

# DRIVING FACTORS OF COMMUNITY INTEREST IN TOURISM IN POST-COVID-19 PANDEMIC IN THE PERSPECTIVE OF HALAL AND CHILD-FRIENDLY FACILITIES, AND INFORMATION TECHNOLOGY

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## ABSTRACT

State income fell drastically to Rp. 20.7 billion during the covid-19 pandemic from the tourism and creative economy sectors. Foreign tourists have decreased by 75% or only 25% from usual compared to before Covid-19 (Kemenparekraf), even though tourism is one of the foreign exchange earners that has enormous potential to be developed. This study aims to see public interest in 3 provinces on the island of Java with popular tourist destinations that are influenced by facilities in this case are halal facilities, child-friendly facilities and information technology, which complement the Kamenparekraf program in boosting the interest of local and foreign people in traveling. Currently public interest has not returned to normal due to Covid-19, this research accompanies the Kamenparekraf program in seeing public interest in tourism. The analysis technique in this study is using qualitative data analysis techniques. The sampling method uses cluster sampling which is a sampling technique based on certain clusters. The results of this study prove that each variable partially Halal Facilities and Child Friendly Facilities have a small effect compared to the Information Technology variable on Travel Interest. Meanwhile, if halal facilities, child-friendly facilities, and information technology work well together, it will have a high enough impact on community tourism interest after the COVID-19 pandemic.

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## 1. INTRODUCTION

State income fell drastically to Rp. 20.7 billion during the covid-19 pandemic from the tourism and creative economy sectors. Foreign tourists have decreased by 75% or only 25% from usual compared to before Covid-19 (Kemenparekraf), even though tourism is one of the foreign exchange earners that has enormous potential to be developed. Currently, the tourism sector is re-opening by adapting the new normal health protocols for the industrial sector and tourism businesses. Currently, tourist attractions are flocking to promote their place to attract public interest in traveling, because people still have concerns about the virus if they want to travel, including the in-out transfer process while traveling (Wiwik: 2020).

June 5, 2020, the Government formally enforced the new Normal directive. This is marked by the Decree of the Minister of Health Number of the Republic of Indonesia with the number HK.01.07 / MENKES / 382/2020 concerning Health Protocols for the Community in Public Facilities for the Prevention and Control of Covid-19 Transmission. With this regulation, it is hoped that it will attract people to travel again. Because the pandemic also has an impact on children who should be able to play outside the house, finally because of parental concerns, children only play indoors. Whereas in the perspective of tourism, children have the right to travel properly and children are subjects of citizens whose rights must be fulfilled. Law 23/2002 on Child Protection Article 11 states that every child has the right to rest and take advantage of free time, hang out with children of the same age, play, have

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recreation, and be creative according to their interests, talents, and intelligence levels for self-development. Supported by the new Tourism Law (Law Number 10 of 2009) Article 18 paragraph 1 point a, everyone has the right to have the opportunity to meet tourism needs.

Indonesia is a country that has the largest Muslim population, so the Ministry of Tourism and Creative Economy has a halal tourism program, including halal facilities provided to attract foreign and local tourists. Indonesia is included in the five countries with halal tourism expenditures in 2019 based on data from the State of Global Islamic Economy Report 2020/2021, which amounted to 11.2 billion US dollars. According to Sandiaga Uno, "Therefore, we are currently trying to prepare Indonesia to become a leading halal tourist destination in the world, especially Southeast Asia ([kemenparekraf.go.id](http://kemenparekraf.go.id)). The COVID-19 pandemic, said Sandiaga, his party innovates and adapts by utilizing information and digital technology developments to develop tourism potential in Indonesia. Successful technology requires innovative management to continuously review developments and adopt appropriate technological solutions to maximize the competitiveness of tourist destinations.

