



School Adaptation Character Development Policy to Support Halal Tour in East Lombok Regency

(Case Study at Senior High School in East Lombok Regency)

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Abstract

The purpose of this research was to provide guidance on the development of school adaptation character in East Lombok Regency to support halal tourism. The method used was a mixed method with data collection conducted by Purposive Sampling and Analytical Hierarchy Process (AHP). The results and discussion of alternative policy direction of adaptation character development of school of East Lombok Regency, West Nusa Tenggara Province, Indonesia are: (1) Religious with activity form that is: Hafidz Al-Qur'an at tourist place (2) Creative with activity form that was: Creating souvenir from Islamic nuanced materials on skill subjects (3) Caring for Environment with the form of activities that was: Make the slogans of environmental care in a place that has an important role in the development of character adaptation to support halal tourism in the district of East Lombok.

Keywords: Policy Directives, Adaptation Character, Halal Tourism

Introduction

Along with the development of tourism in Indonesia, one of them is East Lombok Regency located in West Nusa Tenggara Province with the Mataram as the capital of the province. The tourism sector is one of the industrial and service sectors that are currently experiencing growth rapidly. The island of Lombok tourism activity has been known since 1990. Generally, tourism in Lombok still not developed when compared with tourism in Bali which is a barometer of tourism in Indonesia according to Kanom (2015). According to Kusmawan (2013) the beauty of NTB's natural scenery is not less interesting with Bali, such as Gili Indah (Gili Meno, Gili Air and Gili Trawangan), while the island of Bali has been known as a tourist area since 1986 according to Dahles and Bras (1999) in Kurniawan (2016). In addition to the extraordinary natural beauty of Lombok Island is also known as the island of a thousand mosques, wherein every village there are mosques, according to Sulhaini (2017) with the majority of the population is Muslim. Social life is very thick with Islamic nuances, show a very friendly and friendly character.

Indonesia is an archipelago with third longest coastline and mountainous area youth track meeting the world into areas of tourist destinations are always present interesting things. Island as the second tourist destination area after Bali has many unique attractions and exciting and supported by natural factors that incredibly beautiful, especially the charming beaches with colored sand and rocks are very beautiful shape.

There are 12 tourist destinations in Indonesia, namely: Aceh, West Sumatra, Riau, Lampung, Banten, Jakarta, West Java, East Java, Central Java, Yogyakarta, West Nusa Tenggara and South Sulawesi by Nirwandar (2015) in Firdausi (2017). The Indonesian government expects Lombok Island able to develop themselves towards halal tourism to attract more foreign tourists, particularly Muslim countries. This effort was done by the government in order to improve the economy of the community. While the arrival of tourists, especially foreign tourists are expected to improve the economy of local communities, especially those in



tourist spots, this is in line with the opinion of Yudi (2017) that the coastal development to the tourism sector will bring great impact to the surrounding community, including providing employment and income.

According to Muslim (2015) in Son (2016), Halal tourism applies Islamic teachings in tourism activities around the world, especially among Muslim consumers. Halal tourism can be considered as a merger of tourism consumer habits and Islamic lifestyle. On the halal tours of every tourist attraction as well as the actions or activities that are allowed according to Islamic teachings to be used or involved by Muslims in the tourism industry (Battour & Ismail, 2016 in Elaziz, 2017). Halal tourism is a new product tailored to the tourism industry. In halal concept is not only food that is in accordance with Syariah but it means that offering tour packages and destinations deliberately designed to support Muslim tourists. Many Muslim travelers look for "halal" labels in hotels, restaurants, and even airlines aspect as they travel. Halal tourism facilities include: in hotels not serving alcohol and pork, prayer time is announced, hotel rooms must have qiblat arrows on the ceiling, and a mat to allow Muslim tourists to perform their worship, separate between the place of the ablution men and women. This religious obligation also includes other separate facilities for men and women such as in hotels, beaches, tourist areas, and others (Mansouri, 2014; Bozorgaghideh, 2015; Battour, 2015).

Halal tourism is not just a product but the criteria of halal services, such as: not providing beer at the hotel, halal tourism packed in such a way it attracts tourists not only from countries that are predominantly Muslim but also non-Muslim. Most of the tourists come from Australia, Malaysia, Britain, France, Germany, Singapore, and Middle East countries such as Saudi Arabia, United Arab Emirates, Qatar, Iran, and Oman.

