

# CONFLICT MANAGEMENT OF HALAL TOURISM DEVELOPMENT BASED ON LOCAL WISDOM FROM REGIONAL ECONOMIC EMPOWERMENT PERPECTIVE IN LAKE TOBA, NORTH SUMATERA

Sri Sundari<sup>1</sup>, NovskyAsmoro<sup>2</sup>, Haetami<sup>3</sup>and Yulian

Azhari<sup>4</sup>[sri.sundari@idu.ac.id](mailto:sri.sundari@idu.ac.id),[novky.asmoro@idu.ac.id](mailto:novky.asmoro@idu.ac.id),[haetamipitra@gmail.com](mailto:haetamipitra@gmail.com), and [azhariyulian6@gmail.com](mailto:azhariyulian6@gmail.com) Indonesian Defense University

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## Abstract

This study aims to analyze the problems of developing halal tourism based on local wisdom from the perspective of economic empowerment of local communities, especially in relation to preventing rejection from the community. Data were collected through qualitative methods with triangulation techniques of observation, interviews, FGD and documentation. The data obtained is then analyzed according to its actual conditions, and then each element of the actual condition is combined to produce conclusions. The results showed that the plan to determine halal tourism, which is set by the government, is expected to be able to be responded to by the local community; Local wisdom of the local community in responding to plans to determine halal tourism in improving economic living standards, can help the economy and tourism development without eliminating existing local wisdom; The results achieved by the community regarding regional economic empowerment in the development of halal tourism, the North Sumatra Provincial Government and related agencies collaborated with each other and provided socialization with the local community. This tourism development is recommended to be continued.

**Keywords:** Conflict management, Empowerment, Halal tourism, and Local Wisdom.

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## INTRODUCTION

Lake Toba is the main tourist destination in North Sumatra, which means that tourism potential can be explored and preserved as an asset in supporting the development of the tourism sector. Today, Lake Toba is a world tourist destination. Lake Toba tourism, which is rich in legendary history, can improve the economy of the government and local communities. The center of tourist destinations is in terms of the history of the formation of Lake Toba, the history of the origin of the Batak tribe and the legends that exist today. And feel comfortable when visiting there and increase the welfare of the population and local government of North Sumatra Province.

Lake Toba tourism which is inherent as world tourism in terms of cultural potential (culture), social potential, and natural potential. Not only that, but behind it all there are legends that are even more interesting, which can make tourists curious about the legends that exist in Lake Toba. The tours offered by Lake Toba have several interesting places that make tourists come to Lake Toba.

Halal tourism is part of the tourism industry aimed at Muslim tourists, tourist services in halal tourism refer to Islamic regulations, products and services are designed to meet the needs of Muslim tourists, starting from halal restaurants not selling non-halal food / drinks, halal delivery and so on.

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<sup>1</sup>Reseacher 1 Ka UPT PerpustakaanUnhan

According to Suyitno (2001), halal tourism on Lake Toba does not eliminate meaningful local wisdom, there is no prohibition on pork or other things. The concept of halal tourism in question is to provide supporting facilities for tourists, including Muslims who come to the Lake Toba area. Halal tourism and local wisdom can go hand in hand without eliminating or competing with each other. According to Sibarani (2012), it is a form of original knowledge in society that comes from the noble values of local culture to regulate the order of community life or it is said that local wisdom. So far, there have been problems that need to build understanding among stakeholders. The North Sumatra Provincial government must be able to provide an explanation and convince the public that what is meant by halal tourism is only limited to providing public facilities needed by Muslim tourists in the form of halal restaurants and places of prayer when visiting tourist destinations. (Nuriarita; 2014; p. 62)

So it is not changing everything that is non-halal to become halal. Nor will all aspects be regulated according to Islamic sharia. The availability of representative halal and non-halal restaurants is an option for tourists who visit according to their respective wishes and tastes. The culture of the local community and local wisdom is still allowed to develop and become a national tourism force, "

The purpose of this application is to increase the market segment and work on Muslim tourists to increase the number of visits. Because the potential for growth is quite large, it is necessary to make tourists comfortable to increase the average length of stay or length of stay.

