

HOTEL'S COMMITMENT TOWARD HALAL PRODUCT GUARANTEE IN SUPPORTING HALAL TOURISM DESTINATION IN MALANG CITY (CASE STUDY ON HOTEL KITCHENS IN MALANG CITY)

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ABSTRACT

JPH (Halal Product Guarantee) is legal certainty of the halal status of a product proven by a halal certificate. Halal certificate is written declaration issued by the Indonesian Ulema Council (MUI) regarding the halal status of a product based on Islamic Law. In its implementation, BPJPH as the institute pointed by the Minister of Religion of Republic Indonesia has the task to carry out the implementation of JPH (Halal Product Guarantee) and guarantee halal status of all products that enter, circle and traded in Indonesia. The function of this role is to provide the sense of comfort, safety and ensure the availability of halal products for the citizen and the foreign tourists. Malang city is wellknown as a tourism city in Indonesia and assigned as one of halal tourism places in Indonesia by Ministry of Culture and Tourism. Halal tourism has 3 criteria, one of them is service and facilities in moeslem friendly destination including food choice and halal guarantee. To realize a halal tourism city needs a commitment from all business people. This research is to find out the commitment of businessmen toward Product Guarantee Law in supporting halal tourism destination conducted by several restaurant's cooking kitchen in Malang City. This research uses descriptive qualitative method. Based on the result of the research, it can be concluded that the commitment by some informants is really high in submitting and strengthening the hotel to certify halal product guarantee in the hotel kitchen.

Key words: Halal Sertification, Halal Tourism, Commitment

INTRODUCTION

In this international trade era, the business people and food producers have new challenges especially regarding with the issue of certification and halal stamp of the food or beverages because recently halal status of food and beverage products has received more attention in protecting the Muslim consumers all over the world. One of state's efforts in protecting consumers over nonhalal products is the policy in the Rules of Law to manage the distribution of halal products. Halal Certificate is the written guidance from Majelis Ulama Indonesia that declares the halal status of a product based on Islamic Syaria. Halal Certification is the requirement to get the permission in obtaining the halal label on the product packaging from authorized government agency. The government has declared the law that emphasize on the legal protection toward the halal status of food or products which is closely related to the halal certification on food or products. Lately, the government codifies the new law, Law No. 33 2014 about Halal Product Guarantee. Trough this law, it implies that halal-haram is an urgent issue in the process of production, distribution and consumption and it is a form of realization from the country to protect the consumers.

Halal status of a product become mandatory need for moeslem consumers, whether food product, drugs or other consumptive products. As the increase of moeslems in Indonesia based on Global Religious Futures moeslem in Indonesia in 2010 is 209, 12 million which is 87, 17% from 239, 89 million population. In 2020, moeslems in Indonesia are predicted to keep increasing and it makes Indonesian market becomes a huge market for moeslem consumers. Global Muslim Travel Index (GMTI) will be reference of standardization of halal tourist industry in Indonesia. Currently, Minister of Culture and Tourism already has business guidance of halal hotel for halal tourism industry. Deputy for Development of Destination and Tourism Industry (DBPDIP), Dadang Rizki Ratman states that halal tourism is classified as special interest tourism, consumers in this sectors which are moeslems need halal food and place of worship. Meanwhile we refer to GMTI while look for other halal tourism standard which is referred globally, said Dadang in Sapta Pesona Building (Pratiwi, 2016).

Ministry of Culture and Tourism has chosen Malang City, East Java as one of halal tourism options in Indonesia (Arifin, 2019). The purpose is to expose halal tourism in Indonesia to attract segment of halal tourists all over the world such as moeslem country in Southeast Asia, Middle East and Europe. The development of halal tourism are expected to increase foreign tourists in Malang City, so the owner of the hotel and restaurant in Malang City can cooperate in providing the service and halal product guarantee especially on good process, quality and service.

