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## **The Strategy Of Aceh Tourism And Culture Services In Post-Pandemic Halal Tourism Recovery**

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# The Strategy of Aceh Tourism And Culture Services In Post-Pandemic Halal Tourism Recovery

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## Abstract

Tourism has become one of the sectors that drives economic growth in Indonesia. The growth of the Muslim population gave birth to the Muslim tourist market, thus encouraging the development of halal tourism in Indonesia. However, 2019-2021 has been a year of decline in tourists and even the number of foreign tourist visits to Indonesia has decreased drastically in 2021, including the Aceh region. Aceh's leading tourism such as Aceh Singkil and Central Aceh have been affected by the pandemic outbreak. The purpose of this research is to find out the recovery strategies and efforts carried out by the Aceh Culture and Tourism Services. The research method used is the qualitative method. Data collection is carried out through literature studies from various sources such as reports, books and journals. The data analysis used is content analysis. The strategy of the Aceh Tourism and Culture Services in restoring halal tourism post pandemic is to compile a series of events throughout 2022 as a form of preparation and recovery of Aceh halal tourism in collaboration with various parties.

## Keywords

Strategic, halal tourism, pandemic.

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## 1. Introduction

The Covid-19 pandemic that hit the world, including Indonesia, made the economy fluctuate like a perfect storm that had three major impacts on the economy. According to Suryo Utomo as Director General of Taxes at the Ministry of Finance, the three major impacts of the pandemic are falling household purchasing power, investment uncertainty and falling commodity prices and Indonesia's exports to several countries have stopped . In addition, the tourism sector also felt the impact of the global epidemic.

Tourism is one of the areas that has had an impact on declining movements since the pandemic hit the world. Aceh tourism is no exception, which is also affected by sluggishness by decreasing the number of tourists. Even the mainstay tourism of Aceh Singkil and Central Aceh continues to experience a slump . The increasing number of positive covid cases in Indonesia has made the government establish a policy of Large-Scale Social Restrictions (PSBB) and Social Distancing. The policy has an impact on the cessation of flight service operations, the decline in ground transportation, hotels, travel agents, the Small and Medium Enterprises (MSMEs) sector, as well as negative declining export and import growth.. Travel restrictions both nationally and internationally also have a serious impact on tourism. Based on data from the Central Statistics Agency (BPS) in 2020-2021, the number of foreign tourist visits to Indonesia has decreased drastically in 2021.

The implementation of the halal tourism program in Aceh is the authority of the Aceh Culture and Tourism Services (Disbudpar) based on Mayor Regulation Number 59 of 2016. In 2022 after the pandemic, the recovery of the tourism sector began to be carried out with various efforts. This sector has a role in economic development that can increase the prosperity and welfare of the community so that basic needs can be met. A considerable role in the economy was realized by the Aceh Disbudpar so that after the airport closure policy was abolished various efforts were made to increase the interest of local and international tourists to visit Aceh.

The events will be held throughout 2022 in the city of Banda Aceh and other areas to attract local and foreign tourists. The public can access information about the 2022 event on the Dibudpar website or other social media. The promotion of the 2022 event is also supported by various parties such as Aceh influencers, musicians, Aceh media and so on. In early November 2022, the Aceh Culture and Tourism Office through the field of Language and Arts held a Didong Festival celebration at the Bener Meriah Regency GOR. The Head of the Aceh Culture and Tourism Office, represented by the Head of the Language Section, Azizar Mansyah, said that festivals like this are a form of the Aceh Government's commitment to continue to preserve the culture in each regency/city with the aim of making it a medium for tourism promotion.

The Aceh Culture and Tourism Office continues to make various breakthroughs to increase the number of tourist visits to Aceh. One of them is to synergize with travel agencies to prepare various things related to tour packages to Aceh. The activity invited tourist travel agency (BPW) actors in Medan city who sold tour packages to Aceh . In addition, the Ministry of Tourism and Creative Economy supports by holding a Technical Guidance (Bimtek) for Marketing Tourism in the Asia Pacific Market in Aceh Besar. Bimtek with the theme "Rethinking Tourism and Tourism Marketing Strategy" was taken since the birth of world tourism on September 27, 2022 in Bali. At the meeting in Bali, the focus of tourism in Indonesia was to prioritize the quality of tourism, and the quantity or number of visitors post-pandemic. Tourism Marketing Coordinator of Oceania and Timor Leste Market Area, Laura Hudayati said that this post-pandemic momentum is an important time for tourism marketing .

