THE INFLUENCE OF THE HALAL TOURISM CONCEPT AGAINST EMPOWERMENT

THE ECONOMY OF CIVIL SOCIETY IN TEBUIRENG JOMBANG.

(Study in Gus Dur Tebuireng Jombang Cemetery Area)

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Abstract

The purpose of the study is to describe the implementation of the concept of halal tourism in the tourist attraction of Gus Dur's cemetery area and to determine the influence of the concept of halal tourism both partially and simultaneously on the economic empowerment of civil society in Tebuireng Jombang. This type of research is quantitative. The results of this study shows that: There is an influence of the concept of halal tourism (Ad-din, An-Nafs, Al-"Aql, An-Nasl and Al-Maal) on the economic empowerment of civil society. This statement is proven by regression tests. In the F test table with a value of $6.737 > 2.08$. And significant values of $0.000 < 0.05$. Then H0 is rejected and H1 is accepted. And in the T test table with results of $4.648 > 1.960$ and significant values of $0.000 < 0.05$. Then H0 is rejected and H1 is accepted.

Keyword: *Halal Tourism, Economic Empowerment and Civil Society.*

INTRODUCTION

Nowadays, the concept of halal has become a trend in the development of the Islamic economy in Indonesia, starting from the emergence of halal products, both food and beverages, halal fashion and halal tourism to the halal lifestyle (halal lifestyle).1 The need for the halal industry is increasing along with public awareness of the importance of halal living culture.

Halal tourism is a tourism segment that provides services to tourists, especially Muslim tourists who want to make tourist visits in accordance with Islamic principles, so that tourists feel more comfortable and safe in enjoying tourist attractions, and can carry out their obligations as a Muslim in accordance with Islamic teachings such as mandatory consumption of halal food and drinks, Carrying out shalat fardhu in a

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[1] Hasna fadhila , *Kontribusi Radio City Guide 911 FM Dalam Pengembangan Pariwisata Halal Di Kota Malang Tinjauan Fatwa DSN-MUI No. 108 / DSN-MUI/X/2016* , Universitas
Islam Negri Maulana Malik Ibrahim Malang , 2018

decent place, the existence of toilets that have a differentiator between men and women and residences that are avoided from immorality with the existence of sharia hotels or homestays. So that with the increase in tourist visits and investment, it can be used to improve the regional economy.[2]

The Rise of halal tourism as a form of expression that the presence of Islamic sharia is rahmatan lil 'alamin or love and affection for the whole universe that upholds ethical values and respects human existence. Halal tourism which rests on the transcendent spiritualistic rabbaniyyah paradigm as reflected by promoting mutual benefit. According to maqosid alsyariah, there are two aspects to find out whether the development of the halal tourism industry (halal tourism) is in accordance with the concept of maslahah or not, in this case it can be used analysis of mashlahat al-kulliyah and maslahah al-jawziyyah. Based on the opinion of Imam Al-Ghazali and other scholars, it is agreed that the indicators for achieving maslahah in the world and in the world according to the teachings of maqasid al-shariah are based on the first level known as al dharuriyat al-khams, including Hifdz Ad-Din, Hifdz An-Nafs, Hifdz Al-"Aql, Hifdz Al-Nasl, and Hifdz Al-Maal.[3]

Based on these data, it is the role of management management to be able to optimize economic empowerment from the point of view of expertise or skills. The economic empowerment of civil society can be done through the availability of existing employment opportunities in the area. The creation of several types of jobs follows the needs needed by tourists in every trip in a tourist attraction.

From the background above, Researchers are interested in examining the title: **The Influence concept of halal tourism on the economic empowerment of civil society in Tebuireng, Jombang.**

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[2] Https://dsnmui.or.id diakses pada Februari 2019
[3] Ibid, hal 114.

RESEARCH METHODS

A. Kind of the Research

This research uses a quantitative approach, the data sources used consist of primary data and secondary data, secondary data sources from scientific articles or journals, documentation, interviews, books and previous research related to the research to be carried out. The primary data was obtained from the results of the research questionnaire. The primary source of data is traders around the Gus Dur Tomb area.

B. Population and Sample

The population in this study is business people in the Tomb of Gus Dur Tebuireng Jombang, with a total number of 145 traders. The sampling technique uses purposive sampling techniques, a sample of 107 merchants, but to anticipate the presence of invalid data, the sample used was 129 respondents, the respondents used are merchant, security officers, and tourists who were visiting.

