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The Potential of Halal Culinary Development in the Middle of Urgency of Supplying The Culinary Needs of Muslim Tourists in North Toraja (Case Study on Mentirotikku Resort)

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Abstract: Tana Toraja district in South Sulawesi is one of the tourist destinations that is always crowded from various regions in Indonesia. One of the tourist attractions that are currently popular is Mentirotikku Resort in North Toraja. Tourists who come are dominated by Muslims while the majority of Tana Toraja's population is Christian. This is what raises concern in the minds of tourists about the uncertainty of the halal status of culinary around the tourists spot. This study aims to determine the potential of halal culinary in tourists destinations in Tana Toraja. This study was conducted using direct observation and interviews. The result of this study indicate that 1) Availablility of halal culinary needs at Mentirotikku Resort has not been implemented because it does not in accordance with GMTI standards while Muslim travelers really need it. 2) Halal food in North Toraja, especially at Mentiroku Resort, has the potential to be developed with the large number of Muslim tourists.

Keywords: *halal culinary; muslim tourists; tana toraja; mentirotikku resort*

A. INTRODUCTION

North Toraja Regency as one of the areas in South Sulawesi which is one of area that stores a various wealth. Natural wealth, cultural wealth and customs that always fill every space in the traditional activities of the Tana Toraja's tribe. Tana Toraja tourism is known for 4 types of tourism objects, It's all historical attractions, arts and cultural attractions, agro tourism objects, and the main thing is natural tourism objects. "Paradise of the Mountains" is the nickname that given by tourists who admire Tana Toraja. There are 4 favorite tourism places in North

Toraja, there are Lolai, Pango-pango, Sesean, and the newest one is Mentirotikku Resort. These 4 tourist spots are never empty of tourists from various regions in Indonesia. Menirotikku Resort is located in Sesean Suloara District, North Toraja. This resort offers a very aesthetic view and has a restaurant with an outdoor theme that can spoil the eyes of tourists.

The travelers who come are dominated by Muslims, while the majority of the population of North Toraja are Christians. This raise concerns in the minds of travelers regarding the uncertainty of the halal status of the



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culinary that available around tourist attractions. Indonesia is a Muslim country where 80% of 250 million population are Muslims who highly uphold halal values in everyday life. This large number is a target that must be saved from facilities that are detrimental to their worship. The religious factor of a food product must be a concern for food entrepreneurs, moreover the Indonesian people are known as religious.

B. MATERIALS AND METHODS

1. Tourist Attractions

Tourist attraction is a place of interest where tourists visit, typically for its inherent or an exhibited natural or cultural value, historical significance, natural or built beauty, offering leisure and amusement. A tourist destination that is currently popular is Mentiroku Resort, which is located on Jalan Batutumonga, Kec. Sesean Suloara, North Toraja, South Sulawesi. The attraction of Mentiroku Guest House and Restaurant is we can feel the cold weather of the Toraja highlands. In addition, the natural panorama is the northern Toraja landscape that we can see to the east, the panorama that can be seen is the mountains, plains, terraced rice fields, and in the morning, the entire landscape is covered with clouds so we feel like we are in above the clouds. The condition of cleanliness at Mentiroku Guest House and Restaurant is quite clean. The nuances of the existing rooms are also quite classic and suitable for connoisseurs of the feel of the 90s, even so the facilities are quite well maintained. The bathroom facilities also provide a choice of warm and cold water considering on the weather in Mentiroku Guest is very cold.

2. Muslim Tourists

A tourist is a person who travels from his place to a tourist place without staying with the intention of having a vacation or recreation. In the Law of the Republic of Indonesia Number 10/2009 concerning tourism, Chapter I, mentioned that tourism is an activity of a journey undertaken by a person or group of people to visit a particular place for the purpose of recreation, personal development, or to learn the unique tourist attraction that is visited in a period while. Tourism is a wide range of tourist activities and supported a variety of facilities and services provided by communities, businesses, governments, and local governments. Tourism is the overall activities related to tourism and is multidimensional and multidisciplinary emerging as a manifestation of the need for everyone and the country as well as the interaction between tourists and the local community, fellow travelers, government, local government, and employers. Muslim tourists are unique tourists, Muslim tourists are "a little different", there are four reasons why Muslim tourists are slightly different from tourists in general, first is the need for prayer, second is halal food, third, there are some activities to avoid, and fourth is traveling time. Even though they travel, they still try to carry out their religious obligations.

3. Potential of Halal Culinary

Halal culinary is everything that is allowed by the Shari'a to be consumed. The word "halal" means something that is allowed and is usually used in a legitimate sense. The concept of halal in Islam has a

very specific motive as to preserve the purity of religion, to maintain the mentality of Islam, to preserve life, to protect property, to protect future generations, to support the dignity and integrity. While potential is an ability that has the possibility to be developed, strength, and power. So it can be concluded that the potential of halal culinary is the possibility to develop culinary that is allowed by Islamic law to be consumed.