Initial research on this observation finds an object that cannot commit in obeying the regulation of government but keeps supporting program of halal tourism destination because of a lot of reasons such as giving up on the beginning submission process. It is caused by many reasons those are internal problem that less support and less understanding about halal guarantee and also support from the owner. Some other reasons are financial factor in registration, procedure, segment or different market targets. Central government regulation about the obligation to have halal status of spred products and the government allurement about halal tourism is aimed to see how the hotels carry out the commitment. One example in the procedure of proposing halal certificate takes long time. Time needed by Swissbel inn in accomplishing some administration is approximately a year. Some obstacles that take time are fulfilling the material that should have halal standard or logo and changing some expired materials

In this research observation, it is found that most of hotels and business people have supported the concept of halal tourism in Malang City, but some objects have not registered and applied halal certification. The reason why they have not applied it is because of different segment of market. Some of them consider that their segment of market is international clients. From this reason, according to them, it is not so urgent to apply this certificate. The next point is about commitment. Two of three respondents I met, said that they fully supported halal certificate but they cannot fully commit. According to them, commitment means truly carry out based on the rules and they will get the punishment whenever they are proved to do some violation. There are some prior research stated that leadership commitment is really necessary to determine the result where this businessman branding can build the image of market segment so it can create an image that makes people intend to work for the company because it is managed well.

LITERATURE REVIEW

Commitment of Leadership and Organization

Previous research stated that leadership commitment is really necessary to determine the result. (Yiing et al., 2008; Kieu, 2010). As the result, the characteristics of leader behavior as an individual who commits are able to predict the employer branding. Entrepreneur Branding has an interest by building the image in potential worker's mind so it creates an image that makes people intend to work for the company because it is managed well (Vallaster & Chermatony, 2005). This research also shows that leadership commitment influences the work activities of organization (Nasomboon, 2014). Other research also discuss about performance commitment and business performances in economic recession. Based on the result of research of "Ayoade Ezekiel O, Universitas Kovenan Adegbuyi Omotayo, Universitas Victoria Ogunnaike Olaleke O, Universitas Kovenan (2018) stated that there is a relevance between the entrepreneur commitment and business performance in an economy facing recession. These findings have significant impact from the commitment toward business performance and prove that economy facing recession has complete relationship between commitment and business performance. Appropriate government policies are recommended to increase the commitment of entrepreneur and keep local recession. Organization commitment is a kind of commitment that appears not only for certain loyalty but also involves active relationship with organizations that have goal to give all efforts for the success of the organization (Porter in Sopiah, 2008: 156).

Halal Product Guarantee Law (UUJPH)

The Draft for the Law on Halal Product Guarantee (UUJPH) was ratified by the 6th President of the Republic of Indonesia, Susilo Bambang Yudho Yono on October 17, 2014 It was after approved at the DPR-RI Plenary Meeting on September 25, 2014. According to the law, to carry out the implementation of Halal Product Guarantee, an organization was formed. Halal Product Guarantee (BPJPH) chaired by Prof. Ir. Sukoso, MSc., PhD which is located under and responsible to the Minister of Religion. BPJPH can form representatives in the regions. The steps that a company needs to go through to get a halal certification (1). Understanding the requirements for halal certification and participate in Halal Assurance System (SJH) training (2). Implementing the Halal Assurance System (SJH) (3). Preparing Halal Certification Documents (4). Registering Halal Certification (Upload Data) (5). Monitoring the Pre-Audit and Payment of the Certification Agreement (6). Implementation of the Audit (7). Post-Audit Monitoring (8) Obtaining halal certificate

Halal Certification

Certification and labelization are two different things, but they both related. Halal certification is a process that aims to prove that materials, production processes and product halal assurance systems in a company are in accordance with predetermined standards (LPPOM MUI, 2008). This certification is carried out through several stages of inspection by auditors in their fields who then determine the status of the halalness (Hasan, 2014). Meanwhile, halal labeling is a label or logo contained in a halal product packaging with its function to show consumers that the product has a halal status. The authorized agency to grant permission for this labeling is the Food and Drug Supervisory Agency (BPOM). The halal certification will later be used as a halal logo or label on a product. There are many materials for products that come from within and outside the country. On each existing product, it is very necessary to include a halal label to make consumers easier to choose halal products which are closely related to the majority of Muslims in Indonesia. This has led to certification and product labeling to guarantee halal products for consumers (Afronyati, 2014). There are several institutions that took part in the formation of halal certification, including the first being MUI with the task of providing nonbinding legal opinion according to the Muslim law and halal certification. The second is LPPOM MUI with the function of monitoring products from the materials to the process of production. The third is BPOM with its task to provide permission for the inclusion of halal labels on the product. The fourth is the Ministry of Religion as a policy maker and outreach to the public. Meanwhile, after the Halal Product Guarantee Law coming out, there have been several changes, regarding with the Halal Product Guarantee Agency (BPJPH) as the main institution in the halal certification process. In addition, there is also a Halal Inspection Agency that is tasked with auditing, LPPOM MUI which will later become a part of LPH. Furthermore, MUI will have the same task, which is to issue the declaration according to the Muslim law but cannot carry out the halal certification process. Finally, MUI and BPJPH carry out halal certification and LPH accreditation (Faridah, 2019). This halal certificate is highly recommended for all hotels and restaurants in supporting government programs and helping Indonesia to implement halal tourism.

