

## The Effects of Halal Food Socialization by The Culture and Tourism Office of South Sulawesi to The Increase of Tourists Visit In The City Of Makassar

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**Abstract.** The halal industry no longer applies to solely food production and consumption, but also evolved holistic halal concept that encompasses various commercial activities. Halal tourism is now fast becoming a new phenomenon in the general tourism, south Sulawesi's government had tried to socialize the halal food tourism, Makassar is the main city of the socialization in three recent years that encouraged the writers to find out the effects of tourists visit. The writers had tried to get more information of the effects of tourist visit after the socialization, both for domestic and international tourists. The writers used purposive Sampling and had interviewed those who worked for tourism sectors in South Sulawesi province to find out the effects of the visit. The results of the writing were; there would be the positive effect from the Muslim tourists (80%), especially the local, domestic, and Malaysian, and bad or negative effect to the most of western tourists in the hospitality industry (0,15%), and there wouldn't be any market segment at all (0,05%). The government should have the sustainable socialization, tied policy, and build the supported infrastructures in tourist destination areas like; International airport, harbor, good roads, and collaborate with the food industries.

**Keywords:** Halal, Tourism, Makassar

### 1. Introduction

The halal industry is now becoming a new phenomenon in general tourism. Halal industry applies solely to food production and consumption and has become a global and widely current issue that spread globally not only in Muslim countries like the Middle East countries but also in Indonesia a major densely populated Muslim country. Halal food and industry issues should be sustainability established and developed to support and encourage Muslim people tourists to have an easy way to travel without worrying about the consumed food. Tourism comprises a multitude of activities which together are one of the world's fastest growing international sectors. Planning and socialization of global halal food in the tourism sector in Indonesia, either in Muslim community areas or in non-Muslim community areas. South Sulawesi is one of the tourist destination areas in Indonesia that has a lot of tourism objects, nature and culture are combined to be more interesting to explore in this area. South Sulawesi's government gave a big support to tourism sector development by constructing the supported infrastructures to have an easy way to reach this area, like the international airport, seaport, and local flights. South Sulawesi is the most populated province compared with the other five provinces in Sulawesi Island, the 2020 census the total population was 9.073.509 people, with a total area is 46,717,48 km<sup>2</sup>, where the religion majority is Islam. The number of adherents of Islam is 89,87%, Christian is 7,54%, Hindu Catholic is 1,66%, Hindu is 0,69%, and Buddhist is 0,63%, [1].

Due to the total number of Islam adherents, South Sulawesi's government has tried to promote, introduce, and even socialize halal food to the tourism sector to have more tourist visits like Malaysia. The issue of halal food was first introduced by the district government of South Sulawesi in 2019. The socialization continued during the pandemic in 2020 and 2021 by inviting and involving all tourism stakeholders like; the Association of Indonesia Tour and Travel Agencies (ASITA), Indonesian Tourism Industry Association (GIPI), Indonesian Tourist Guide Association (HPI), Hotel and Restaurant Association (PHRI), Indonesian Recreational and Tourist Attraction (PUTRI),

Indonesian Congress and Convention association (INCCA), and the Regional Tourism and Culture offices of some districts in South Sulawesi. Makassar as the capital of this area is the gateway and the living room of visitors especially local and domestic visitors. Makassar is one of the most developed areas besides Surabaya East Java and Medan North Sumatra. The Economic growth was 6,7% and went down minus three during the pandemic Covid 19 and today we are in Makassar's recovery and the regional government of Makassar has tried to have a significant increase after the pandemic. Makassar calendar of events comes to the Top Ten tourism events of the Ministry of Tourism and Economic Republic Indonesia Creative are the F8 Festival and Phinisi Festival. Seeing the increase of visitors from year to year before the pandemic, South Sulawesi's government focusing the socialization of halal food in the city of Makassar and this encouraged the writers to find more information on the results or the effects of the socialization from 2019–2021 by collecting information from the tourism stakeholders in Makassar in August and September 2021.

## 2. Research methods

Purposive sampling was the method used by the writers to get the data by interviewing the tourism stakeholders like; the Association of Indonesia Tour and Travel Agencies (ASITA), Indonesian Tourism Industry Association (GIPI), Indonesian Tourist Guide Association (HPI), Hotel and Restaurant Association (PHRI), Indonesian Recreational and Tourist Attraction (PUTRI), and Indonesian Congress and Convention Association (INCCA), and the Regional Tourism and Culture offices of some districts in South Sulawesi (DisBudPar). The data were collected from 20 participants of those stakeholders in August and September 2021 where the procedure of collecting the data was a structured interview with the same interview questions to not only the Muslim participants but also the non-Muslim ones, Technic of the data analysis was done by analyzing and categorizing the same step into basic analysis and identifying the results of the effect of the halal food socialization that has been socialized by the government of South Sulawesi through the Tourism and Culture office of South Sulawesi Province since 2019.

