



Research Paper

Optimization of Digital Technology to Encourage Sustainable Halal Tourism in Lon Malang Beach Sampang Regency

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ABSTRACT

Lon Malang Beach in Sampang Regency has great potential as a sustainable halal tourism destination. However, the management and promotion of this destination still faces challenges, especially in utilizing digital technology to support the growth of this sector. This research aims to analyze the role of digital technology in optimizing halal tourism, including promotion, service and destination management. Research methods involve literature analysis, interviews, and field observations. The research results show that the use of digital technology such as social media, map-based applications and online reservation platforms can increase the visibility and accessibility of destinations. Providing information regarding halal facilities is also a key factor in attracting Muslim tourists. This optimization is expected to be able to support economic, social and environmental sustainability in the area. Some of the important aspects that have been implemented include internet connectivity through Wifi facilities, tourism information systems that utilize social media and websites, QRIS-based payment systems, and local community empowerment through digital skills training and debriefing. Although there have been efforts to optimize digital technology, its implementation still faces several obstacles, such as low digital understanding among the public and challenges in creating attractive digital content.

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Introduction

Indonesia is one of the countries with the largest number of islands in the world spread from Sabang to Merauke which can be explored and used as tourist estimates. One of the islands is located in the northeast of Java, Indonesia, namely the island of Madura. This island is home to the Madurese tribe. The majority of the population is Muslim, and also has a wealth of traditions and customs that cannot be separated from their religion. The traditions and culture that exist in Madurese society today are manifestations and beliefs of

their religion. So that currently it can no longer be separated between customs or culture and religion because the two have merged into one whole and have become a tradition of society in Indonesia in general.

Against the background of the rich traditions, culture, religion and customs of the Indonesian Muslim Community, the Sharia Tourism program emerged from the government of the Republic of Indonesia through the Ministry of Tourism and Creative Economy (KEMENPAREKRAF). This program was developed, the main reason isto increase local and international community interest in sharia-based services including sharia tourism.

For Indonesia, tourism is a leading sector contributing to national economic growth alongside the palm oil and mining sectors, because the potential of Indonesia's territory is very broad and has popular tourist destinations as well as destinations that are not yet known to the wider community or other terms hidden Paradise (Farid Ardyansyah & Nasrulloh, 2022). (Nasrulloh, 2023) also conveyed a similar thing that tourism can become an important service sector in influencing a country's economy. So the potential related to tourism could be one of the factors that should encourage the Indonesian government to take advantage of opportunities and develop the tourism industry in Indonesia so that it becomes sustainable halal tourism.

Halal tourism is a new phenomenon in the tourism industry which continues to grow along with the increasing number of Muslim tourists throughout the world (Suryani, 2021). The global phenomenon of halal tourism is becoming increasingly significant due to the growth of the Muslim population throughout the world and a shift in consumer preferences towards tourism experiences that are more holistic and based on religious values. This is due to the fact that Muslim visitors rely on the Koran and Hadith in their every action, both food and drink, even during travel. So halal awareness is no longer just about food and beverage products, but has evolved into the financial, pharmaceutical, fashion, media and recreation and tourism sectors. (Mustaqim, 2023)

The development of halal tourism to become sustainable halal tourism does not aim to become exclusive tourism, which means it does not differentiate between Muslim tourists and non-Muslim tourists. Because non-Muslim tourists can also enjoy services that are sharia ethical. Halal tourism not only includes the presence of pilgrimage and religious tourist attractions, but also includes the availability of supporting facilities, such as restaurants and accommodation that provide halal food and places of worship for Muslims. Tourism products and services, as well as tourist destinations in halal tourism are the same as tourism in general as long as they do not conflict with sharia values and ethics.

