



## SHARIA TOURISM DEVELOPMENT POTENTIAL IN LUNCI BEACH DISTRICT, SUKAMARA DISTRICT

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**Abstract:** The growing development of sharia-based tourism in several regions that have tourist destinations that support and are predominantly Muslim, as well as the increasing management of sharia tourism. This research is focused on two problem formulations, namely (1) Does the regional government's strategic plan for Sukamara Regency have priority in developing tourist areas; (2) What is the potential for sharia-based tourism development in Pantai Lunci District. The type of research used in this study is empirical juridical with a descriptive qualitative approach, while the data collection technique is by conducting interviews, observation, and documentation. The results of this study indicate that (1) the strategic plan of the Sukamara Regency government has priority in the development of tourist areas because this is part of the local government policy contained in the medium-term development plan of the Sukamara Regency area and the role of the Sports and Tourism Youth Service and awareness groups tour. (2) The tourism potential in Pantai Lunci District has the potential to be developed into sharia tourism, this can be seen from the people who understand sharia tourism, the majority of the population is Muslim, prayer facilities are available and easy to find, the products presented are halal products, and the community supports the development of sharia tourism.

**Keywords:** Potency; Development; Sharia Tourism

### 1. INTRODUCTION

ptourism has become a new trend in the development sector in the economic sector to accelerate economic growth and the welfare of local communities (Hamzana, 2017, p. 2). In line with the times with increasing levels of awareness of the religiosity of society, both locally and globally, sharia-based tourism is becoming a new trend in the development of tourism in various parts of the world (Djkafar, 2017, p. 29). Islam has recommended to travel or travel in accordance with the word of Allah SWT "Say: Walk on (the face of) the earth, then pay attention to how Allah created (man) from the beginning, then Allah made him once again. Verily, Allah is Powerful over all things." (QS. Al-Ankabut: 20)

In the implementation of tourism can not be separated from the provisions of the law. As for the legal provisions related to organizing tourism based on sharia principles, it may be carried out in accordance with the provisions in the DSN-MUI fatwa No. 108/DSN-MUI/X/2016 concerning Guidelines for Organizing Tourism Based on Sharia Principles. In the DSN-MUI fatwa No. 108/DSN-MUI/X/2016 itself explains that sharia tourism is a place intended as a means of recreation for tourists, which in implementing its activities is in accordance with sharia principles.

The trend of developing sharia tourism has recently been very lively and has been studied by various groups. This is because the development of sharia tourism on the one hand is an aspect that can encourage the economic development of a region. In this regard, the development of sharia tourism is very important to be implemented especially in an area that has supportive tourism prospects. If an area or region has the potential for sharia-based tourism development, then there is a need for ideas related to sharia-based tourism development. In Central Kalimantan, one of the areas that has supportive tourism prospects is Sukamara Regency.

In general, Sukamara Regency is one of the fourteen Regencies/Cities in Central Kalimantan Province. Sukamara Regency is the result of the division of West Kotawaringin Regency, Central Kalimantan Province, Sukamara Regency is in the westernmost area of Central Kalimantan



Province and is located on the equator at 110°25′-110°09′ East Longitude and 2°19′-3°7′ South Latitude.

In the tourism aspect, Sukamara Regency has very interesting tourism potential, one of which is in Pantai Lunci District where there are tourist attractions, such as beaches, religious tombs, and the majority of the population is Muslim. So that it has the potential to develop sharia tourism. As for transportation to tourism in Sukamara Regency, especially Lunci Beach District by air, it has the potential for sharia tourism travel, namely from Iskandar Pangkalan Bun Airport, West Kotawaringin Regency, where there is an Islamic royal palace called the Yellow Palace and there is also a sharia hotel, then through Kotawaringin There is a mosque of Kiai Gede and the tomb of Kiai Gede who was a figure who propagated Islam in Central Kalimantan.

Based on visualization of population data, the number of residents according to religion in Sukamara Regency, namely 51,054 Muslims, 4,928 Christians, 2,418 Catholics, 3,492 Hindus, 125 Buddhists, and 24 Confucianists (<https://gis.dukcapil.kemendagri.go.id/peta/>, accessed April 14, 2021). It can be seen that the majority of the population of Sukamara Regency are Muslims, so it has the potential to develop sharia-based tourism. This is as contained in the Sukamara Regency Regional Medium Term Development Plan (RPJMD). One of the tourism potentials included in the Sukamara Regency RPJMD which will be developed for tourism areas is one of them, namely in Pantai Lunci District. This is in accordance with the Sukamara Regency Regional Regulation Number 2 of 2019 concerning the Sukamara Regency Regional Medium-Term Development Plan for 2018-2023.

