

HALAL TOURISM ON MANDAILING NATAL IS HAMPERED DUE TO THE COVID-19 PANDEMIC

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Abstract: *Halal tourism is a tourism that really prioritizes the elements of halalness in several aspects related to tourism activities. Halal also includes everything that is used for the human body and mind which of course is free from danger. Halal in general includes: property, food, drinks, cosmetics, medicines, materials and handling of diseases or life problems. Halal has become a global issue at this time, including in Indonesia. At the state level, Indonesia is set to become a global halal center. Halal is clearly visible by the Ministry of Tourism which seeks to increase the number of tourists visiting Indonesia, especially those visiting halal tourism. Several regions are trying to compete to become areas that are friendly to halal tourism, such as Mandailing Natal. The current trend of halal tourism is necessary to know the concepts and parameters used in carrying out halal tourism. The data collection method uses the documentary method based on primary and secondary literature reviews. This study aims to conduct an in-depth analysis of the concept of halal tourism and several parameters that are used as standards for halal tourist destinations. Also to find out the difference in the impact of covid-19 on global halal tourism and the halal hotel industry and whether Covid-19 is the end of halal tourism and hospitality as we know it or not. As well as providing guidance on how to deal with different aspects.*

Keywords: *Halal Tourism, Mandailing Natal Is Hampered Due , COVID-19 Pandemic*

Introduction

Halal tourism is very rooted in Islam because every Muslim should travel (for various reasons, including directly related to Islamic law itself, such as Hajj and Umrah) (El-Gohary, 2015). In the Koran, there are many verses that support the journey, which are contained in Ali-Imran: 137; Al-An'am: 11; Al-Nahl: 36; Al-Naml: 69; Al-'Ankabut: 20; ArRum: 9 and 42; Saba ': 18; Joseph: 109; Al-Hajj: 46; Fathir: 44; Ghafhir: 82 and 21; Muhammad: 10; Jonah: 22; and Al-Mulk: 15. These verses from the Al-Quran support a journey with spiritual, physical and social goals (Zamani-Farahani and Henderson, 2010). From these verses it can be learned that a deeper surrender to Allah is made possible by seeing first-hand the beauty and gifts creation, and understanding the smallness of humans can magnify God's greatness. Travel can also improve health and reduce stress, making it possible to pray better. The relationship between tourists (guests) and religion is also emphasized, that Muslims as hosts must provide hospitality to tourists. In Islam, the safar

prayer (journey) is more answered (Hashim et al. 2007). So that Islam has a great influence on travel and encourages tourism.

Halal tourism arises from the needs of Muslim tourists according to Islamic teachings, namely in accordance with the Koran and Hadith. So, the concept of halal tourism is an actualization of the Islamic concept, namely the value of halal and haram which is the main measure. This means that all aspects of tourism activities are inseparable from halal certification which must be a reference for every tourism actor (Chookaew et al. 2015).

Knowledge and awareness of halal products make the growth of the halal industry increase (Rahman et al. 2011; Hamdan et al. 2013). The increase in the halal industry has led to halal tourism as a new phenomenon (Samori et al. 2016). This is also supported by various literatures which explain that Muslim tourists care about the consumption of products and services according to sharia when visiting tourist attractions (Battour et al. 2010; Battour et al. 2012; Jafari and Scott, 2014). Interest in halal tourism has increased (Battour and Ismail, 2016). This increase is in line with the increase in Muslim tourists from year to year (Bhuiyan et al. 2011; Yusof and Shutto, 2014; El-Gohary, 2016; Handerson, 2016).

Halal tourism at Mandailing Natal has greatly reduced visitors due to the presence of Covid-19 or what is often known as the Corona Virus which is very unsettling for residents so that residents are afraid to leave the house, and choose to stay at home and maintain health by exercising lots of eating healthy and healthy food. also take vitamins. Many restaurants, hotels are closed to prevent the spread of the corona virus or to break the chain of the spread of covid-19.

Covid-19 comes from a virus mutation found in bats in southern China, precisely in the city of Wuhan. The current outbreak of corona infection began there. Initially at the end of December 2019 there were a number of people who developed lung infections (pneumonia), which were reported as atypical pneumonia. Atypical means that it is not the same as it has been before, because the deterioration of the patient's condition is so progressive that it causes death. What happened next was as recorded in history to date, namely the very rapid spread of Covid-19 to more than 120 countries.

Covid-19 Disease 2019 or COVID-19 is a new disease that can cause respiratory problems and pneumonia. This disease is caused by infection with Severe Acute Respiratory Syndrome Coronavirus 2 (SARS-CoV-2). Clinical symptoms that appear vary, ranging from common cold symptoms (cough, runny nose, sore throat, muscle aches, headache) to serious complications (pneumonia or sepsis).

Covid-19 is a new disease and researchers are still studying how it is transmitted. From various studies, the main method of transmission of this disease is thought to be through respiratory droplets and close contact with sufferers. Droplets are small particles from a patient's mouth that can contain viral diseases, which are produced when coughing, sneezing, or talking. The droplet can pass up to a certain distance (usually 1 meter). Droplets can stick to clothes or objects around the sufferer when coughing or sneezing. However, the droplet particles are large enough that they will not stay or settle in the air for very long. Therefore, people who are sick are obliged to wear a mask to prevent the spread of droplets. For transmission through food, until now there is no scientific evidence.

