

ANALYSIS OF EFFORTS TO RECOVERY HALAL TOURISM AFTER THE COVID-19 PANDEMIC THROUGH TWITTER: A CASE STUDY OF WEST NUSA TENGGARA

Cahyadi Kurniawan^{1*}, Zuly Qodir²

¹Department of Government Affairs and Administration, Jusuf Kalla School of Government, University of Muhammadiyah Yogyakarta, Yogyakarta, Indonesia

²Department of Government Affairs and Administration, Jusuf Kalla School of Government, University of Muhammadiyah Yogyakarta, Yogyakarta, Indonesia

Cahyadikurniawan215@gmail.com

ABSTRACT. The government has been promoting West Nusa Tenggara tourism through social media in recent years; the West Nusa Tenggara Tourism Office has mobilized the halal tourism sector in West Nusa Tenggara to immediately recover as a result of the impact of COVID-19. West Nusa Tenggara Halal Tourism is suffering greatly during the COVID-19 pandemic. The purpose of this study is to analyze how the recovery of halal tourism after the Covid-19 pandemic through Twitter media in West Nusa Tenggara (NTB). The research used in this research is Q-DAS (Qualitative Data Analysis). The software is Nvivo 12 Plus plus the stages of analyzing data capture, importing data encoding data, classifying data, and displaying data. The results of this study show the government's efforts to restore tourism through social media Twitter.

KEYWORDS: [Covid-19; Halal tourism; Recovery; Social media; West Nusa Tenggara]

1 INTRODUCTION

The Indonesian government introduced Halal Tourism in Indonesia in 2012, followed by introducing 12 Muslim-friendly destinations in 2013. Aceh, West Sumatra, Riau, Lampung, Banten, Jakarta, West Java, East Java, Central Java, Yogyakarta, Nusa Tenggara West, and South Sulawesi are all on the list of 12 possible destinations (Firdausi et al., 2017). West Nusa Tenggara is one of the world's halal tourism destinations and one of Indonesia's five most important tourist destinations (Maryanti et al., 2021). One of the government's five important tourist destinations is Mandalika, a particular economic area in West Nusa Tenggara. Then there are amazing beaches in mandala, but there are many unspoiled natural areas to explore. Furthermore, the cultural sights and growth of mandalika are all geared towards helping tourism and sporting events such as surfing and MotoGP become increasingly popular (van Strien, 2018).

Lombok Island priority tourism development, namely Senggigi, Tiga Gili, Rinjani, South Coast Region, Samota, and 99 tourism-oriented villages. Creative Economy tourism consists of nine fourteen villages for cultural tourism, twenty-four for tourism nature tourism, and eighteen for agro-tourism. (Nasution & Rahmawati, 2021) The West Nusa Tenggara Tourism Industry is one of the most important sources of income; local and foreign tourists are equally affected by the COVID-19, which triggers anxiety. The limitations of policy rules prevent tourists from visiting West Nusa Tenggara. It will take time, and eventually, everything will be expected. Due to these factors, the economy of West Nusa Tenggara has been in decline for some time to help the recovery of tourism in West Nusa Tenggara people such as the government, communities, and various local organizations intervene to support the recovery of tourism in Nusa Tenggara Southeast West (Suparnoto & Mitasari, nd).

On March 11, 2020, the World Health Organization (WHO) announced that the coronavirus disease 2019 (Covid-19) is also known as a deadly viral disease and has reached the status of a global pandemic. (Suprihatin, 2020) In this action, the world is worried and reminds all countries to activate and improve emergency response mechanisms. Covid-19 has infected everyone and locked up community activities, especially in the tourism sector. (Kurniawan et al., nd). The global economic impact of the COVID-19 pandemic and its significant response to the pandemic has become a problem because mobility cannot normally run, which has resulted in West Nusa Tenggara tourism declining

drastically with the absence of foreign tourists and a lack of local tourist visits. (Butcher, 2021)The global COVID-19 pandemic has had an impact on the tourism industry, especially West Nusa Tenggara. The tourism industry in West Nusa Tenggara has been paralyzed due to a lack of preparation for this tragedy. Due to the closure, the tourism business has suffered. Flights, travel reductions, and strict object closure rules. Tourism 2019 is part of the need for travel people (Chang et al., 2020).