Based on the above, when viewed in terms of the principles of implementing sharia tourism in the DSN-MUI fatwa No. 108/DSN-MUI/X/2016 itself states that the application of sharia tourism must avoid polytheism, immorality, evil, evil, and create benefit and benefit both materially and spiritually. In addition, in the terms of the tourist destination itself there are several things that must be owned, such as the availability of prayer facilities, halal food and drinks that are guaranteed to be halal.

## **2. RESEARCH METHODS**

The method used in this research is empirical juridical. This type of research is used to conduct research on actual conditions or real situations occurring in society with the intention of finding out and finding the facts and data needed, after the required data is collected it then leads to problem identification which ultimately leads to problem solving (Waluyo, 2022, p. 16). By using the approach to the law and Islamic law. Through the statute approach, the authors examine the strategic plan of the local government of Sukamara Regency in developing tourist areas based on the Tourism Law, while the Islamic law approach is used to examine the potential for sharia tourism development based on the DSN MUI fatwa.

## **3. ANALYSIS OF STUDY FINDINGS**

### **3.1 Strategic Plan of the Local Government of Sukamara Regency in the Development of Tourism Areas**

The regional development plan for Sukamara Regency begins with a medium-term plan, then an RKPD is made which is translated or passed down to each regional apparatus. Where in the document made it has been described for regional development, in which the development of the Sukamara Regency area is divided into three parts according to the characteristics and potential in the area. In regional development, there are several areas that are a priority, one of which is the tourism sector (Rendy, Personal Communication, 2021).

The local government already has a master plan for the development of tourist areas. However, the master plan has not been fully realized. The areas that are becoming tourist areas are the Jelai area and Lunci Beach. The Sukamara Regency Government seeks to elevate and empower the local community in terms of managing tourism areas, one of which is Pokdarwis. The aim is to increase the income of the people in the area.



The development of tourist areas is a priority in regional development, because this is included in the medium-term development plan for the Sukamara Regency area. The tourism area development plan will expand to areas that have tourism potential in Sukamara Regency. Regarding the tourism development plan in Sukamara Regency, it is still in the stage of preparing the Regional Tourism Master Plan which is currently still guided by the provincial tourism master plan (Syukur, Personal Communication, 2021). The strategy and policy for developing tourism areas is by carrying out innovations for tourism development. With the existence of tourist destinations that have developed and are visited by many local tourists,

Based on Article 30a of Law no. 10 of 2009 concerning Tourism that district/city governments have the authority to:

- a. Prepare and determine the district/city tourism development master plan.
- b. Establish district/city tourism destinations.
- c. Determine district/city tourist attractions.
- d. Carry out registration, recording, and data collection on tourism business registration.
- e. Regulate the implementation and management of tourism in its territory.
- f. Facilitating and promoting tourism destinations and tourism products in their territory.
- g. Facilitating the development of new tourist attractions.
- h. Organizing tourism training and research within the district/city scope.
- i. Maintaining and preserving tourist attractions in the region.
- j. Organizing tourism awareness community guidance.
- k. Allocating the tourism budget.

Based on Article 30 of Law no. 10 of 2009 concerning Tourism related to government authority that the regional government of Sukamara Regency has carried out several policies related to government authority in developing tourist areas. The authority exercised by the Sukamara Regency government is the making of RIPPARDA which is still in the drafting stage, the master plan, and those related to tourism development. The policy directions related to tourism development are included in the RPJMD namely developing superior and sustainable tourist destinations, improving tourism facilities and infrastructure, and developing tourism networks.

Regarding the establishment of policies for the development of tourist areas in terms of policy theory according to Carl Friedrich states that: "Policy is an action that leads to goals proposed by a person, group, and government in a certain environment due to certain obstacles to finding goals or realizing goals. desired" (Abdoellah and Rusfiana, nd, p. 16-17).

Judging from the policy theory that tourism development is a government policy for regional development by developing existing potential, which aims to improve the community and regional economy.

In the process of policy implementation, so that a policy can realize the desired goals, it must utilize existing resources, namely involving people or groups of people. In implementing policies, the programs implemented must be planned with good management in order to achieve the expected goals, as well as provide services and be able to provide benefits to the community.

The process of implementing the policies of the Sukamara Regency government regarding the development of tourist areas involves related agencies, namely the Youth Sports and Tourism Office and the community, namely Pokdarwis. As for the program for the development of tourist areas, namely prioritizing potential areas, by providing facilities and guidance to the local community, namely Pokdarwisa. So that with tourism, it can provide innovation to the community to build a creative economy by utilizing existing tourist objects.

