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ANALYSIS OF HALAL TOURISM CONCEPTS IN WEST SUMATERA

By

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Abstract

This study analyzes the influence of the tourism sector rearrangement (X1) and social media promotion (X2) on the resident's economy (X3) in supporting the concept of halal tourism in West Sumatra. Type of this research is multiple regression. Data in this research was collected by using questionnaire and the measurement tool is a Likert scale. From the research that has been done shows that a significant difference between the rearrangement of the tourism sector on the resident's economy by 59.0% and contained a less significant influence between social media promotion and population to influence the economy by 27.7%, while there are significant together is rearrangement of the tourism sector (X1) and social media promotion (X2) on the resident's economy (X3) with f calculated at 79.825. It can be concluded that there is a significant influence on the rearrangement of the tourism sector toward the resident's economy, there is a significant influence on the promotion in social media toward the resident's economy, and there is a significant influence on the rearrangement of the tourism sector and the promotion of social media toward the resident's economy.

Jel Classification:

M31; Z3

Keywords: rearrangement of the tourism sector, the promotion of social media, the resident's economy

INTRODUCTION

The local government is given the authority to determine the direction of economic development of each case is contained in Law No. 32 of 2004 about regional autonomy. Padang is the capital city of West Sumatra province, which the development and its economy be the center of other areas in West Sumatra. Determining the direction of development of Padang can be seen from the efforts of local governments to explore and develop the potential possessed as a source of economic activity. According Adisasmita (2005: 28), the determination of the base and the seed sector is expected to act as the main driver (prime mover) in the growth of an area, as any changes in the basic sector will lead to a double effect (multilier effect) in the regional economy.

Development of the tourism sector in the Padang city was still not optimally managed by the city government, it is evident the low contribution of tourism sector to locally-generated revenue (PAD) in Padang, Padang city has a strategic position in the development of regional tourism. Such as, has a lot of tourism potential is composed of natural tourism, religious and cultural, culinary and historical attractions. Coupled with a strategic geographical location makes Padang has the potential of abundant water, clean air and cool and the environment are still maintained continuity.

According to research In view of its contribution to the PDRB in 2016 contribution of the tourism sector (large and retail trade, hotels, restaurants, pangangkutan, and entertainment & recreation) are only amounted to 36.93%. This figure shows that a relatively small contribution compared to other sectors. development of the tourism sector to local revenue each year with ups and downs, and the average income of the tourism sector of 22.1% each year.

Based on the data obtained, it can be said that the presence of the tourism sector is not yet developed, as evidenced by the

low percentage of the contribution of locally-generated revenue (PAD) in Padang. The government needs to try to encourage the tourism sector to perform a variety of innovations that attract visitors to tour the city of Padang. One of these efforts is to undertake restructuring of the tourism spot, with pull through infrastructure development, repair public facilities, and multiply and develop natural potentials which have not been touched. One tourist destination in Padang city is Padang beach with icons " Tugu Perdamaian Merpati " in Muaro Lasak. This place has been restructured by the Padang City government, so that not only padang people visit, but also tourists from outside the city who use these objects to take self-pictures, then upload them on social media.

Based on the results of Padang City Tourism Department has weaknesses Attractions in Padang, among others:

- a) Facilities and infrastructure provided in the attraction are not optimal
- b) Barriers to access public transport and private vehicles to reach attractions
- c) Quality of service is not optimal for the visitor attraction
- d) Information about attractions in Padang yet fully can easily be obtained from a variety of sources

Based on those phenomenon will require an appropriate strategy to optimize the potential of tourism. There was an information obtained from the tourism agency that states that there are still many tourism objects that have not been reorganized well. It happened because the limited funds and budget so that the tourism object rearrangement has not been able to run well. One such strategy is to do the rearrangement of objects of tourism back, to deliver innovations that can attract visitors as well as for the promotion to attractions both in social media, print media and electronic media. This will help introduce the public of the existence of attractions in the Padang city such Padang Beach with innovation that is iconic "Perdamaian Tugu Merpati".

By doing this research is expected eventually it can determine the correlation between the rearrangement of the tourism sector and the promotion on social media to increase the resident's economy. Purpose of this research is giving information or analysis that is useful for interested parties, especially the government and residents who live around attractions, so that it can not only improve the economy of the population but also local income through tourism tax collection in the future. The results of this study will provide benefits to related parties especially the government of Padang in order to make policies related to economic development taking into account environmental protection.

METHODS

Population and Sample

The population in this study were all residents are selling around the attraction "Tugu Merpati" in "Muaro Lasak" wethet traders have a stall or settling or traders who only use a small table there are approximately 900 traders, while for a sample size of 750 was determined by using the Slovin formula.

The Method of Data analysis

Table 1. Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	24.720	1.970		12.545	.000
	Tourism Sector Restructuring	.590	.021	.154	4.236	.000
	Social Media Promotion	.277	.030	.333	9.186	.000

1. The first hypothesis

The first hypothesis in this study is that a significant difference between the rearrangement of the tourism sector of the population economy with sig 0.00.

2. The second hypothesis

The second hypothesis in this study is that a significant difference between social media campaign on the economy of the population with sig 0.00.

3. The third hypothesis

Descriptive analysis

This analysis is intended to describe the characteristics of each study variable. The results of data processing in the descriptive analysis later described the purpose of using the proportion of respondents to the study variables. Total achievements of the respondent is a measure for calculating each category answers from descriptive variables.