Basically halal tourism does not exclude general types of tourism, because halal tourism is only a complementary product or more precisely Muslim-friendly tourism, and this is a new way of developing tourism by preserving Islamic culture and values without sacrificing oreliminating the uniqueness and uniqueness of the destination. (Farid Ardyansyah & Nasrulloh, 2022) Halal tourism is also a new way to introduce this type of tourism to the general public and all Muslims. The aim is to develop new types of tourism and increase cooperation between governments and Islamic organizations in the world.

Sustainable tourism must be a top priority for regions in Indonesia that have tourism to be used as a development strategy. This awareness encourages sustainable tourism to become an important part of development design, program implementation, and assessment of the implementation and achievements of sustainable tourism. (Farhana, 2024) The benefits of sustainable tourism for the general public not only benefit the economy but also strengthen the social structure and protect the environment in Indonesia. However, in the

academic world, definitions, ideas and parameters of sustainable tourism are often used as the focus of study for various academics. Although the goal is the same, namely that sustainable tourism can be maximized to achieve broader development goals through collaboration between government, academics, local communities and the private sector.

In Indonesia, halal tourism is still an interesting topic to develop and promote. This is based on the population in Indonesia, which is predominantly Muslim, so it has a potential new market (Waluyo, 2022) The concept of development and promotion that can be said to be very efficient today is by using digital technology. Various kinds of technology related to human needs are demonstrated by the rapid progress of technology and information today. Technology and information are able to influence humans to access various things and make it easier for humans to complete various jobs effectively and efficiently. (Ma'ruf Hidayat & Asky Humeriatunnisa, 2023)

One location that has the potential to become sustainable halal tourism and has its own charm is Lon Malang beach, which is located in Bira Tengah Village, Sokobanah District, Sampang Regency, East Java. At Lon Malang Beach, affordable and comfortable worship facilities are available for visitors, with a well-maintained prayer room close to the huts (gazebo) for visitors to relax, as well as toilets that are differentiated between men and women. Lon Malang Beach tourism managers are carrying out construction by adding facilities such as rides, rest areas, bathrooms and MSMEs at Lon Malang Beach. This effort is being made to increase tourists' interest in visiting there.

Lon Malang Beach, which is located in Sampang Regency, Madura, has great potential to be developed as a sustainable halal tourist destination. Its enchanting natural beauty and local culture that is thick with Islamic nuances make this beach a special attraction for tourists. However, until now tourism development at Lon Malang Beach is still not optimal due to limited infrastructure, accessibility and lack of effective promotion. To overcome this, the use of digital technology can be a strategic solution to support the promotion and management of tourism in this region.

Digital technology will make it easier for tourists to visit their destination, and can even virtually enjoy the potential and beauty of this tourism. Digital technology has a very important role in increasing the competitiveness of halal tourism. Through digital platforms such as websites, social media and tourism applications, Lon Malang Beach can be promoted more widely and effectively to domestic and international tourists. Digital technology also makes it possible to provide information regarding halal facilities, such as places of worship and halal-certified eating places, which can increase the comfort of Muslim tourists. In addition, this technology can be used to support more efficient destination management, for example through online reservation systems and educational campaigns regarding the importance of keeping beaches clean and preserving the environment.

Digital technology has a very important role in increasing the competitiveness of halal tourism. Through digital platforms such as websites, social media and tourism applications, Lon Malang Beach can be promoted more widely and effectively to domestic and international tourists. Digital technology also makes it possible to provide information regarding halal facilities, such as places of worship and halal-certified eating places, which can increase the comfort of Muslim tourists. In addition, this technology can be used to support more efficient destination management, for example through online reservation systems and educational campaigns regarding the importance of keeping beaches clean and preserving the environment.

