



The Effectiveness of Langsa City Tourism Office Public Communication in Socializing the Implementation of Halal Tourism

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ABSTRACT

There is not much public communication regarding the socialization of halal tourism in Langsa City and those carrying out the socialization still overlap between the provincial government and the regional government. From the research results it can be described that the Tourism Office has carried out socialization regarding halal tourism, but it is limited and not routine. The forms of socialization carried out include counseling for village officials, socialization through various Langsa City events, socialization through activities of the Islamic Sharia Service, and socialization through social media. As for the effectiveness of the socialization of halal tourism, overall or as expected it is certainly not effective, meaning that the desired results have not yet been achieved because in carrying out the socialization of halal tourism, the Langsa City Culture and Tourism Office experienced several obstacles, a number of these obstacles being the lack of facilities and infrastructure. socialization and also low public awareness and participation regarding government recommendations regarding halal tourism.

INTRODUCTION

Indonesia is a country that is famous for its natural beauty. Cultural wealth is an important component of tourism. Tourism activities have become a trend in modern social life and are no longer considered something foreign and taboo. Tourism activities are a basic part of daily needs in eliminating fatigue after routine activities. Now tourism has become part of a lifestyle that can be carried out by people in all circles who have the need and desire to travel or be creative to a tourist destination to improve the quality of life.

Tourism has now been transformed into an industry called the tourism industry which can produce marketable tourism products. Tourism in Indonesia is the easiest sector to develop. By improving infrastructure, security, and well-implemented management, we can create tourism that is of interest to local and foreign tourists with good satisfaction. The 2019 Global Muslim Travel Index (GMTI) awarded Indonesia as having the best halal tourist destination in the world. Indonesia, which is one of the countries that has brilliant achievements in the aspect of halal tourism, has succeeded in overtaking Malaysia in the first place. The presence of a tourism model that carries the concept of halal tourism in Indonesia has become an attraction among Muslim and non-Muslim communities around the world. Halal tourism activities provide experience to tourist visitors about Islamic concepts and values.

Halal tourism from an industrial perspective is a complement to the implementation of conventional tourism concepts, where changes in the concept of services and products presented must be accompanied by a halal label and the cleanliness services offered at tourist attractions attract visitors, both Muslim and non-Muslim, to visit continuously. Halal tourism was first introduced to the wider community in 2000 through a meeting of Islamic organizations or OIC (Organization of Islamic Cooperation). The concept of halal tourism is considered necessary to fulfill the demands and lifestyle of Muslim tourists when traveling. The beginning of development of halal tourism was introduced in 2015 in Abu Dhabi through a World Halal Tourism Summit (WHTS).

In its report, the Standing Committee for Economic and Commercial Cooperation of the Organization of Islamic Cooperation (COMCEC) reported that there are 116 million Muslim tourists spread throughout the country and it is estimated that in 2020 Muslim tourist trips will increase by around 156 million trips. The increasing growth of Muslim tourists provides a new segmentation for the tourism sector and influences the tourism industry globally. Several countries that have responded and moved quickly to open Muslim-friendly tourism services are Indonesia, Thailand, Malaysia, Singapore, Japan, Korea, Australia, New Zealand, England, France and many other countries. The following presents a list of the top ten countries most visited by Muslim tourists in the world.

Halal tourism in Indonesia was initially only implemented in 3 provinces, Aceh, West Sumatra, and West Nusa Tenggara (Tempo, 2016). Three years later, the tourism ministry released seven additional provinces so that a

total of ten provinces became targets for implementing halal tourism, including Aceh, Riau Islands, West Sumatra, DKI Jakarta, West Java, Central Java, East Java, West Nusa Tenggara and South Sulawesi (Tempo, 2019).

Since 2013, halal tourism has begun to appear in Aceh and has become one of the programs run by the Aceh government to increase the number of tourists visiting Aceh Province. Aceh is one of the provinces targeted for halal tourist destinations by the central government through the tourism ministry (Ulfa, 2019). In implementing halal tourism, Aceh, which is nicknamed "the veranda of Mecca", has a strong privilege in developing all kinds of tourism development programs based on halal tourism. Aceh, which received the World's Best Airport for Halal Cultural Destination award from the World Halal Tourism Award in 2016, makes Aceh the first step for Indonesia to win other awards in the field of halal tourism.