C. Research Variables and Measurements

1. Dependent variable (Y).

In this study the dependent variable is the economic empowerment of business people around the tourist destination of Gus Dur tombTebuireng.

1. Independent Variable (X).

The independent variables used in this study consist of: Halal Tourism Concept (Hifdz ad-din (X1), Hifdz an-Nafs (X2), Hifdz al-„Aql(X3), Hifdz al-Nasl (X4), Hifdz al-maal (X5)

3. Research Measurement

In this study, the author uses a Likert scale measurement. In response to questions on a Likert scale questionnaire, five scale options are provided in the format; strongly Disagree (1), Disagree (2), Disagree (3), Agree (4), Strongly Agree (5).

D. The Data analysis.

The analytical method used is multiple linear regression analysis using several tests to determine the effect of the independent variable on the dependent variable, including:[4]

Results and Discussion

Analysis of the Simultaneous Influence of the Halal Tourism Concept on the Economic Empowerment of Civil Society.

This test was carried out to measure the simultaneous influence or not between the variables hifdz ad-din, hifdz an-nafs, hifdz al-"aql, hifdz an-nasl and hifdz al-maal on the economic empowerment of civil society in Tebuireng Jombang, then multiple linear regression calculations were carried out using the SPSS 25 software application for windows. However, before performing the Multiple Regression Test, there are several tests that must first be performed, such as the following;

1. **Validity Test**

The Validity Test is used to find out the correlation between variables that are able to measure what will be measured. So the validity test in this study was carried out to measure the influence of the concept of halal tourism on the economic empowerment of civil society in Tebuireng Jombang.

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[4] lailatus Sa"adah, *Analisis Data Statistik Dengan Aplikasi*, Penerbit LPPM Universitas KH. A. Wahab Hasbullah Jombang, 2019. hal 45-50.

Tabel 2
Results of the Validity Test.

Correlations

		Ad-Din	An-Nafs	Al-'Aql	An-Nasl	Al-Maal	Pemberdayaan Perekonomian Masyarakat Madani
Ad-Din	Pearson Correlation	1	.970**	.495**	.245**	.336**	.064
	Sig. (2-tailed)		.000	.000	.005	.000	.469
	N	129	129	129	129	129	129
An-Nafs	Pearson Correlation	.970**	1	.492**	.276**	.338**	.082
	Sig. (2-tailed)	.000		.000	.002	.000	.356
	N	129	129	129	129	129	129
Al-'Aql	Pearson Correlation	.495**	.492**	1	.385**	.632**	.224*
	Sig. (2-tailed)	.000	.000		.000	.000	.011
	N	129	129	129	129	129	129
An-Nasl	Pearson Correlation	.245**	.276**	.385**	1	.468**	.236**
	Sig. (2-tailed)	.005	.002	.000		.000	.007
	N	129	129	129	129	129	129
Al-Maal	Pearson Correlation	.336**	.338**	.632**	.468**	1	.237**
	Sig. (2-tailed)	.000	.000	.000	.000		.007
	N	129	129	129	129	129	129
Pemberdayaan Perekonomian Masyarakat Madani	Pearson Correlation	.264	.182	.224*	.236**	.237**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	129	129	129	129	129	129

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Based on the results of the correlations output above, it is the result of collaboration with the total item. The reading of the results can be seen from the total column. From the correlation results above, it is obtained that all the above items are above the r value of the table ($\alpha = 5\%$, $n = 129$) that is 0.176. Then all those items are declared Valid. When viewed from a significant result where the result of a significant value < 0.05 then the item is said to be valid.

2. Reliability Test

In this research, reliability is the extent to which the measurement of a test remains consistent after repeated conduct of the subject and under the same conditions.
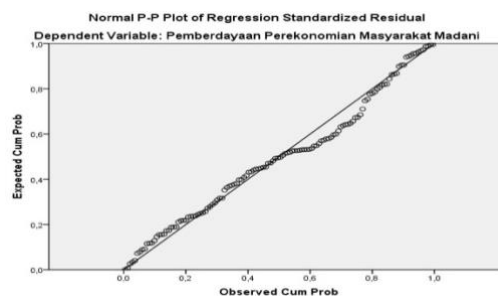
Table 3. Results of Reability Test

Reliability Statistics

Cronbach's Alpha	N of Items
.768	6

The result of Alpha Cronbach"s obtained a result of 0.768, because the value was above the value of 0.176, the variable was declared reliable

3. Normality test

Figure 1 Results of Normality Test (Normal P-P Plot)

The graph shows the normality of the data spread. If the residual is derived from the normal distribution, then the values of the spread in the area are in a straight line. From the graph above, it can be concluded that the data distribution is normal.

