



Study of Halal Medan City Tourism Destination In Tourism Marketing Perception

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ABSTRACT: Tourism is the most promising industry in the future, where every country competes to improve and invest in tourist destinations for the better and has a characteristic that can be enjoyed by all tourists. The diversity of regions from which tourists are based is the basis of perception, when visiting Medan City. Medan City is the capital of North Sumatra Province, where the majority of the population is Muslim, but does not reflect the Islamic atmosphere in its activities. Halal tourism is the basis for tourists who are Muslim to visit, the paradigm that arises and forms in the minds of tourists makes the city of Medan a city that is less friendly to halal atmosphere. This study aims to improve the paradigm of Medan in order to become a city that is friendly to Muslim tourists, by providing strategic and technical marketing strategies so that it can be done well in the future. In this study also found that the factors that influence visits to tourist destinations are; characteristics, atmosphere, experience, accommodation, infrastructure, transportation, perception, communication, promotion and security.

KEY WORDS: *Visiting Decision, Halal Tourism, Promotion and Perception*

I. INTRODUCTION

Indonesia is an archipelago that has very beautiful landscapes, gems between continents and oceans. Indonesia's strategic geographical location provides many benefits for Indonesia in economic growth, the trade channel is wide open for countries that pass Indonesia. The economy grows along with national income that increases and has a significant impact on its people. Economics is a measure of the prosperity of a growing country. One of the pillars of Indonesia's economy is the tourism sector, with beautiful nature and attractive cities Indonesia presents a beautiful destination in the eyes of the world. Indonesia's strategic location makes Indonesia visited by many local and foreign tourists from land, water and air routes.

Every destination in Indonesia improves and continues to make improvements, as well as making certain distinctive features that can later be sold and enjoyed by tourists. Many kinds and types are offered in fixing this, regions that have good landscapes will focus on "natural tourism"; regions that have a history of cities due to colonial times and kingdoms in the past will focus on "city tourism"; areas that have many worship centers will focus on "religious tourism"; regions that have various types of food offered will focus on culinary tourism ". That is the various types of tours that Indonesia offers for tourists.

North Sumatra Province is the second province in the western part of Indonesia after the Aceh Province, which has many types of tourism that provide a lot of experience for tourists who visit it. Medan city as the provincial capital is the entrance for tourists to finally be distributed to tourist areas chosen by tourists.

In ancient times the city of Medan was known as the deli park and the condition of swampy land which covered an area of approximately 4000 ha. Some of the rivers crossing the city of Medan and everything starts from the Malaka Strait of the rivers, sei deli, sei babura, sei sikaming, sei denai, sei putih, the badra, sei belawan and sei saca each other. In Malay, terrain means a large place to gather since. In the past, the city of Medan was a place to meet residents from a silver expanse, stable, like dishes and other places. They trade for trade and other purposes.



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At first the opening of the Medan village was the patimpus teacher, the location was located in the land of the deli, so since the colonial era people always hung fields with deli (medan-deli). After the era of independence, over time the term medan-deli gradually disappeared and eventually became less popular. In the past people named the land of the deli from the river snake (deli serdang) to the river Wampu Langkat, while the deli sultanate in power at that time did not cover the area between the two rivers.

At the beginning of its development, Medan was a small village called "medan putri". The development of the "medan putri" village is not released from its strategic position because it is located at the meeting of the Sugnai Deli and Babura River, not far from the current green princess road. Both of these rivers, in ancient times were quite busy trade lanes, so that the "medan putri" village which was the forerunner of the fast-paced battlefield became an important transit port. Nowadays Medan City is the capital of North Sumatra Province, which is the largest city on the island of Sumatra and the third largest city in Indonesia after Jakarta and Surabaya. Kota medan is the gateway to western Indonesia and is the entrance for foreign tourists (Suriyono, 2019).