This study aims to see public interest in 3 provinces on the island of Java with popular tourist destinations that are influenced by facilities in this case are halal facilities, child-friendly facilities and information technology, which complement the Kamenparekraf program in boosting the interest of local and foreign people in traveling. Currently public interest has not returned to normal due to Covid-19, this research accompanies the Kamenparekraf program in seeing public interest in tourism.

## 2. METHOD

The analysis technique in this study is to use qualitative data analysis techniques, where the data is non-numeric and focused on quality. The methods used in this research are:

1. Literature study, namely collecting data by studying books, dissertations, and scientific journals to obtain information about theories and concepts related to the problems and variables studied.
2. Observations are carried out by observing directly the problems studied, especially objects related to halal facilities, child-friendly facilities, health protocol facilities, information technology, and public interest in traveling.
3. The questionnaire (sample) was conducted by distributing a list of questionnaires to the respondents. Respondents just have to choose alternative answers that have been provided for each alternative answer that is considered the most appropriate.

The sampling method uses cluster sampling which is a sampling technique based on certain clusters (Sugiyono, 2003: 74-78). The larger the sample, the better based on the size of the population (Cohen, et al, 2007: 101). According to Sugiyono (2012: 91), the sample size for proper research is 30-500. The population in this study is the general public covering 3 provincial areas on the island of Java, namely DKI Jakarta, West Java, and Central Java. These 3 provinces are popular tourist destinations on the island of Java.

The sampling technique uses a non-probability technique, namely an incidental sampling technique, which is a random sampling technique. Coincidence here means that anyone who coincidentally or incidentally meets with the researcher can be used as a sample and is considered suitable as a source of research data (Sugiyono, 2012: 56).

## 3. RELUST AND DISCUSSION

This study involved a total of 244 respondents. Respondents in this study were the general public covering 3 provincial areas on the island of Java, namely DKI Jakarta, West Java, and Central Java. These 3 provinces are popular tourist destinations on the island of Java. All respondents answered or filled out the research instrument as distributed by the researcher.

In this study, verification analysis was carried out using multiple linear regression analysis. Multiple linear regression analysis in this study was used to determine whether there was an effect of Halal and

Child Friendly Facilities and Information Technology on people's requests for tourism in 3 provincial areas on the island of Java. The following are the results of the analysis using SPSS:

Table 1. Verificative Analysis Test

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.265	1.663		-.761	.448
	FACILITIES.HALAL.X1	.124	.056	.116	2.226	.027
	CHILDREN FRIENDLY.X2	.111	.054	.112	2.079	.039
	TECHNOLOGY.X3	.872	.075	.623	11.638	.000

a. Dependent Variable: INTEREST.TOURISM.Y

The multiple linear formulations in this study are:

$$Y_i = \beta_0 + \beta_1 X_{1i} + \beta_2 X_{2i} + \beta_3 X_{3i}$$

$$Y = -1.265 + 0.124X_1 + 0.111X_2 + 0.872X_3$$

Furthermore, the search for the coefficient of determination (R Square) is carried out as follows:

Table 2. Coefficient of Determination

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.764 <sup>a</sup>	.583	.578	2.402	1.937

a. Predictors: (Constant), TEKNOLOGI.X3, FACILITIES.HALAL.X1, CHILDREN-FRIENDLY.X2  
 b. Dependent Variable: INTEREST.TOURISM.Y

After the coefficient of termination is known, the Effective Contribution (SE) is determined which is a measure of the contribution of an independent variable to the dependent variable, in this case the sum of the effective contributions for all independent variables is the same as the coefficient of determination (R<sup>2</sup>). While the Relative Contribution (SR) is a measure that shows the size of the contribution of an independent variable to the number of squares of regression, where the relative contribution of all independent variables is 100% or equal to 1.