4. Multicholinearity Test

Table 4. Results of Multicollinearity Test

Coefficients ᵃ

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	T	Sig.	Tolerance	VIF
1	(Constant)	12.302	1.852		6.642	.000		
	Ad-Din	-.148	.248	-.258	-.716	.475	.057	1.520
	An-Nafs	.132	.251	.190	.526	.600	.057	1.575
	Al-'Aql	.052	.047	.135	1.113	.268	.505	1.978
	An-Nasl	.078	.053	.146	1.464	.146	.747	1.338
	Al-Maal	.038	.042	.106	.907	.366	.541	1.849

a. Dependent Variable: Civil Society Economic Empowerment

To detect the presence of multicollinearity can be done by looking at the value of the VIF. If the VIF value is not more than 5, it can be ascertained that there is no multicollinearity in the multiple linear regression equation. The results of the Multicollinearity Test can be summed up in the form of a table, as follows:

Table 5. Results of Tabulation of Multicollinearity Test

No	Items	VIF	Explanation
1.	Ad-Din	1.520	Non Multicollinearity
2.	An-Nafs	1.575	Non Multicollinearity
3.	Al-,,Aql	1.978	Non Multicollinearity
4.	An-Nasl	1.338	Non Multicollinearity
5.	Al-Maal	1.849	Non Multicollinearity

5. Autocorrelation Test

One of the methods used to detect autocorrelation is to use the Durbin-Watson test. It can be said that there is an autocorrelation if the Durbin-Watson numbers are <1 and >3.

**Table 6 Result of Autocorrelation Test**
Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin Watson
1	.298[a]	.089	.052	.974	1.722

a. Predictors: (Constant), Al-Maal, Ad-Din, An-Nasl, Al-'Aql, An-Nafs

b. Dependent Variable: Economic Empowerment of Civil Society.

Based on the output above, it can be seen in the summary table that the resulting Durbin-Watson value is 1,722. Because the Durbin-Watson value is between <1 and >3, the regression model above has no auto colonization problem.

6. Heteroskedasticity Test

Figure 2. Results of Heteroskedasticity Test
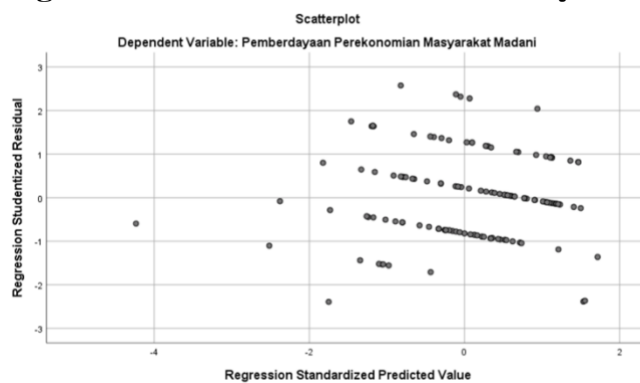
From the graph above, it can be seen that the dots (points) that spread randomly or do not form a certain clear pattern and are scattered both above and below the number 0 on the Y axis, so it can be concluded that there is no heteroskedasticity in the regression model, so the regression model is feasible to predict the simultaneous influence of the concept of halal tourism on the economic empowerment of civil society inTebuireng Jombang.

7. Multiple Linear Regression Analysis

Tabel 7

Results of Multiple Linear Regression Analysis

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,424[a]	,180	,153	1,094

a. Predictors: (Constant), Al-Maal, An-Nasl, Al-'Aql, Al-Nafs

b. Dependent Variable: Economic Empowerment of Civil Society

In the Model of Summary table, you can see the value of (R) 0.424. The value of (R) is a correlation value that indicates the relationship between the variables *hifdz ad-din, hidfz an-nafs, hifdz al-"aql, hifdz an-nasl* and *hifdz al-maal* towards the economic empowerment of civil society. Based on the interplay of the correlation index numbers, the (R) value of 0.424 is included in the moderate/sufficient correlation. The (R) square value appears to be low at 0.180 which means that the variables *hifdz ad-din, hidfz an-nafs, hifdz al-"aql, hifdz an-nasl* and *hifdz al-maal* can only explain the connection by 18%.