Method

This research uses field research methods with a qualitative approach, namely data searches carried out on halal tourism at Lon Beach, Malang, Sampang Regency. Qualitative research is research that obtains data by asking questions or problems, and the data is in the form of information that is supported by existing data to further clarify the truth. This method is descriptive, namely research that aims to provide an overview or confirmation of a concept or symptom and can answer questions about the research subject (Moleong Lexy & Others, 2002). The data sources for this research use primary data sources and secondary data sources. Primary data is a type of data that researchers can collect from primary sources directly by carrying out several stages, namely interviews, surveys, and so on. Secondary data is data that is first collected and reported by a person or agency outside of the research itself, even though what is actually collected is original data. Secondary data sources in this research include sources that can provide supporting data such as documents, books or archives as well as all data related to the research. (Haryoko, 2020)

In the data collection methods used by the researcher this time, including Observation, namely an effort to obtain data where the researcher goes directly to the research location so that the researcher can see, hear, observe and feel things related to development. Halal Lon Beach Malang Tourism. There is also an interview which means a dialogue carried out by two or more people to obtain or collect data, with the concept of question and answer between the tourism manager and the researcher. The data obtained can be written or recorded directly. Finally, collect data using documentation, meaning the method of collecting data through evidence from taking pictures, magazines, newspapers, written books from the research object to strengthen the data obtained, especially in relation to the data needed by researchers in Halal Tourism. Lon Beach, Malang (Widodo, 2023). The collected data was analyzed using thematic analysis. The analysis process is carried out by identifying patterns that emerge from the collected data, coding the data, and grouping the data based on themes related to optimizing digital technology, the challenges faced, and its impact on halal tourism (Sitasari, 2022). Data triangulation was also carried out by comparing the results of interviews, observations and documentation to ensure the validity of the data and analysis results. To make it easier to understand the data, analysis was carried out in several steps, starting with reducing the data to filter and clarify the information to make it clearer and more relevant. This reduction helps determine whether the data meets the research objectives. Presenting precise and accurate data is an important step in this process, because it plays a role in producing more valid and precise analysis. That way, the data will be more organized and easier to understand, making it easier to draw conclusions from the information obtained.

Results and Discussion

Profile of Halal Tourism at Lon Beach Malang Sampang

Lon Malang Beach is located in Bira Tengah Village, Sokobanah District, Sampang Regency, East Java. Historically, Lon Malang Beach consists of two words, namely Solon and Malang. Solon comes from Madurese meaning river and Malang means transverse. So, Solon Malang means transverse river that flows directly into the sea. In 2017 the beach development was carried out, the name was also changed from the name Lon Malang to Cuma Kamu Beach. Due to the change in the name of the beach which has a negative meaning, it has raised pros and cons among local scholars. Many people think Lon Malang Beach itself is located in Malang East Java due to the choice of a similar name.

Halal tourism Lon Malang Beach is a natural tourist spot that has its own attraction because of its blue beach with beautiful white sand and lots of prawn pine trees. As a tourist spot, Lon Malang Beach is very beneficial to the community, especially in terms of economic growth. To increase tourist interest, Lon Malang Beach tourism managers are carrying out construction by adding facilities such as rides, rest areas, bathrooms and existing MSMEs. The destination at Lon Malang Beach was supervised by the Pokdarwis management before it became a Sharia Tourism Beach.

Lon Malang Sampang Beach is one of the initiations for developing tourist areas and the Madura halal tourism industry which was inaugurated at the Halal Center of Trunojoyo Madura University (UTM) by KH. Ma'ruf Amin Vice President of the Republic of Indonesia on January 14, 2022. With comprehensive efforts to create a travel experience that is in line with Islamic values, customs and beliefs. It is the answer to Muslim travelers' demand for a spiritually, socially and culturally rich experience while still prioritizing comfort and practical needs.

Along with the increasing number of Muslim tourists around the world, halal tourism, which is a new phenomenon in the tourism industry, is now growing. Currently, the term "halal tourism" is still unidentified because each place uses it in different ways, such as tourism based on Islam, local wisdom, or according to Islamic sharia. However, in the fatwa of DSN MUI on Guidelines for the Implementation of Tourism Based on Sharia Principles, it is explained that sharia tourism activities are activities that are supported by various facilities and services provided by the community, local governments, and entrepreneurs that meet the provisions of Islamic sharia (Adiyono & Hermawan, 2022).