Analysis Prerequisite

Normality test

This test is performed using non-parametric statistical method using kalmogorov-Smirnov guidelines for decision-making as follows:

1. If sig or probability < of $\alpha = 0,05$ the distribution of the data are not normally distributed.
2. If sig or probability $\geq$ of $\alpha = 0,05$ the distribution of data distributionare normally distributed.

RESULTS AND DISCUSSION

Hypothesis testing intended to prove whether the research hypothesis is accepted or rejected. Base on the data obtained hypothesis testing as follows:

The third hypothesis in this study is there are significant rearrangement of relations and promotion of the tourism sector on the economy of the population of social media with sig 0.00.

To carry out the hypothesis of the study, the test is conducted prior simultaneously on the dependent variable output can be seen in Table ANOVA SPSS 16 on the following:

Table 2. ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	4747.171	2	2373.586	79.825	.000 ^a
	Residual	22211.924	747	29.735		
	Total	26959.095	749			

a. Predictors: (Constant), Social Media Promotion, Tourism Sector Restructuring

b. Dependent Variable: Economy Population

Source: The results of data processing with SPSS Version 16

1. Effect of Tourism Sector Restructuring the resident's Economy in Muaro Lasak

The results showed that there is significant influence between the variables rearrangement tourism sector with resident's economy. From the processed data indicates that the rearrangement has a relationship to the resident's economy. Results of the calculations are processed using SPSS obtained value t test with significance level of $0.00 < 0.05$. This means that the hypothesis H_0 is rejected and H_a accepted. Thus the rearrangement has a relationship to the resident's economy.

Based on the test results was done using SPSS program, the magnitude of influence tourism sector rearrangement variables (X_1) is approximately 0.590 or 59.0% means that rearrangement tourism sector affecting the resident's economy just 59.0%. Thus, there are other factors affecting the population economy Attraction around Padang, for rearrangement affecting the tourism sector only 59.0%, which means that this sector is a sector which provides a major influence for the economy of the people living around the attraction "Muaro Lasak", with increasing the number of visitors who will also impact the income of the people who sell around tourism.

According to Arinti (2018) all sectors that related to tourism activities have a high backward linkage value with rank 2 - 6 out of 16 business sectors in the economy. This shows that the tourism sector is one of the strategic sectors which can spur economic growth. Meanwhile, according to Esty (2019), in which she

reviewed the Rearrangement of River Bantaran Areas by Presenting the City of Economic and Recreation Centers, from the result of her conclusion told that the rearrangement of Bantaran river is an effort to improve the economic conditions of local communities by making the area a economic activity center and recreation center. So it can be concluded that with the rearrangement of the tourism sector on the coast of Muaro Lasak, the city of Padang will also be able to improve or improve the economy of the local population.

2. The effect of Social Media Promotion on the Resident's Economy in Muaro Lasak.

The results showed that there is significant influence between the variables of a social media promotion on the resident's economy in Muaro Lasak. From the processed data indicates that social media promotions have a relationship to the resident's economy . Through the calculation results are processed using SPSS obtained value t test with significance level of $0.00 < 0.05$. That is the hypothesis H_0 is rejected and H_a accepted. Thus social media promotions have a significance influence on the economy of the population.

Based on the test results was done using SPSS program, the magnitude of the effect on social media promotions variables (X_2) is approximately 0.277, or 27.7% means that social media promotions affect resident's economy only amounts to 27.7%.

Based on the results of data processing, it can be seen that the promotion of social media gives a relatively small effect on the resident's economy . It is evident from the influence of the social media promotion that is less than 50%

which is only 27.7%. The promotional activities of social media by the government by making tourism event or any other event that can attract visitors to come traveled to Muaro Lasak Padang or the visitors themselves who do social media promotion by way of pictures taken in a tourist attraction then upload the results of their photos to social media, It turned out to be a less significant impact if less interesting tourist attraction of the visitors.

3. The Effect of Tourism Sector Restructuring and Social Media Promotion on the resident's Economy in Muaro Lasak.

The results showed that there are significant rearrangement stimultan tourism sector and the promotion of social media to economy Attraction residents "Muaro Lasak" Padang. It can be seen from the data processing has been done where N F test processing results obtained F count equal to 79.8255 with a significance value of 0.000. This shows that the rearrangement of the tourism sector and the promotion on social media by the government of Padang Attraction against Muaro Lasak proved to have influence on the amount of income received by the communities living close to attractions Muaro restless Padang. Influence of rearrangement and social media promotion is a matter that needs to be considered by all parties, both the government and those who live in tourist sites.

An important aspect of social media is the process of interaction that is on the virtual pathway, which is part of mass culture. The presence of social media can eliminate the boundaries of space and time, which has been a barrier in interacting for those who are in far away places. Therefore the use of social media in this era has a very big role for promotional activities. It is expected that the promotion of tourism through social media can have a significant effect on the people's economy

CONCLUSION

Based on the analysis and discussion above it can be concluded as follows: There is a significant influence between the rearrangement of the tourism sector (X_1) on resident's economy (Y) in Muara Lasak, Padang city, There is a significant influence between social media promotion (X_2) resident's economy (Y) in Muara Lasak, Padang city. There is a significant influence between the rearrangement of the tourism sector (X_1) and the promotion of social media (X_2) to resident's economy (Y) in Muara Lasak, Padang city.

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