Halal Tourism

According to the Law of the Republic of Indonesia Number 10 of 2009 concerning tourism, it is said that tourism is a form of travel activity both individually and in groups with the aim of visiting certain places in a temporary period. According to the 2012 Ministry of Tourism, the term Sharia tourism is a form of activity that has several facilities in it as well as services provided by the community, businessmen, government and local governments that have met Sharia principles. (Jaelani, 2017). Halal tourism is an activity that is allowed according to Islamic teachings to use or be involved in the tourism industry (Battour & Ismail, 2015). From this definition, consider Islamic law (Sharia) as the basis for providing tourism products and providing services to tourists, especially Muslims, such as hotels with a halal concept, halal restaurants, and halal travel agencies. Indonesia has great potential in the form of beautiful natural landscapes with 17,100 islands and 742 languages and 250 million people. Based on this, the development of halal tourism in the future is considered promising and potential. From previous research, tourism potential is considered good and tourists agree with the concept of halal tourism (Jaelani, 2017). From the concept, 48% of respondents agree with the concept of halal tourism and in terms of needs of halal tourism 68% of respondents agree because it is considered in accordance with the conditions of Indonesian society. The people also hope to get comfort and tranquility on the way without forgetting Islamic values. Indonesia is synergizing with several parties for the development of halal tourism such as the Ministry of Tourism in collaboration with the National Sharia Council (DSN), the Indonesian Ulema Council (MUI) and the Business Certification Institute (LSU). The cooperation that is established is to develop tourism and promote cultural and religious values which will later be elaborated through the Minister of Tourism and Creative Economy Regulation (Jaelani, 2017). The government is also cooperate with the Indonesian Hotel and Restaurant Association (PHRI) in providing halal lodging and places to serve halal food menus, and collaborating with the Indonesian Travel and Tourism Association (ASITA) to create halal tour packages that are not only limited to religious tourism (Ministry of Tourism, 2015). The Ministry of Tourism (2015) in its report noted that there are 13 provinces that are ready to become halal tourism destinations, those are Aceh, Banten, West Sumatra, Riau, Lampung, DKI Jakarta, West Java, Yogyakarta, East Java, South Sulawesi, Central Java, Nusa Tenggara. West and Bali.

According to the 2016 GMTI (Global Muslim Travel Index), three groups of halal tourism criteria were reviewed. First, a family friendly destination. Second, services and facilities in Muslim-friendly destinations. Third, halal awareness and destination marketing. Of these three criteria, there are 11 indicators. The criteria for family-friendly destinations, the indicators include family-friendly destinations, general safety for Muslim tourists, and the number of Muslim tourist. In the second criterion, services and facilities in Muslim-friendly destinations, there are three derivative indicators, those are food choices and halal assurance, access to places of worship, facilities at the airport, and accommodation options. Meanwhile, for the three criteria for halal awareness and destination marketing, the four derivative indicators are ease of communication, reach and awareness of the needs of Muslim tourists, air transportation connectivity, and visa requirements. To build halal destination marketing requires effective communication and organized action in conveying messages. (Lee et al., 2017). Therefore, the development of halal tourism in Indonesia can be implemented as follows: • Development of family-friendly destinations, with priority on regional destinations that are proclaimed as the best halal tourist destinations such as Lombok and Aceh. Ensure that tourist areas are free from alcoholic beverages and separated man and woman from public tourist spots. • Development of Muslim-friendly services and facilities, with the provision of places of worship that are not far from the destination, food and drinks labeled halal, toilets with clean water, services and facilities to support the month of Ramadan, Tour and Travel which makes tour packages that do not conflict with time. prayers, and provision of Sharia hotels. • Development of halal awareness and destination marketing, with halal certification from the MUI for each standardization of facilities to create a sense of security, comfort and hygiene in services or goods. According to the book 'Guide to Indonesia for Muslim Visitors' which was created in collaboration with the Ministry of Tourism and Halal Trip, there are several instructions for Muslim tourists who want to go on a halal trip in Indonesia. This manual is divided into categories such as: what can be done (things to do); culinary tourism locations (meals), each gives information whether the place is halal, halal friendly or pork free; prayer facilities; and accommodation. In the guidebook 'Wonderful Indonesia: A Muslim Travel Guide', several maps have been mapped as recommendations for Muslim tourists. For example, in the book given directions if tourists want to stay at Islamic hotels or hotels that have a Muslim-friendly concept, tourists can visit Noor Hotel, GH Universal, Orange's Home Sharia, etc.

