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Potential of the Tourism Ecosystem of the Pahlawan Street Center Area of Madiun City from a Halal Tourism Perspective

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Abstract

The development of halal tourism-based tourism is being intensively promoted. The potential in the Pahlawan Street Center area as a leading tourist destination in the Madiun City area and the availability of its halal ecosystem make the area an opportunity if the area is developed into a halal tourism area. From the potential of global trends and national goals regarding the development of halal tourism in Indonesia, this makes researchers interested in conducting this research. This study uses qualitative methods and a descriptive approach. This type of research uses field research. Data collection techniques from this study are from interviews, observations and documentation. The data analysis technique in this study used the inductive method, namely from general to specific discussions and with SOAR analysis. The results of this study explain that first the Pahlawan Street Center area has great potential to be directed into a halal tourism. Second, the opportunities in this area include the potential of the collaboration of various pentahelix parties who are actively involved in developing this tourist area. Third, the development strategy for this area is to utilize infrastructure and tourist attractions to build this area as a tourist destination whose ecosystem implements halal tourism.

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INTRODUCTION

Tourism is an industry that provides rapid economic growth as a provider of jobs, income, living costs, and in activating other production sectors (Safri, 2021). As a country with a majority Muslim population, it is hoped that tourist attractions in Indonesia will become Muslim-friendly tourist attractions. This means that both in terms of halal food that is easily available and halal certified, the availability of places of worship, sharia-based hotels, sharia-based transportation, available Muslim fashion, and others are one of the factors that need to be considered to move towards a Muslim-friendly Indonesia or often known as halal tourism. *Tourist interest in halal tourism has increased significantly due to the high demand for tourism products that comply with Sharia law* (Fauzi & Mohammed Battour, 2025). Sharia tourism or halal tourism is defined as a tourist demand based on the lifestyle of Muslim tourists during the holidays(Mahardika, 2020). So if financial conditions improve, Gross Domestic Product (GDP) will experience growth. In the 2023 Global Muslim Travel Index (GMTI) report, it was stated that halal tourism in Indonesia was ranked first(Sayuti, 2023). This potential is also in line with the country's goal of developing halal tourism in Indonesia so that it can become sustainable tourism.

Infrastructure development is considered rapid and visitors in 2022 reached 543,210 visitors(Pemerintah Kota Madiun (PPiD), 2023). This development has also increased domestic tourists from 350,554 people in 2021 to 543 thousand people. The Head of the Madiun City Culture, Tourism, Youth and Sports Office also stated that domestic visits to Madiun City from January to September 2023 reached 587,946 people and 400 foreign tourists(Pemerintah Kota Madiun (PPiD), 2023). Not only domestic visitors, in the publication of the Madiun City Communication and Information Office, the number of visitors to the Pahlawan Street Center per day is no less than thirty thousand visits(Kominfo, 2023). This shows that visitors to Madiun City are quite significant among the areas within the Madiun Residency.

The progress of Madiun City is one of them in the field of rapid infrastructure. One of the real evidence of the rapid development of infrastructure in Madiun City is the Pahlawan Street Center area which is experiencing rapid progress. Not only Pahlawan Street Center, Jalan Pahlawan itself is managed by the Madiun City Government as a shopping center and also the development of UMKM in Madiun City(Pemerintah Kota Madiun (PPiD), 2022). So that the economic cycle in the area can run well. Pahlawan Street Center is used as an icon of the Madiun City area plus the presence of a miniature Eiffel Tower, Kaaba, Merlion Statue, Gallery of 6 Countries, and European Houses making the Pahlawan Street Center area a target for tourists when visiting Madiun City. This is in accordance with the research of Muhyidin Aziz and Ridho Muarief which explains that Pahlawan Street Center can be said to be in accordance with the indicators of an attractive tourist area(Muhyiddin Aziz & Ridho Muarief, 2022). Pahlawan Street Center presents a classic and vintage pedestrian area and miniature monuments from abroad, presents fun activities and tourists can shop for souvenirs, food, etc.