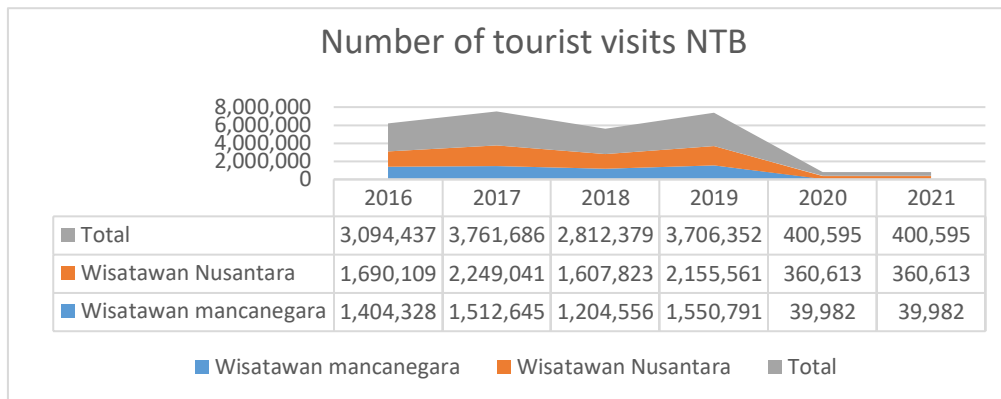


Figure 1. Number of West Nusa Tenggara tourist visits

Based on Figure 1 above, the number of tourist visits to West Nusa Tenggara in the blue graph marked by foreign tourists amounted to 1,404,328. Those observed in orange amounted to 1,690,109, so the total number of tourists in 2016 honored with yellow was 3,094,437. Then in 2017, the number of foreign tourist arrivals amounted to 1,512,645 and domestic tourists to 2,249,041, then the total visits in 2017 tended to increase from 2016. In 2018 foreign tourists were 1,204,556, and domestic tourists were 1,607,823. Total visits in 2018 amounted to 2,812,375, also decreased compared to 2017; furthermore, in 2019 there was again an increase of 1,550,791 foreign tourists and 2,155,561 domestic tourists for a total of 3,706,352.

The government has been promoting West Nusa Tenggara tourism through social media in recent years. The West Nusa Tenggara Tourism Office has mobilized the halal tourism sector in West Nusa Tenggara to immediately recover due to the impact of COVID-19. West Nusa Tenggara Halal Tourism is suffering greatly during the COVID-19 pandemic. Therefore, this study wants to see how the West Nusa Tenggara government's efforts in restoring halal tourism in West Nusa Tenggara are through Twitter social media.

2 LITERATURE REVIEW

2.1 Halal Tourism Restoration

Residents are an integral part of the recovery of halal tourism in West Nusa Tenggara both now and in the future(Subarkah, 2018). This is because the local population has a dual purpose as a human resource asset and a potential source of domestic tourists(Mariyono, 2017). Due to the ethnic and religious homogeneity of the West Nusa Tenggara Province population, it is very suitable for the implementation of halal tourism, according to sociological research(Nasution & Rahmawati, 2021).