## 3. Results and Discussion

The analysis begins since formulating & describing the problem, before going to the field and continues until the writing results of the research being completed [2]. Based on the results of the structured interview with the South Sulawesi tourism stakeholders several important opportunities positively give the positive affect to the socialization due to the number of Muslims that is more nominated compared with other religions. South Sulawesi has been well-known as a very strong Islamic Kingdom like the Gowa and Bone kingdoms since the 17<sup>th</sup> century, some had negative arguments, and few had the non-segment market argument. As a matter of fact, during the socialization and development, the halal food industry has some obstacles like; policy, human resources, infrastructure, and production, but the halal food industry development will have a positive effect on areas like South Sulawesi that has the large number of Muslim population in Sulawesi island (89,87%). Socialization is the action or process of making something (such as an industry) socialistic: conversion to collective or governmental ownership and control, (Meriam Webster Dictionary), but (David Mecanic in Meriam Webster's Dictionary) said that socialization is the most important feature of culture that it can be transmitted and thus the young can acquire adaptive repertoires through the learning process or, in sociological terms, named the socialization process. The socialization that has been socialized by the government of South Sulawesi needs a long process for the tourism industry and the community of Makassar city had been recognized with Ujung Pandang from 1971 until 1999 that is inhabited by Muslim majority (82,3%). The data were collected from 20 respondents of the tourism stakeholders who lived in the city of Makassar and nearby Muslim and Non-Muslim respondents. Makassar has cultural, recreational, and culinary tourism. Makassar cuisine is one of the

tasteful culinary in Indonesia like Coto Makassar, Sup Konro, Pallubasa, Pallumara, and Otak-Otak (grilled fish cake). This cuisine is mostly from fish and meat, The Makassar community likes eating fish and meat as their daily consumption due to its location along the west coast of Makassar strait, and has the number of livestock in the whole areas of South Sulawesi like cows, buffalo, goat, pig, and chicken. The hospitality tourism industry like hotels and restaurants has significantly increased in 15 years recently and most of these communities eat out. The Halal food tourism industry has an impact on the tourism development of the economic and socio-cultural of society [3]. Muslims acknowledge the fact that halal food is not just about what the food is but how it is prepared is also important, similarly, Non-Muslims are now aware that the food intake is nothing without knowledge of its content [4]. It is important to understand the meaning of 'halal'. Halal is described as a "permissible" or "allowed" concept that is ordained by Allah. To gain a meaningful life, a Muslim needs to consume food accepted in Islam. Islam is accepted not only seen from the animals themselves but also by the way of slaughtering them, thus, we need the halal logo as the symbol of a permissible product for consumption [4]. Most respondents said the positive effect on the tourism industry, and some others said negatively, and even few said that halal food socialization does not have any segment yet to be socialized. Hence the positive effect was 80%, while the negative effect was 0,15%, and then the non-market segment was 0,05%.

The opportunities that will exist in the halal food industry and tourism can be very profitable and potentially create new jobs opening, declining in the unemployment rate opens new jobs will automatically reduce unemployment, tourism opens many employment opportunities in the city of Makassar which makes the unemployment rate decreased significantly, increasing income and purchasing power. The tourism industry makes it easy for people to earn money. The halal food industry and tourism are unspeakable where people and their consumptions meet. South Sulawesi's government has tried to socialize, introduce, and promote halal food of the halal issue in three years (since 2019). The first step of the socialization was conducted in the city of Makassar, the capital of south Sulawesi the tourism stakeholders, are the Association of Indonesia Tour and Travel Agencies (ASITA), the Indonesian Tourism Industry Association (GIPI), the Indonesian Tourist Guide Association (HPI), Hotel and Restaurant Association (PHRI), Indonesian Recreational and Tourist Attraction (PUTRI), and Indonesian Congress and Convention Association (INCCA), and the South Sulawesi Regional Tourism and Culture offices of some districts in South Sulawesi. This socialization has been successfully done and it is going to be continued from year to year. The results found that there were 80% said positively increased tourists visit. 0,15% said negatively, and 0,05% said there was not any segment market yet related to the halal industry and tourism in south Sulawesi in general.

