

HALAL AWARE COMMUNITY MODEL BASED ON MASJID: ANALYSIS OF LEVEL OF CARE, AWARENESS, AND SATISFACTION OF MUSLIM TOURISTS IN MAKASSAR

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HALAL AWARE COMMUNITY MODEL BASED ON MASJID: ANALYSIS OF LEVEL OF CARE, AWARENESS, AND SATISFACTION OF MUSLIM TOURISTS IN MAKASSAR

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ABSTRACT

This study aims to assess the success of a halal-conscious community model based on the Masjid in Makassar by examining the level of awareness and satisfaction of local communities and Muslim tourists. The quantitative method with a survey approach was used, and 300 local community respondents and 200 Muslim tourist respondents were randomly selected as the study sample. The data were collected using questionnaires that consist of questions about respondent characteristics, the level of awareness and concern for halal products and services, and satisfaction and recommendations for the halal-conscious community model. The collected data were analyzed using descriptive statistical and factor analysis methods to identify the factors that affect the success of the halal-conscious community model. The validity and reliability of the research instruments were tested using content validity and Cronbach's alpha method, respectively. The results showed that the local community respondents had a high level of awareness and concern for halal products and services, with an average score of 3.8 out of 5, indicating that the halal-conscious community model has successfully increased the awareness of local communities. Furthermore, Muslim tourists showed high levels of satisfaction with the halal-conscious community model, with an average score of 4.1 out of 5, indicating that the model has provided halal products and services that meet their needs. In conclusion, the halal-conscious community model based on the Masjid in Makassar has been successful in increasing the awareness and satisfaction of both the local community and Muslim tourists.

Keywords : Halal community model, Masjid-based, Awareness, concern, Tourist satisfaction

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1. INTRODUCTION

Makassar is one of the big cities in Indonesia which is famous for its cultural and religious diversity. As a city with a majority Muslim population, Makassar also has many Masjids that function as centers of religious and social activities for the local community (Bauto, 2014). In addition, Makassar also has considerable tourism potential, especially as a religious tourism destination.

In Indonesia, the concept of "halal conscious" has become one of the growing trends in Muslim societies (Ferdiansyah, 2020). Halal awareness can be interpreted as an awareness to choose and consume halal products in accordance with Islamic teachings (Izzuddin, 2018). In Makassar, there have been several efforts to encourage people to be more halal conscious, such as halal campaigns and halal certification for the food and beverage industry.

In the context of tourism, being aware of halal is still a challenge that must be faced (Fathoni, 2020). As a religious tourism destination, Makassar must be able to provide assurance and comfort to Muslim tourists who want to visit holy places and carry out other religious activities. Therefore, efforts are needed to create a Masjid-based halal-aware community model, so that the local community can help promote halal tourism in Makassar.

In carrying out tourism activities, it is important for tourism industry players and the local community to understand the needs and preferences of tourists, including the need for halal products. (Razali et al., 2021). As a religious tourism destination, Makassar has great potential to develop halal tourism, however, there are still a number of obstacles encountered, including a lack of public knowledge and awareness regarding the importance of halal products and services.

In this case, the Masjid can function as a center for activities and development of a halal-aware community that can support halal tourism activities (Adinugraha et al., 2018). Through a

Masjid-based halal-aware community model, local communities can share knowledge and experiences about halal products and services, as well as promote halal products and services to tourists. (Nur, 2021). In the long term, it is hoped that a sustainable halal tourism ecosystem will be formed in Makassar.

Through a Masjid-based halal-aware community model, local communities can share knowledge and experiences about halal products and services, as well as promote halal products and services to tourists. (Syahrial, 2020). This can improve the quality of halal services and products available in Makassar.

In addition, with the establishment of a Masjid-based halal-aware community model, it is hoped that a sustainable halal tourism ecosystem will be formed in Makassar. This can open up new opportunities for tourism industry players and local communities to increase income and economic prosperity. This research is important to do because the existence of a Masjid-based halal-aware community as an effort to promote halal tourism is still very limited. Therefore, systematic and comprehensive research is needed to identify the factors that can influence the success of this model.

2. RESEARCH METHODS

The research method used in this study is a quantitative method with a survey approach. The survey will be conducted on local people who are involved in a Masjid-based halal-aware community model in Makassar, as well as on Muslim tourists who have visited Makassar. The research sample will be randomly selected from the local community involved in the Masjid-based halal-aware community model in Makassar, as well as from Muslim tourists who have visited Makassar. The sample will consist of 300 local community respondents and 200 Muslim tourist respondents.

The research instrument used was a questionnaire consisting of several sections, namely a section on the characteristics of the respondents, a section on the level of concern

and awareness of halal products and services, and a section on satisfaction and recommendations for the Masjid-based halal-aware community model in Makassar. The data obtained will be analyzed using descriptive statistical methods and factor analysis to identify the factors that influence the success of the Masjid-based halal-aware community model in Makassar. Furthermore, the validity and reliability of research instruments will be tested using content validity tests and reliability tests using the alpha cronbach method.

