



RESEARCH ARTICLE

Impact Halal Tourism and Religiosity on MSMEs Performance (Study Cases in MSMEs around Tour Religion A Group in Martapura)

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ARTICLE INFO	ABSTRACT
Received: Dec 4, 2024 Accepted: Jan 27, 2025	Martapura City known as the City of Serambi Medina Martapura which is center the spread of Islam in South Kalimantan since 16th century and has very big potential for develop tour religion, one of them is tour religion a group in Martapura. This research aiming to get clear picture about impact halal tourism and religiosity on the performance of micro small medium enterprises (MSMEs) around the tomb of Guru Sekumpul. This research try to explore phenomenon increasing halal tourism in Sekumpul Martapura and for know and analyze whether halal tourism and religiosity impact against performance of tourism MSMEs religion a group in Martapura. This research is a studies descriptive qualitative purposeful describe and analyze impact halal tourism and religiosity against MSMEs performance. Data for study This is 1 informant the key to its availability based on snowball sampling and with do observation as participants passive, semi-structured interviews, and with help instrument For guide direction interview. This research prioritize perspective with attention full of perception informant key. Approaching used Miles and Huberman's phenomenology is used in used in this study. Research results show that halal tourism and religiosity impact to performance of MSMEs around tour religion.
<p>Keywords</p> Halal Tourism Religiosity MSMEs Performance Tourism	
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INTRODUCTION

Halal tourism is supported by various facilities and services provided by the community, companies, government and government area where everything comply sharia law (Sutono et al., 2020). Halal tourism first appeared in 2015 in Congress *World Halal Tourism Summit (WHTS)* Abu Dhabi in the United Arab Emirates. Previously, only recognized Muslim tourism. With sufficient market share big, halal tourism requires aggressive marketing. Opportunity for halal tourism for develop presented by growth Muslim population and tourist base. Muslim tourism is factor main in achievement position Indonesia's top in 2023 in to win nomination *Global Muslim Travel Index (GMTI)*.

Minister of Tourism and Creative Economy Dr. Sandiaga Uno said, one of the objective tour religion the largest in the world is a group in Martapura. Sekumpul Area accept three up to five million traveler the year. Outside it's a popular annual event in the area A group is the Haul Abah Guru Sekumpul event. During the implementation of the Guru Sekumpul haul surge visitors in Sekumpul reached 4.1 million congregation in 2025 is good from outside area, outside island, until abroad (Tvonenews.com, 2025).

Contribution tourist to community at the location tour become the more good in aspects condition social and socio-economic from along with development tourist (Lindberg & Johnson, 1997). Beneficial impacts tourist can impact positive to welfare social and economic resident local on-site

tour popular. Tourism own significant impact to society. Creative economy, field work, and performance of MSMEs in general significant affected by the increase economy around tourist A group. Research (Andriyan et al., 2023) halal tourism can increase MSMEs performance.

Factor halal tourism that can impacting MSMEs, factors religiosity identified can impact SME performance is religiosity like study (Sefnedi & Yadewani, 2022) (Elias et al., 2019). Religiosity is a feelings and beliefs strong pushing somebody when undergo religious activities in various form worship activities and encouragement for act in accordance with his belief in life daily. For to reveal phenomenon religiosity in SMEs in Tourism Religion, has done observation with results that level religiosity UKM actors in Tourism Religion A group Martapura very good because environment work is at in scope condition activity very strong spirituality (Shaddiq et al., 2025).

Based on background behind the problem above, then researcher interested to study more in impact halal tourism and religiosity to SME performance in tourism religion a group in Martapura. This group give contribution in a way empirical, because refer to study previous Not yet Lots test in a way simultaneous impact orientation entrepreneurship and religiosity to SMEs. Research This expected can become references and materials study for researchers next, especially for interested researchers delve deeper impact halal tourism and religiosity on MSMEs performance (Anisah et al., 2024).

2. METHOD

Researchers compile study This use type study qualitative descriptive. Selection sample using Snowball Sampling with 1 key informant and with do observation as participants passive, semi-structured interviews, and with help instrument question in guide direction question interview.

Table 1. Development Indicator Variables

Halal Tourism	Facilities & Infrastructure	(Battour et al., 2014)
	Halal	
	Islamic Values Environment	
	Free Alcohol and Gambling	
Religiosity	Islamic Belief	(Eid & El-Gohary, 2015)
	Islamic Practice	
MSMEs Performance	Growth Profit	(Rapih et al., 2015)
	Growth Customer	
	Growth Profit	

Research location tour religion the tomb of Guru Sekumpul is in the sub-district Sekumpul, District Martaputa, Banjar Regency. The process of compiling study This conducted on May 5, 2024. The subjects that became sample study this, namely:

MSMEs Actors

Nabil Rahim is the manager of one of the MSMEs that has manage 3 years one of stall appropriate right next to The Tomb of Guru Sekumpul. Kiosk This sell various types of souvenirs, books, prayer beads, oil fragrances, scarves, rings, and other souvenirs for made as a souvenir for pilgrims. Place business the Already walk about 10 years. Nabil is 20 years old profession guard stall at a time santri one of student Cottage Darussalam Islamic Boarding School, Martapura. Interview done to sample for know perception condition halal tourism, conditions spirituality and performance of the MSMEs it manages.