Pahlawan Street Center also offers the Pahlawan Religi Center destination which offers a religious nuance. The main icon of the Pahlawan Religi Center is the Kaaba Prayer Room and

its surroundings are designed like the mosques in Medina. The area around Madiun City also offers religious tourism which makes the surrounding area carry a place according to sharia properly, namely in the area of the Kuncen Ancient Mosque and Tomb. There are sharia hotels around Pahlawan Street Center such as the Setya Syariah Hotel(Universitas Sains dan Teknologi Komputer, 2023). The availability of halal food and places of worship are indicators that can be classified as halal tourism in Pahlawan Street Center. However, these indicators have not fully implemented, such as the absence of halal tour package providers and the absence of clear regulations from the government regarding halal tourism.

With a good halal tourism ecosystem, tourists will feel safe and easy when reaching sharia-based activities, both from worship, halal food, sharia accommodation or hotels, halal fashion, and other things that are included in the halal tourism ecosystem. In addition, with the strategy that emerged from this research, later from the pentahelix, namely the government, academics, entrepreneurs, media and the community who support the implementation of these tourism activities, they will be able to run well and more effectively. So, with the addition of this halal tourism concept, in addition to accelerating national goals related to the expansion of halal tourism-based tourism areas, it also increases the economy in the area. Based on the problems above, research is needed that analyzes the ecosystem of the Pahlawan Street Center area when viewed from a halal tourism perspective. Therefore, in line with the ongoing wheels of the economy at tourist attractions in the Pahlawan Street Center area, researchers are interested in analyzing the implementation of the halal tourism ecosystem in the Pahlawan Street Center area as well as the opportunities and strategies in its development.

RESEARCH METHOD

This study uses qualitative methods and a descriptive approach. This type of research is field research. The reason for using field research is because it is directly related to the place being studied, namely in terms of the tourism ecosystem in the Pahlawan Street Center (PSC) area of Madiun City based on the perspective of halal tourism. This area has the potential to be developed into a halal tourism area, but the government has not yet set regulations regarding this area as a halal-based tourism area.

This research is a qualitative research because it is descriptive and uses analysis. The theoretical basis is also used in determining the focus of the research so that it is in accordance with what is in the field. The main purpose of qualitative research is to explain a phenomenon as deeply as possible by collecting data as deeply as possible, which shows the importance of the depth and detail of the data being studied(Ulfa, 2022). The primary data source in this study is the results of interviews with managers, sample traders and sample visitors. While secondary data sources are obtained from written data or literature, either books, journals, government publications, websites or other references related to the topic of this study. The researcher uses a structured interview model where the researcher has prepared questions related to the research topic. This is used so that the interview process can run efficiently and be able to obtain complete and directed data.

The data collection techniques used are observation, interviews and documentation. Data processing with data reduction, data presentation and drawing conclusions. The data analysis technique in this study uses the inductive method, namely from general to specific discussions and with SOAR analysis. Checking the validity of the data with extended observations, observation persistence and triangulation. The triangulation technique used is source and technique triangulation.

RESULT AND DISCUSSION

Halal Tourism in the Pahlawan Street Center Area of Madiun City

Halal tourism is a tourism system that is able to meet the sharia market so that it can be accepted and suitable for Muslim tourists(Maghfira et al., 2022). Halal tourism is different from Islamic or religious tourism such as the holy land of Mecca or Medina. Halal tourism or halal tourism is a tourism activity carried out in accordance with Islamic teachings which includes the provision of services and products to meet the basic needs of tourists, both Muslims and non-Muslims(Muhammad Nizar, Ririn Tri Ratnasari, 2023). In tourism, there are elements that are attractions, namely pleasant weather, the attraction of the scenery, historical and cultural factors, accessibility to access the area and also the services that exist and are provided in the tourism(M. Ashoer, 2021). With these factors, tourism can be assessed as tourism that has appeal or not and also some people review tourism with these indicators.