80% said the positive effect on tourist visits is because the halal food industry and tourism could help the Muslim people have a more easy way to travel and to find halal food without spending more time to find halal like when traveling in non-Muslim countries. Others said there would be a big influence on tourist visits to south Sulawesi after the socialization and pandemic, mainly to the city of Makassar where local, domestic, and Malaysian tourists would have the positive effects due to the nice and tasteful Makassar's culinary, and there would be good segment market to food industry and tourism, and making more job opportunities. Makassar is the Muslim majority (82,3%) that has been known as the capital of the Gowa kingdom and one of the strong Muslim kingdoms since the seventeenth century. Consequently, this would make this city to be having more visited by more Muslim visitors/tourists.

The 0,15% said the negative or bad effect on tourist visits because the tourists or visitors were not only Muslim but also non-Muslim visitors like western tourists from America, Latin America, Europe, Australia, and New Zealand, and also bad for some Asian countries. Others said negatively because they would lose more tourists especially those that have regular Western clients, as one respondent said in his hotel we used to have regular clients, but when the hotel tried not to sell alcoholic drinks, these people never came again since once they had ordered the alcoholic drinks and

we said we did not have any alcoholic drinks at all sir, So, this is the negative or bad effect of halal food socialization.

Then, 0,05% of said to the non-segmental market yet of the halal food socialization to the influence of the increase of tourists visit not only in Makassar city but also in some areas in Indonesia and south Sulawesi itself. This socialization must be sequenced with supported infrastructures, like; international airports, seaports, highways, good food processing industries, capable human resources, and the awareness of the tourism industries and the stakeholders. Socialization also needs tight government policy and regulation, development of objects and tourist destinations or attractions which is the development efforts, and the sustainability of the socialization itself.

Consequently, in this case, there should be factors to be identified and measured for this socialization, like the study of awareness then identify and measure the Halal consumers' purchase intention and subsequently buying behavior by applying the theory of planned behavior (TPB), which includes attitude, subjective norms, and perceived behavior control as a theoretical framework model [5]. Similarly, the writers did not find any academic research on the purchase intention and subsequently buying behavior of Makassar's Halal Consumers. On the other hand, there should be an image of establishing Halal food potential in the economy of the community in the era of Industrial Revolution 4.0 [6]. Halal food socialization needs Halal supply chain producers and their service-related actors are required to ensure transparent information flows that outline not only their origin and composition but also their certification or regulatory status [7].

#### 4. Conclusions

The tourism sector and Halal food today are inseparable and getting more attention today. Tourism brings more income to the community in the country, more tourists, and more income, but not all of the tourists are easy to travel with, some of them find obstacles in traveling like getting the Halal food in the tourist destination. This case usually happens in the non-Muslim majority. But traveling in south Sulawesi like Makassar will give an easy way to Muslim travelers due to the Muslim majority people. Nevertheless, South Sulawesi's government has been actively socializing, promoting, and introducing Halal food since 2019. This socialization involves tourism stakeholders like; the Association of Indonesia Tour and Travel Agencies (ASITA), the Association of Tourism Industry (GIPI), the Association of Indonesian Tourist Guides (HPI), the Association of Hotel and Restaurant (PHRI), the Association of Indonesian of Recreational and Tourist Attractions (PUTRI), Association of Indonesian Congress and Convention (INCCA), and the regional tourism and culture government offices in South Sulawesi.

Most of them gave the positive effect of the Halal food socialization of the increase of tourists visiting Makassar South Sulawesi due to Makassar majority Muslim dominated, the Muslim travelers would have no doubt traveling or visiting this area. However, some of them gave the negative effect of losing their Western or non-Muslim clients especially those who work in the hospitality industry where they used to sell alcoholic drinks, and even, few gave or said that there was no market segment yet of Halal food socialization. So, the government should have been active in socializing, promoting, and introducing Halal food and collaborating with Halal industries to have sustainable socialization. The government is also hoped to have supply chain producers and their service-related actors required to ensure transparent information, building the supported infrastructures like the international airport, harbor, and good roads to tourist destination areas. Makassar is a gateway of the east, Muslim majority, strategic location, the center of culinary, historical, and cultural places would have more tourists or visitors to visit. Halal food is a way to socialize the visits that is introduced in our neighboring countries like Malaysia and they seemed to be successful in three recent years. The government, the stakeholders, and all communities have to work together to have better and sustainable socialization of Halal food to increase the number of tourists visiting especially Muslim travelers.

### 5. References

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