

Review Of The Sharia Economic Approach To Tourism Promotions

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Abstract

This study uses qualitative methods and is descriptive in nature. As data sources, both primary and secondary data are used. using methods for data collection such as observation, interviews, and documenting. The Bandung Regency Tourism Office has created stages for its promotional plan as a result of this study, which includes marketing through sports, retail sales, public relations, and advertising. The Bandung Regency Tourism Office's promotion plan utilising electronic media, such as the internet, has been performing successfully. Additionally, the Bandung Regency Tourism Office has active accounts on Facebook and Instagram. The advertising plan for print media hasn't, however, been fully utilized. From a sharia economic perspective, the advertising strategy of the Bandung Regency Tourism Office can be defined based on Islamic economic principles in advertising and Islamic business ethics consisting of Honesty, Trust, Justice, and Istiqomah. The Tourism Office correctly supports Islamic principles in accordance with Islamic law.

Keywords: Strategy; Promotion; Perspective Economy Sharia

Abstrak

Penelitian ini menggunakan metode kualitatif dan bersifat deskriptif. Sebagai sumber data digunakan data primer dan data sekunder. menggunakan metode pengumpulan data seperti observasi, wawancara, dan dokumentasi. Dinas Pariwisata Kabupaten Bandung telah membuat tahapan untuk rencana promosinya sebagai hasil dari penelitian ini, yang meliputi pemasaran melalui olah raga, penjualan eceran, hubungan masyarakat, dan periklanan. Rencana promosi Dinas Pariwisata Kabupaten Bandung dengan memanfaatkan media elektronik seperti internet berjalan dengan sukses. Selain itu, Dinas Pariwisata Kabupaten Bandung memiliki akun aktif di Facebook dan Instagram. Namun, rencana periklanan untuk media cetak belum sepenuhnya dimanfaatkan. Dari perspektif ekonomi syariah, strategi periklanan Dinas Pariwisata Kabupaten Bandung dapat didefinisikan berdasarkan prinsip ekonomi Islam dalam periklanan dan etika bisnis Islami yang terdiri dari Jujur, Amanah, Keadilan, dan Istiqomah. Dinas Pariwisata benar-benar mendukung prinsip-prinsip Islam sesuai dengan syariat Islam.

Kata kunci: Strategi; Promosi; Perspektif Ekonomi Syariah

I. INTRODUCTION

In order to better planning, directing, integrating, and effectiveness of efforts to build tourist items and attractions as well as promotional activities and its marketing, both

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domestically and internationally, best collaboration tourism regional and worldwide To use increase connection between nation.

The development of a nation's economy currently heavily depends on the tourism industry. The primary industry in a development region is tourism. Traveller with experience in development several changes Good changes have been made to the patterns, forms, and nature of travel activities in popular tourist destinations. A new tourist attraction might become available due to development, whether the traveller is domestic or international. Potency tourist in West Java which is very, very abundant can lift the economic Area if every the object managed with Good by government nor parties around object tour the so that many visit Tourists will effect the increase in the country's foreign exchange. In this circumstance the role promotion strategy for tourism planning urgently needed, planning tourist become important Due to the complexity of the tourism phenomenon, the industry is becoming more and more competitive, and tourism promotion efforts are spreading outside West Java. Tourist influence all person in community certain, all Which involved in tourist need participate in process planning tourist so that tourist in West Java , especially Bandung Regency, can compete with other regions area other.

Role marketing tourist can enhance knowledge And awareness stakeholders interest tourist, especially share market key efforts to conserve tourism products in a sustainable manner. Marketing strategies provide a framework for coordination, ensuring that all parties with an interest in tourism, including the Bandung Regency Tourism Office, which is in charge of managing tourist attractions, are moving in the same direction.

It is important to determine the target market for the relevant tourist destination, as well as the promotion strategy and the appropriate branding for the intended target market, in order to further improve the destination-level marketing strategy. In this regard, this strategy for promoting tourism is anticipated to be able to make Bandung Regency more well-known among not only its own residents but also the general public, and it is anticipated to be able to compete with tourism in other regions. Good promotion and publication assistance are essential for the growth of tourist attractions, especially in the current global era. This publication can be done quickly via the internet. Due to the absence of updated information on tourism in this area, local government expected to be able to plan tourism development to marketing object tour which there is especially in Regency Bandung. This requires a promotion strategy which is good so that the vision and purpose of the tourist area may materialise.