Syariah concept is not to prevent people from other religions or experiencing hotel services, but rather to better support and accommodate Muslims with the necessary facilities and not jeopardize the quality of a conventional hotel for guests who may not have faith in the same faith. Halal tourism has a positive impact on Lombok's economy. But the government should be able to control investment in the region so that the people are not disadvantaged by the existing economic potential. West Nusa Tenggara as the best halal tourist destination in the world and two more awards in 2016 (World's Best Halal Tourism Destination) from World Halal Tourism Award (Firdausi, 2017). Lombok island has become one of the most popular destinations, making it the reason tourists continue their journey from the island of Bali to Lombok, cause the island of Lombok has beautiful places such as Senggigi beach, Kuta Mandalika beach, Pink beach, Sendanggili waterfall and Rinjani mountain. Lombok also has enormous potential as a tourist area of halal tourism. Tourists not only enjoy the beautiful natural environment but also can visit the religious tourism sites of Islam first developed.

While tourism activities, non-Muslim tourists who come to Lombok do not necessarily change the way their dress and culture becomes Islamic, but still using dress, behave and cultured like the customs in their respective countries. Cultural and behavioral differences may cause them to fail to respect morals and values, and also cultural clashes (Ahyuni, 2017). This condition gives effect to attitude, behavior or character of young generation and learners especially those residing in the tourism object directly or indirectly. Its should be able filtered by the younger generation in order to adapt to the activities of halal tourism destinations. For that school as one of the institutions where to get education and teaching are expected to provide direction to remain able to maintain morals, manners, customs in accordance with their respective regions. East Lombok Regency with majorities and almost all of its people are Moslems. Of course must be able to adapt to the halal tourism activities while maintaining the values of characters that have been owned since they were small and very influential in everyday life.

Furthermore, Education authorities of East Lombok developed character education. Character defined as human nature in general. It is determined by many factors both internal and external factors. Among the family environment/residence, play environment, student character is the result of the innate



social environment Dianna (2016). Thus the character is the nature of psychology, morals or character that characterizes a person or a group of people. Good character will be born from education, and good environment of the culture of noble values in an environment of education unit/school, family environment and social environment.

Character education is the cultivation of essential values with learning and mentoring. So the students as individuals are able to understand, experience, and integrate the values that become core values into their personality. Implications in everyday life are manifestations of human behavior values that are always connected with God Almighty, self, fellow human being, environment, nationality embodied in thoughts, attitudes, feelings, words, and deeds based on religious norms, law, etiquette, culture, custom.

According to the Ministry of National Education (2010) noble values as the foundation of the nation's character owned by every tribe in Indonesia are: religious, honest, tolerance, discipline, hard work, creative, independent, democratic, curiosity, homeland, appreciate achievement, friendly / communicative, love peace, love to read, care environment, social care, responsibility.

Adaptation is a personal adjustment to the environment. It is important for humans to be able to adapt both socially and physically. According to Olivia (2017), the process of adaptation to the natural conditions is very important, either by nature itself or initiated by human actions, which pose danger and risk to human life both to property and life. While social adaptation is also very important in addressing all changes that occur. The adaptation itself is essentially a process to fulfill the conditions for living. One of these conditions is the social requirement in which human beings need a relationship to be able to establish order to not feel isolated, to learn about the culture. According to Thomas & Ravlin (1995) in Abdul (2014), cultural adaptation is the adjustment of behavior into the outer culture. This adaptation can be seen rather than the angle of how one can adjust and manage the day-to-day life in new cultural life.

The adjustment means changing the self in accordance with the state of the environment and personal desires. So the character of adaptation is the nature of psychology, morals that characterize the nature of human to be able to adapt to the environment or change yourself according to the circumstances of the environment. The state of the environment in question is an adjustment to the existence of tourist destinations. So that the character of adaptation can support the halal tourist destination in East Lombok Regency.