The criteria that meet the provisions of Islamic sharia have been explained in the Fatwa of DSN MUI N0.108/DSN-MUI/X/2016 concerning Guidelines for the Implementation of Tourism Based on Sharia Principles. There are three domains of obligations that must be determined according to the fatwa, namely efforts to achieve, facilities that must be owned, and various efforts that must be avoided. Meanwhile, what can be achieved using efforts includes: realizing the public good, obtaining enlightenment, refreshment, and appeasement, maintaining trust, security, and comfort, realizing universal and inclusive goodness, maintaining cleanliness, preserving nature, sanitation, and the environment, respecting socio-cultural values and local wisdom that do not violate sharia principles (Adiyono & Hermawan, 2022). More than just physical service, the halal tourism experience also includes interactions that respect Islamic social norms and ethics. This includes the development of activities and attractions that promote togetherness and understanding between different cultures, encouraging dialogue and mutual respect. By understanding diversity and facilitating positive cultural exchanges, halal tourism acts as a bridge in building understanding and cooperation between Muslim and non-Muslim communities (Mustaqim, 2023).

Halal tourism is still a new concept in the tourism industry, and many businesses and parties involved have not understood it well. Halal tourism is not only limited to the existence of halal food, but what is more important is the availability of accommodation, communication, environment and services that are Muslim-friendly, namely all components that facilitate and provide comfort for Muslim tourists to carry out their worship (Bustamam & Suryani, 2021). Therefore, it can be concluded that halal tourism is a comprehensive effort to create a travel experience that is in accordance with Islamic values, customs, and beliefs. It is the answer to Muslim travelers' demand for spiritually, socially, and culturally rich experiences while still prioritizing convenience and practical needs.

Halal tourism impacts the local and global economy, promotes economic growth, creates jobs, and encourages cultural and intercultural exchanges.

Optimization Of Digital Technology

According to the Big Indonesian Dictionary, Optimization comes from the basic word optimal which means best, highest, most profitable, making the best, making the highest, optimizing the process, method, act of optimizing (making the best, the highest, and so on). Based on the definitions of the word optimal above, the definition of the word optimization in this article means the process, method, of making something better or best, highest, and/or most profitable. (Octavianus, 2020)

The definition of technology according to the Big Indonesian Dictionary (KBBI) is a scientific method used to achieve practical goals, and is one of the applied sciences. Technology is described by Jacques Ellul (1967) as a comprehensive approach that, rationally, increasing productivity and having an efficient cycle in every human endeavor. According to Iskandar Alisyahbana (1980) Technology has been known to humans since millions of years ago because of the urge to live a more comfortable, more prosperous and more prosperous life. So since the beginning of civilization there has actually been technology, even though the term "technology" was not yet used. The term "technology" comes from "techne" or way and "logos" or knowledge. So literally technology can be interpreted as knowledge about methods. (Azzahra, 2021)

Digital according to the Big Indonesian Dictionary (KBBI) relates to numbers for certain calculation systems, or relates to numbering. Another definition of digital is an electronic technology that is capable of storing, generating and processing various data (Adam, 2023). Digital is a form of modernization or renewal of the use of technology which is often associated with the presence of the internet and computer technology, so that every action can be carried out easily using sophisticated methods.

This means that optimizing digital technology is the process of making maximum use of technology to increase operational efficiency, improve decision making through data analysis, and provide customized products or services. This also includes reducing resource consumption with energy-saving technologies, improving data security with advanced solutions, and facilitating better collaboration and communication. In addition, optimizing digital technology drives innovation by adopting the latest technology, improving user experience, and expanding capabilities and competitiveness in an ever-growing market. And resource management becomes more efficient by reducing energy and raw material consumption through environmentally friendly technology. Data security is enhanced with digital solutions that protect information from threats. Team collaboration and communication are facilitated through integrated digital tools, while continuous innovation is driven by implementing the latest technologies to create new solutions and maintain competitiveness. All this aims to improve performance, efficiency and sustainability while providing significant added value in various aspects.