Mandailing Natal is a halal tourism development that is generally directed as a mainstay sector to encourage economic growth, increase regional income, empower the community's economy, increase employment and business opportunities and increase recognition in order to improve community welfare.

Usually this halal tourism has a lot of visitors and now it has dropped dramatically, even people who work in restaurants and in hotels have been stopped and returned to unemployment, and it turns out that he is the backbone of the family, now his family can only expect help from the government to be able to eat daily. In Mandailing Natal, in particular, a lot of people have migrated to earn a living for their families and are now returning to their villages because they don't have a job.

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The local government seeks to implement the strategies that will be made. According to Maryam (2011: 44), there are two factors that must be considered in implementing a strategy, namely internal and external. Where internal are the strengths and weaknesses of halal tourist objects that are owned, and external are opportunities and threats. So that the strategy in developing infrastructure and facilities for halal tourism objects in the Covid-19 situation is a way, tricks, or actions taken to achieve something desired in the long term.

According to Wahab (2003: 5), "tourism is a new style of industry, which is able to provide fast economic growth in terms of employment opportunities, living standards and in activating other production sectors in tourist receiving countries". So in this case it is closely related to tourist objects, according to Mappi (2001: 30-31), "tourist objects are grouped into three types, namely: natural tourism objects, cultural tourism objects and artificial tourism objects." Halal tourist objects that have their own charm and characteristics are in the mandailing Christmas.

According to Sikula in Hasibuan (2008: 70), "Development, in reference to staffing and personnel matters, is a long term educational process utilizing a systematic and organized procedure by which managerial personnel learn conceptual and purposes"

According to Rangkuti (2011: 64), "The strategic formulation is compiled using the results of the SWOT analysis is: by combining various indicators contained in the strengths, weaknesses, opportunities and threats."

The North Sumatra covid 19 special committee team monitored Mandailing Natal which was received by the Mandailing Natal task force and DPRD in the Mandailing Natal regent's contor hall.

This work visit was attended by Regional Secretary Mandailing Natall, Forkopimda, members of the North Sumatra DPRD, Assistant, Expert Staff, Head of OPD.

In addition, he also said that to prevent the spread of COVID-19, namely by forming a Task Force for the Acceleration of COVID-19 to the village and puskesmas levels, establishing provincial and district border posts.

On this occasion the Regional Secretary of Mandailing Natal, in his remarks, thanked the Provincial DPRD Special Committee for COVID-19 for conducting a meeting in the Task Force for the Acceleration of Handling COVID-19 in Mandailing Natal Regency.

Based on the problems caused by Covid-19 on the decline in halal tourism in Mandailing Natal, the purpose of this study is to determine a strategy for developing infrastructure and facilities for Halal Tourism Objects in Mandailing Natal through internal and external factors.

Research methods

This type of research is a descriptive study with qualitative and quantitative data. The types of data in this study are primary data and secondary data. In this study, the management of the Mandailing Natal Halal Tourism object in a covid-19 state through interviews with local people and also with the Head of the Mandailing Natal Tourism Office.

The sampling technique used was Snow-Ball Sampling and Incidental Sampling. The tools used for data collection in this study were interview guides, observation guides, questionnaires for visitors and documentation retrieval with observation guide interviews, questionnaires for visitors and taking documentation. Data analysis techniques using data reduction, data presentation, drawing conclusions.

Method

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Results and Discussion

1. Research Results

a. Restaurant

Based on interviews with the agency in this covid-19 situation, the restaurant in Mandailing Natal has greatly decreased the profits and there are not many visitors who come to the restaurant

anymore and choose to cook at home only and they believe that cooking by yourself is healthier and will avoid the spread of covid- 19 even though the restaurant adheres to health protocols.

b. Hotel or lodging

Based on interviews with the agency in a covid-19 situation, the hotels in Mandailing Natal are almost the same as restaurants and hotels also comply with health protocols such as wearing masks, making places to wash hands and maintaining distance in carrying out activities.

c. Children's play area

Based on interviews with the office in the children's play arena, it is still good, but people who take their children to the game area are always advised to be monitored so that they are away from other friends to avoid the spread of covid 19.

d. Recreation areas

Based on interviews with the recreation center in Mandailing Natal, there are very few enthusiasts and there is also a prohibition for people not to go to tourist attractions due to Covid-19, which spreads very quickly and is very dangerous for the community. If there are people who go to places of rest, they are asked to always comply with the regulations made by the government to comply with health protocols such as always wearing masks, washing hands, and keeping a distance from other people.

2. Discussion

Based on the results of the research, the strategy carried out to prevent the spread of covid-19 from the Mandailing Natal Tourism Office appealed to Halal tourism actors in Mandailing Natal to continue to implement health protocols (Ahmad Yasir Lubis, 2020). Apart from appealing to the public, the Mandailing Natal Halal Tourism Office also educated on health protocols to business actors in Mandailing Natal. The prevention of Covid-19 in the tourism sector such as the Cape, restaurants and tourist attractions is in accordance with the circular letter of the Regent of Mandailing Natal. "To prevent the spread of covid-19 in the halal tourism sector and business premises related to the implementation of health protocols," said (Ahmad Yasir Lubis, 2020).