Tourist In Perspective Economy Sharia

The Shari'a in Islam regulates tourism as one of human needs, requiring that it be carried out in accordance with Islamic principles. Islam's objective sharia, also known as maqashid sharia, is practised by Imams Al-Ghazali and Al-Zurjawi, both of whom are deeply concerned with how Islam views the needs of humans and what is best for them.

Man needs a fresh environment that will rejuvenate his body and soul and an environment that changes with the circumstances every day to reawaken his enthusiasm for his work. in the moment In some circles, this has not just evolved into a secondary need but even become a

primary need.

According to Islam, the three fundamental pillars of faith, islam, and courtesy cannot be divorced from the practise of tourism. Third pillar This eventually becomes a footing and a buffer for the entire tourist activity. Consequently, Islamic activity tourism is rich in (physical) qualities of faith, monotheism, and devotion to the Creator, Allah SWT, who is responsible for all types of beauty, including those in the air, water, and land. Form of beauty in seala This is a gift from God to His workers, so they should be thankful and reflect on it.

The Indonesian Ulema Council (MUI) is pressuring the government to create a constitution that uses Sharia as the basis for all laws and encourages the growth of land and water tourism. Enter the granted MUI after being processed by the Indonesia V Year Ijtima Ulama Fatwa Commission. B2 Musail Commission Fiqhiyyah Muashirah (problem contemporary jurisprudence) on the law governing suggestion formation. The MUI states that the regulation's issuance is intended to promote development while maintaining religious teachings and values in the Land and Water sectors.

The MUI lists a number of factors that must be taken into account when creating sharia tourism regulations, including being oriented towards the general good, focused on enlightenment, refreshment, and calm, avoiding polytheism and superstition, and avoiding immoral behaviour like adultery, pornography, prostitution, drinking excessively, using drugs, and gambling.

II. METHOD STUDY

Study This is a qualitative descriptive method. The cause comes first. Dealing with multiple realities makes it simpler to adapt qualitative methodologies. Second, this approach shows the fundamental relationship between the researcher and the respondent in a direct manner. Third, approach This sharpening joint is more adaptable and responsive to the various patterns and mark influences that are encountered.

In the paper, the researcher discusses the strategy formulation and marketing work Service Tourist Regency Bandung did from a sharia-based economic perspective.

III. RESULTS STUDY

Strategy Promotion Tourist Which Done Service Tourist Bandung district

Regency Bandung has a variety of attractive tourist attractions, including tours of the natural world, artificial cultures, and religious destinations. A highly diverse tour in the Regency Bandung is one that requires profit development and a unique marketing plan. Here is a good reason to visit the Regency Bandung.

Broadly speaking, the group of promotional methods can be split into the following categories: advertising (advertising), personal selling, publicity, and sales promotions. Of

course, the trend of ways that are utilised is ever evolving.

1. Publicity (Advertising)

As Chief Economic Officer, Father Aep Gerung creatively rooted in science and technology, art, culture, media, and design Also mention that the Government Tourism Office Regency Bandung uses the following media promotion:

a. Print media

Books, booklets, and publication brochures are examples of print media. book tour that was for the local population.

b. Electronic media

The internet is the electronic medium used, and it has information on the Regency Bandung. This Can Find Information on Google, Facebook, Instagram, etc.

2. Individual sale (person selling) Personal selling is a form of activity promotion carried out between individuals, frequently in advance, that is intended to establish, maintain, or repair successful business relationships between parties.

3. Publicity (publicity) is a method that uses media communication to quickly disseminate information to a large audience. It includes both advertising and publicity. You can acquire information on Regency Bandung's tourism by using the address shown here:

Dinas pariwisata bandungregency@gmail.com is an example of an appropriate email address. Additionally, follow me on Instagram at dispar_kabupatenBandung.

4. Sales promotion (promotion of sales) Sales promotion is a type of promotional activity that uses non-personal selling techniques such as demonstrations, performances, exhibitions, and other types of routine activities in addition to advertising, personal selling, and publicity. "On marketing direct Service Tourist Regency Bandung organises events every year, then in events Bandung regency government events namely development promotion events Bandung Regency in which there are several agendas promote product tourist to public nor traveller," says Aep Gerung, the Creative Economy Advisor at the Regency Tourism Office Bandung.