Table 1. Number of Visits in 5 Medan Tourism Objects

Tahun/Museum Year/Museum	Pengunjung/ Visitor	Nilai Karcis/ Value of Ticket
1. Perjuangan	-	-
2. Sumatera Utara	60 811	56 663 000
3. Taman Budaya	-	-
4. Taman Margasatwa	379 681	3 931 268 000
5. Museum Rahmad	76 964	1 870 229 360
Jumlah/Total		
2015	517 456	5 858 160 360
2014	482 441	4 492 488 000
2013	426 185	1 574 291 300
2012	394 295	3 366 032 000

Sumber: (medankota.bps.go.id, 2019)

The table above shows the number of visits from 2012 - 2015 which is increasing to the city of Medan, indicating the growth in the number of tourists coming to the city of Medan is increasing and together with tourist ticket revenues. The table below shows the average (days) of tourists staying in Medan City increased from 2010 to 2015, although the increase was less significant. This shows that Medan City has a special attraction for city attractions that can be enjoyed by local and foreign tourists, because there are many historical heritage buildings in the former Dutch colonization in Medan. The city of Medan has a lot of inns and hotels that provide many choices for tourists.

Table 2. Long Stay Travelers (Days) in Medan City

Tahun Rata-rata/ Average	Bintang					Melati	Rata-Rata Total
	1	2	3	4	5		
2015	1,31	1,57	1,89	2,11	2,41	1,54	1,92
2014	1,18	1,29	1,76	1,74	1,74	1,24	1,54
2013	1,31	1,58	1,31	1,92	1,73	1,41	1,55
2012	1,24	1,49	1,39	2,03	1,72	1,39	1,54
2011	1,36	1,33	1,72	2,12	1,68	1,40	1,63
2010	1,22	1,35	1,39	1,54	1,38	1,33	1,36

Sumber: (www.medankota.bps.go.id, 2019)



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Viewed from an Islamic point of view, the city of Medan has a majority Muslim community and a very thick Islamic feel is felt in the city of Medan. City tourism objects do not escape the nuances of Islam such as the Grand Mosque, Maimoon Palace and the Al Oesmani Mosque which is the seventh King Deli heritage building namely Sultan Osman Perkasa Alam in 1854. Only, the construction was then carried out using wood. Only in the span of 1870 until 1872, the building of the mosque was fortified by the eighth King Deli, Sultan Mahmud Perkasa Alam.

The mosque's building design has its own uniqueness, is a combination of Chinese, Spanish, Malay, Indian and Middle Eastern elements. This can be seen in the part of the door that is equipped with Chinese ornaments. Meanwhile, the size of the wall has Indian characteristics. Building architectural design looks to use European nuances, while its ornaments are thick with Middle Eastern elements. But today the city of Medan has many levels of crime, so this is far from the Islamic side, a place with Muslim nuances, this has also developed in the minds of tourists, making the city of Medan has a negative image and needs to be restored.

This study aims to see whether halal tourism will have an effect in increasing the number of visits to the city of Medan through a moderation test of promotional variables and perceptions that occur in the community.

II. LITERATURE REVIEW

The uniqueness of natural resources is a characteristic that is owned by a tourist attraction that is different from other tourism objects. The uniqueness of natural resources is also a component of attraction that cannot be separated from the interest or unwillingness of visitors to visit tourist sites (Barus, Patana, & Affifudin, 2013). Natural tourism objects are natural resources that have the potential and power of attraction for tourists and are aimed at fostering love for nature, both in natural activities and after cultivation (Suwanto, 1997). Furthermore, it was also explained that tourist attraction, which is also called a tourist attraction, is the potential to become tourists' presence in a tourist destination.

Environment is all tangible and intangible conditions of all dimensions that give influence and development of individual behavior in it somewhere. Experience in humans has various dimensions of discussion and tracing. From a variety of dimensions, it is still possible for someone to look for basic assumptions about experience in humans or those possessed by humans (Darmawan, 2013). Experience is all forms of results from lessons that have been obtained by an individual in his life activities. Experience provides an assessment for an individual in comparing an event with another event

Accommodation is a temporary place of residence for a traveler on his journey in hopes of getting adequate facilities and supporting tourism activities. Infrastructure is a physical need needed by a tourist in reaching a place provided by the government and the private sector, so as to support the activities of someone in carrying out activities. Transportation is a tool needed by someone to reach a certain place by paying attention to all aspects of user satisfaction. Perception is a form of thought or presumption of an individual and the situation is positive or negative and not necessarily the truth. Perception sometimes makes an individual make a quick assessment and change the person's patterns and behavior. According to (Pride & Ferrell, 2017) Perception is the process of selecting, organizing and interpreting information input, sensations received through vision, feeling, hearing, smell and touch, to produce meaning.