According to Yusgiantoro (2014), the application of economics to fields or problems related to national defense. From its nature, the word economy is a noun, while defense is an adjective that provides an explanation for the word economy as a boundary with other economics such as monetary economics, development economics, natural resource economics, environmental economics and others. Defense economics is the same as other economics that have been mentioned where economics is used in certain fields. Economy with culture and tourism development are mutually influencing, although sometimes indirectly. When tourism development is maintained, the stability of the country is maintained. This increases the stability of the country's economy. If managed properly, the cultural potential and development of halal tourism will become an economic potential for the community and the country. How about the identity and culture in a nation that is able to bring in foreign tourists, both domestic and foreign. Judging from the economic factor, that the fewer tourists who visit, the income for foreign exchange decreases, thus the development of tourism is needed

This is where there is a need for government steps in taking policies on its development, besides being able to side with the values of local community wisdom, it must also succeed in creating security conduciveness and free from all forms of potential conflicts, especially those with the background of the issue of SARA from the perspective of regional economic empowerment. The researcher took a theory model of three conflict management methods according to James AF. Stoner and R. Edward Freeman as follows: 1) Stimulation (stimulate) Conflict; 2) Conflict Reduction and Emphasis and 3) Conflict Resolution

Thus the researcher takes the title "Development of halal tourism based on local wisdom from the perspective of empowering the regional economy in Lake Toba, North Sumatra.

## **METHODOLOGY**

Qualitative research is a means for exploring and understanding the meaning individuals or groups ascribe to a social or human problem. The process of research involves emerging questions and procedures. Data typically collected in the participant's setting. data analysis inductively building from particulars to general themes. and the researcher making interpretations of the meaning of the data. The final written

report has a flexible structure. Those who engage in this form of inquiry support a way of looking at research that honors an inductive style, a focus on individual meaning, and the importance of rendering the complexity of a situation (Creswell, 2013).

## **RESEARCH RESULTS, AND RESEARCH DISCUSSION**

The researcher took a theory model of three conflict management methods according to James AF. Stoner and R. Edward Freeman as follows: 1) Stimulation (stimulate) Conflict; 2) Conflict Reduction and Emphasis and 3) Conflict Resolution. The research site was conducted in Lake Toba, North Sumatra. The research was carried out in a planned manner, the following stages: Preparation for making research proposals, studying various literature and facts on phenomena, and seeking information from the Regional Government of North Sumatra (North Sumatra), Religious Figures, Customary Figures, Community Figures, Tourism Office (North Sumatra), Kodim, Koramil, Polres, MUI Sumatra Utama Medan, Entrepreneurs or traders and visitors who will be the research targets.

The research subject is a practical approach which states that it defines the research subject as an object, thing or person where the data for the research variable is attached, and which is at issue. The research subject has a very strategic role because it is the research subject that is the data about the variables that the research observes (Arikonto, 2016: p. 26), with 16 subjects or informants. with 11 months of implementation from February to December 2020. The object is the scientific target of the research, this research has an object, namely in Lake Toba from the 7 districts that object to the existence of halal tourism is Samosir district.

Data collection techniques are carried out by natural settings (natural conditions), primary data sources, and more data collection techniques in participant observation, in-depth interviews, FGD and documentation (Sugiono, 2019: p. 225).

The next stage after data collection, it is necessary to check and test the validity of the data or known as data validation, using validity and reliability. (Creswell, p. 2014).

This research will use the data triangulation process with the triangulation model of sources, techniques and time. In the data validation stage with the triangulation process, the researcher collects data from various sources to find one uniform data whose content is mutually supportive and related.

### **1. Local Tourism Determination Plan set by the Local Government of North Sumatra Province in Lake Toba. (Stimulate (stimulate) conflict).**

The people of Lake Toba really respect the dignity of the elder clan and respect each other with communication between stakeholders which greatly supports the progress of tourism and economic development. According to Wirawan (2010, p. 129) it is a process of parties involved in conflict or third parties who formulate conflict strategies and implement them to control conflicts in order to produce the desired resolution. The negative perspective of the community is that if this halal tourism is enforced, the surrounding community is afraid that the naming of halal tourism will eliminate local wisdom, traditions that have been passed down from generation to generation but suggestions from all parties are that there needs to be an open approach between the North Sumatra provincial government and related stakeholders, especially the Lake community Try so that there is no misunderstanding purpose and purpose. Society is a group of people who already have an order of life, norms and customs, which are obeyed in their environment (Abu Ahmadi, 1997: 97). Emile Durkheim states that society is an objective reality independently, free from individuals who are its members (Soleman B. Taneko, 1984: 11).

