five years, it is hoped that the development of Sumatra culture and tourism The North guarantees economic sustainability, socio-cultural life, environmental preservation, and regional cultural preservation as well as providing space for local communities to explore the potential to produce competitive products in sustainably improving welfare.

In addition, all regencies and cities in the province of North Sumatra that carry out tourism activities must also adjust to the main points of the vision of the North Sumatra Province Culture and Tourism Office, namely:

- (1) *Being a Tourist Destination Area means that with a variety of uniqueness, beauty, and diverse values of natural and cultural wealth, it is hoped that North Sumatra can become a target/ destination for tourist visits.*
- (2) *Cultured means creating an independent, dignified, advanced, just, and prosperous society, nation, and state.*
- (3) *Competitive, meaning that developing culture and tourism in the Province of North Sumatra is expected to provide added value in the competition for national and international tourism growth and affect sustainably improving people's living standards.*

Meanwhile, the primary missions of the North Sumatra Province Culture and Tourism Office are as follows:

- (1) *Protecting and Preserving Cultural Values and Cultural Properties means improving the quality of protection, development, and utilization of the arts, enhancing the preservation of traditional values, and enhancing the quality of the conservation of cultural heritage.*
- (2) *Developing Tourism to become a Competitive Tourist Destination Area means tourism development, promotion, and imaging to produce competitive tourism destination products based on Sapta Pesona/Tourism Awareness.*
- (3) *Increasing HR Professionalism in the field of Culture and Tourism means increasing capacity and professionalism through the development of competency standards and certification for the professional actors of culture and tourism, as well as increasing cooperation and partnerships/institutions.*
- (4) *Increasing the tourism industry means creating innovation through research and development in the tourism sector and the creative economy.*

All district/city governments in the province of North Sumatra strive to achieve the vision, mission, and principles of the North Sumatra Province Culture and Tourism Office as optimally as possible. However, in practice, sometimes there are still many obstacles, likewise with the application of Muslim-friendly tourism, which the provincial government of North Sumatra supports. However, only some district/city governments in North Sumatra can implement it, and sometimes it even becomes a polemic because the community's understanding of Muslim-friendly tourism still needs to be improved.

3.4 Halal Certification for Muslim Food, Beverages and Lodging

Currently, the provincial government of North Sumatra wants to promote the progress of a dignified North Sumatra, one of which is the Muslim Friendly Tourism or Halal Tourism program that needs to be developed, especially in the leading tourist destination areas of North Sumatra Province. In this case, these two areas have great potential, considering the majority of the population is Muslim.

The North Sumatra Provincial Government learned from the Province of West Nusa Tenggara (NTB) after the implementation of Halal Tourism in the region, which turned out to be able to boost local revenue (PAD), open jobs, and increase regional economic turnover. The Global Muslim Travel Index (GMTI) has created neat criteria for standardizing Muslim-friendly tourism or world halal tourism. The Ministry of Tourism also uses the standards prepared by the GMTI.

The requirements for a tourist attraction meet the criteria for halal tourism. These conditions refer to the Islamic life necessities of a Muslim. According to the Chairman of the Travel Industry Association (ASITA) North Sumatra, Solahuddin, ranked destination for a friendly Muslim halal tourism world (2019), GMTI establishes the following criteria:

- a. *Friendly family*. In general, Muslim tourists travel with their families. Thus, this criterion is the main requirement. Tourist attractions should also be Muslim-child-friendly.
- b. *Security wheel*. No one wants to travel to an unsafe place. Crime-free, terrorism-free, and other security guarantees are very important.
- c. *Total Visits Muslims*. In making the ranking, GMTI also looks at how many Muslims visit the place.
- d. *Guarantee of halal food and lots of choices*. Food is the most closely related matter of halal-haram. Halal guarantees and a variety of foods are necessities.

According to MUI North Sumatra province, panorama and halal certification in the area of North Sumatra is still very minimal, which could have caused the number of businesses in the culinary field, such as food and beverages that the majority of Muslims, so that they feel no need to conduct halal certification, for services or products their products are already lawful, even though people need proof of where they feel comfortable with the food and drinks they consume. Because, in general, food and beverage offerings, including lodging in the two tourist areas, still need to be certified. Still, the actors who open businesses in the two tourist areas are generally Muslim. These business actors are also currently trying to carry out certification as recommended by the government because it will increase confidence according to the theory which states that Faith-based needs and services as a niche market "halal friendly" tourism includes halal hotels, halal transport (halal airlines), halal food restaurants, halal tourpackages, and halal finance. Therefore, halal tourism consists of different sectors related to each other. In [16] defines Halal tourism as offering tour packages and destinations designed to cater to Muslim considerations and address Muslim needs. So, if you can have halal certification, it will increase public confidence in our services or products.

Something that can make tourists prefer visiting this area is because the majority of the population in both regions are Muslims, it is effortless to find places to worship, in this case, mosques or looking for a spot of ablution. Local people are generally also friendly to tourists. It makes these two areas in the province of Sumatra worth visiting and recommending, especially since many tourist destinations are very varied and have just developed here and are favored by millennials.

Apart from the above, North Sumatra tourism has several weaknesses because the central and local governments do not have a unique program to support the Muslim-friendly tourism sector. If the government has a unique concept for developing Muslim-friendly regions, the rate of foreign tourist visits to North Sumatra will increase.

4. Conclusions

North Sumatra Province, especially Serdang Bedagai and Langkat Districts, has promising potential, with a majority Muslim population and diverse tourist destinations in terms of extraordinary natural beauty with varied and exciting new tourist destinations. Also, historical relics, especially

Islam, with beautiful mosques and culinary delights, are currently being sought to be halal certified. It's easy to find places of worship and unique places to interact with the local community. Marketing or promotions that the government has carried out in the province of North Sumatra have generally been done digitally, such as on social media and other media.

The government in both regions is very concerned and active in increasing community participation by developing creative industries, such as Langkat Regency, which has formed a small and medium-sized industrial center that produces handicrafts that can be used as souvenirs by visiting tourists, such as food, drinks, and crafts, have penetrated foreign markets—domestic pottery or kerami made from clay made in society. While Kabupaten Serdang Bedagai also has potential in other sectors that support tourism, it is a possible product area that includes bamboo, the rubber industry, water hyacinth handicrafts, and processed agricultural products (corn, peanuts, and soybeans).

The application of Muslim Friendly Tourism in the two regions is to the vision, mission, and principles of the North Sumatra Province Culture and Tourism Office. The Provincial Government of Sumatra strongly supports the application of Muslim Friendly Tourism in North Sumatra. The central government and local levels do not yet have specific programs to support the sustainable tourism sector Muslim. If the government has a unique concept of developing friendly with Muslims, the number of foreign tourists visiting North Sumatra will increase.

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