4. Methods

The study of potential of halal culinary is carried out with the following steps. First, browse information sourced media and tourism literature about the development of halal culinary in North Toraja Indonesia. Second, collect data by interview with 15 informants who met accidentally in Mentiroku resort. Third, do the analysis to describe and interpret the data. In particular, this study will be described based on GMTI 2019 (Global Muslim Travel Index) and compare it with relevant previous research. Fourth, make conclusions from the discussion that has been done.

C. RESULT AND DISCUSSION

1. Interview Result

Based on research that has been carried out using direct interview with 15 informants who were accidentally met at the location around the Mentiroku Resort, these are some results.

- a. The informants were Nurwan Fauzan, Aulia Zaniyah, Rio Pratama, Vhega Fitriani, A. tiara Divia, Wahyuni Putri, Putri Yuki, Muhammad

Rivaldi Mashalim, A. Astri Citra Syahputri, Aqilla Haya, Exsa Pallawa.

- b. The informants came from various regions in South Sulawesi such as Palopo city, North Luwu, and East Luwu
- c. The reason why the informants chose Mentiroku Resort is because they were attracted to the rural atmosphere with a very classic touch of local wisdom and also the location of the resort made the informants can enjoy the view from the top of the city.
- d. Informants got information about Mentiroku Resort from social media Instagram and Tiktok.
- e. The availability of halal culinary at Mentiroku Resort has not been implemented, There was no halal labelization on the restaurant menu. Even one of the restaurants around Mentiroku Resort served haram meat which should not be consumed by Muslim.
- f. The informants also said that there were obstacles when they wanted to do sholat because there were no mosques around the resort.
- g. According to the informants, They fulfilled their culinary needs by bring their own foods from their home such as noodles in cups, mineral water, and snacks. although this actually interfered the trip because the road access

to Mentirotika Resort was not good yet.

- h. The informants have a desire to come back because they have fallen in love with Mentirotika Resort, but they feel uncomfortable because the culinary needs are not halal guaranteed.
- i. The informants have high hopes that the owner and local government will pay attention to the culinary needs of Muslim tourists.

2. Observation Result

Based on direct observation, the following results were found.

- a. The owner of Mentiroku resort is a Christian, therefore automatically, the available food cannot be guaranteed to be halal.
- b. There are five restaurants and cafes around the Mentiroku tourist spot, but although there are many culinary providers, none of them has halal standardization and halal label from MUI.
- c. There are no worship facilities or Qibal directions at Mentirotika Resort.
- d. The number of tourists who visit every day is in the range of 25-35 tourists who stay overnight, and the range of 30-50 restaurant visitors.

Analysis of The Potential for Halal Culinary Development Based on GMTI 2019 (Global Muslim Travel Index) Standardization with Tourists Services Indicators

- a. Halal food, The owner of the Mentirotika resort is a Christian, this created uncertainty about the availability of halal culinary.
- b. No non-halal activities, When researchers conducted direct observations, it's found that Mentirotika Resort provides alcoholic beverages on the drink menu offered, and at night we found young people drinking alcoholic beverages together

Analysis Based on Comparison of Researcher's Observation Results and Previous Research Result

Based on the results of the research carried out by the author, it can be found that the fact that Muslim consumers are increasingly aware of the existence of halal food produced by a manufacturer that includes all the activities involved along the production and supply chain so that the various products they buy are truly halal. Therefore the importance of the inclusion of halal labels on the available culinary can be a guarantee for consumers to choose the food to be consumed.

However, the author's opinion which said that halal labeling could be a solution for visiting Muslim tourists was later disproved by the results of previous research which turned out to present a very worrying fact. This article was written by Fasiha, Muh.ruslan Abdullah, Abdul Kadir Karno, Helmi Kamal, and Fitriani Jamaluddin, with the title "Halal Labeling Of Haram Food in Makale Toraja". The results that have been obtained in this study are: 1) Halal labeling without halal certificate from MUI, 2) Labeling halal food stalls

that still serve food made from unclean raw materials and the occurrence of halal and haram. The factors that cause the labeling are; 1) Very low understanding of food stall owners regarding halal products , 2) Illegal raw materials are cheaper than halal raw materials ,3) Weak supervision regarding halal-labeled haram products , 4) Illegal raw materials are easily obtained 5) Weak supervision of illicit products at food stalls halal label , 6) Letting the labeling of halal available at food stalls without the basis for product labeling is permissible 7) Halal certification process that is complicated and expensive.

Based on the analysis above, it can be explained that the tourists who come actually have a high interest in Mentiroku Resort but the limited fulfillment of available halal culinary causes inconvenience for travelers. Therefore, the development of halal culinary in Mentiroti has high potential.

D. CONCLUSION

Based on the results of the research that has been carried out, it can be concluded that: 1) Halal cuisine in North Toraja, especially at Mentiroku Resort, has the potential to be developed with the large number of Muslim travelers who come. 2) Fulfillment of halal culinary needs at Mentiroku Resort has not been implemented because it does not in accordance with GMTI standards while Muslim travelers really need it.

The researcher suggests that even though the owner of Mentiroku resort is non-Muslim, it is better to hire Muslim employees and separate between Muslim's

kitchen and non-Muslim's kitchen for the convenience of Muslim tourists.

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