According to statistical data, West Nusa Tenggara Province is home to three major tribes, namely the Sasak, Bima, and Sumbawa tribes, each of which has several sub-tribes, as well as several other tribes with smaller populations, such as the Dompu, Balinese, Javanese, Bugis, and Doggo. A small group of Chinese and Arab descent has lived in Lombok since the 15th century. One million women constituted about 70% of the total population of the province of West Nusa Tenggara, which amounted to 3.2 million people in 2016. The religious homogeneity of the people of West Nusa Tenggara can be seen from the majority of the population being Muslim, as evidenced by many mosques in the province of West Nusa Tenggara. (Central Bureau of Statistics, 2021)

2.2 Social Media and Halal Tourism

Social media networks allow users to create and share different types of content, which they can then share with other users. Content can be made at any time and from any location (Feizollah et al., 2019). Halal tourism has begun to take place on online platforms through websites, Twitter, and information dissemination services on social media. To help promote Halal tourism worldwide, this initiative makes it easier to find information without using travel agents, including some of the most popular sites (Fakir & Erraoui, 2019). There are six pillars of halal tourism: non-alcoholic drinks, halal food, gender segregation, and places of worship. (Khoiriati et al., 2018)

Halal tourism is a subcategory of religious tourism. This type of tourism is guided by Islamic Sharia law, which regulates every aspect of a Muslim's life from conception to death. (Arief et al., 2019). Halal generally refers to everything that is permitted under Sharia law which includes food, banking, cosmetics, pharmaceutical products, and tourism locations (Feizollah et al., 2021). Halal tourism contributes to sustainable development, and it is necessary to expand the scope of halal tourism to make a more significant contribution to sustainable development (Yenita & Widodo, 2021).

3 RESEARCH METHODOLOGY

This study uses a qualitative approach that explores and describes efforts to restore halal tourism in West Nusa Tenggara, uses descriptive information to provide information, and explains data efficiently. This research data is the content of the official Twitter of the NTB Tourism Office (@DisparNTB). Nvivo 12 plus in this study is word frequency, sentiment, and secondary data as supporting data obtained from the Central Statistics Agency for West Nusa Tenggara, the use of Nvivo as an analytical tool has five: (1) NCapture data, (2) importing data, (3) data coding, (4) data classification, (5) data display. Data that has been displayed with quantitative data analysis method play

4 RESULTS AND DISCUSSION

4.1. Hotel Discount

Hotels are the main facilities needed by tourists in visiting a tourism destination. Hotels With existing facilities and services must be able to accommodate the wishes of tourists. If the facilities are not suitable due to the desires of tourists, consumers will lose loyalty; a hotel's marketing strategy must be adapted to current conditions and the interests of guests, both individually and in groups.

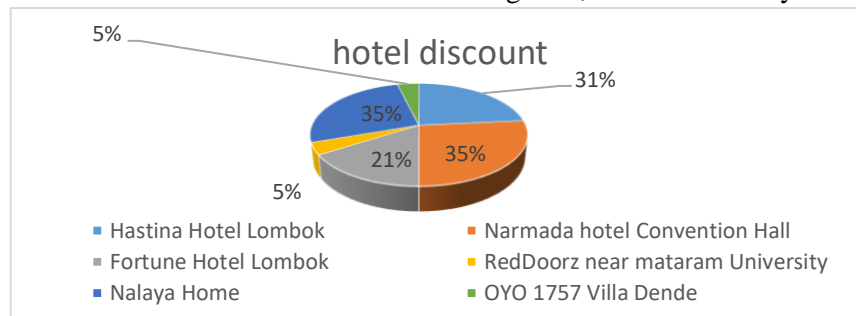


Figure 2. Hotel Discounts

Figure 2 above shows that to recover West Nusa Tenggara tourism, several discount hotels, such as Hestia Hotel Lombok, provide a discount of 31% to hotel visitors. In comparison, the Fortune hotel Lombok delivers a discount of 21%. 35%, narmada hotel convention hall at 35%, redDoorz near mataram University at 5%, oyo 1757 villa Dende at 5%. Discounts provided by several hotels are a strategy for attracting visitors to come to West Nusa Tenggara to enjoy hotels and tourism in West Nusa Tenggara.