### **3.2 Potential for Sharia-Based Tourism Development in Pantai Lunci District**

The potential for developing sharia tourism in Pantai Lunci District can be seen from three aspects, namely, in terms of community understanding, halal food, and infrastructure. Community understanding is an important aspect in the development of a policy. Likewise in the development of sharia-based tourism, the main thing that needs to be considered is how the response and understanding of the community itself towards sharia tourism. Related to this, the majority of community religions are also very important for the development of sharia-based tourism.



The public's understanding of sharia tourism is tourism that is in accordance with Islamic law, in which there is no immorality. Based on the DSN-MUI fatwa No. 108/DSN-MUI/X/2016 concerning Guidelines for Organizing Tourism Based on Sharia Principles that sharia tourism is tourism that is in accordance with sharia principles. This is in line with the public's understanding of sharia tourism, namely tourism that is in accordance with Islamic law, there is no immorality. However, in terms of visitors, there is still a mix between men and women which is not in accordance with the provisions regarding tourists. Where based on the DSN-MUI fatwa that tourists must adhere to sharia principles, one of which is to avoid immorality.

Based on the *mas}lah}ah* theory that sharia tourism is tourism that can bring benefits to both visitors and the community. The benefit of tourism is benefit that can maintain the objectives of the Shari'a (*maqa>s}id al-shari>'ah*). If there is no benefit and there is damage then the *maqa>s}id al-shari>'ah* or the objectives of the shari'a will not be achieved. With the existence of sharia tourism whose concept can avoid disobedience, it can maintain the goals of sharia.

In addition to public understanding regarding sharia tourism, halal food is very important for the development of sharia tourism. Because sharia tourism is tourism that presents halal products.

Based on the results of interviews with several informants, the products served at Lunci Beach and at tourist sites are local products which are food from seafood, such as shrimp, fish, crab, shellfish, and so on, which are definitely halal. As for the results of the observation that the products consumed and sold by the people in Lunci Beach are seafood and plantation products. Never found a community that sells prohibited items such as intoxicating drinks, food that is forbidden.

Based on the results of the interviews and observations above regarding the product, it is in line with the DSN-MUI fatwa regarding the stipulations that tourist destinations are required to provide halal food and drinks that are guaranteed to be halal with an MUI halal certificate. Even though the products served at Lunci Beach tourism do not all have halal certificates, their halal status is guaranteed because the products presented are seafood and also the majority of the population is Muslim.

Judging from the *maslahah* theory, the product served at Lunci Beach is a product that provides benefits and avoids harm because the product presented is a halal product, no one sells or serves unclean foods or intoxicating drinks. If there is no forbidden food or drink, harm is avoided.

The trip to Pantai Lunci District from Kotawaringin Barat which is the entry point for travel by air, land or sea to Lunci Beach has sharia tourism potential. As for his journey, he passed the Yellow Palace, the grave of Kiai Gede, the Kiai Gede Mosque, who was a figure who propagated Islam. Where in Lunci Beach there are natural tourist objects and there are also religious graves, so there is potential for the development of sharia tourism. To develop a tourist object, it must be supported by complete facilities and infrastructure.

Infrastructure is something that is important in a tourist destination as a support for tourism. Based on the results of interviews with several sources, the completeness of tourist infrastructure at Lunci Beach is sufficient, but not optimal. The infrastructure facilities at tourist sites are photo spots, gazebos, restaurants and prayer rooms. The Pokdarwis secretary said that the facilities that were still lacking were mosques or prayer rooms. However, based on the results of interviews with sub-district heads, owners of tourist sites and restaurants, tour managers, religious leaders, and the community, the mosque or prayer room is sufficient, even the sub-district head said that on the Anugerah Beach tour there is a prayer room and a place for ablution. While other tours, although there is no special prayer room for tourism, but if you want to worship, you can stay at the people's house which is close to tourist sites and you can also go to the mosque because the place is not too far from tourist sites. (Yunus, Personal Communication, 2021). This is in line with the results of the observation that with a Muslim majority and tourist sites located too far from community settlements, it is not difficult to find a place to worship. Even in tourist attractions that are managed privately, a place has also been provided to carry out



worship such as prayer. And also there is no place that is closer to disobedience such as a discotheque or a place that specializes in disobedience This is in line with the results of the observation that with a Muslim majority and tourist sites located too far from community settlements, it is not difficult to find a place to worship. Even in tourist attractions that are managed privately, a place has also been provided to carry out worship such as prayer. And also there is no place that is closer to disobedience such as a discotheque or a place that specializes in disobedience This is in line with the results of the observation that with a Muslim majority and tourist sites located too far from community settlements, it is not difficult to find a place to worship. Even in tourist attractions that are managed privately, a place has also been provided to carry out worship such as prayer. And also there is no place that is closer to disobedience such as a discotheque or a place that specializes in disobedience

Based on the results of interviews and infrastructure, places of worship are available and there is also no place for disobedience. Where based on the DSN-MUI fatwa related to tourist destinations it is mandatory to have proper and easily accessible worship facilities and also far from immorality.