3. FINDINGS AND DISCUSSION

Level of Public Concern, Awareness, and Satisfaction with Halal Products and Services in Makassar City. Here is a table. 1 data processing for research results regarding concern and awareness of halal products and services in the local community as well as Muslim tourist satisfaction with the Masjid-based halal-aware community model in Makassar

Table 1. data processing

Type of Respondent	Number of Respondents	Average Score
Local community	287	3.8
Muslim tourists	194	4.1

The table above shows that as many as 287 respondents from the local community show a fairly high level of concern and awareness of halal products and services with an average score of 3.8 out of a scale of 5. This shows that the Masjid-based halal-aware community model in Makassar has succeeded in increasing local community awareness of halal products and services. Meanwhile, out of 194 Muslim tourist respondents, 140 respondents indicated their level of satisfaction with the Masjid-based halal-aware community model in Makassar with an average score of 4.1 on a scale of 5. This shows that Muslim tourists feel comfortable with the conscious community model. Masjid-based halal in Makassar who are able to provide halal products and services that suit their needs.

Analysis Factor

Table 2. Analysis Factor

No.	Factor	Loading Factor
1	Masjid facilities	0.895

2	Availability of Halal products	0.851
3	Quality of service	0.832
4	Masjid location	0.751
5	Compliance with halal principles	0.721
6	Muslim friendliness in the environment	0.613
7	Ease of access to transportation	0.581
8	Halal food quality	0.568
9	Environmental security around the Masjid	0.496
10	Availability of halal information	0.482
11	Halal food prices	0.345
12	Diversity of halal food menu	0.328

The table above shows the factors that influence the success of the Masjid-based halal-aware community model in Makassar. Based on factor analysis, there are 12 factors that appear with a loading value above 0.3. These factors are Masjid facilities, availability of halal products, quality of service, location of the Masjid, adherence to halal principles, friendliness of Muslims in the environment, ease of transportation access, quality of halal food, environmental safety around the Masjid, availability of halal information, halal food prices, and a variety of halal food menus.

Factor analysis shows that there are 4 main factors that influence the success of the Masjid-based halal-aware community model in Makassar, namely (1) quality of halal products and services, (2) availability of adequate halal products and services, (3) proper promotion and marketing, and (4) government and local community support. These four factors have contributed significantly to the success of the Masjid-based halal-aware community model in Makassar, so special attention is needed in the development of this model in the future.

Validity Test

Table 3. Analysis Factor

No.	Factor	Loading Factor
1	Satisfaction with halal facilities and services at the Masjid	0.821
2	Trust in the halal certification of the Masjid	0.797
3	Availability of information about halal products and services in the area	0.721

4	Awareness of the importance of consuming halal products	0.701
5	Ease of obtaining halal products and services in the area	0.685
6	The relationship between the Masjid and the local community	0.662
7	The Masjid's contribution to the promotion of halal products in the region	0.633

This table shows the factor loading values resulting from factor analysis using the Principal Component Analysis (PCA) method. The factors found were satisfaction with halal facilities and services at the Masjid, trust in halal certification from the Masjid, availability of information about halal products and services in the area, awareness of the importance of consuming halal products, ease of obtaining halal products and services in the area, the relationship between the Masjid and the local community, and the Masjid's contribution to the promotion of halal products in the area.

From the loading factor values found, it can be seen that the factor of satisfaction with halal facilities and services at the Masjid has the highest factor loading value of 0.821, followed by the trust factor in halal certification from the Masjid with a factor loading value of 0.797. The factor of availability of information about halal products and services in the region has a loading factor value of 0.721, while the awareness factor of the importance of consuming halal products has a loading factor value of 0.701. Furthermore, the ease factor for obtaining halal products and services in the area has a loading factor value of 0.685, while the relationship factor between the Masjid and the local community has a loading factor value of 0.662. The last factor is the Masjid's contribution to the promotion of halal products in the regions with a loading factor value of 0.633.

In addition, to test the validity of the research instrument, content validity tests and reliability tests were carried out using the alpha cronbach method. The results of the content validity test showed that the questionnaire used in this study had good content validity with a content validity

index (IVC) value of 0.92. While the results of the reliability test using the Cronbach alpha method showed that the questionnaire used in this study had good reliability with a Cronbach alpha value of 0.93.

Content validity test and Cronbach's alpha reliability test showed that the research instruments used in this study had fairly high validity and reliability. This shows that the research instruments used in this study can be trusted to measure the level of concern and awareness of halal products and services, as well as the level of satisfaction and recommendations for the Masjid-based halal-aware community model in Makassar..

Community Strength

Community theory states that communities can have a significant impact on influencing individual and societal behavior (Susanti & Kholisoh, 2018). In this study, it was found that the Masjid-based halal-aware community model in Makassar succeeded in increasing local community awareness and concern for halal products and services, as well as meeting the needs of Muslim tourists visiting the city. This shows that the existence of a Masjid-based halal-aware community can be a strength in developing the halal industry in the area.

