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Sustainability of Area Management Agro-EcoTourism-Halal(Case Study: Agro-Eco-Tourism-Halal, Rancamaya, Bogor)

MDD Maharani¹ Nugroho Budi Satrio Sukamdani^{2,*} Soegiyono³

¹Faculty of Environmental Engineering Sahid University, Jakarta

²Post Graduate School Sahid University, Jakarta

³Center of System Indonesia, Beltway Office Park Tower B, 5th Floor Jl. TB Simatupang No. 41 Jakarta 12550 Indonesia

*Corresponding author. Email: nb.sukamdani@gmail.com

ABSTRACT

Halal tourism is growing segment that represents a potential niche. It a field of study that is still in its very early stages however, on a practical level, the number of halal products and services is starting to increase worldwide. This study aimed to analyze the index and the sustainability status of halal agro-eco-tourism (HAET). The research was conducted in 2021 in Rancamaya Bogor covering an area of 8.80 Ha. Data from HAET was collected through interviews, questionnaires, field observations and FGD as many as five times involving elements of bureaucrats, technocrats and the business. The index and sustainability status were analyzed using the Rap-HAET method with Multidimensional scaling (MDS). The results of the Rap HAET analysis of 13 attributes were analyzed, 2 attributes lended sensitivity to the HAET Rancamaya Bogor. Based on conditions, the analysis of HAET in Bogor provided a sustainability index value of >50%, being fairly sustainable. As a leverage attribute are Technology to search for halal products syar'i and scientifically with a Root Mean Square value of 5.10 butes are Technology to search for halal products syar'i and scientifically with a Root Mean Square (RMS) value of 5.10 and Halal infrastructure and facilities (SHFSDC and MSMEs Center) with RMS value of 4.92. Halal infrastructure and facilities in the halal agrotourism area in the form of Smart Halal Food Station Distribution Center (SHFSDC) and Micro-Small-Medium-Enterprises (MSMEs) Center. SHFSDC's digital operational will increase market transparency towards strategic commodity price stabilization mechanisms, through the improvement of MSMEs on the agricultural product supply chain. Attributes are proposed as component of the tourism competitiveness index.

Keywords: *Agro-Eco-Tourism-Halal, SHFSDC, MSMEs*

1. BACKGROUND AND OBJECTIVE

The development of the halal industry and the sharia economy in general requires a comprehensive and integrated development strategy for effective implementation. The main strategy is the realization of Halal Industrial Estates, including halal food, in areas that have great potential for the realization of the Halal Value Chain based on agriculture and tourism. According to the Indonesian Sharia Economic Masterplan (MEKSI) 2019-2025 [1], the existence of the halal industry in Indonesia, especially food and lifestyle, also requires the support of a halal traceability system and sharia financing. In the development of the halal industry, the Sharia Economics Master Plan covers several regions, namely the provinces of Aceh, West Sumatra, West Java, East Java, the Special

Region of Yogyakarta, South Kalimantan, South Sulawesi, and West Nusa Tenggara.

At the direction of the Mayor of Bogor, the Halal Agro-Eco-Tourism (HAET) Area was implemented in the Agribusiness Terminal (AT) area and the assets of the Bogor City Government covering an area of 8.845 hectares located in Rancamaya Village, South Bogor District, Bogor City. AT Rancamaya was initially managed by the Department of Food Security and Agriculture of the City of Bogor, located about 6 kilometers from the city center and adjacent to the Bogor- Ciawi-Sukabumi (BOCIMI) toll road section. It is strategically located where the Cikereteg river flows and has been equipped with clean water and electricity depot facilities.



Figure 1. Aerial photo of Halal Agro-Eco-Tourism area, Rancamaya Village

For Indonesia, halal is an economic potential that has not been maximally utilized. Various steps have been taken by the Government and all stakeholders, as stated at the opening of the halal lifestyle conference, which was organized by Bank Indonesia and the Indonesia Halal Lifestyle Center (INHALEC). Until now, Indonesia has not been registered as a member of SMIIC (The Standards and Metrology Institute for The Islamic Countries), which is an institution for standardizing the halal process that oversees Muslim countries [2]. This can be an obstacle in marketing Indonesian halal-labeled products to other Muslim countries.

