

**THE STRATEGY OF WEST NUSA TENGGARA
GOVERNMENT IN DEVELOPING LOMBOK AS A
WORLD HALAL TOURISM DESTINATION**

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UNDERGRADUATE THESIS

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ENDORSEMENT PAGE
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STATEMENT OF AUTHENTICITY

I hereby certify that my undergraduate thesis is original and has not been asked to get a bachelor degree at Universitas Muhammadiyah Yogyakarta or in other colleges.

In this undergraduate thesis, there is no work or opinions that have been written or published by others except in writing clearly listed as a reference in the script with the name mentioned and listed in the references.

I made this statement in real and if in future there is a mistake in this statement, then I am willing to accept academic sanction in accordance with the applicable rules at Universitas Muhammadiyah Yogyakarta.

Yogyakarta, 30 April 2018

Writer

Siti Muyassarah Firkana

QUOTES

- Hidup bukan tentang siapa yang terbaik, tetapi siapa yang mau berbuat baik.
- “Apabila engkau melihat seseorang mengunggulimu dalam masalah dunia, maka unggulilah dia dalam masalah akhirat” – Hasan Al Bashri

TRIBUTE PAGE

Assalamu'alaikum Wr. Wb.

Allah taught human what they did not know (Surah Al-'Alaq 1-5)

Which of the favors of your Allah do you deny? (Surah Ar-Rahman 13)

Read in the Name of Allah, who has created human from a clot and read, and Allah is most precious. The elapsed time I lead with the way of life that has become my fate, sad, happy, and meet the people who gave me a million experiences for me, which have given a colorful life. I bow down of Allah, who has given me a chance to get to the end of the beginning of my struggle. Praise for Allah. I give thanks unto Allah, the highest, and the most just and merciful, on fate had you make me the man who is always thinking, knowledge, faith and patience in living this life. Hopefully, this success will be the first step for me to reach my big dreams.

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Thank you for everyone, may Allah bless you. I hope this undergraduate thesis will be useful for all readers. Aamiin.

Wassalamu'alaikum Wr. Wb.

Yogyakarta, 30 April 2018

Siti Muyassarah Firkana

PREFACE

Assalamu'alaikum Wr. Wb.

Praise Allah SWT, for abundance of its grace and the gift. In the completion of undergraduate thesis with the title: **The Strategy of West Nusa Tenggara Government in Developing Lombok as A World Halal Tourism Destination**. This is to comply with one of completing the study and in order to obtain a Bachelor's degree in International Program for International Relation, Faculty of Social and Political Sciences, Universitas Muhammadiyah Yogyakarta.

Appreciation and thanks are sincere to his beloved father and mother who have devoted all my love and affection and attention morally and materially. May Allah SWT always bestow Grace, Health, gift and blessing in the world and in the hereafter on the favor which had been given to me.

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9. All lecturers in International Relations Department.
10. All staffs in International Relations Department.
11. Everyone conduct during the writing of this undergraduate thesis

At the end, the writer realizes that in writing this undergraduate thesis is still far from perfection. Therefore, the authors invoke suggestions and constructive criticism for the sake of perfection and may be useful for all of us. Aamiin.

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Yogyakarta, 30 April 2018

Siti Muyassarah Firkana

ABSTRACT

Indonesia's tourism is considered as a reliable sector that attracts international society. Lombok, West Nusa Tenggara is one of the Indonesian tourism destinations, especially as a "Halal Tourism" that has a high potential to attract the foreign tourists. Halal destination here means a tourist destination complete with halal facilities and Moslem friendly tourism. This thing has been proven by Lombok which has been recognized as the Best Halal Tourism Destination in 2015 and winning the World Halal Tourism Award in 2016 in three categories. There are World's Best Halal Beach Resort, World's Best Halal Tourism Website, and World's Best Halal Honeymoon Destination. This undergraduate thesis aimed to explain the strategy of West Nusa Tenggara government in developing Lombok as a world halal tourism destination. By interviewing The Head of The Tourism Destination Development of Departement of Culture and Tourism in West Nusa Tenggara, the local government is developing halal tourism in Lombok which divided into internal and external way. In internal way by making a regional regulation of halal tourism, held a "Khazanah Ramadhan" Festival, and also establishing The Special Economic Zone of Mandalika. While in external way by host an International Halal Travel Fair and join the Malaysia International Halal Showcase.

Keywords: Halal Tourism, Cultural Diplomacy

TABLE OF CONTENTS

UNDERGRADUATE THESIS	ii
ENDORSEMENT PAGE	iii
STATEMENT OF AUTHENTICITY	iv
QUOTES	v
TRIBUTE PAGE.....	vi
PREFACE.....	viii
ABSTRACT	x
TABLE OF CONTENTS.....	xi
LIST OF TABLE.....	xiii
CHAPTER I	
INTRODUCTION.....	1
A. Background.....	1
B. Research Question.....	6
C. Purpose of Research.....	6
D. Theoretical Framework	6
E. Hypothesis	13
F. Research Method.....	14
G. Range of Research.....	14
H. System of Research.....	14
CHAPTER II	16
HALAL TOURISM: THE NEW SHAPE OF TOURISM INDUSTRY	16

A. Halal Tourism as The New Global Trend	16
B. The Development of Indonesia’s Halal Tourism ...	21
CHAPTER III.....	31
THE HALAL TOURISM OF LOMBOK	31
A. The Tourism of Lombok.....	31
B. The Concept of Halal Tourism in Lombok.....	37
C. The Factors that Made Lombok Potential as A Halal Tourism Destination	40
D. The Challenges of Halal Tourism in Lombok.....	45
E. The Achievement of World Halal Tourism Award 2015-2016	48
CHAPTER IV	
THE STRATEGY OF WEST NUSA TENGGARA	
GOVERNMENT IN DEVELOPING AND PROMOTING	
LOMBOK AS A WORLD HALAL TOURISM	
DESTINATION.....	52
A. Making a special regulation of “Halal Tourism” ..	52
B. Hold a “Khazanah Ramadhan Festival”	59
C. Establishing “Special Economic Zone of Mandalika”	61
D. Promotion.....	64
1. Digital Tourism.....	64
2. Exhibition.....	67
CHAPTER V	74
CONCLUSION.....	74

REFERENCES.....	78
ATTACHMENT.....	86

LIST OF TABLE

Table 1. 1.....	8
Table 2. 1 (Top 10 Destinations of Muslim Travelers GMTI 2015)	21
Table 2. 2 (Goals of National Tourism)	24
Table 2. 3 (The Comparison between Conventional Tourism, Religious Tourism, and Sharia Tourism)	28
Table 3. 1 (List of the Winner of World Halal Tourism Award 2016).....	50