3. RESULTS AND DISCUSSION

3.1 Conditions Halal Tourism Tourism Religion a group Martapura

3.1.1. Facilities and Infrastructure

Based on results interview in a way deep to informant and do observation directly, the results found researcher show that the area is a gathering own complete and managed facilities very clean, well maintained, and safe. With growth pilgrim manager or expert inheritance Keep going repair and update facilities for pilgrims feel satisfied and comfortable when on pilgrimage, the facilities start from prayer room, place luxury pilgrims, free drinking water, parking area, toilets and bathrooms, availability place souvenir shopping, place food and service Good from volunteers even lots of volunteer from public with provide facility for serve pilgrim Good from all corners good to come to A group Martapura.

Seriousness role government central and regional in develop Sekumpul halal tourism has a big impact to order and comfort of the Sekumpul area Martapura. The infrastructure that was built including widening road, irrigation, sidewalk pedestrian, decorative ornament road, gate welcome, and three monuments at the intersection light red a bunch martapura.

3.1.2. Halalness

Based on results interview in a way deep and do observation directly, the results found researcher show that almost all things nature prioritize halal like halal restaurants, halal hotels, halal snacks, halal cafes. Everything matters smelly to the forbidden not will sold and touched by tourists. Sanctions social will be applicable to whoever dares violate it.

Therefore that, halal become very important thing for performance of MSMEs because halal will impact on (1) satisfaction traveler muslim. With halal products then will fulfil need Muslim tourists and increase satisfaction, (2) will influence credibility and trust traveler muslim. Halal products can increase credibility and trust traveler to local MSMEs actors, (3) can developing the Sharia Economy. Halal products can support development sharia economy and improve income public local around halal tourism, (4) can preserving Religious Values. Halal products help to preserve Islamic religious values and strengthen identity religious Good for perpetrator business and consumers, and (5) can increase balance and safety. Halal products ensure balance and security in consumption food and Drink.

3.1.3 Islamic Environment

Based on results interview in a way deep and do observation directly, the results found researcher show that environment A group famous disciplined and orderly. People who come Certain disinclined for do no good, impact big Teacher Sekumpul in teach morals reflected in the Sekumpul area environment full of islam with good morals between pilgrims, community, volunteers, and related people will interact to the fore attitude friendly, polite, and mutually supportive value.

Therefore that, based on results interview in a way deep can concluded that with an Islamic environment, then can (1) improve moral awareness. With environment Islamic influence MSMEs to to practice ethics good business, (2) can increase trust customers. Muslim tourists are more trust the SMEs that operate in environment Islamic, (3) can increase quality products/services. MSMEs actors are encouraged for increase quality product/service in accordance with sharia standards, (4) data reduction risk business: MSMEs entrepreneurs who operate in environment Islamic tend wiser in take decision business, (5) can increase cooperation with community. MSMEs actors can strengthen connection with community local Muslim MSMEs actors.

3.1.4. Free from Alcohol and Gambling

Based on results interview in a way deep and do observation directly, the results found researcher show that No There is activity forbidden like drinking alcohol or gambling. If someone did matter the

so will get reprimand from volunteers on duty or will get sanctions social, because the area is a gathering place famous with values very strong Islam.

3.2. Conditions Religiosity Tourism MSMEs Manager Religion A Group Martapura

3.2.1. Belief in Religion

Based on results interview in a way deep informant give information that applying religion to oneself is very good Because life daily intersect with values Islamic. In the morning until evening informant Undergoing Education at a Boarding School Darussalam Martapura Islamic Boarding School and the afternoon until evening day guard kiosk in Tourism sekumpul. Lessons, teachers, friends, and Islamic environment in beefek improvement on trust to his religion. At the time Evening there are also many days in Sekumpul activity religious like prayer congregation, reading wirid congregation, assembly prayers and other religious things will also be increase faith in the person and other MSMEs traders in general.

3.2.2. Implementation Practice Over Religion

Based on results interview in a way deep informant give information that practice religiousness in individuals is very much considered like run pray congregation, reciting the Koran, and worshipping another god in a way good. Besides that, worship in a social No can abandoned like give alms, give to each other help, and so on.