In addition, business actors such as restaurants, hotels and visitors are also advised to provide a place to wash their hands, wear masks and keep their distance in carrying out their respective activities. In its activities in the field, his party also collaborates with the task force to accelerate the enforcement of the Mandailing Natal covid-19 because considering that Mandailing Natal is currently still vulnerable to the spread of COVID-19.

One of the villages in Mandailing Natal is currently one of the largest producers of Mandailing Arabica coffee in Mandailing Natal (Madina), which is around 10 tons / month (grain coffee). This community-owned coffee plantation area has a sufficient height for planting Arabica coffee, which is around 900-1400 meters above sea level (asl).

"Soil fertility is also very supportive so that coffee plants thrive even though most of them have not used chemical or organic fertilizers. The increase in production also continues to increase every year," said Mahfus Budiawan Nasution, a coffee farmer in the village to MedanBisnis, yesterday in Panyabuangan.

Coffee plants thrive, he said, because the enthusiasm of farmers who are very extraordinary in caring for coffee, is also inseparable from the role of the Mandailing Natal Regency Government (Pemkab Madina) through the related agencies of the Forestry and Plantation Service in assisting and fostering and continuing to provide assistance to farmers.

Mr. Mahpus, a graduate of Electrical Engineering at a university in Riau, explained that this community-owned coffee plantation is 10 km-17 km from the village and has very difficult transportation access. "So it is not strange if the coffee transportation costs incurred are much higher than the transportation costs from the village to Medan," he said.

According to him, the experience and knowledge of farmers about maintenance are still low and the difficulty of access to the garden is the cause of the low productivity of coffee plants in this village. It takes training, extension and sustainable farmer assistance from related agencies and other parties as well as improvement of road access so that more significant improvements can be achieved immediately.

"The cultivation of coffee plants is an activity in the agricultural sector that is the most environmentally friendly. Because coffee cultivation with permanent protective crops on the one hand guarantees environmental sustainability, including the conservation of watersheds (DAS), and on the other hand provides quite high economic benefits," he said.

He hopes that the role of all stakeholders can solve the problems experienced by coffee farmers in Mandailing Natal today. Thus, he said, one day the name Mandailing coffee, which has a global name, will triumph again with quality coffee and comes from the land of Mandailing. So that the awareness of farmers in preserving the environment in coffee gardening will benefit all. (zamharir rangkuti).

Since the Corona Virus Disease (Covid-19) virus was declared a pandemic virus, the demand for market share for Mandailing coffee has decreased. One of the reasons for the decline in demand for coffee was the Mandailing Jaya Coffee Multipurpose Cooperative (KSU) in Alahan Kae Village, Ulu Pungkut District, Mandailing Natal Regency.

The Manager of Mandailing Jaya Coffee Multipurpose Cooperative (KSU), Zulham Riadi Lubis who was accompanied by Secretary Idris Sandi Matondang told ANTARA, Monday (23/03) that the decline in demand for Banamon Mandheling Coffee reached 50 percent.

"The drop in demand for coffee has made stocks in our warehouses pile up," he said. He explained, before the Corona virus broke out, the demand for market share for Banamon Coffee was in the form of normal greenbeans and rosbans, but now the demand for this coffee has decreased.

"Demand for Banamon Coffee has decreased, when we asked their cafe owners their reason that cafe visitors were quiet," he said. The accumulation of coffee stocks was also caused by coffee collectors lowering prices and the existence of several collectors who stopped buying coffee.

Although the demand for market share for this coffee has decreased, his party as KSU Kopi Mandailing Jaya still urges members to continue harvesting the coffee so that it does not spoil. "We urge members and the local community to continue harvesting the coffee so that the coffee trees are not damaged," he said.

Conclusion

Based on the results of research and the results of research discussion, conclusions can be drawn, namely: Halal tourism in Mandailing Natal has significantly reduced visitors due to the presence of Covid-19 or what is often known as the Corona Virus which is very disturbing to residents so that residents of this virus originate from virus mutations that are found. in bats in southern China, precisely in the city of Wuhan. The current outbreak of corona infection started there. Initially at the end of December 2019 there were a number of people who developed lung infections (pneumonia), which were reported as atypical pneumonia. Atypical means that it is not the same as it has been before, because the deterioration of the patient's condition is so progressive that it causes death. What happened next is as recorded in history to date, namely the very rapid spread of Covid-19 to more than 120 countries, people are afraid to leave the house, and choose to stay at home and maintain health by exercising lots of eating healthy foods. and also take vitamins. Many restaurants, hotels are closed to prevent the spread of the corona virus or to break the chain of the spread of covid-19. Even in a covid-19 situation, the hotels in Mandailing Natal are almost the same as restaurants and hotels also comply with health protocols such as wearing masks, making places to wash hands and maintaining distance in carrying out activities.

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