The halal tourism program run by the Aceh government is not only at the provincial level but also at the district and city levels in Aceh province. There are various problems faced in implementing halal tourism at the district and city levels. Aceh, which is the main destination for Muslim tourists, still has many shortcomings, such as grills that are still far from fire. The current reality where tourists should get access to a halal tourism concept is the opposite. Cleanliness, comfort, and halal food serving are the highlights of visiting tourists. One of the local tourists from Aceh Besar, Uswatun Hasanah visited the Lampu'uk beach tourist attraction. Some things should not be left behind when a mother with three children visits a tourist attraction. A small bag containing prayer equipment is always carried, "the problem is, the mukena in the prayer room is sometimes not clean," said a woman from Aceh Besar to Tempo (Tempo, 2021).

As an organization, the Department of Culture and Tourism continues to maintain good relations with elements of society in developing tourism. This good relationship certainly will not occur without established communication. Information is a necessity and a link between the government and the community to realize the work program that has been formulated so that it is implemented well. The lack of literacy causes people to not understand the meaning of halal tourism. Therefore, researchers want to look for a problem that occurs in society regarding the understanding of halal tourism which is understood through the concept of developed public communication. In this case, the researcher tried to take one of the samples from the Langsa City culture and tourism office regarding the communication that has been built so far regarding halal tourism. Therefore, researchers will examine this research.

LITERATURE REVIEW

Public Communication

Public communication is defined as the activity of understanding, designing, implementing, and evaluating successful communication campaigns within a framework to serve the public interest. Public Communication is often referred to as communication with many people. The communication process can be direct without using intermediaries or media as support or indirectly by

using media to reach the general public. Programs in public communications use communications to inform or persuade, build relationships, and encourage open dialogue within an organization or community toward long-term solutions.

The term public communication indicates a communication process in which messages are conveyed by speakers in face-to-face situations in front of a larger audience (Cangara, 2014: 34). Public communication can also mean the process of communicating with the public to convey information relating to the public interest. In short, public communication is a strategic tool consisting of the use of various media, and comprehensive information dissemination campaigns to convey certain messages to certain audiences. Compared to interpersonal communication or group communication, public communication is a type of communication that is consistent, formal, and goal-oriented.

Liliweri (2017: 57) explains that public communication involves large groups, especially explaining the one-way or monologue style of interpersonal communication. The main characteristic of public communication is that it contains messages that are important for the public to know, known as public information. Sharing information, entertainment, and persuasion are the general goals of public communication. Meanwhile, Judy Pearson and Paul Nelson define public communication as the process of using messages to create a common meaning in a situation where the message source transmits the message to several recipients who provide feedback in the form of verbal or nonverbal messages and sometimes in the form of questions and answers. In public communication, the source adjusts the message sent to the recipient of the message to achieve maximum understanding. Sometimes, the recipient of the message can virtually understand the message conveyed by the message source or even not understand it at all (Pearson 2009: 20).

Public communication is known by many names/terms public affairs, public information, and public relations or public relations (Febriannur Rachman, 2019). The purpose of public communication is to provide information to the public increase awareness and influence the attitudes or behavior of the target audience. The key to public communication is that the message conveyed can be understood well and received in its entirety (Susi Artuti, 2021).

Communication Effectiveness

HAW Wijaja in his book *Communication and Public Relations* explains that effect or in Indonesian effectiveness is the final result of communication, namely people's attitudes and behavior, whether or not they are by what we want. If the other person's attitude and behavior are appropriate, it means the communication was successful, and vice versa (Abdul Jabar, 2019).

In the large Indonesian dictionary, effectiveness comes from the word effective, which means influence, the result of a message that then brings results and is useful for a business (Morissan, 2013). Achieving effectiveness is determined by resources and infrastructure. Whether the target is according to plan or not, effectiveness can be known when the results approach or exceed

planning. So communication effectiveness is the process of delivering messages that cause certain consequences according to the plans that have been made. No matter how talented someone is, no matter how superior someone is, success will not be achieved without mastering effective communication skills. Communication effects can be divided into several types:

- a. Cognitive Effects occur if there is a change in what is known, understood, and perceived. This effect is related to understanding, knowledge, trust, and information.
- b. Affective effects arise if there is a change in the father that is felt, including everything related to emotions, attitudes, and feelings.
- c. Behavioral effects, effects are related to real behavior that can be observed, such as patterns of behavior and actions. (Jalaluddin Rakhmat. 2007).