Tourism Promotion Strategy Carried Out by the District Tourism Office Bandung In Increase visit traveler

In order for this researcher to explain the results of the study with the theory that was previously explained in the chapter, this discussion will offer numerous relevant explanations of the discussion with the study's results. data gathered via in-depth interviews, observations, and documentation, which were then identified in accordance with the predetermined aims, as the researcher describes in qualitative data analysis. Observation The conducted interviews are gathering information on the strategy promotion of tourist development from the Department of tourist's Islamic economics perspective.

In order to see where application theory and practise mix promotion, researchers

conducted interviews and observations.

The following activities are carried out by the Department of Bandung Regency Tourism to enhance visitor experience:

1. Advertising (Advertising) Service Tourist Regency Bandung Through many interviews and observations, particularly through print media and electronic media. Books, booklets, and other print media are published. book about a reflection tour of the Regency Bandung, while electronic media Yes, it is advertised online, where you may find information on the Bandung Regency's tourism industry. These details may be found on Google, Facebook, Instagram, and other websites. The room open should also have tourism advertising, such as hotel, airport, bank, etc. Therefore, the tourist sector Regency Bandung is more widely known.

2. Person-to-person sales (personal alternating)

In this instance, the Bandung Regency Tourism Office worked to build a direct line of communication with tourists so that they would have a clear knowledge of the tour that was being offered. As an illustration, currently ongoing exhibitions or activities that are hosted by or are related to the Service Tourist Regency Bandung offer the option for direct communication. When visitors to an exhibition stop by a stand, there is a communication that takes place. Additionally, an employee who is on duty can explain or display current tourist attractions and selling typical goods from different subdistricts in the Bandung Regency to customers or potential customers. This is also evident in the sales of trip packages from travel agencies, which are later led by group-aware tours led by knowledgeable tour guides.

3. Promotion (promotion)

Publicity is activity promotion, which is nearly identical to advertising and is done through the media, however the content provided is news rather than advertisements.

The Bandung Regency tourism office has worked with a number of organisations to support the long-term viability of this publication, including publishing travel guidebooks and brochures for the region as well as collaborating with the media to spread good news that will be interesting to the general public. Matter This news was also distributed on the internet through the Service Tourist Regency Bandung's use of Facebook, Instagram, and email.

Because of the internet, individuals may readily learn about the many types of tourists who visit the Regency Bandung, which may be viewed via the Facebook page for the Bandung Tourism Office or at k@b.com: The internet is one of the very media that plays a role in promoting operations at the Regency Tourism Office Bandung, particularly in modern times like this one when access to the internet is quite accessible.

Review of Islamic Economic Perspectives on Development Promotion Strategies Tourist Which done Service Tourist Regency Bandung

Tourism Promotion Practises with Research Samples at the Department of Tourism Researchers examine Islamic economics to determine if ethics is relevant or not, with a focus on Service Tourist Regency Bandung's promotion of the study of ethical business practises.

Morality is a set of values that determines what is good and wrong. Regarding the ethics upheld by the Bandung Regency Tourism Office in marketing in accordance with Islam, of course No sell out oath, Honest, guard so that always uphold the agreements and promises as well as agreements between the two parties parties (buyers and sellers), and avoid fraudulent promotions on purpose interesting attention travellers And pushing it For visiting, various advertisements in electronic and print media, many of these promotional models have been violated.

Principles employed by Prophet Mohammed SAW include personal selling, advertising, promotion of sales, and public connection; yet, the methods he devised are distinct from those utilised today. The actions of the Prophet Muhammad SAW were inextricably linked to moral principles. Promotion was not as advanced during the time of the Prophet as it is now, when every production makes use of contemporary media, including the Internet, television, radio, and other platforms

IV. CONCLUSION

1. Promotional strategy Service Tourist Regency Bandung uses a combination of strategies for promotions, including: direct marketing (marketing direct), mass selling (personal sales), public relations (connection public), and mass selling (mass sales). The study's findings, in terms of results This is a promotion approach. Utilising both print and internet media, Service Tourist Regency Bandung. Therefore, finding information about any interesting places to visit is not difficult for tourists.

2. Based on Islamic economic principles in promotion and Islamic business ethics, which include keeping promises made and oaths taken, being truthful at all times, and avoiding false advertising, it is possible to draw the following conclusions about the Bandung Regency Tourism Office's promotion strategy from an economic perspective. Because they adhere to the rules that are used to promote Islam, the Tourist Regency Bandung provides services and ethically markets Islam.

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