Communication is the process of delivering messages in the form of information carried out by individuals or groups to other groups or individuals in hopes of getting feedback from the information submitted. Promotion is a marketing activity in conveying information in the form of sales offers that are expected later to make consumers purchase, thereby increasing sales. Security is an individual condition that is free from all forms of crime and the danger that will befall it.

According to (Kotler & Keller, Manajemen Pemasaran, 2016) in decision making is influenced by the following factors such as:

- a) Cultural factors, which include the role of culture, sub-culture and social class society.
- b) Social factors which include reference groups, families, status and role levels
- c) Personal factors, personal factors in this regard include age, work, lifestyle and others.
- d) Psychological factors, which include motivation, knowledge, beliefs and establishment

The visiting decision in the tourism context is adapted from the concept of consumer purchasing decisions. The five-stage model of the purchasing process explains that consumers must go through five stages in the process of purchasing a product. However, this does not apply, especially for purchases with low involvement. Customers can skip or reverse several stages. For example in the context of tourism, tourists who have visited a tourist destination ranging from the need to travel to a purchasing decision, and skip search and evaluation information (Kotler & Armstrong, Marketing Management. 14th ed. , 2012).



Figure 1. Stage of decision making for tourist destinations

The series of processes for tourist visiting decisions are outlined in the following presentation (Suryadana, Liga, & Octavia, 2015):

- a. Recognition of needs, the visiting process begins when potential tourists recognize a problem or need. In the process of identifying needs, prospective tourists perceive the difference between the desired state and the actual situation that is sufficient to generate and activate the process of the decision tour.
- b. Information seeking, the stage of the visiting decision process where prospective tourists want to find more information about a tourist destination. The main interest of marketers focuses on the main sources of information that travelers refer to and the relative influence each of these sources has on visiting decisions.
- c. Evaluate alternatives, the stage of the visiting decision process where prospective travelers use information to evaluate alternatives in a group of choices.
- d. Visiting decisions, prospective tourists form a preference for alternative choices. Then the intention will be to visit the tourist destination they like.
- e. Post-visit behavior, the stage of a visiting decision process where tourists experience further action or experience after the visit is based on tourist satisfaction and dissatisfaction. If the visit does not meet expectations; disappointed tourists; if the visit meets expectations; satisfied tourists; and if the visit exceeds expectations; tourists are very satisfied.

Consumer behavior when making a visit will be directly involved in decision making. Consumer behavior is basically divided into two aspects of consumer behavior with high involvement and low involvement (Tjiptono, 2015).

III. RESEARCH METHODS

This study used 94 samples taken from tourists visiting Medan City in December 2018, and has visited Medan city more than once and visited the Al Mahsun Grand Mosque and Maimoon Palace. In this study using the moderating analysis model with interaction techniques where the promotional variables and visitors' perceptions are used as independent variables and visit decisions are used as the dependent variable, and halal tourism becomes a moderating variable, with the equation:

$$Y = \alpha + \beta X_1 + \beta X_2 +$$

$$Y = \alpha + \beta X_1 + \beta X_2 + \beta Z + \beta X_1 X_2 Z \text{ (Moderating)}$$

Keterangan:

- Y** = Visiting Decision
- α** = Constant
- β** = Variabel Coefisien
- X1** = Tourism Promotion
- X2** = Tourist Perception
- Z** = Halal Tourism