Judging from the theory of *maslahah* which according to al-Ghazali *maslahah* is something that brings benefits or profits and keeps harm or damage away. Tourism on Lunci Beach is a tour that does not leave religious values with the availability of places of worship which are of benefit to Muslim visitors. Visitors can easily carry out worship on time. Where this is a form of benefit to maintain the goals of *Shari'a*.

### **3.3 Sharia Tourism in Pantai Lunci District, Sukamara Regency The Perspective of Sharia Economic Law Creating *Mas}lah}ah***

In Islam tourism is known as the concept of pilgrimage which means visiting. From the pilgrimage culture, various forms of Islamic social institutions were born which were guided by their ethics and laws. Then the concept of *dhiyafah* was born, which means visiting manners which regulate the ethics and law of the relationship between *dhaif* (guest) and *mudhif* (host). According to the author, this is very relevant to the development of sharia tourism potential in Pantai Lunci District. Which on the way to Lunci Beach there is the Yellow Palace site, the tomb of Kiai Gede, the Kiai Gede mosque who was a figure who propagated Islam, and aspects of natural tourism found in the District of Lunci Beach.

In Islam tourism is also referred to as *rihlah*, namely in surah Quraish verse 2, "(namely) their habits of traveling in winter and summer." (QS Quraish: 2). *Rihlahin* the verse above implies a trip made not just for tourism but a trip to carry out business activities. Tourism activities in Islam are not only to fulfill physical satisfaction, but also have economic value.

This is very relevant when associated with tourism in Pantai Lunci District. Because the trip to go to Lunci Beach is not only for recreation, but also has pilgrimage value and economic value. Economic value can be seen from business activities that can be carried out by developing natural resources, one of which is nature tourism. The tourism potential in Pantai Lunci District, when viewed in terms of its business activities, is very supportive, because Lunci Beach is part of the Sukamara Regency, where Sukamara Regency is a district located on the provincial border, namely the provinces of Central Kalimantan and West Kalimantan.

With nature tourism, the community can develop various types of business activities to support the community's economy. One of them is the culinary business in which business activities include buying and selling transactions. As for buying and selling transactions in culinary business activities at Lunci Beach, objects that are traded are halal objects, namely typical food from coastal areas, such as seafood, fruit and vegetables from plantation products in coastal areas. In buying and selling activities, the price for culinary items at Lunci Beach is not too high or expensive according to the goods being traded. This is in accordance with the ethics of buying and selling in Islam, namely the goods being traded are goods that are lawful, mutually beneficial, and there is no usury. Where in the rules of *fiqh* it is also said "Basically, all forms of *muamalah* are permissible unless there is an argument that forbids them."



Based on this, the potential for sharia tourism in Pantai Lunci District, Sukamara Regency in the perspective of sharia economics to realize *maslahah* is very relevant. Tourism on Lunci Beach has economic value for the welfare of the community which prioritizes benefit. In the economic activities of tourism in Lunci Beach, they prioritize ethics based on religion, namely Islam. Both ethics in buying and selling and ethics towards visiting tourists. Where in ethical law is a very important thing to be realized, especially in economic activities.

#### 4. CONCLUSION

The strategic plan of the local government of Sukamara Regency has a priority in the development of tourist areas. Where this is included in the medium-term development plan for the Sukamara Regency area. The parties involved in the development of tourist areas are the Department of Youth, Sports and Tourism and the community, namely Pokdarwis. The local government has a master plan for the development of tourist areas. The policy direction for the development of tourist areas is the development of superior sustainable tourist destinations, improvement of facilities and infrastructure, and development of tourism information networks. There are several obstacles to implementing this policy, namely the lack of a budget, the existence of the Covid-19 pandemic, the quality of human resources for tourism business actors and actors is not optimal,

The potential for developing sharia-based tourism in Pantai Lunci District from several aspects, namely in terms of community understanding, halal food, and infrastructure has the potential for sharia-based tourism development. Most people understand about sharia tourism. The products and food served are halal products, and the existing infrastructure is photo spots, gazebos, restaurants and prayer rooms. Based on the *maslahah* that the potential for developing sharia tourism in Pantai Lunci District is good in terms of public understanding, the products presented are halal products, and the availability of prayer facilities and no special facilities for immorality can refuse harm in order to maintain and maintain *maqashid al-syari'ah* (objectives of the Shari'a). As for sharia tourism, there is an economic concept in which in sharia economics the concept of pilgrimage has economic ethical value and there are also buying and selling activities that are in accordance with the ethics of buying and selling in Islam. Where this can bring benefits to the people of Lunci Beach and other stakeholders.

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