Halal Tourism

According to Andriani et al (2015), halal tourism terminology began to be developed in 2015 after a World Halal Tourism Summit (WHTS) was held in Abu Dhabi, United Arab Emirates. Before the concept of halal tourism was known, people around the world were more familiar with the term Muslim tour. In general, the term halal tourism in various countries includes Islamic tourism, halal lifestyle, or halal travel.

Based on an industry perspective, halal tourism is seen as a complementary product to conventional tourism. A new approach to developing tourism is based on the principle of integrating local wisdom and Islamic values without ignoring the uniqueness and authenticity of culture as a tourist attraction. The terminology of halal tourism is often equated with religious tourism, even though the two have different meanings. Halal tourism has a wider range of meanings, especially for the target market which is not only Muslim tourists but also non-Muslim tourists (Hasan, 2017). Halal tourism is starting to gain global demand because the characteristics of the products or services offered are universal. Halal tourism and conventional tourism do not have differences in products, services, or development goals as long as they do not conflict with Sharia business values and ethics (Adinugraha, 2018).

Halal tourism is a form of culture-based tourism that prioritizes the values and norms of Islamic law as the main foundation. The tourism industry cycle, which is still in the development phase, certainly requires more sophisticated ideas and the internalization of a comprehensive understanding of the integration of Islamic values at all stages of tourism activities (Widagdyo, 2015). Halal tourism continues to develop and face the challenges of technology and information trends (Akyol & Kilinc, 2014). Jafari and Scott (2014) in Azzam (2019) state that halal tourism is related to fulfilling tourist needs related to Sharia law and all its requirements. Halal tourism is a concept of life balance, not only aiming to achieve pleasure when traveling, but tourism is also a bridge to achieving happiness in the afterlife (Suid, Noor, & Omar, 2017). The same view is also emphasized by Story (2011) in Sriviboone & Komolsevin (2018) that halal tourism is tourism management that complies with religious rules to respond to

the needs of Muslims which include services offered from the country of origin to the destination, for example, hotels, transportation, restaurants, recreation, etc. and entertainment by Islamic principles.

METHODOLOGY

The research method that researchers will use in this research is a descriptive research method with a qualitative approach. According to Mulyana, research using a qualitative approach began in the Chicago school era around the 1920s. The life story approach by ordinary people, especially the lower class and marginalized groups, is the approach used in this school of thought. Since that era, qualitative research methods began to develop. Mulyana said that communication science, which has been cross-disciplinary from the start, has also experienced rapid development in the application of qualitative research methods (Mulyana and Solatun, 2008: 4). Sugiyono explained that the research method with a qualitative approach is a method used to research the conditions of natural objects, where the researcher is the key instrument. The research method itself is a scientific way of obtaining valid data to find, develop, and prove knowledge so that it can in turn be used to understand, solve, and anticipate problems (Sugiyono, 2009: 6).

The aspect of study in this research is the effectiveness of public communication. It is necessary to understand the meaning of the effectiveness of public communication which is dynamic and follows local regional culture to provide a meaning of communication effectiveness. The data collection techniques that will be used in this research are in-depth interviews and observation.

The data analysis technique that researchers will carry out in this research is a descriptive data analysis technique. According to Sugiyono, data analysis is the process of systematically searching for and compiling data obtained from interviews, field notes, and other materials so that they can be easily understood and of course can be informed to other people (Sugiyono, 2008: 244).

In this research, researchers used the Miles, Huberman, and Saldana model data analysis techniques. This model analysis technique is a qualitative data analysis technique that is carried out interactively and continues continuously until completion so that the data is saturated. There are three components in this data analysis model, namely data condensation, data display, and conclusion drawing. In technical data analysis and interactive models, the author is involved in making comparisons of the data to be collected. To enrich data for theorizing purposes, namely explanations to answer questions about an event or phenomenon raised in research.

Data validity testing (data validity) is required so that the data obtained meets the data credibility criteria. Research on the Effectiveness of Public Communication of the Aceh Province Tourism Office in Socializing the Implementation of Halal Tourism in Aceh Province is research that uses descriptive qualitative research, therefore the validity of data in qualitative research is generally called triangulation.

RESEARCH RESULTS

Public Communication in the Process of Socializing the Implementation of Halal Tourism by the Langsa City Tourism Office

The development of a halal tourist destination cannot be separated from an idea or ideas that are born by groups, organizations, and even the government itself. In tourism development, the idea of developing tourism based on halal tourism, according to Mr. Aulia Syahputra the head of Langsa City Tourism, said "The idea of the Langsa program as a purely halal tourism destination was initiated by the mayor and deputy mayor. This halal tourism program continues to this day in addition to other main programs, namely health, services, education, and tourism."