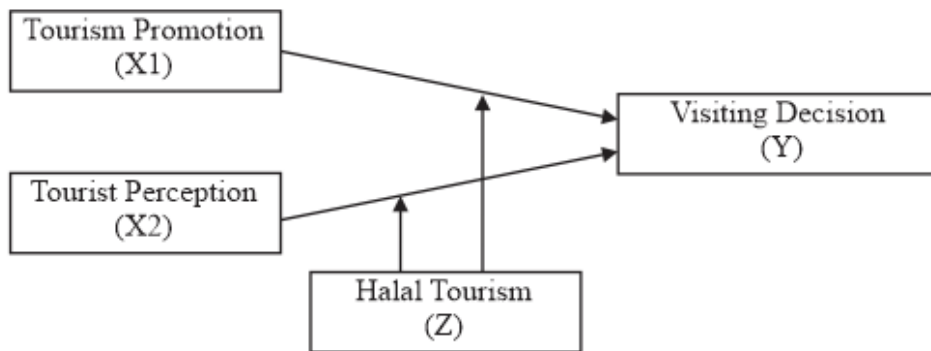


Figure 2. Framework of thinking

IV. RESULTS & DISCUSSION

From the test coefficient of determination equation 1 obtained a value of 55.2% (R Square), which means that the research model of tourism promotion variables and tourist perceptions can influence and explain the visiting decision variables of tourists to Medan City by 55.2%. From the first regression equation the equation $Y = 4.902 + 0.017 + 0.632$ is obtained

Table 4. Model Summary Equation 1

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,743 ^a	,552	,542	1,47430

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

From the test of the coefficient of determination equation 2 obtained a value of 60.3% (R Square), which means that the research model of tourism promotion variables and tourist perceptions can influence and explain the visiting decision variable of tourists to Medan City by 60.3%. From the second regression equation the equation $Y = -1,727 + 0,214X_1 + 0,756X_2 + 0,357Z - 0,001X_1X_2Z$

Table 5. Model Summary Equation 2

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,776 ^a	,603	,585	1,40328

a. Predictors: (Constant), X1X2Z, X1, Z, X2

b. Dependent Variable: Y



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V. DISCUSSION

In this study, there was a significant impact when halal tourism variables were included in the data analysis, with the inclusion of halal tourism variables, increasing the number of tourist decisions visiting the Medan City by 10%. Initially the independent variable used was the tourism promotion variable offered by tourism agents both on the internet, magazines and brochures, in this study it did not have a good effect and had no effect on the visit of tourists to the city of Medan. Though in theory promotion is one in the marketing section that is able to create a consumer's decision in choosing a product, but in this study it has no effect. In other studies Promotion strategies affect Tourist Satisfaction in visiting (Fikri & Ritonga, 2017). Then another independent variable is the perception of tourists in this case has a positive influence on visiting decisions. The problem is that tourists have a negative perception of the city because of the many things that are not in line with their expectations such as a slum environment, ordinary experience, unclean accommodation, damaged roads, unsafe transportation and city security that have not they make sure it's safe.

But when the halal tourism variable is included, all that is perceived by the tourists is lost and will increase visits. Halal tourism is a tourist activity carried out by individuals or groups where each activity process is in accordance with Islamic principles, giving rise to a sense of security and comfort. With the implementation of halal tourism strategies, Medan City will be a friendly city for all tourists, because halal provides positive tourism values and is open to all tourists.

If the halal concept is applied, there will be no more dirty environment, uncomfortable hotel accommodation, unsafe city conditions, more specific uniqueness, especially food that is guaranteed and all people are friendly to tourists, food that is guaranteed to be clean, Medan city has many once a Muslim restaurant, many tourists who love culinary in Medan, especially eating in a restaurant are due to the difference in atmosphere, and the comfort that they get from the facilities and the uniqueness of cuisine that is deliberately provided for guest comfort (Pane, Fikri, & Ritonga, 2018). because the principle of halal not only lies in the end result of a product, but how to create it, the process of forming it and everything that affects it both from outside and inside the product itself reaches the consumers.

In this study also found that the factors that influence visits to tourist destinations are; characteristics, atmosphere, experience, accommodation, infrastructure, transportation, perception, communication, promotion and security. The researcher uses open questions for all tourists so that they can answer according to their respective opinions about strong reasons for making a visit to Medan City as one of the city's tourist destinations.

VI. CONCLUSION & SUGGESTION

The conclusion of this study is how halal tourism is able to have a positive impact and increase the number of tourist visits and give the effect of trust and be able to erase the negative perception of Medan City Tourism. In this study also found that the factors that influence visits to tourist destinations are; characteristics, atmosphere, experience, accommodation, infrastructure, transportation, perception, communication, promotion and security.

Increasing Halal Tourism can not be separated from the role of the government that provides support and changes in all activities related to tourism from the beginning to the end. The government in collaboration with the community must maintain the quality of security and comfort of tourists in conducting tourism activities, so that this becomes the basis for establishing Halal Tourism strategies in Medan City.



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