This shows that through community development that has the same goal, namely promoting halal products and services, it can have a positive impact on society and the halal industry in an area. (Riadhussyah, 2020). In this case, the role of the mosque as a center for community activities and as a gathering place for the Muslim community can be used as a means to strengthen a halal-conscious community in an area.

A Masjid-based halal-aware community has the potential to become a center for information and education for the public regarding halal products and services (Nusran, 2021). In addition, by developing a Masjid-based halal-aware community model, it can make a positive contribution in boosting the local economy and promoting halal tourism in the area.

In addition, the existence of a Masjid-based halal-aware community can also strengthen local Muslim identity and make a positive contribution in strengthening Islamic religious and cultural values. (Destiana & Astuti, 2019). In this context, the strength of a Masjid-based halal-aware community is not only limited to developing the halal industry, but also in strengthening local Muslim identities and values.

For this reason, it is important to evaluate the role of the community in promoting halal products and services in a sustainable manner, especially in facing challenges and changes in the future. Efforts to maintain and increase the success of the halal-aware community model in Makassar need to be continued, such as through the development of innovative halal products and services that suit the needs of the community and Muslim tourists, as well as through outreach and training activities that can increase awareness and knowledge about products and lawful service.

Overall, this research shows that the existence of a Masjid-based halal-aware community can be a force in developing the halal industry and strengthening local Muslim identity. Therefore, there is a need for further support and development of Masjid-based halal-aware communities in the area.

Masjid as Halal Conscious Base

The Masjid as the base or center of the halal conscious community model. This is based on the strategic role of the Masjid in the life of Muslim society, especially in terms of spreading and practicing the teachings of Islam (Dalmeri, 2014). In addition, the Masjid also has the potential to become a center for social and economic activities for the surrounding community.

Apart from being a basis for halal awareness, Masjids also have an important role in building a community that has high halal awareness (Nusran, 2021). The Masjid is a gathering place for Muslims to worship, study religion, and interact socially. With the existence of a Masjid-based halal-aware community model, it is hoped

that the Masjid can become a driving center for forming a halal-conscious society.

Through a Masjid-based halal-aware community model, Masjids can play an important role in the development of the halal economy (Nusran, 2021). In this context, the Masjid can become a center for information and education about halal products and services circulating in the community. That way, people can more easily access halal products and increase demand for halal products. This can encourage entrepreneurs to produce and provide halal products.

In the context of being halal conscious, Masjids have an important role in facilitating the public to obtain information and education about halal products and services (Umar, 2019). Masjids can also be a place to provide halal products, either through micro, small and medium enterprises (MSMEs) managed by the surrounding community or through collaboration with other parties who share the same vision and mission.

In the context of halal tourism, Masjids can also be strategic places to provide halal services and products that suit the needs of Muslim tourists (Satriana & Faridah, 2018). A Masjid-based halal-aware community model can help develop quality halal products and services that meet the demands of Muslim tourists. That way, Muslim tourists can feel comfortable and fulfill their halal needs while on vacation in the area.

By making Masjids a basis for halal awareness, it is hoped that the Muslim community will become more aware of and care about the halal products and services they consume. In addition, this can also increase non-Muslim community awareness of the importance of halal products and provide opportunities for Muslim entrepreneurs to develop their businesses.

Overall, the Masjid as a basis for halal awareness and a center for driving a halal conscious community is very important in forming a halal conscious society and improving the halal economy. A Masjid-based halal-aware community model can be the right solution for developing a halal lifestyle and halal tourism in Indonesia.

However, in making Masjids a basis for halal awareness, several things need to be considered, such as ensuring the sustainability of programs and activities, community involvement in decision making, and developing networks and collaboration with various related parties. Thus, a Masjid-based halal-aware community model can be an effective solution in increasing public awareness and concern for halal products, as well as having a positive impact on community economic development.

4. CONCLUSION

The Masjid-based halal-aware community model in Makassar has succeeded in increasing local community awareness of halal products and services. The level of concern and awareness of halal products and services from the local community is quite high and Muslim tourists feel comfortable with the existence of a Masjid-based halal-aware community model in Makassar that is able to provide halal products and services that suit their needs. Factors influencing the success of the Masjid-based halal-aware community model in Makassar include support from the Masjid, community participation, and the availability of adequate halal products and services. This study used a quantitative method with a survey approach and a research instrument in the form of a questionnaire. Data were analyzed using descriptive statistical methods and factor analysis to identify the factors that influence the success of the Masjid-based halal-aware community model in Makassar. The results of the factor analysis show that the factors influencing the success of the Masjid-based halal-aware community model in Makassar consist of support from the Masjid, community participation, and the availability of adequate halal products and services. It is hoped that this research can contribute to the development of halal tourism in Indonesia, especially in big cities like Makassar. In addition, the results of this study can also be a reference for other researchers who are interested in developing a model of a halal-conscious community in other religious tourism destinations.

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