Based on the description above, it is known the value of the effective contribution and the relative contribution is as follows:

Variable	Koef Reg (Beta)	Koef Korealsi (r)	R Square	SE (%)
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Halal Facilities (X1)	0,116	0,507	0,583	0,058 = 5,8%
Child Friendly (X2)	0,112	0,527		0,059 = 5,9%
Information Technology (X3)	0,623	0,748		0,466 = 46,6 %
<b>Amount</b>				0,583 = 58,3%

### 1. Effect of Halal Facilities (X1) on Interest in Traveling (Y)

Based on the results of a partial study on the effect of halal facilities on tourism interest by testing the hypothesis by conducting a t test, it is stated that the t count of the Halal Facilities variable is 2,226 which is greater than the t table value of 1,624, so hypothesis test 1 is accepted, namely there is an Influence of Halal Facilities on Travel Interest. And then looking at the equation of the positive-direction registrant coefficient and the value of 0.124, this means that if the Halal Facilities variable has increased by 1%, Tourism Interest will increase by 0.124, assuming the other independent variables are constant. And based on the effective contribution value of the Halal Facility variable, which is 0.058, thus Halal Facilities have a significant positive effect on Public Interest in Traveling Post-Covid-19 Pandemic with a value of 5.8%.

### 2. The Effect of Child Friendly Facilities (X2) on Interest in Traveling (Y)

The second test is based on the results of a partial study on the effect of child-friendly facilities on interest in tourism by testing the hypothesis by conducting a t-test. And furthermore, looking at the equation of the positive-direction registrant coefficient and the value of 0.111, this means that if the Child Friendly Facilities variable has increased by 1%, Interest in Travel will increase by 0.111 with the other independent variables assuming constant. And based on the effective contribution value of the Child Friendly Facilities variable, which is 0.059, thus Child Friendly Facilities have a significant positive effect on Community Interest in Traveling Post-Covid-19 Pandemic with a value of 5.9%.

### 3. Effect of Information Technology (X3) on Interest in Traveling (Y)

The third test is based on the results of a partial research on the influence of information technology on tourism interest by testing the hypothesis by conducting a t test, it is stated that the t count of the Information Technology variable is 11,638 which is greater than the t table value of 1,624, so hypothesis test 3 is accepted, namely there is an influence of Information Technology on Travel Interest. And then look at the equation of the coefficient of positive direction and a value of 0.872 this means that if the Information Technology variable has increased by 1%, Interest in Travel will increase by 0.872 with the other independent variables constant assuming. And based on the value of the effective contribution of the Information Technology variable, which is 0.466, Information Technology Facilities have a significant positive effect on Public Interest in Traveling Post-Covid-19 Pandemic with a value of 46.6%.

### 4. The Effect of Halal Facilities (X1) and Child Friendly (X2) and Information Technology (X3) on Interest in Traveling (Y)

The coefficient of determination (R<sup>2</sup>) is used to determine the percentage change in the dependent variable (Y) caused by the independent variable (X). In order to calculate the influence of the independent variable (X) on the dependent variable (Y).

Based on the results of the SPSS output above, it is known that the R Square in the table shows the number 0.583 or 58.3% which means that Halal Facilities (X1), Child Friendly Facilities (X2), and Information Technology (X3) simultaneously (together) have an effect on Travel Interest ( Y) of 58.3% and the remaining 41.7% influenced by other variables that were not examined.

The fourth hypothesis test simultaneously obtained regarding the effect of Halal Facilities, Child-Friendly Facilities, and Information Technology on Interest in System Tourism can be accepted with a value of 0 on

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the regression coefficient of -1.265 with a negative sign meaning if the variables are Halal Facilities (X1), Child Friendly Facilities (X2), and Information Technology (X3 ) has a value of 0 (zero), then Tourist Interest (Y) will decrease. Interest in Travel is mathematically the effect is measured numerically by -1,265 ..

#### 4. CONCLUSION

Of each variable partially Halal Facilities and Child Friendly Facilities have a small effect compared to the Information Technology variable on Travel Interest. This proves that the community has a high interest in travel if the information technology provided regarding tourist motorcycle taxis runs optimally and only a small number of people who have an interest in tourism judge from the perspective of halal and child-friendly facilities.

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