The implementation of halal tourism in Langsa City certainly has its advantages and disadvantages, however, the Langsa City Tourism Office, as the institution responsible for facilitating halal tourism programs, still has to inform the public about the importance of halal tourism in Langsa City. The socialization programs include tourist destinations that do not provide facilities or places that have the potential for immorality, prayer rooms at tourist attraction locations, food or eating houses that are halal certified by the MPU, attractions or small and large events must be by Islamic law applies, both from the perspective of implementers and users. Also at every tourist location, there are moral banners such as warnings about the 5 daily prayers, warnings about cleanliness, and warnings about immorality.

Based on research conducted by researchers in the field, shows that during the implementation of tourism with Sharia values, there was socialization carried out by the Langsa City Tourism Office which was assisted by several institutions such as the Langsa City Satpol PP and WH, the Langsa City Islamic Sharia Service, and the Langsa City Tourism Ambassador in 2017/2018. The socialization carried out:

1) Counseling to Village officials

By Langsa City's vision, it wants to make Langsa City a service and industrial city. So improving services and facilities for tourist attractions is the main focus of the Langsa City government. Since the inauguration of halal tourism in Langsa City in 2017, since then the Langsa City tourism office has carried out outreach. As explained by the head of the Langsa City tourism department, Mr. Aulia Syahputra;

Halal tourism has been around for a long time, but for Langsa City we only started in 2017, since then we have been conducting outreach to the community. The form of socialization that we carry out is still very limited, and socialization is not yet comprehensive. The first socialization we carry out is by providing counseling about understanding the concept of halal tourism to village officials. In this way, we hope that village officials can pass it on to the wider community.

This socialization was carried out by the Langsa City tourism office with several other agencies. However, the implementation was still very limited because there was no special agenda to convey things about halal tourism. Only

included in other agendas or activities that are not halal tourism outreach. Head of Langsa City Islamic Sharia Service, Tgk. Fauzaruiddin, S.Pd explained that his party helped carry out the outreach, but did not hold a special event to socialize halal tourism but instead conveyed the message of how to provide tourism according to the values of Islamic law. Mr Fauzaruiddin said; The Tourism Department once invited us from the Islamic Sharia Department to jointly provide information dissemination to the public regarding halal tourism, tourism that is by Islamic Sharia. However, this socialization activity was not created specifically but was in between other activities with village officials. This socialization is general only. Who wants to follow, please? We maintain village officials to be pioneers in making halal tourism a success and maintaining the values of Islamic law. Meanwhile, one of the community leaders, Pak Rusli, explained that as a community leader, he had received outreach regarding halal tourism. But it is very rarely done. Mr. Rusli said: Yes, the Tourism Office and the Islamic Sharia Service once came to our place and explained about halal tourism, the event was at the Keuchik village hall, and gampong imum and youth were also present. If they specifically explain halal tourism only briefly, the rest only explain how to travel by Islamic law.

b. Socialization Through Events

There is no specific socialization of halal tourism in Langsa City, this is caused by various factors both from a legal perspective and a budget side, therefore the Langsa City tourism office is obliged to provide information and education to the public regarding halal tourism. As a tourist destination city, the Langsa City government often holds events to attract local and foreign tourists. The aim of holding the event is to promote tourism in Langsa City, but the tourism office tries to provide information about halal tourism to the public.

C. Socialization through Islamic Sharia Service Activities

Building information about halal tourism in Langsa City requires collaboration with all parties in the socialization process. The government tourism office Also involves Service Sharia IslamCity Go deep process socialization. Remember Province Aceh applies and runs comprehensively about Islamic law and Langsa City, part of Aceh province, then the potential for do socialization tour halal of course very important to educate so that they can perform optimally. One of the parties involved in the socialization process is the Langsa City Islamic Sharia Service.