Tourism recovery efforts were even expanded by the Ministry of Tourism and Creative Economy (Kemenkraf) by involving the active role of Micro, Small and Medium Enterprises (MSMEs) through increasing competence and expertise in innovating, adapting and collaborating . This is welcomed by the Aceh Disbudpar and the community because it can increase the income of Aceh MSME actors, especially in the culinary field. Acehnese food and coffee that is full of flavors needs to be introduced to local and foreign tourists. In every event in the city of Banda Aceh, various competition activities with various art and cultural attractions involve MSME actors by implementing local MSME bazaars.

Based on the description above, the problem that will be studied is how the halal tourism recovery strategy carried out by the Aceh Culture and Tourism Office. The purpose of this study was to determine the recovery strategies and efforts carried out by the Aceh Culture and Tourism Office. This is evidenced by the holding of various guidance, events and festivals as an effort to increase Aceh tourist visitors, especially the city of Banda Aceh.

The research method used is the qualitative method. According to Moleong, qualitative research is research that intends to understand the phenomenon of what the

subject of research experiences holistically and by means of describing in the form of words and language . Data collection is carried out through literature studies from various sources such as reports, books and journals. The data analysis used is content analysis. Content analysis is depth research on the discussion of the content of written or printed information in the mass media.

## **2. Discussion**

### **2.1 Halal Tourism**

Indonesia is the country with the most Muslim population in the world. According to statistical data, Muslim population in Indonesia reaches 87% of the total population. Based on the 2021 Central Statistics Agency (BPS) Population Census Data, there are 87.2% of Indonesia's 270.20 million people who convert to Islam . The largest Muslim population in Indonesia affects the growth of the Islamic economy. According to the Global Islamic Economic Indicators, 6 indicators that affect the growth of the Islamic economy in a country are Islamic finance, halal food, halal tourism, simple clothing, halal media and recreation, halal pharmaceuticals and cosmetics.

The growth of the Muslim population gave birth to the Muslim tourist market, thus encouraging the development of halal tourism in Indonesia. The tourism sector has an important role in improving the country's economy, especially towards reducing the number of unemployed and increasing the country's productivity. The presence of the tourism industry including tourism agencies, hotels and restaurants in developing products and services to meet the demand of the Muslim tourism market is also able to reduce unemployment.

Chapter 1 paragraph 3 Law Number 10 years 2009 explaining the definition of tourism is a travel activity with the support of various service facilities provided by the community, entrepreneurs, government and local governments. Related to halal tourism, Fatwa MUI Nomor 108/DSN-MUI/X/2016 the definition of halal tourism is tourism in accordance with sharia principles (Islamic law). The principles of Islamic sharia values, both starting from the intention and not violating those that are contrary to sharia, as well as eating and drinking halalan thayyib.

Halal tourism is basically intended for Muslim tourists. The development of halal tourism in Indonesia by the Ministry of Tourism and Creative Economy does not rule out the possibility of utilizing halal tourism for non-Muslims because the purpose of this development is to attract foreign tourists widely. Because in halal tourism services, in addition to the availability of halal food, facilities and accommodation are considered in the management principles. Some of these factors are expected to be the dance power of tourists.

The development of Indonesian Halal Tourism is a priority of the Ministry of Tourism and has provided quite encouraging results. The government focuses on the development of 10 National Priority Halal Destinations in 2018, including: Lombok West Nusa Tenggara (NTB), Aceh, Riau and Riau islands, DKI Jakarta, West Sumatra, West Java, Central Java, Yogyakarta, East Java and South Sulawesi. Based on GMTI (Global Muslim Travel Index) 2019 data, it shows that the growth of Indonesia's halal tourism market in 2018 reached 2.8 million Muslim tourists with foreign exchange achievements of more than Rp. 40 trillion.

Aceh seeks to develop the tourism sector with its specificity, namely the authority to regulate and manage government affairs and community interests in accordance with Law Number 44 of 1991 concerning the Implementation of the Province of the Special Region of Aceh and strengthened by the birth of Law Number 11 of 2006 concerning the Government of Aceh. Based on Law Number 23 of 2014 and Law Number 11 of 2006, Aceh Province has a Regional Regulation which is often referred to as Qanun. In particular, the implementation of Aceh tourism is regulated in Qanun Aceh Number 8 of 2013 concerning Tourism in Article 2 explaining that Aceh in organizing the tourism sector is based on faith and Islam, comfort, justice, peoplehood, togetherness, sustainability, openness, and cultural customs as well as local wisdom. To realize this principle, Banda Aceh City develops the tourism sector through a halal tourism program.