According to Sibarani (2012), it is a form of original knowledge in society that comes from the noble values of local culture to regulate the order of community life or it is said that local wisdom. The government's plan regarding halal tourism is actually welcomed by related agencies and the community.

All it needs is socialization and cooperation for the common interest not for one's own group so that good friendship can be established. Conyers, gave three main reasons that the participation of the community in development is very important, namely; (1) Community participation is a means of obtaining information about the conditions, needs and attitudes of the local community, without the presence of development programs and projects that will fail, (2) The community trusts development programs if they are involved in the preparation and planning process, because people know more about it. the ins and outs of the project and feels ownership of the project, (3) Participation is the democratic right of the community in its involvement in development.

## **2. Local wisdom of the community in responding to the plan to determine halal tourism in improving the economic level of the people in Lake Toba. (Conflict Reduction and Emphasis).**

Halal tourism is meant to provide the supporting facilities needed by tourists, including Muslim tourists. Halal tourism is not eliminating the existing culture in the tourist area. This needs to be done because of the large number of foreign tourists who come to Lake Toba. Local Wisdom in Responding to Local Government Plans for Determining Halal Tourism to Improve Community Economic Standards. In principle, local wisdom does not only accommodate the uniqueness of certain communities, but besides that the noble values that guide people's lives are also actualized in maintaining the peace, welfare and prosperity of the community. Priyono (2007) gives the meaning of community empowerment as an effort to make a just and civilized humanitarian atmosphere more structurally effective, both in family, community, state, regional, international life as well as in the fields of politics, economics, psychology and others.

Economics can be defined as the science of managing households. The goal is to meet their daily needs through three activities of production, distribution and consumption. Broadly speaking, the economy is defined as household rules, or household management. In fact, economy does not only mean the household of a family, but can mean the economy of a village, city or even a country. The economic condition of the people around Lake Toba is getting better because many people sell their services by selling clothes, souvenirs, fruit, various types of salted fish and traditional arts.

According to Dr. A. Lysen, in his book entitled "Individual and Society" says that, society is the relationship between the forces of the forms of society and with individual life.

## **3. The results achieved by the community regarding regional economic empowerment in the development of halal tourism on Lake Toba. (Conflict Resolution)**

Cooperation between governments, related agencies and the surrounding community is urgently needed. The government supports the budget while the residents or communities in Lake Toba carry out the implementation so that tourism development becomes better and more focused. According to Kirchoff and Adams (1982), there are four different conditions of conflict, namely, high stress environments, ambiguous roles and responsibilities, various leadership situations, and the prevalence of advanced technology.

The government resolves the conflict in Lake Toba. In principle, local wisdom does not only accommodate the uniqueness of certain communities, but besides that the noble values that guide people's lives are also actualized in maintaining the peace, welfare and prosperity of their people. Local wisdom can be in the form of customs, institutions, words of wisdom, local wisdom around Toba, uniquely there is a kind of tradition that every Christian family that organizes such traditional events still provides a special space or place for Muslim invitations, of course with halal dishes. In addition, this community

program is carried out in order to develop the potential that exists in the area to support tourism and so that the ultimate goal of empowerment can be achieved, namely achieving community independence.

Meanwhile, Sartini (2004) states that local wisdom can be understood as local ideas that are wise, full of wisdom, of good value, which are implanted and followed by members of the community.

According to Schumacker, quoted again by Harry Hikmat, empowerment is a poor group that can be empowered through knowledge and independence so that they can act as agents of development. Prominent Conflict Issues related to Halal Tourism are Prominent Conflict Issues related to Halal Tourism is by maintaining the DalihanNatolu philosophy by showing the Batak tribe of civilized society (Anak Ni Raja Boru Ni Raja) and loving in conveying aspirations. In addition to the concept for halal tourism, for the sake of development of Lake Toba The Provincial Government of North Sumatra will also build facilities for any tourists visiting Lake Toba.

From the analysis of Halal Tourism Development Based on Local Wisdom from the perspective of Regional Economic Empowerment mentioned above, it can be seen that from the aspect of stimulation (stimulating conflict) that it is good enough, Conflict Reduction and Emphasis), is good enough and for conflict resolution is good, namely the role of the Provincial government. North Sumatra is urgently needed by relevant agencies and local communities in the Lake Toba environment.