Optimization and Readiness of Infrastructure at Lon Beach Malang Sampang

Tourist infrastructure is very important to make visitors feel comfortable, because having adequate infrastructure will help visitors enjoy tourism facilities more relaxed and relaxed. In realizing how important it is to prepare adequate infrastructure and human resources (HR), of course halal tourism at Lon Beach, Malang, Sampang Regency, prepares everything related to infrastructure, whether based on technology, information,

communication or resources. the human. The following are several things that are available in the halal tourism at Lon Malang Beach, Sampang Regency in an effort to prepare infrastructure,

a. Internet Connectivity

Internet connectivity is the ability of a device or computer network to connect to the internet, allowing them to communicate with other people on the internet and search for important information on various online services, such as the web, email, social media, etc. Thus, good internet connectivity is very important to meet tourist needs and make tourists feel comfortable because this is very important nowadays. So, in an effort to provide good internet connectivity at Lon Malang Beach, there is Wifi whose coverage is only around the tourist information center, which can be said to have a stable network that can be used by a maximum of 8 to 10 mobile devices.

b. Tourism Information System

The Tourism Information System is designed to make it easier for prospective tourists to obtain information. In developing its own tourism information system, halal tourism at Lon Malang Beach, Sampang Regency utilizes an online system, namely by using websites and social media such as Instagram, TikTok, YouTube and also Facebook applications for information introduction or promotion. related to Lon Malang beach, Sampang Regency

c. Online Payment System

During a tourist visit, of course you will not be separated from payments, both ticket payments and payments for shopping needs around the tourist area. Currently, the halal tourism at Lon Malang Beach, Sampang Regency itself has utilized an online-based payment system using QRIS (Quick Response Code Indonesian Standard). This is implemented by the Lon Malang beach halal tourism which has succeeded in collaborating with Bank BRI as an online-based payment medium at the tourist entrance counter. Apart from online payments at the tourist entrance counter, the Lon Malang beach halal tourist attraction in Sampang district is also available. Several merchants who provide payment services use QRIS. In its application, tourists only need to scan the QR code available at the payment counter or at one of the merchants that provide online payment services, then make payments via their mobile banking application.

d. Empowerment of Human Resources

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In fact, the application of digital technology in halal tourism at Lon Malang Beach, Sampang Regency has been running based on existing facilities, although it is not optimal because tourists and prospective tourists do not yet know about these digital technology facilities, as stated by one of the tourists interviewed by researchers, Mrs. Khodijah (25)

"Now only a few people use digital technology. This is due to the fact that the village community does not understand technology thoroughly, so they cannot maximize the use of digital technology.", The same thing was also expressed by the secretary of the Lon Malang beach halal tourism management, Sampang Regency, Mr. Rahmat (23) "For Now we no longer collaborate with partners for marketing websites and online ticket bookings. Previously we collaborated with *djalanin.com* which is a popular platform regarding promotions and information and services available in East Java tourism, only for online ticket ordering does not run as smoothly as expected and it is better to order tickets offline or directly to the tourist location. Because for this facility, we need to subscribe to the partner online ticket purchasing facility by sharing results and we think it is not optimal or less effective considering the situation where tourists mostly order tickets directly at the payment counter. Because, if we subscribe or cooperate with the revenue sharing method, we also need funding every month, while the implementation of online tickets itself is not running smoothly in the sense that there are very few tourists ordering tickets online due to a lack of public understanding of tourists regarding the use of digital technology." So researchers can understand that the application of digital technology depends on human resources.

Optimizing the application of digital technology here can be said to be very important by providing training or empowerment to tourism managers and local communities which can be carried out by the Tourism Office or academics. One form of training that can be provided is how to create a website and optimize search engines or Search Engine Optimization (SEO), where SEO is an important part of the website which can be regulated regarding the content of halal beach tourism destinations. Lon Malang Sampang Regency so that it can make it easier for internet users who are looking for tourist references via internet or digital websites. Apart from that, there is additional training that can be provided, such as how to optimize the use of social media. Because this can help in marketing interesting content, especially in the tourism industry. This is done to ensure that tourism continuity and continuity can be maintained and continue to develop.