The informant also stated that importance implementation practice on religion in operate MSMEs business will can build trust customers and partners business, improve quality product/service in accordance with sharia standards, improving cooperation with communities and organizations religious, building image positive and reputation of MSMEs, increasing moral and ethical awareness business, can reduce risk business and improve security, improve motivation and productivity employees, and develop innovation and creativity products/services sold by MSMEs.

3.3. Impact Halal Tourism on MSMEs Performance

Based on results interview in a way deep and do observation directly, the results found researcher show that improvement traveler good from in province, outside province even from abroad side by side with improvement performance kiosk. The increasing sales that go hand in hand with improvement phenomenon pilgrimage to Sekumpul. On the day normal without there is a big event sale around 5 million per month. This value considered very sufficient in terms of income per month. Sales will increase drastically if there is a big event like an annual haul event the death of the teacher sekumpul, day raya Eid fitri or Eid Adha, the month of Muharram or activity others that increase the volume of pilgrims. Increase sale Can reach 20 million per month so that feel satisfied in matter improvement sales, so that with increased sales will increase Spider net obtained still very grateful Because tourists are increasing lots of pilgrimage to a group automatic increase profit earned in sales at kiosks business.

Improvement significant Pilgrims on weekends and holidays long increase customer volume. Especially at the Haul Guru Sekumpul event which was held every 5th of Rajab Month Hijri experience very high increase in customer volume from year to years, so that stall need notice stock enough stuff for fulfil need pilgrims. So that with improvement significant profits, sales and customers make trader happy and running business can sustainable and growing.

Based on results interview in a way deep, then can concluded that impact halal tourism towards MSMEs performance is (1) able to increase income. Halal tourism can increase amount Muslim tourists, so that MSMEs income increases, (2) increases development products/services. MSME sactors can develop appropriate product / service with sharia standards, so that matter This can increase quality and power compete, (3) can increase moral awareness. Halal tourism encourages MSMEs actors for to practice ethics good and transparent business, (4) can develop infrastructure. The government and investors have role for increase infrastructure tourism, making it easier access

and improve comfort tourists, (5) can increase cooperation. MSMEs actors can Work The same with local Muslim community, increasing relationships and strengthen network.

3.4 Impact Religiosity on MSMEs Performance

Based on results interview in a way deep and do observation direct results found researcher show that religiosity in self MSMEs actors is greatly impacted in operate business, especially religiosity self will give good service to Consumers. Good religiosity in oneself Certain will make self always friendly, polite, and full of Spirit in service to consumers. Moreover, again informant who is students in one of the Cottage Islamic Boarding School in Martapura City. Everything in do something put forward good morals to Whoever This Is will make pilgrim will comfortable when interact to traders in the tourist area and make performance of MSMEs can enduring and sustainable. Here This several impact mark religiosities to MSMEs performance, namely: (1) can increase moral awareness. With religiosity can help MSMEs actors in understanding and complying with ethics good business, (2) can develop trust customers. Muslim tourists are more trusting SMEs that practice religious values, (3) can increase quality MSMEs products/services. With religiosity can encourage MSMEs to increase quality product/service in accordance with sharia standards, (4) can reduce risk business. Religious MSMEs actors will tend wiser in take decision business, (5) can increase cooperation with community. With religiosity strengthen relationship between MSMEs and local Muslim community.

4. CONCLUSION AND RECOMMENDATIONS

Martapura City is the City of Serambi Medina which is center the spread of Islam in South Kalimantan since 16th century and has very big potential For develop tour religion, one of them is tour religion A group Martapura. Besides that, Martapura City develop Islamic economics through halal industry and tourism religion, so that Lots MSMEs are emerging around tour religion Group and things This impact to welfare public around.

Based on results the interview that has been conducted on key informants Tourism MSMEs Manager Religion A group so obtained results (1) Growth from year to year Tourists/pilgrims at the Tomb of Guru Sekumpul so that can increase the welfare of MSMEs, especially in terms of sales, profits and customers, (2) MSMEs actors who always located in the tourist area the feel environment Islamic and creative friendly, polite and full of character spirit, so that service to optimal consumers and automatic increase optimal MSMEs performance.

Therefore that, for can increase impact tour religion to performance of MSMEs, as follows recommendation for parties related. Government must increase infrastructure tourism and active for promote Tour A group Martapura. MSME actors must increase quality products/services and fulfill sharia standards. Local Muslim community must involve in development halal tourism around grave Sekumpul. Furthermore, it is also very necessary research and evaluation impact halal tourism in general periodically.

Besides that, a strategy is needed to optimize mark religiosity to have an impact to MSMEs performance is as following : integrate religious values in business strategy, increasing awareness and knowledge about business sharia, developing appropriate product/service with sharia standards, building network with Muslim communities and religious organizations, and follow training and workshops on management sharia business.

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