Local tourism determination plans set by the Local Government of North Sumatra Province in Lake Toba. (Stimulate (stimulate) conflict). It can be concluded from the negative perspective of society that if this halal tourism is enforced and the government's plan for halal tourism is that the concept of Halal tourism does not eliminate the local wisdom that exists in Lake Toba. The reason is, the halal concept in question is to provide supporting facilities for tourists, including Muslims who come to the Lake Toba area. Halal tourism can be applied side by side with existing local wisdom, including not legalizing pork.

"Halal tourism is different from the concept of sharia tourism. Halal tourism only provides needs for tourists, halal tourism does not mean negating, so local wisdom is not disturbed.

Local wisdom of the community in responding to the plan to determine halal tourism in improving the economic level of the people in Lake Toba. (Conflict Reduction and Emphasis). With so many tours that come, it can increase the economy and income, increase the number of workers in the surrounding community.

The results achieved by the community regarding regional economic empowerment in developing halal tourism on Lake Toba. (Conflict Resolution). maintaining the DalihanNatolu philosophy by showing the Batak people who are civilized (Anak Ni Raja Boru Ni Raja) and full of love in conveying aspirations. In addition to the concept for halal tourism, for the development of Lake Toba, the Regional Government of North Sumatra Province will also build facilities for any tourists who visit to Lake Toba.

## CONCLUSION

Based on the Development of Halal Tourism from the Perspective of Regional Economic Empowerment using the Conflict Management model which consists of stimulation (stimulating conflict), reduction and suppression of conflict, conflict resolution. yielded the following conclusions:

1. In the aspect of stimulation (stimulating conflict), the plan to determine halal tourism established by the local government is good enough. This is because it should be:
  - a. Motivator in tourism development, the role of local government as a motivator is needed so that the tourism business continues to run. Investors, the community, are the main targets that need to be continuously motivated so that tourism development can run well. The government is motivating it

through a tourism awareness socialization program, training in tourism business management, to stimulant fund support for community-based tourism businesses.

b. Facilitator, the role of the government as a facilitator is to provide various facilities both physical and non-physical facilities. Physical facilities in the form of tourism supporting infrastructure development, providing facilities and infrastructure as well as tourism support facilities. Non-physical facilities, namely in the form of tourism promotions carried out by the government.

c. The dynamist, in the pillars of Good Governance, in order for an ideal development to take place, the government, private sector and society must be able to work together well. The local government as one of the tourism development stakeholders in Kampung Pelangi has a role to synergize the three parties, so that, among other things, a mutualism symbiosis is created for the development of tourism.

2. In the aspect of reducing and suppressing conflict, the local wisdom of the local community in responding to the plan to determine halal tourism in increasing the economic level of the community is quite good, this is because there are still deficiencies in socialization and approaches to the local community so that the community does not know and understand the aims and objectives of the community. naming halal tourism. If this is implemented properly, it will improve the standard of living of the economy for the welfare of the local community.

In the aspect of conflict resolution, the results achieved by the community regarding regional economic empowerment for the development of halal tourism have been good, this is due to maintaining the DalihanNatolu philosophy by showing the Batak people who are civilized (Anak Ni Raja Boru Ni Raja) and are full of love in conveying their aspirations.

## VI. RECOMMENDATION

The conclusion results of the Development of Halal Tourism Based on Local Wisdom from the Perspective of Regional Economic Empowerment show that the current condition is still not optimal and in accordance with the objectives of tourism development from the perspective of empowering the local economy as expected conditions. To achieve the expected conditions, executors of halal tourism development are advised to carry out the following efforts:

1. It is necessary to revise the regulations of Law Number 10 of 2009 concerning tourism
2. There needs to be socialization between related agencies with the same vision and mission
3. Build the closest road infrastructure to Lake Toba
4. The North Sumatra Provincial Government and the Tourism Office can help the economy of the people around Lake Toba by providing education and training, providing facilities and infrastructure, providing traditional art facilities by managing tours together so as to reduce unemployment and provide relief if there are residents will be trading and lodging business.
5. The provincial government of North Sumatra can provide facilities according to the wishes of tourists, such as for those who are Muslims, there is a prayer room, halal food, while for non-Muslims, the facilities are also provided and cooperate with hotel investors.
6. Can provide infrastructure road facilities close to the city of Medan with the toll road so that many tourists visit Lake Toba.

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### **Legislation**

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