The vision that has been designed to be halal tourism is that Indonesia wants to become a world-class halal tourism destination country with four missions, 1. Developing world-class halal tourism destinations, 2. Developing the ecosystem and capacity of the highly competitive halal tourism industry, 3. Increase the capacity and capability of national halal tourism institutions, 4. Conduct marketing with an orientation to the target market. Halal tourism also has targets and indicators in its development. The intended targets are halal tourism competitiveness, business competitiveness, halal tourism incorporated, foreign exchange. Each target has different levels of difficulty to achieve. There are 4 indicators for halal tourism, those are GMTI's Rank, GMTI's Industry Competitiveness, IMTI's Commitment on Halal Tourism Development and Muslim Visitors.

METHODOLOGY

Research Approach

This research uses a descriptive qualitative research method approach to case study. In general, qualitative research is intended to describe and explain the events that occur in humans (Moleong, 2011). Collecting data from the field is obtained through observation, in-depth interviews and related documentation during the research. The data are then compiled into a note as the primary of data analysis. Researchers recorded and documented data objectively and as it was based on the result of observations and interviews with informants. In this study, the researcher interviewed 5 informants, namely 2 HRD Hotels, an F&B Hotel, a

Malang City Tourism Office, a chairman of BPJPH. To complement the results of the interview, the researcher made observations and documentation in the form of photos during interviews at Savana and SwissbelInn Hotel. All interview results are documented in the form of recorded interviews and interview transcripts. In this methodology, the presence of researchers is a must because in this study a researcher must be involved directly in all forms of data preparation and collection. In the process of collecting data, researchers will make direct observations to the research location. The location of the research is carried out in non-sharia hotel kitchens in Malang that have or are applying for halal certification. The three hotels that will be used as research objects are Tugu Hotel, Swissbel Inn Hotel and Savana Hotel. The reason for this research being conducted in Malang is that it is one of the cities designated by the Indonesian Ministry of Tourism as one of the halal tourism cities in East Java. In addition, one of the research objects, Swissbel Inn Malang, is the first Chain hotel in Indonesia that has been certified halal. Malang City also has a university-based halal inspection agency (LPH), namely Brawijaya University, Malang State University, Malang Muhammadiyah University, Malang Islamic University, Malang State Islamic University. Furthermore, the steps of data analysis is started by data reduction which means the process of sorting, summarizing and simplifying the data according to the focus studied with the aim of making researchers easier to carry out data analysis and further data collection. Second, the presentation of data in qualitative research is presented in the form of a narrative or brief description. And the last is conclusion.

HOTEL'S COMMITMENT TO HALAL PRODUCT GUARANTEE

Based on the research findings, this study reveals that Swissbel Inn Hotel is the first hotel that has been registered in the halal certification of its hotel kitchen and is the first hotel chain in Indonesia that has been registered as a halal certified hotel kitchen. Since the beginning, Swissbel Inn has committed to support Malang State Government in promoting halal tourist destinations in Malang City. This commitment can be seen from various aspects, one of which is participation in every activity both online and offline. One of Swissbel Inn's contributions in participating online activities is joining webinars held by Malang State Government. Swissbel Inn, represented by the General Manager (GM), Mr. Gunawan Tri Darma Putra, provided an overview and testimony about the various ways and efforts to apply for halal certification. Of several hotels that have applied for halal certification, only Swissbel Inn Malang that commits to carry out the stages. Besides supporting halal certification, Swissbel Inn Hotel also has Hazard Analysis and Critical Control Points (HACCP), which is a control tool that really helps consumers to avoid dangerous products served by food producers; this will further improve the quality of food products which are not only halal but also good to consume (Halalan Thoyyiban). It is based on the theory that has been presented above regarding halal certification which is a process with the aim of proving that materials, production processes and system of halal product guarantee in a company are in accordance with predetermined standards (LPPOM MUI, 2008). This certification is carried out through several stages of examination by auditors in their fields, which are then the halal status is determined (Hasan, 2014). Meanwhile, halal labeling is a label or logo in a halal product packaging with its function to show consumers that the product has a halal status. The agency authorized to grant permission for this labeling is the Food and Drug Supervisory Agency (BPOM). The halal certification will later be used for the inclusion of a halal logo or label on a product. This statement is also in accordance with what has been done by Swissbel Inn Hotel, which goes through a long process in the process of applying for halal certification approximately 1 year.