The potential for developing the sharia economy in the region, in addition to emphasizing the potential of the halal industry, also considers the potential for halal tourism attractiveness. Based on the Ripparnas (National Tourism Development Master Plan) 2015-2025, this includes taking into account social aspects, namely the role of culture and Islamic values in these areas.

The growing global Muslim population increased by almost 73 percent from 1.6 billion in 2010. Their figure will be 2.8 billion by 2050, a third of these Muslims are less than 30 years old. Studies show they have an estimated combined purchasing power of USD 2.45 trillion. The development of the sharia economy in Indonesia must pay attention to the profile of future consumers. In that regard, the millennial generation plays a strategic role in economic development around the world. They are the most potential economic power in the 21st century.

Halal tourism is growing segment that represents a potential niche [3-11]. It is a field of study that is still in its very early stages, however, on a practical level, the number of halal products and services is starting to increase worldwide. This study aimed to analyze the index and the sustainability status of halal agro-tourism (HAET). The research was conducted in 2021 in Rancamaya Bogor covering an area of 8.80 Ha.



Figure 2 Spatial Pattern of Halal Agro-Eco-Tourism Area of Rancamaya Village Currently

1.1. Situational Analysis

1.1.1. Optimization of Regional Assets

Strategy The development of agricultural support areas with the optimization of regional assets of the Agribusiness Terminal (AT) area of 8.8454 Ha is planned to become a Rancamaya Halal Agro Tourism Area as stated in the 2019-2024 RPJMD document document.

1.1.2. Regional Potential

The Rancamaya Halal Agro-Eco-Tourism Area with the main amenity of smart Halal Food Station Distribution Center (SHFSDC) infrastructure can make Rancamaya an Independent Tourism Village.

1.1.3 Interregional Connectivity

Halal Agro-Eco-Tourism Rancamaya Destination Bogor City has accessibility (Jakarta-Bogor-Ciawi- Sukabumi). In addition to the accessibility of Jakarta- Bogor-Ciawi-Sukabumi, the Halal Agro-Eco-Tourism Rancamaya destination is also adjacent to the Lido Sukabumi Special Economic Zone (SEZ) with the main tourism activities. SEZ is one of the National Development Priority Programs that synergizes with the Bogor City Development Priority Program to accelerate and help new economic growth with higher competitiveness in areas where economic growth is less than optimal.

1.1.4 Characteristics of Halal Agro-Eco-Tourism Area

The theme of the development direction is to develop ecotourism. Therefore, the Rancamaya Halal Agro-Eco Tourism Area located in Rancamaya village is in accordance with the Spatial and Regional Plan.

1.2. Regional Development System

1.2.1 Regional Development Approach

The halal tourism industry cannot be separated from its supporting industries or in this case it is included in a series of entry points. Some of these entry points form a halal tourism value chain consisting of tourism destination, means of transportation, hotels and accommodation, restaurants and cafes, and travel and tours.

1.2.2 Needs Analysis

The development of halal agro-tourism areas brings issues across sectors of regional development. In this case, the agricultural/food, tourism, and industrial sectors in an integrated area. Thus the role of the parties for development is necessary in accordance with their authority, issue focus, and policy direction.

1.2.3 Regional System Design

Area management can be related to the main functions of land utilization and infrastructure on the site of its location. The results identified three main interrelated functions for the management of Halal Agro- Eco-Tourism areas in the Rancamaya complex (Business Functions, Ecological Functions and Management Functions).

1.2.4 Strategy for The Development of Halal Agro-Eco-Tourism Area

To get a scientific foundation in building a Rancamaya Halal Agrotourism Area Development Strategy, three main approaches were referred to the concept of Agro-Maritime development from the Bogor Agricultural University (2018). The three agro-maritime approaches 4.0 are transdisciplinary, eco-region connectivity, integrated and participatory.