## **2.1 Aceh Halal Tourism Recovery Strategy**

The Covid-19 pandemic caused a decrease in the number of tours in 2019-2021 in Indonesia. A decrease of 20%-30% in international tourist visits in 2020 compared to 2019. According to the World Tourism Organisation (UNWTO), global losses to the tourism industry due to the coronavirus range from 200-300 billion USD. Luhut Binsar P anjaitan as the Coordinate Minister for Maritime Affairs and Investment added that the number of losses in Indonesia from the tourism sector due to the corona outbreak reached 500 million-7 trillion rupiah per month.

At the direction of the Ministry of Tourism and Creative Economy in a press broadcast on May 29, 2020, a number of regions prepared a new normal protocol for tourism. A number of regional tourism destinations reopened and various strategies were implemented to attract local and foreign tourists. The implementation of halal tourism in Banda Aceh City as a form of recovery after the pandemic has carried out various events. Various events have been held since the beginning of 2022. The potential of Banda Aceh city, which is the main destination for halal tourism in Indonesia, is quite good, supported by historical factors and community conditions that apply Islamic values in everyday life.

The Aceh government through the Marketing Team of the Aceh Culture and Tourism Office has summarized a variety of cultural and nature-based tourist attractions throughout 2022 in the Calender of Events (COE) under the name "Khazanah Piasan Nanggroe". The implementation of this event succeeded in summarizing 23 regencies / cities in Aceh, related agencies such as the Aceh Disbudpar, other Aceh Apparatus Work Units (SKPA) that usually carry out events, and Tourism Communities that have concerns in promoting regional tourism charm. The COE in 2022 is expected to be a tourist reference for every tourist visiting Aceh as a form of recovery of halal tourism after the pandemic. The variety of charms and attractions throughout 2022 consists of 100 tourist attractions based on the nature and culture of Aceh. Although the corona outbreak still exists, the implementation of all tourist attractions always implements strict health protocols based on Cleanliness, Health, Safety, and Environmental Sustainability (CHSE) for all parties. Disbudpar Aceh held the Putroe Phang Carnival event on November 12-14, 2022 with the theme "Preserving Culture, Advancing Tourism". Furthermore, on November 18-20, 2022, it will hold Journey Coffee and will continue to hold various other events until the end of 2022.

Even at the 2022 Tourism Ministerial Meeting (TMM) in Bali, Minister of Tourism and Creative Economy Sandiaga Uno said that he would collaborate with the delegates in a common spirit to encourage the recovery of global tourism, making tourism a more inclusive and resilient sector. This meeting will agree on the "G20 Bali Guideline" as a guide in an effort to encourage the recovery of world tourism and make tourism more inclusive and resilient, one of which is through strengthening communities and MSMEs as agents of tourism transformation.

In a press release on September 24, 2022, the Ministry of Tourism and Creative Economy/Tourism and Creative Economy Agency (Kemenparekraf/Baparekraf) seeks to increase the active role of micro, small and medium enterprises (MSMEs) in supporting tourism recovery efforts through increasing competence and expertise in innovating, adapting, and collaborating. The delegates present as stakeholders and policy makers from various countries can think about how to work together and harmonize the world of tourism and the creative economy by increasing the role of MSMEs so that they can support the revival of an increasingly better economy.

Based on the discussion in this article, it can be concluded that the strategy of the Aceh Tourism and Culture Office in restoring halal tourism after the pandemic is to compile a series of events throughout 2022 as a form of preparation and restoration of Aceh halal tourism. Various events have been carried out from the beginning of the year until November 2022 such as the Didong Festival in Bener Meriah Regency, Putroe Phang Carnival in the city of Banda Aceh and so on. Disbudpar Aceh also supports government programs through cooperation and support from the Ministry of Tourism and Creative Economy by holding a Technical Guidance (Bimtek) on Marketing Tourism in the Asia Pacific Market in Aceh Besar. In addition, in an effort to restore tourism, the Ministry of Tourism enlarges the active role of MSMEs through increasing competence and expertise in innovating, adapting, and collaborating.

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