4.2. Acceleration of the Implementation of the World Super Bike (WSBK)

Tourism is now a strategic pillar industry in many places, contributing to local GDP (GDP). But tourism is one of the most vulnerable industries. The tourism industry has suffered significant losses during "black swan" crises such as the 1997 and 2008 financial crises, the SARS epidemic in 2003, and various earthquakes and social unrest. Business Forecasts affect operations. Traditional

forecasts may be out of date and ineffective in crises. So those accurate forecasting methods for academic and business purposes are needed(Zhang et al., 2021). Therefore, the World Super Bike (WSBK) is an international event held in West Nusa Tenggara Province and is a preliminary event before the MotoGP is born in 2022. The provision of tickets is estimated at twenty thousand tickets from all over the world. one of the efforts of the West Nusa Tenggara government to immediately organize a World Super Bike to bring in foreign and domestic tourists to visit tourism in Lombok.



Figure 3. Pertamina Mandalika Circuit

Based on the picture above, the implementation of the world superbike in West Nusa Tenggara is accelerated so that the performance of this world superbike event will be attended by foreign and domestic tourists from various countries and regions in Indonesia, of course, many tourists will visit the Halal tourism sector of West Nusa Tenggara. It is estimated that as many as twenty thousand tickets will be provided for the international event. This is one of the government's efforts to immediately accelerate all the needs needed by visitors to support the implementation of the world superbike; of course, it will impact West Nusa Tenggara tourism.

4.3. Travel Agent Discount

Tour and Travel not only offer various packages but also discounts on several services. Travel and other discounts are included in the tour packages offered to tourists. The company also provides promos and values based on tours, places, tourist, or consumer destinations.



Figure 4. world Cloud travel agent discount

Based on Figure 4 above, the words with the largest are discounts and the second one is the agent, then the third one is massive. Discounts have the highest percentage value with a value of 11.76%, indicating a discount in the tourism sector in West Nusa Tenggara. Agents with a percentage value of 4.41% also suggest that travel agents hold discounts at travel agencies, tour guides, and everything the travel agent provides to make it easier for tourists to visit attractive tourist sites in West Nusa Tenggara. Quantity words with a percentage value of 2,

5 CONCLUSION

West Nusa Tenggara tourism recovery efforts are mainly through social media, namely through three significant variables carried out by the West Nusa Tenggara government, namely through the existence of several hotel discounts, such as Hestia Hotel Lombok with a 32% discount, Fortune Hotel Lombok 21%, Nalaya Home 35 %, Narmada hotel convention hall by 35% and redDoorz near Mataram university 5%. The government has also accelerated the implementation of the World SuperBike at Sirquit Pertamina Mandalika by providing tickets of around twenty thousand tickets which foreign and

domestic tourists will attend to introduce West Nusa Tenggara halal tourism and efforts to restore halal tourism.

6 ACKNOWLEDGEMENTS

We thank the research team for their assistance in preparing this paper. We want to thank the Master's Program in Governmental Sciences and Administrative Sciences at the University of Muhammadiyah Yogyakarta for their moral and financial assistance. Thanks to International Conference on Communication Science (ICCS 2021), which has held an international conference.