With the increase in tourism, the entire ecosystem in the tourist area will also be helped, such as from traders around the tourist area, both from food, drinks, souvenirs, accommodation, etc. So it can be assessed that in improving the economy of the community, tourism is one of the biggest factors. From the existence of this tourism opportunity, it is one of Indonesia's indicators in developing existing halal tourism or known as halal tourism. In the technical standards for implementing halal tourism, there are several standards including the Global Muslim Travel Index (GMTI) standard, the Indonesia Muslim Travel Index (IMTI), the substance of the MUI National Sharia Council on Guidelines for Implementing Halal Tourism, and standards according to the Ministry of Tourism(Surur, 2020). This study focuses on the GMTI standard, where GMTI itself is an institution that provides or provides information about tourist destinations, travel services and investors to assess the development and improvement of the sharia tourism market(Surur, 2020).

The indicator used is GMTI's Rank. In the Global Muslim Travel Index (GMTI) there are several indicators that are considered in assessing halal tourism. Among these indicators are Accessibility, Communication, Environment, and Service(Elsa & Febriyani, 2021). Accessibility indicators include visa requirements, connectivity and transportation infrastructure to the area. Communication indicators refer to the external and internal sides including efforts to build accessibility of information through online media, books and other sources in addition to ease of communication and digital footprint. Environmental indicators include security, comfort of worship, hospitality, environmental conditions. Service indicators include primary needs, namely referring to the availability of halal standardized food and worship facilities, primary services such as hotels and airports and valuable experiences(Surur, 2020). From this

indicator, a place can be assessed whether it has met the GMTI Rank or not in the halal tourism section.

Based on the theory above, it can be analyzed that the tourism ecosystem in the Pahlawan Street Center area based on the halal tourism perspective is in accordance with the GMTI Rank theory regarding halal tourism indicators, namely assessed from Accessibility, Communication, Environment, and Service that do not conflict with sharia. This is in accordance with the results of the following GMTI Rank indicator analysis:

1. *Accessibility*
   Accessibility includes the ease of Muslim tourists in enjoying the tourist area, including transportation, worship facilities, and the availability of places to support Muslim activities. The Pahlawan Street Center area has transportation supported by stations close to the area, city tourist buses and also online transportation. In terms of worship facilities, the area provides a prayer room in the Pahlawan Religi Center area and a prayer room in the shopping center area. Halal restaurants and food are also available which have been halal certified in several outlets.
2. *Communication*
   Communication includes clear information about halal facilities that are easily accessible to Muslim tourists. Among the communication aspects are the halal label on food and drinks and information media that provide halal tourism information. This area has provided halal labels on several foods such as all products of the Juragan Sambel Pecel Community which does not sell products that have not been halal certified and also halal tourism information that is packaged with various interesting Islamic activities, such as Gus Ali's sholawatan, pengajian, takbir keliling departures, Islamic holy day activities, etc. Media and information are developed by the Madiun City Communication and Information Service.
3. *Environtment*
   The environment includes areas that do not conflict with Islamic teachings and are safe for Muslim tourists. As explained by the management of Mr. Heru Waskita, S.E., M.M. who stated that this area prohibits the sale and purchase of haram food and drinks. Pork, alcoholic beverages and other haram foods are also prohibited from being sold in this area. People who visit the Pahlawan Religi Center are also encouraged to wear modest clothing because it is a place of worship. As well as the cleanliness in this area which is routinely cleaned by cleaning staff, and is done every day.
4. *Service*
   Services include services and provision of tourism that are able to understand the needs of Muslim tourists. This service aspect includes the existence of sharia hotels, halal restaurants, tour guides and so on according to the service aspect. Sharia hotels in the Pahlawan Street Center area also already exist with good place ratings. There are already sharia hotels from a total of 38 hotels recorded in 2017(Badan Pusat Statistik (BPS), 2020). Halal restaurants that are already available and the existence of tour guides, both from PKL students and from the existing officers, are Muslims.

Pentahelix Collaboration at Pahlawan Street Center

In creating orchestration and ensuring the quality of activities, facilities, services, creating experiences and benefits from tourism in order to provide benefits and advantages to the community and the surrounding environment, a tourism system is needed from the role of business, government, community, academic, and media (media publication) or BGCAM(Vani et al., 2020). This model aims to motivate the tourism industry and tourism system by increasing the role of government, academia, business, community, and media to generate value for society and environmental benefits from tourism.