Based on the research findings, the commitment of Swissbel and Savana hotel owners and management regarding the guarantee of halal products in hotel kitchens is also very high. It can be seen from the seriousness of each of these hotels in following the stages to the end, making Swissbel Inn and Savana Hotel and Convention proven to have a high commitment to carry out halal certification. The stages from the beginning of the submission process and in each procedure from start to finish have been carried out by various parties. They think that by halal certification, it can attract new consumers and tourists, especially Muslim consumers to visit and stay at hotels. This finding is consistent with previous research (Khalek, Mukhtar, 2016) which states that halal certification is considered important and more trustworthy for the majority of respondents when buying halal food. This is also reinforced by the statement by Rebyka as part of Food & Beverage Swissbel Inn Hotel that there are guests who come from Malaysia who ask about the existence of a halal certification logo on hotel food products. Based on the findings of this study, the halal logo and brand printed on the hotel or product banner will further strengthen and convince customers that this hotel and food menu has implemented Halal standards. This method will provide comfort and make the entrepreneurs easier in the culinary field to market their products and assist the Malang State Government in promoting Malang as a city for Halal tourism. The halal logo can later be used as a plus to attract local and foreign visitors. Savana Hotel do not limit tourists who come but by a "halal logo" for the food products offered, they are more convinced that it will be a special attraction in the market. This finding is in accordance with (Nisha and Iqbal, 2017) that government support and work support are very important in this policy to trust consumers, industry and investors about the halal ecosystem in Bangladesh.

Several steps that must be passed by the Halal Assurance System Team in processing halal certification must be done properly, starting from following several Halal Assurance System (SJH) trainings and understanding the requirements for halal certification listed in HAS 23000. In addition, Swissbel Inn has also participated in several SJH training held by LPPOM MUI, both in the form of regular training and online training (e-training). In addition, the requirements and stages to get halal certification must be carried out properly. Swissbel Inn hotel and Savana hotel are expected to implement the Halal Assurance System (SJH) before registering for halal certification, including the establishment of a halal policy, the establishment of halal certification, such as the establishment of a halal policy, the establishment of a Halal Management Team, the creation of HAS Manual, the implementation of training, the preparation HAS related procedures and the implementation of internal audits and management reviews.

Savana hotel is one of the preferred hotel destinations for guests visiting Malang City. Unlike the Swissbel Inn, Savana is a private management hotel. This is what makes Savana different from Swissbel Inn. In this way, policies and decision-making can be taken immediately without being returned to the local government. Regarding halal certification which is the main topic of this

discussion, there are several differences with Swissbel Inn hotels, that is the submission of the Savana hotel in managing halal certification. It is the arrangement after government regulations and directives regarding the socialization of certification and halal city tourism by the Ministry of Culture and Tourism of Malang City regarding the implementation of the Halal Product Guarantee at the Islamic University of Malang. Some of the obstacles faced are same as Swissbel Inn regarding the time for processing which may be a little hindered. This submission process is not automatically accepted by the central government but must go through several stages whether each product has been verified as halal or not. If there is a product that has not been verified as halal, then the application for Halal Product Guarantee Certification cannot be given to that applicator. Supervisor support halal products not only from the ingredients, but also from the tools they use, washing, purifying, for example how to wash meat which have rules that must be fulfilled in the hotel. In this case, cooperation between managers and supervisors is needed.