Table 8. F Test Results (Simultaneously)

ANOVA[b]

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	32,236	4	8,059	6,737	,000[a]
Residual	147,131	123	1,196		
Total	179,367	127			

a. Predictors: (Constant), Al-Maal, An-Nasl, Al-'Aql, Al-Nafs

b. Dependent Variable: Economic Empowerment of Civil Society

Based on the table above, you can see the significant values of 0.000 < 0.05. The results of the analysis are strengthened by finding the value of DF (n1) = 5, DF

(n2) = 124 and the significance level of 0.05. Then obtained an F table of 6.737. The result of the F test was obtained from the F count > F table, which is 6.737 > 2.08. So H0 is rejected and H1 is accepted which states that the free variable simultaneously affects the bound variable that is the economic empowerment of civil society. Regression Equation:

$$Y = a + b_1X_1 + b_2X_2 + ... + b_nX_n$$

$$Y = 12{,}302 - 148X_1 + 132X_2 + 052X_3 + 078\,X_4 + 038X_5$$

Based on the regression equation above, it contains several explanations as follows:

a. A constant value of 12.302 can be interpreted if the variables *hifdz al din, hifdz an-nafs, hidz al-"aql, hifdz annasl, hifdz al-maal* are considered zero (0). So the economic empowerment of civil society in Tebuireng amounted to 12,302.

b. The value of the regression coefficient of the *hifdz ad-din* variable is -148, meaning that each decrease of one *hifdz al-din* variable decreases the economic empowerment of civil society in Tebuirenng by -148.

c. The value of the regression coefficient of the *hifdz an-nafs* variable is 132, meaning that any increase in the *hifdz an-nafs* variable will increase the economic empowerment of civil society in Tebuireng by 132. Conversely, the subjugation of one variable *hifdz an-nafs* will reduce economic empowerment by 132 units with the other variable fixed.

d. The value of the regression coefficient of the *hifdz al-"aql* variable is 052, meaning that any increase in the *hifdz al-"aql* variable will increase the economic empowerment of civil society in Tebuireng by 152. Conversely, the subjugation of one variable *hifdz al-"aql* will reduce economic empowerment by 152 units with the other variable fixed.

e. The value of the regression coefficient of the hifdz an-nasl variable is 078, meaning that any increase in the *hifdz an-nasl* variable will increase the economic empowerment of civil society in Tebuireng by 078. Conversely, the subjugation of one variable *hifdz an-nasl* will reduce economic empowerment by 078 units with the other variable fixed.

f. The value of the regression coefficient of the *hifdz al-maal* variable is 038, meaning that any increase in the *hifdz al-maal* variable will increase the economic empowerment of civil society in Tebuireng by 038. On the contrary, the subjugation of one variable *hifdz al-maal* will reduce economic empowerment by 038 units with the other variable fixed.

Based on the multiple regression analysis test, it can be concluded that simultaneously the concept of halal tourism affects the economic empowerment of civil society in Tebuireng Jombang. Of the five variables, the ad-din variable which is very influential on the economic empowerment of civil society in the tourist attraction of the Gus Dur tomb area Tebuireng Jombang. The first empowerment effort carried out is to prepare the surrounding community to become entrepreneurs through moral motivation, employment and skills training to deepen the skills possessed by the surrounding community. Meanwhile, the second empowerment effort was carried out through education with assistance from the social institution of pesantren tebuireng (LSPT), one of the largest sources of funds obtained from Gus Dur's tomb charity box. The following are the financial statements of the LSPT institution which are distributed for scholarships for outstanding and underprivileged students in the area around the tourist attraction of Gus Dur Tebuireng tomb area.

CONCLUSION

There is an influence of the concept of halal tourism (*Ad-din, Al-Aql, An-Nasl, Al-maal*) on the economic empowerment of civil society. The statement is evidenced by regression tests. On the F test table with a value of 6.737 >2.08. And a significant value of 0.000 < 0.05. *Then H0 is rejected and H1 is accepted*. And on the T test table with a result of 4.648 > 1.960 and a significant value of 0.000 < 0.05. *Then H0 is rejected and H1 is accepted.*

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