Method

The type of this research was quantitative descriptive research. Descriptive research was the assessment that conducted to determine the value of independent variables without making a comparison or build relationships with other variables. Quantitative research is a researcher doing testing of hypotheses with statistical techniques. The data were obtained from the questionnaire by using Analytical Hierarchy Process (AHP) approach according to Saaty (2008). The method used was a mixed method (Alexander, 2017), with data collection conducted by Purposive Sampling and Analytical Hierarchy Process (AHP) technique through observation, interview, questionnaire and literature review. Subjects of this research were students on halal tourist objects on the Lombok island. The use of Analytical Hierarchy Process (AHP) is to select alternatives or develop alternative priorities for developing adaptation character of students in senior high school throughout East Lombok Regency.

Results and Discussion

Characters adaptation schools in East Lombok is a way to be able to adapt to the surrounding environment, with the shape of a society that has been turned into a tourist destination area is already global



halal. To address this certainly needs an attitude, character that's referred to as an able to make adjustments with a variety of attitudes, actions, habits, and needs of tourists, especially foreign tourists is different from the local community.

According to Surwiyanta (2013), the influence of tourism on culture occurs because of a process of acculturation between the culture of society with the culture of the tourists. So the two different cultures can adapt each other. Where the tourists are safe and comfortable to be in a tourist spot, while the local people do not feel harmed. But can feel the positive impact, especially in the economic field.

In the presence, the character of adaptation of the students can adjust to the arrival of foreign tourists with their various cultures. Therefore, the character of adaptation of the students can adjust to the arrival of foreign tourists with their various cultures. For that, we need the effort to fortify the students so that they can filter out which ones are good and in accordance with the character of the nation. Because of the social and cultural impacts of tourism, the rise of social deviations (Pitana, 2002). The deviation is mainly seen in terms of association and how to dress, especially foreign tourists. If observed tourism will damage the order of living values of society. Further Nararya and Pranggono (2016) argued that tourism activities on the island of Lombok constrained development on socialization and public education. The existence of entertainment venues contrary to the concept of Islamic tourism by the government invites many problems, one of which is noise and immoral activities.

Furthermore, its necessary once the development of character adaptation in order to adjust to the halal tourism. So with the development of adaptation character can make adjustments with the existence of halal tourism activities in East Lombok Regency. It causes that the character education, according to Ratna Megawangi (2004) in Widayati (2016) is an effort to educate children to make wise decisions and practice them in daily life so they can make a positive contribution to their environment. Development of Islamic character education is a process of transforming Islamic values of life to be grown in the personality of a person to become a behavior in the person's life. It effects that with the Islamic character that was owned to be a behavior in life to adapt halal tourism in East Lombok Regency.

Based on the data obtained in this research, character development adaptation can be developed to support the lawful tourism destinations in senior high school entire East Lombok and grouped into three grades of character, that is a religious, creative and caring environment. Character education can take place at kinder garden institutions, SD / MI.SMP / MTs, SMA / MA, SMA / MAK and college education through learning, curricular activities and extracurricular (Widayati, 2016). After the interviews with experts, identified as the 3-character value that can develop for adaptation in support of lawful travel destinations. Alternative adaptation character development was: Hafiz of the Qur'an in the sights, make souvenirs from scrap materials on the subjects of Islamic nuanced skills, create environmental awareness slogans in a tourist spot. In the AHP data processing, as for an easier way of doing this weighting is with the help of computer programs (Expert Choice). Assessment is done after discussion with the respondent based on the assessment criteria defined AHP (Saaty:1993). So the role of each stakeholder in developing character adaptation can be described as follows:

Religious

According to Siti Muhibah (2014), the religious character educated on the students is not only limited to knowledge in the classroom but also applied and socialized in everyday life, at least in the school environment. It is very important to engage in activities that can develop the character religious itself. Base on the data processing result of religious activities with the activities of Hafiz Al-Qur'a camping at sites was a top priority. With this activity can improve the students memorize the Qur'an in the open so that students do while playing in nature. This certainly makes them more relaxed, able to memorize together. This will



certainly be the main attraction for foreign tourists in adaptation. Especially, Muslim tourists this course also be an inspiration to their children, whereas for the non-Muslim travelers will give the impression of a very remarkable, especially if they have never seen and heard the reading of the Qur'an. The second priority was a hafiz competition in the tourist area, in addition to the student can demonstrate the ability to Hafiz of the Qur'an, it would be an attraction for tourists, especially foreign tourists who were in the tourist sites.

