
THE EFFECT PROMOTION OF HALAL TOURISM ON INTERESTS TOURISM TO INCREASE INCOME ORIGINAL AREA IN MEDAN CITY

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Abstract

This study aims to determine the effect of hala tourism promotion in the city of Medan on tourist interest in the city of Medan. The samples used in this study were 100 domestic and foreign tourists in 2020. The research objects studied were Mesjid Raya Medan, Maimun Palace, Rahmat International Wildlife & Gallery and Tjong A Fie's House. The type of research used is quantitative research with the questionnaire method of distributing (questionnaire). The calculation of the analysis test in this study was carried out using the assistance of the Statistical Package for Social Science (SPSS) program. Based on the research results, there is an effect of halal tourism promotion on tourist interest in the city of Medan. This is indicated by the value of tcount (7.366) > ttable 2.763, meaning that if the promotion is increased, the interest of tourists will increase.

Key words : Promotion, Tourist Interest

INTRODUCTION

Halal tourism in Indonesia is increasingly in demand by foreign tourists (tourists). After Indonesia was designated as the world's best halal tourism destination or halal tourism in 2019 by the 2019 Global Muslim Travel Index (GMTI) standards, the country's territory outperformed 130 destinations from around the world. The Mastercard-Crescent rating agency puts Indonesia in first place in the GMTI standard with a score of 78 along with Malaysia who are equally in the top ranking.



Figure 1. The 2019 Global Muslim Travel Index (GMTI) Ranking

By increasing Indonesia's ranking to the top position as the world's best halal tourism destination, it is hoped that it will attract more world tourists to visit Indonesia. The development of Indonesian halal tourism is one of the priority programs of the Ministry of Tourism (Kemenpar) which has been in the works for the past five years. Armed with the largest Muslim population in the world, Indonesia can take blessings from the development of halal tourism objects as well as being a driver of the national economy. However, Indonesia is still not a major player in the huge potential of the halal product market it has, because Indonesia is still lagging behind in providing halal products and services.

Medan City is the capital of the province of North Sumatra, Indonesia. This city is the third largest city in Indonesia after Jakarta and Surabaya, as well as the largest city outside Java Island. Medan City is the gateway to the western part of Indonesia with the presence of Belawan Port and Kuala Namu International Airport which are the second largest airports in Indonesia. Access from the city center to the port and airport is completed by toll roads and railways. Medan is the first city in Indonesia to integrate an airport with a train. Bordering the Strait of Malacca, Medan is a very important city of trade, industry and business in Indonesia.

As for city tourism, almost all cities in North Sumatra have their own tricks. Like in the city of Medan, there are the Maimun Palace, Medan Raya Mosque, Asam Kumbang Crocodile Farm, Rahmat International Wildlife & Gallery, Tjong A Fie's House, Tirtanadi Tower.

Knowledge and awareness of halal products make the growth of the halal industry increase. The increase in the halal industry has led to halal tourism as a new phenomenon. 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. Interest in halal tourism is experiencing increasing growth. This increase is in line with

the increase in Muslim tourists from year to year. Muslim tourists are expected to increase by 30 percent by 2020 and also increase the value of expenditures to 200 billion USD (Master Card and Crescent Rating, 2016). To explore the great potential of halal tourism, many countries (both Muslim and non-Muslim majority countries) have started to provide tourism products, facilities and infrastructure to meet the needs of Muslim tourists. However, there are still many business people and parties involved in the tourism sector who are constrained in understanding (both products, facilities and infrastructure) of halal tourism. Halal tourism can be defined as all objects or actions that are allowed according to Islamic teachings to be used or occupied by Muslims in the tourism industry.

RESEARCH METHODS

The subject of this research is a halal tourist spot in Medan, which was conducted from May to July 2020. The sample of this study was randomly taken (random sampling) from all domestic and foreign tourists in 4 (four) halal tourist spots in the city. Medan with a sample size of 100 respondents. This type of research is a quantitative research. The variables of this study consist of independent and dependent variables. The independent variable is Promotion (X), and the dependent variable is Tourist Interest (Y). This research data collection method is in the form of a questionnaire that is distributed directly to customers in five Islamic banks in the city of Medan. The sample distribution to be examined is as follows :

Table 1. Samples of Halal Tourism in Medan City

No	Halal Tourism	Respondents
1.	Mesjid Raya Medan	25
2.	Istana Maimun	25
3.	<i>Rahmat Internasional Wildlife & Gallery</i>	25
4.	Rumah Tjong A Fie	25
Total		100

The data analysis technique in this study used: t test (partial), F test (simultaneous), and the coefficient of determination (R-Square / R²). The calculation of the analytical test in this study was carried out using the help of the Statistical Package for Social Science (SPSS) program.