The government in the pentahelix diagram acts as a regulator and controller. The government's duties are numerous, ranging from creating strategies that can be implemented, controlling implementation, promotion, budget allocation, licensing, programs and legislation and knowledge development(Septadiani et al., 2022). Academics act as potential assessors and certify items and human resource capabilities that encourage the expansion of a region's potential. Academics conduct research, discussions and activities that are of a review nature regarding something. In tourism, business actors aim to increase added value and maintain sustainable development. The community provides a mediator role for other parties. The media plays an important role in promoting something. Social media is a medium used by individuals as a medium to socialize and become social but is done online by sharing content, news and photos(Ulum et al., 2021).

Collaboration carried out in the Pahlawan Street Center area is built with links to various sectors. Because this area is an integrated unit in Madiun City and makes it a separate opportunity for this area. If you look at the collaboration carried out in the Pahlawan Street Center area, it is included in the pentahelix model:

1. Goverment

   Among the managers are the agencies of the Madiun City Government, namely the Department of Culture, Tourism, Youth and Sports, the Department of Environment, the Department of Public Works and Public Housing, the Department of Transportation, the Department of Health, the Department of Manpower, the Cooperatives of Small and Medium Enterprises, and the Civil Service Police Unit.
2. Academics

   In addition to the agencies, the existing collaboration is carried out by academics or vocational school education units who carry out PKL in the area and also students from several universities around Madiun City. Of course, these academics will also report and provide research results. So that this collaboration will also form a knowledge-based society.
3. Business people

   The next collaboration is from business people, here what is meant by business people are traders, both those who are members of the community and individuals. With the collaboration with business people, it can provide opportunities for the community to carry out business activities in the tourist area. Apart from traders, the existing business patterns are from transportation service providers such as Mabour, namely the Madiun

tourist bus, travel agent services, accommodation, both hotels, lodging, culinary businesses or other services or products.

4. Community
   Apart from business people, collaboration is carried out with communities including the Juragan Sambel Pecel Community, trader communities in the area, HIPMI (Indonesian Young Entrepreneurs Association), and so on.
5. Media
   Furthermore, the mass media collaboration is directly carried out by the Madiun City Communication and Information Service and from social media accounts that discuss areas in Madiun City and its surroundings.

In the existing collaboration, all parties have contributed to the development of this area, but there still needs to be improvements from each pentahelix party so that this area is more optimal. The results of the research conducted by researchers are also in line with previous research conducted by Edoardus E. Maturbongs and Ransta L. Lekatompessy that optimizing pentahelix in developing tourism based on local wisdom can be done by increasing coordination between actors(Maturbongs, 2020). In addition, from the role of each actor, they strive to do their best for tourism development which will also have an impact on the community.

Based on the explanation above, it can be analyzed that the collaboration of the roles of government, academia, business, community, and media to generate value for the community and environmental benefits from tourism. So this model is useful in developing the existing socio-economy based on interested parties who are expected to work together to boost the economy. With all the opportunities available and opportunities for cooperation with various parties, it is hoped that the Pahlawan Street Center area will be able to become a more attractive area and develop better in the future with encouragement from various parties who contribute to the development of this area and later with these opportunities, the Pahlawan Street Center area will be able to become a leading halal tourism area in East Java apart from the Malang City area.

Halal Tourism Development Strategy at Pahlawan Street Center Madiun City

One of the strategies for developing the Pahlawan Street Center area can be done with SOAR analysis. The use of SOAR analysis was carried out in this study because it assessed that there were already many opportunities in this area so that it could focus on developing the area through a combination of strengths and opportunities. Weaknesses and threats will be remodeled to create more focus on strengths and opportunities. SOAR analysis is an analysis that is compiled based on factors that report on Strengths, Opportunities, Aspirations, and finally Results that are measurable and then used as a reference for determining strategic steps. The difference that arises in this SOAR analysis method is from identification and is more focused on existing strengths and opportunities compared to tracing problems, deficiencies, weaknesses and threats. Weaknesses and threats will still emerge but will be remodeled so that they will create a focus on strengths and opportunities(Ardyansyah &

Nasrulloh, 2022). With this research using SOAR analysis, it is able to estimate the best way to determine a strategy that can be used to develop tourism, especially in the future the government will also be helped with what things still need to be fixed and added to the tourism so that it can develop even better.