2. MATERIAL AND METHODS

Data and information of HAET¹ was collected through interviews, questionnaires, field observations and FGD as many as five times involving elements of bureaucrats, technocrats and the business stakeholders. The index and sustainability status were analyzed using the Rap-HAET method with Multidimensional scaling (MDS).

3. RESULT

The results of the Rap-HAET analysis of 13 attributes were analyzed, 2 attributes lended sensitivity to the HAET Rancamaya Bogor.

The analysis of HAET in Bogor provided a sustainability index value of >50%, being fairly sustainable (Figure 3). As a leverage attributes are Technology to search for halal products syar'i and scientifically with a Root Mean Square (RMS) value of 5.10 and Halal infrastructure and facilities (SHFSDC and MSMEs Center) with RMS value of 4.92.

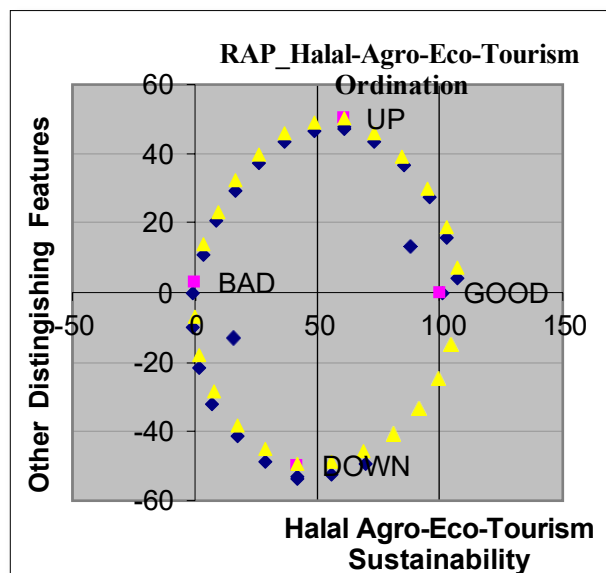


Figure 3 Results of Halal Agro-Eco-Tourism Sustainability Analysis using Rap-HAE

Table 1. Attributes and values of Root Mean Square

Number	Attribute	Root Mean Square
1	Halal standards at the hotel	4.43
2	Halal infrastructure and facilities (SHFSDC and MSMEs Center)	4.92
3	Technology to trace for halal products syar'i and scientifically	5.10
4	Halal tour packages (economy)	4.84
5	Muslim-friendly destinations (social)	4.56
6	Cleaned, holy, and appropriate worshiped facilities around tourist objects	4.22
7	Proper, cleaned and holy place to do shalah in the lodgment	4.05
8	Halal Tourist Attractions	4.03
9	Halal Awareness	3.95
10	Family Friendly	4.20
11	Cleaned and good	4.46

	sanitation system in the lodgment area	
12	Cleaned and good sanitation in the restaurant area.	4.65
13	Services related to interaction between male and female travelers.	4.45

The functional design of SHFSDC was produced from the beginning of the Value Chain Analysis for Horticulture Product study conducted by the Center of Systems in 2020-2021, with sponsorship from the ASEAN Development Bank. The SHFDC design is a further development of the Agro logistic Center design as analyzed as a post-harvest infrastructure with a value chain system for strategic commodities and high market value crops (High Value Crops). As for the HAET Rancamaya project, the SHFSDC design adds a significant factor, namely the handling of halal food commodities, so that the management mechanism must be based on the Islamic economy.

4. CONCLUSION

Based on conditions, the analysis of HAET in Bogor provided a sustainability index value of >50%, being fairly sustainable. As a leverage attributes are Technology to search for halal products syar'i and scientifically with a Root Mean Square (RMS) value of 5.10 and Halal infrastructure and facilities (SHFSDC) and MSMEs Center) with RMS value of 4.92.

Halal infrastructure and facilities in the halal agrotourism area in the form of Smart Halal Food Station Distribution Center (SHFSDC) and Micro-Small-Medium-Enterprises (MSMEs) Center. SHFSDC's digital operational will increase market transparency towards strategic commodity price stabilization mechanisms, through the improvement of MSMEs on the agricultural product supply chain. Attributes are proposed as component of the tourism competitiveness index.

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