The second priority was the contest MSQ (read Al-Qur'an, Saritilawah, and Speech) be a top priority in the program Osis. Because the race through MSQ students can develop Islamic character, namely: reading the Qur'an, saritilawah, as well as Islamic themed speech in accordance with paragraph read. Through the MSQ competition can develop students' ability to read the Qur'an whether it is related to the ability of tajwid or the art of reading the Qur'an, sari tilawah or reading the translation of the Qur'an associated with the development of reading the translation with intonation, mimic, and correct, and Islamic speech can develop students' ability to develop speech concept in accordance with the reading verse, the ability to master the masses, the courage of the students and the ability to influence the masses or listeners so that the submission can be accepted and practiced in everyday life. The third priority was the art of Islamic nuances in tourist attractions. Activities such as vocal contest group Islamic nuances, poetry, drama. Through this activity a lot of abilities that can be developed include: vocal, playing a musical instrument, mastering the period with poetry, as well as develop the talent of role art. This was very good indeed in the adaptation with halal tourism because it will be a very interesting show, especially for abroad tourists.

Creative

Making activity of thrift Islamic nuances souvenir on the subjects of skills the main priority. In globalization era, everyone is required to creative, especially for students. This was in line with the opinion of Dan Davies (2013) that creativity should be developed in adolescents with supporting factors of creativity itself, namely: the use of space and time are flexible, the availability of appropriate materials, work outside the classroom/school approach to 'play around' or 'game-based' with the level of learner autonomy, respectful relationships between teachers and learners, partnerships with outside agencies.

Making souvenirs can develop students' creativity to create a variety of goods that have an artistic value that is Islamic and has high economic value. Lots of skills that can be made such as key chains illustrated mecca, wall hangings with the woven of Lombok inscribed verse Chairs, remnants of shells for wall hangings pictorial mosque and coconut shell inscribed calligraphy. Overall can develop the potential of art, creativity and entrepreneurial spirit in order to adapt to halal tourism. The second priority was a modifying competition typical of Lombok in tourist attractions. This course can practice the students' cooking skills especially in introducing and promoting Lombok's typical cuisine to tourists, especially those from abroad. Of course, this is expected to be one of the attractions for tourists who come to East Lombok. The third priority was to hold a market of art goods produced by students in tourist attractions. This art market activity was held in order to sell the results of works derived from used goods. So, through this activity also developed the ability to interact with institutions outside the school, directly adapt to the tourists to promote and sell their work. Sales results can increase their income, according to Alexander's opinion (2017) community-based tourism should contribute to regional economic development, thus increasing revenues and benefits for the community.

Environmental care

Based on AHP analysis on adaptation character development in East Lombok regency to support halal tourism, that was making environmental care slogans in tourism object was the main priority. According to Chandler (2016), people who think about the environment are very important to make an



environmental campaign a success with advertising to people who will support and help achieve your goals. Through the slogans of environmental care, it will certainly help preserve the environment. Especially in order to adapt the natural surroundings. As beautiful as any sights and attractions without supported with a clean environment, orderly, beautiful, still would not be interesting to visit. Environmental caring slogans can contain about the appeal to keep the environment clean, the types of plants around the sights and the words for environmental conservation. With the slogan can encourage local people, tourists to maintain the sustainability and beauty of tourism. Meanwhile, second priority was “gotong-royong” to plant crops in tourist attractions with the function as a garden and afforestation. The third priority provides a dumpster on the tourist object of used cardboard. This activity also serves to maintain the cleanliness of the surrounding environment by utilizing used cardboard as a trash can.

Conclusion

Based on the results of the discussion above, it can be concluded from the data processing hierarchy that the adaptation of character development in east Lombok regency based on AHP analysis were: (1) Religious with forms of activities, namely: Hafiz of the Qur'an in the sights (2) creative with the form of activities, namely: Making souvenirs from scrap materials on the subjects of Islamic nuances skills. (3) environmental Concern with the form of activities, namely: Creating environmental awareness slogans in a tourist spot.

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