In the SOAR technique, each variable is explained according to the situation and conditions at Pahlawan Street Center. Strengths in SOAR are used to reveal the strengths possessed by Pahlawan Street Center. Opportunities are used to reveal opportunities at Pahlawan Street Center. Aspirations are used to accommodate aspirations or hopes from stakeholders from the Youth and Sports Office & Tourism Office, Tourism Actors and Consumers at Pahlawan Street Center. Results show the results during the tourism period at Pahlawan Street Center.

The SOAR matrix itself functions to compile strategic factors that describe how external strengths and opportunities faced by a company can be adjusted to more measurable aspirations and results. In SOAR Analysis, they are grouped as SA Strategy, OA Strategy, SR Strategy and OR Strategy(Fajrin & Nawangsari, 2023). The SA (Strengths and Aspiration) strategy is created by utilizing all existing strengths to achieve the expected aspirations. The OA (Opportunities and Aspiration) strategy is a strategy created to find out aspirations that are oriented towards existing opportunities. SR (Strengths and Results) strategy is a strategy created by utilizing all existing strengths to achieve the expected results. Then the OR (Opportunities and Results) strategy is oriented towards existing opportunities to achieve the expected results.

Table 1. SOAR Analysis Matrix

	Strengths	***Opportunities***
	1. Strategic location in the city center and easy availability of Muslim needs. 2. Tourist attractions such as miniature world icons that attract tourists. 3. Culinary and entertainment tourism with events and tourist areas without entrance fees. 4. The concept of halal tourism that already exists in the Pahlawan Street Center area. 5. A tourism ecosystem that is starting to develop such as public facilities, maintained security and efforts to improve infrastructure.	1. Local economic potential from empowering MSMEs. 2. Government support and the pentahelix model 3. Digital development and its promotion 4. Increasing halal tourism with the halal tourism concept that has begun to be implemented so that it can become a leading halal tourism in East Java.

Aspirations 1. To become a mainstay tourist destination and be widely known nationally. 2. Improve infrastructure and supporting facilities. 3. Increase community participation by actively supporting tourism. 4. Strengthening the concept of halal tourism by targeting all tenants to have halal certificates.	**SA Strategy** a. Increase promotion and branding of the Pahlawan Street Center area as a leading halal tourism. (S1, S2, S3-A1) b. Optimize the role of the government and parties involved in the pentahelix in developing facilities to support Muslim activities. (S5-A2) **c.** Improve the halal tourism experience by inviting more accommodations, restaurants and MSMEs to carry out the halal certification process. (S4-A4)	**OA Strategy** a. Improving digital marketing in its media promotion, especially promotion of halal areas. To reach Muslim tourists. (O3-A1) b. Developing halal tourism education programs for business actors, communities and the surrounding community. (O4-A4) c. Optimizing tourist transportation with wider routes and providing separate seats for Muslim women. (O2-A2, A3)
Results 1. Increasing the number of tourists 2. Increasing community welfare through MSMEs and new jobs 3. Branding the city of Madiun as an attraction for tourists from various regions 4. Improving infrastructure	**SR Strategy** a. Development of thematic tourism packages, namely collaboration between culture, religion, etc. (S2-R1) b. Maintaining cleanliness and security by improving the management of Muslim facilities. (S5-R4) c. Increasing the attractiveness of Pahlawan Street Center through routine and periodic events, especially Islamic events. (S3-R1, R3)	**OR Strategy** a. Increase collaboration with travel agents to direct routes to Muslim and Muslim-friendly tourist attractions. (O3-R1, R3) b. Utilize the potential of MSMEs and creative industries by providing space for local halal-certified products. (O1-R2) c. Encourage the government to establish regulations on halal tourism. (O4-R3, R4

From the analysis above, it can be seen that the strategies that can be used include SA, OA, SR, and OR strategies. The explanation of the strategies obtained from the analysis are:

1. SA Strategy:
   a. Increasing the promotion and branding of the Pahlawan Street Center area as a leading tourist attraction by highlighting the attractions including miniature world icons, the Kaaba prayer room and the halal tourism concept in its tourism promotion.

   b. Optimizing the role of the government and parties involved in the pentahelix in developing facilities such as parking areas, pedestrian paths, and more comfortable places of worship.
   c. Increasing the halal tourism experience by inviting more accommodations, restaurants and MSMEs to obtain halal certificates.
2. OA Strategy:
   a. Increasing digital marketing in its media promotions, especially promotions regarding halal areas in order to reach more tourists, especially Muslim tourists.
   b. Developing a halal tourism education program for business actors, communities and the surrounding community in supporting a Muslim-friendly tourism ecosystem.
   c. Optimizing tourist transportation such as Madiun Bus On Tour (Mabour) with wider routes and providing separate seats for Muslim women.
3. SR Strategy:
   a. Developing tour packages that combine culinary, cultural and religious tourism to increase tourist visits.
   b. Maintaining cleanliness and security by improving facility management and providing information for Muslim tourists.
   c. Increasing the attractiveness of Pahlawan Street Center through routine and periodic events, especially events related to Islamic events.
4. OR Strategy :
   a. Increase collaboration with travel agents so that Pahlawan Street Center can be used as a mandatory tourist destination when visiting Madiun City and its surroundings.
   b. Utilize the potential of MSMEs and creative industries by providing space for local products that have been certified halal so that it will have a positive impact on the community.
   b. Encourage the government to establish regulations regarding halal tourism so that Pahlawan Street Center can become a pilot area for halal tourist destinations in East Java.

This study is in line with the research conducted by Farida Rahma Ramadhani, et al. Regarding "Sharia Tourism Development Strategy in Bandung City Using SOAR Analysis(Ramdhani et al., 2020). This study also uses SOAR analysis, the difference lies in Bandung City which has indeed been made a halal tourism area while Madiun City has not been claimed to be a halal tourism area either from regulations and so on. However, this analysis explains the strategies that can be used in developing the area when viewed from a halal tourism perspective and strategies so that this area becomes a halal tourism area. The use of this SOAR analysis has been adjusted to the SOAR analysis theory and the use of the SOAR matrix to obtain a strategy for developing the area from a halal tourism perspective.

With these strategies, it is hoped that it will help the Pahlawan Street Center tourist area to develop into a tourist destination that is not only attractive but also provides a

comfortable and inclusive experience for tourists who visit this area, especially for Muslim tourists.

CONCLUSION

The Pahlawan Street Center area of Madiun City has the potential to be developed into a halal tourism area because its halal tourism indicators can be met. Among the indicators of the halal tourism ecosystem that can be met in the Pahlawan Street Center area are the availability of halal food, sharia accommodation, and adequate worship facilities. However, there are still several things that need to be fixed, such as the absence of regulations and ablution places that are not yet closed and separate.

The opportunities for the Pahlawan Street Center area include: 1) The potential of the Pahlawan Street Center area is large, especially in terms of its halal tourism ecosystem and can be developed as a leading halal tourism. 2) The high market demand for halal tourism and the availability of a halal tourism ecosystem in the Pahlawan Street Center area can be an opportunity for the area. 3) With the collaboration of various related parties who are members of the pentahelix, namely managers, academics, business people, communities and media, the Pahlawan Street Center area has the potential to become a leading halal tourism area in East Java, especially the western part, considering that there is no leading halal area in this area.

The development strategy of the Pahlawan Street Center area from a halal tourism perspective includes SA, SR, OA, and OR strategies. The SA strategy utilizes infrastructure and tourist attractions to build the Pahlawan Street Center area as a halal tourism destination. The SR strategy develops tour packages that combine culinary, religious and cultural tourism to increase the attractiveness of the Pahlawan Street Center area. The OA strategy is to utilize digital marketing and education about halal tourism for business actors to increase the competitiveness of the area. And the OR strategy is to increase collaboration with travel agents and encourage regulations regarding halal tourism from the local government.

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