Social Media Outreach

Social media is a means of conveying information, many parties convey and receive information via social media about all phenomena that occur in society. Halal tourism also needs to be informed via social media because social media is an effective means of disseminating information. Currently, there is no special social media for the Langsa City Tourism Department or an official website belonging to the Langsa City Tourism Department. The official website of the Langsa City Tourism Office has been merged with the official website of the Provincial Tourism Office, while social media which has been promoting Langsa City tourist attractions or information related to Langsa City is usually from parties outside the Tourism Office or in other words, individual members of the public who create it specifically. to promote the area or village regarding

tourist attractions and other information in Langsa City. Some of the media are @wisatalangsa, @tanyoelangsa, and several others. On Instagram social media they provide information and show the tourist charm in Langsa City.

DISCUSSION

Socialization of the Implementation of Halal Tourism in Langsa City

The government, in this case, the Aceh Tourism and Culture Department, continues to make various efforts to develop and promote regional tourism as one of the leading tourist destination areas (DTW) that is safe comfortable, and attractive to tourists. In realizing Aceh as Indonesia's westernmost tourist destination, the Aceh tourism office continues to improve facilities and infrastructure to attract tourists to visit and enjoy natural and cultural beauty such as transportation, tourist service facilities, and tourist information.

In the Big Indonesian Dictionary, socialization means efforts to make something known, understood, and appreciated by society, socialized. According to Onong Uchjana in his evidence of Communication Science Theory and Practice, Socialization (Correctionalization): providing knowledge sources that enable people to behave and act as effective members of society which makes them aware of their social functions so that they can be active in society. Socialization is the process of instilling habits or values and rules from one generation to another in a group or society. Several sociologists refer to socialization as a theory of roles. Because in the socialization process, the roles that individuals must carry out are taught.

In carrying out socialization various ways can be done, including face-to-face communication, but it can also be done at a certain distance through media, or correspondence, and can take place formally or informally, either intentionally or unintentionally. Halal tourism in Langsa City, which only started in 2018, is certainly not free from all its shortcomings, however, the Langsa City Tourism Office, as the institution responsible for facilitating the implementation of halal tourism, still has to socialize the public about the importance of halal tourism.

Based on research conducted by the author in the field, shows that during the implementation of halal tourism, socialization carried out by the Langsa City Tourism Office included outreach to village officials, socialization of halal tourism through tourism events in Langsa City, socialization through activities of the Langsa City Islamic Sharia Service and socialization in the media. Web. In increasing the implementation of halal tourism, the Langsa City government uses a cultural approach as a basis, remembering that each region has a diverse culture, the Langsa City government uses culture as social capital and local wisdom to carry out the socialization of halal tourism in Langsa City. Halal tourism services in Langsa City are integrated with the community's cultural concept. The main basis for halal tourism in Langsa City is the Al-Qur'an and the Sunnah, so the implementation of halal tourism services is a community need by paying attention to the values of Islamic teachings as a

whole, such as halal products, cleanliness of tourist attractions and facilities and infrastructure of places of worship.

Effectiveness of Public Communication in Socializing Halal Tourism

Effectiveness is the success of a desired business achievement. Socialization can be said to be effective if the reality that occurs is by the expectations conveyed. Communication is effective if the purpose of the information provided by the communicator is conveyed well and implemented by the communicator. Effective communication essentially means that the information intended by a communicator has been well received by the communicant, whereas ineffective communication is communication in which the message is not conveyed properly and the communicant receives the message incorrectly. According to Ruben and Steward, effective public communication always involves consideration of the audience. The most basic information that needs to be obtained about the audience is their geographic condition. As is the general view in communication, effective communication is based on the communicator's ability to know the audience. By knowing the audience as communicants, a message will be conveyed well according to the communicator's intentions. The geographical conditions of the communicant including education, background, culture, and age are determining factors in implementing the program that the communicator wants to implement. In terms of communication about halal tourism that has been established so far between the Tourism Office as the communicator and visitors or owners of tourist attractions, it has been carried out well with the development and management of infrastructure at tourist attractions getting better so that there is an increase in visitors to tourist attractions.

CONCLUSIONS AND RECOMMENDATIONS

Based on the discussion that the author has presented in the previous chapter, the author concludes from this research as follows:

1. The Langsa City Tourism Office has carried out good outreach regarding halal tourism. The outreach was carried out in the form of counseling to village officials, and outreach through Langsa City events in collaboration with the Islamic Sharia Service.
2. The concept of an idea to develop and run halal tourism well and in a targeted manner by the targets to be achieved requires the role of the government and community groups in helping to make it a success. The desire to create a comfortable atmosphere while traveling is the desire of many people. Therefore, resources and infrastructure are needed that support the process of realizing halal tourism in Langsa City.

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