The optimization of digital technology to encourage sustainable halal tourism at Lon Malang Sampang Beach is a strategic step to ensure that this has a positive impact both on the economy and the integrity of the local environment and culture. In this digital era, the use of technology can improve the tourist experience while ensuring the sustainability of tourist destinations. To make halal tourism sustainable at Lon Malang Beach, Sampang, requires an integrated strategy to overcome various challenges. One of the main challenges is the limitations of digital infrastructure outside the area, such as unstable internet connections, which can hinder technology-based promotions and services. In addition, many local tourism actors may not have adequate digital knowledge or skills, so they have difficulty in utilizing technology to manage their business, such as the use of social media or online reservation systems.

Content and promotions that do not adequately describe the uniqueness of halal tourism on Lon Malang Beach are also a challenge, because they can reduce tourist attractions, especially in the midst of competition with other halal tourism destinations in Indonesia. Another challenge is the importance of maintaining sustainability and environmental sustainability in line with the rapid development of tourism. To overcome these challenges, several strategies can be implemented. First, the improvement of digital infrastructure such as the provision of fast internet and free wifi facilities in tourist areas will make it easier for tourists to access information and help tourism actors in promoting

their destinations. Training for local tourism actors is also very important to improve their understanding of the use of digital technology, including how to market tourist attractions through social media and online platforms.

In addition, the development of interesting digital content is very important, such as videos, articles, and photos that showcase the beauty of Lon Malang Beach and halal tourism facilities, can help attract tourists. The use of digital platforms for promotion and sales, such as tourism applications or social media, will expand market reach, both nationally and internationally. Continuous management and monitoring with technology, such as environmental monitoring applications and sensors to safeguard the ecosystem, is also crucial to ensure sustainable tourism.

Partnerships with halal tourism organizations and the development of a special app for Lon Malang Beach that offers halal tourism features can strengthen its position as a friendly tourist destination for Muslim tourists. With a combination of technology utilization and sustainable management, Lon Malang Beach can become a fast-growing halal tourism destination. Through these efforts, it is hoped that Lon Malang Beach can further maximize its digital potential and increase tourist attraction for tourists, especially those who are looking for a halal tourism experience and can become sustainable halal tourism.

Conclusion

Digital technology optimization is the use of technology to improve operational efficiency, decision making, and customized products or services. This includes reducing resource consumption, increasing data security, and making collaboration easier. In addition, driving innovation with the latest technology, improving user experience and expanding competitiveness. Green technology helps manage resources more efficiently, while digital solutions protect data and support team collaboration. The main goal is to improve performance, efficiency and sustainability by providing significant added value. In order to develop sustainable halal tourism at Lon Malang Beach, Sampang Regency, the application of digital technology has a very important role. Because optimizing digital technology can introduce halal tourist destinations to a wider market, make it easier to access information, and make it easier for tourists to plan their trips. Apart from that, digital technology can also be used to introduce local culture, tourism products, and infrastructure that supports halal tourism, such as accommodation that complies with sharia principles, halal restaurants, and worship facilities.

Efforts that can be made to optimize digital technology include building a digital platform that provides complete information about halal destinations, accommodation and worship facilities. Promotion through social media, implementing digital payment systems, and using technology to manage environmental impacts are also very important. Apart from that, halal tourism training for local communities, collaboration with influencers, and the use of big data to understand tourist preferences will support more effective development. Lastly, improvements to digital infrastructure such as free Wi-Fi and on-site charging facilities will increase tourist comfort. All of these steps will ensure that halal tourism at Lon Malang Beach develops sustainably, strengthens the local economy, and preserves the environment.

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