REFERENCES

- Arief, F., Zulaikha, & Eko Putro, RH (2019). Use of Social Media In The Development of Halal Tourism In Madura. 339(Aicosh), 12–18. <https://doi.org/10.2991/aicosh-19.2019.3>
- Central Bureau of Statistics. (2021). Official News Statistics. Bps. Go. Id, 27, 1–8. <https://papua.bps.go.id/pressrelease/2018/05/07/336/index-development-human-provinsi-papua-tahun-2017.html>
- Butcher, J. (2021). Covid-19, tourism and the advocacy of degrowth. *Tourism Recreation Research*, 0(0), 1–10. <https://doi.org/10.1080/02508281.2021.1953306>
- Chang, CL, McAleer, M., & Ramos, V. (2020). A charter for sustainable tourism after COVID-19. *Sustainability (Switzerland)*, 12(9), 10–13. <https://doi.org/10.3390/su12093671>
- Fakir, F., & Erraoui, E. (2019). Moroccan Tourist's Perceptions Toward Halal Tourism. 2nd International Halal Tourism Congress/04-06 April 2019/Antalya-Turkey, November 1–13.
- Feizollah, A., Ainin, S., Anuar, NB, Abdullah, NAB, & Hazim, M. (2019). Halal Products on Twitter: Data Extraction and Sentiment Analysis Using Stack of Deep Learning Algorithms. *IEEE Access*, 7, 83354–83362. <https://doi.org/10.1109/ACCESS.2019.2923275>
- Feizollah, A., Mostafa, MM, Sulaiman, A., Zakaria, Z., & Firdaus, A. (2021). Exploring halal tourism tweets on social media. *Journal of Big Data*, 8(1). <https://doi.org/10.1186/s40537-021-00463-5>
- Firdausi, I., Marantika, S., Firdaus, ZN, & Sajidah, R. (2017). Lombok: Halal Tourism as a New Indonesia Tourism Strategy. <https://doi.org/10.15242/heaig.h0317447>
- Kiribati, SD, . S., Krisnajaya, IM, & Dinarto, D. (2018). Halal Tourism Debate Between Values and Branding: A Case Study of Lombok, Indonesia. *KnE Social Sciences*, 3(5), 494. <https://doi.org/10.18502/kss.v3i5.2352>
- Kurniawan, C., Nurmandi, A., & Muallidin, I. (nd). *Economic Recovery for Tourism Sector Based* (Vol. 1, Issue January 2020). Springer International Publishing. <https://doi.org/10.1007/978-3-030-85540-6>
- Mariyono, J. (2017). Determinants of Demand for Foreign Tourism in Indonesia. *Journal of Development Economics: Study of Economics and Development Problems*, 18(1), 82. <https://doi.org/10.23917/jep.v18i1.2042>
- Maryanti, S., Netrawati, IGAO, Suastina, IGPB, Sukmana, FH, & Martini, D. (2021). Post-Disaster Mitigation and Recovery in Tourism Destinations: Learning from The Lombok Earthquake. *International Journal of Scientific Research in Science and Technology*, 571–584. <https://doi.org/10.32628/ijrst218297>
- Nasution, DS, & Rahmawati, N. (2021). Smart Tourism Development Post Earthquake and Covid 19 Pandemic in West Nusa Tenggara. 4(3), 32–47.
- Subarkah, AR (2018). Potential and Prospects of Halal Tourism in Improving Regional Economy (Case Study: West Nusa Tenggara). *Journal of Social Politics*, 4(2), 49. <https://doi.org/10.22219/sospol.v4i2.5979>
- Suparnoto, RR, & Mitasari, R. (nd). POST-EARTHQUAKE RECOVERY STRATEGY IN

LOMBOK TOURISM.

- Suprihatin, W. (2020). Analysis of Tourist Consumer Behavior in the Era of the Covid-19 Pandemic (Case Study of Tourism in West Nusa Tenggara). *Bestari Journal*, 19, 56–66.
- Van Strien, M. (2018). Tourism business response to multiple natural and human-induced stressors in Nepal. *Community, Environment and Disaster Risk Management*, 19, 87–104. <https://doi.org/10.1108/S2040-726220180000019005>
- Yenita, Y., & Widodo, L. (2021). Optimizing the Potential Strategy of West Sumatra Tourism Destinations Towards the Leading Halal Tourism Destinations in Indonesia. *Proceedings of the International Conference on Economics, Business, Social, and Humanities (ICEBSH 2021)*, 570(Icebsh), 1371–1376. <https://doi.org/10.2991/assehr.k.210805.215>
- Zhang, H., Song, H., Wen, L., & Liu, C. (2021). Forecasting tourism recovery amid COVID-19. *Annals of Tourism Research*, 87, 103149. <https://doi.org/10.1016/j.annals.2021.103149>