RESULTS AND DISCUSSION**Validity Test****Table 2. Validity Test (X)**

Item	Corrected Item-Total Correlation	Result
1	0,557	Valid
2	0,686	Valid
3	0,550	Valid
4	0,627	Valid
5	0,665	Valid
6	0,593	Valid

Source : SPSS 21 (2020)

Based on the validity of variable X1 (Promotion), all 6 question items were declared valid because the corrected item-total correlation value was > 0.3.

Table 3. Validity Test (Y)

Item	Corrected Item-Total Correlation	Result
1	0,663	Valid
2	0,689	Valid
3	0,656	Valid
4	0,626	Valid
5	0,402	Valid
6	0,767	Valid

Source : SPSS 21 (2020)

The validity test of the variable Y (Tourist Interest) for 6 question items and all of them were declared valid because the value of the corrected item-total correlation > 0.3.

Reliability Test**Table 4. Reliability Test**

Cronbach's Alpha	N of Items	Result
.837	6	Reliabel
.848	6	Reliabel

Source : SPSS 21 (2020)

Based on the output reliability of the Work Safety (X) variable, it can be seen that the variable is reliable, with Cronbach alpha being 0.837 which means $0.837 > 0.70$. Thus, the entire questionnaire question instrument in this study already has high reliability. The output reliability of the Tourist Interest variable (Y) can be seen that

the variable is reliable with Cronbach alpha is 0.848, which means $0.848 > 0.70$. Thus, the entire questionnaire question instrument in this study already has high reliability.

Analysis of Hypothesis Test Results

Table 5. Simple Regression Analysis Coefficients^a

Model	Unstandardized Coefficients	
	B	Std. Error
1 (Constant)	6,541	2,723
TX	,771	,105

Source : SPSS 21 (2020)

From the table above, taking into account the numbers in the beta standardized coefficient column, it can be compiled with a simple regression equation namely as follows :

$$Y = 6,541 + 0,771X + \Sigma$$

From the regression equation above, several things can be interpreted, including :

1. The value of Constant (a) = 6,541 = constant
2. The constant value of the equation above is 6.541, explaining that in the absence of X (promotion), the Y gain (tourist interest) is 0.771.
3. Value of b = 0.771, the regression coefficient value is 0.771. The coefficient value shows that X (promotion) has a positive effect on tourist interest. This illustrates that if there is an increase in promotion by one, then the profitability value will increase by 0.771 assuming the other independent variables are considered constant.

If the current condition is the same as the future or at a different time, then the generalization above can be used or applicable. Thus, if the condition of *Ceteris Paribus* where other factors that are not included are considered constant. So that these factors can be ignored, the findings above can be written as follows: $Y = 6,541 + 0,771X$.

Tabel 6. t Test Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constan)	6,541	2,723		2,402	,023
TX	,771	,105	,812	7,366	,000

a. Dependent Variable: TY

Source : SPSS 21 (2020)

Based on the table above, it can be seen that :

Promotion variable is 2.402 with a significance level of 0.000 and the value of t table at 5% alpha and $df1 = 100$ is 7.366. Promotion variables have a positive and significant effect on tourist interest in the city of Medan. This can be seen from the significance value of $0.000 < 0.05$. $t_{count} (7,366) > t_{table} 2,763$ means that if promotion is increased, tourist interest will increase.

Tabel 7. Test Determination R^2 Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,812 ^a	,660	,647	1,452

a. Predictors: (Constant), TX

b. Dependent Variable: TY

From the table above, it can be seen that the correlation coefficient (R^2) is 0.812 or close to 1, which means that there is a strong relationship between promotion and tourist interest. Table R^2 shows that the adjusted coefficient of determination (R^2) is 0.660 or 34.0%, meaning that promotion is influenced by tourist interest by 66.0%, while 34.0% is influenced by other variables outside of this study.

CONCLUSION

Based on the research results, there is an effect of halal tourism promotion on tourist interest in the city of Medan. This is indicated by the value of $t_{count} (7.366) > t_{table} 2.763$, meaning that if the promotion is increased, the interest of tourists will increase.

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