MARKETING STRATEGY IMPLEMENTED BY SWISSBEL INN HOTEL AND SAVANA IN SUPPORTING HALAL TOURISM CITY

One of the ways that hotels use in marketing hotel services is by placing a halal logo on every hotel activity and event. This strategy is carried out to support halal tourism cities and is also a means of branding hotels in promoting halal-certified hotels. The hotel believes that with a halal label, it will make the hotel customer easier and more convincing customers to make a choice to stay or choose a hotel, the halal label promotion strategy is very effective in promoting Muslim friendly Swiss hotels. In addition, the Swissbel Inn hotel is strategically located in the middle of Malang City and can be easily accessed. The position of the hotel, which is located behind Transmart Mall and close to several State Universities such as State University of Malang, Brawijaya University, UIN Malang and also a shopping center. It makes Swissbel Inn as one of the first choice for family visitors who want to visit Malang City and also the families of students or guests from abroad. The city of Malang, which continues to grow rapidly both in terms of economy and tourism, will be an advantage of several hotels, especially Swissbel Inn and Savana. Apart from its strategic location, SwissBell Inn's marketing targets are university students, office workers, students etc. Swissbel Inn fully supports the realization of these two things, both halal certification and Halal Tourism City. Swissbel Inn also recognizes that these two aspects are good opportunities for the hotel business. However, currently, the direct impact on Swissbel Inn is not well perceived personally but they keep trying to brand by being active in halal seminars and always include the halal logo in restaurants and banners and doing online menu promoting.

Swissbel Inn and Savana are well known among the society, many of the guests who come are leaders of companies, groups and also families. Savana market segment is either government or corporation. Regarding how Savana's efforts in supporting this halal certification is by looking for material vendors that already have BPOM, which indicates that the products in Savana have been verified as halal but for the 'kitchen' which is the main topic of this research has not been fulfilled and is still in progress. In addition, the commitment by Savana also needs to be considered both from the government and related parties that oversee the Halal Certification program. Not only one party is involved and authorized to be responsible for its implementation, but it must be done together to avoid miscommunication, and the most important thing is that Savana wants to be given a supervisor because of course there are many mistakes during the implementation which by the time will damage reputation of the hotel itself.

The concept of halal tourism which refers to GMTI (Fuji, 2016) states that in the criteria of services and facilities in Muslim-friendly destinations, there are indicators of food choices and halal guarantees. Malang, which has been appointed by the Indonesian Ministry of Tourism to be one of Indonesia's halal tourism cities, must be ready to make it happen; therefore it needs to be well prepared. Government support is very important for entrepreneurs, especially for hotel owners in promoting their business. Malang City is a city that has many tourism places for newcomers, especially tourists, with the right government support that makes entrepreneur easier to overcome various problems such as tourism promotion and the process of obtaining halal certification. This is in accordance with (Nisha and Iqbal, 2017), that government support is very crucial in supporting the halal ecosystem.

The high costs incurred also depend on the number of menus submitted to get halal certification. Swissbel Inn serves several menus such as ala carte, meeting / banquet menu. That is what makes the application fee for this halal certification to be expensive. However, currently, the government has provided subsidies for this. Swissbel Inn also hopes that the government keep giving support to related parties who wish to apply for halal certification. Because this is also a form of support from those who support the government's wishes, so it is better to work hand in hand in realizing it. Apart from the Halal Product Guarantee Certification, this research also discusses halal tourism city destinations, there are 3 strategies, namely the rationale strategy, the formulation strategy and the implementation strategy. These three are interconnected in realizing halal tourism in Indonesia (Rahtomo, 2020). The rationale strategy is an effort made to achieve profits from the economic sector. It means in its implementation halal tourism requires several factors to achieve its goals, that is increasing the competitiveness of local destinations. The factors that play a role are optimizing the quality of national tourism destinations, making Indonesia as the most favorite halal tourist destination in the world, creating a competitive national industry and optimizing the qualifications of national halal tourism institutions. From those factors, Indonesia can fulfill its desire to be the world's halal tourism country. In addition, every region in Indonesia needs to commit to work hand in hand in developing this halal tourism.

CONCLUSION

This research is based on several things those are the implementation of law on halal product guarantees that requires entrepreneurs to apply for halal certification, and the concept of halal tourism. Based on the findings from the research and discussion above, the form of commitment of entrepreneurs, especially in hotel kitchens in Malang City, is quite high, but from several things there are findings that become problems, it is submission process which is not widely understood. Like the Swisbel Inn, the process of

submitting took a very long time during the submission to approval of halal certificate. In addition, there are still a number of hotels that have not carried out halal certification due to different market segments and target markets. Another factor that is equally important is the cost which is considered expensive and the procedure is complicated. This is a reason for some hotels not to apply for halal certification.

Swissbel Inn and Savana are some of the hotels that have supported halal certification. Swissbel is the first hotel to receive halal certification from MUI. The long stages and processes and different management policies are the main reasons that Swissbel is very committed to support halal certification. However, from this long process, Swissbel Inn said that with the current halal label, it increases the appeal of the hotel to consumers, especially the Muslim community as the majority in Indonesia. Unlike the Swissbel Inn, Savana also supports the halal certification, but there are still some considerations, especially regarding the different market segment.

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