

What People Say About Halal Tourism?

Asyifa Nur Aziza*
SMART Indonesia

This study aims to analyze the sentiments generated from public opinion taken from Twitter and related to halal tourism. The method used was a qualitative approach with descriptive statistics from literature studies with halal tourism. The data analyzed consisted of 906 tweets during 2021. The results showed that neutral sentiment was the highest result with 97.2%, followed by positive sentiment at 2.2% and negative sentiment at 0.6%. The diversity of the results of this sentiment is obtained because of the cons against the development of halal tourism.

Keywords: Halal Tourism, Twitter, Sentiment, API

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*Correspondence:
Assyifa Nur Aziza
assyifa.fr@gmail.com

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INTRODUCTION

The tourism sector plays an important role in the world economy because it is considered as a one of the contributors to job growth and economic growth in any country. So that tourism can also be seen as one of the most important sources of Gross Domestic Product (GDP). An increase in Muslim tourists is an opportunity and a challenge to improve the tourism sector. According to the Mastercard-Crescentrating Global Muslim Travel Index (GMTI) 2021, Muslim tourists in 2019 reached 160 million people. However, in 2020 the number of Muslim tourists decreased drastically to 42 million people. This decline was due to the Covid-19 pandemic. In 2021 the number of Muslim tourists will still experience a decline, with 26 million people. However, GMTI predicts that the number of Muslim tourists will increase in 2023, with a prediction of 140 million people.

Islam has basic aspects in its teachings, namely *aqidah*, *sharia*, and morals. Regulations in Islam, known as *sharia*, are one of the guidelines for life held by a Muslim. *Sharia* knowledge guides every Muslim in daily activities such as worshipping, eating, and even transacting (Aji et al., 2020). Along with the development of Muslims globally, it is currently emerging terms and concepts such as "Muslim tourism," "halal tourism," "Islamic tourism," and others.

The concept of halal tourism was built to make it easier for Muslim tourists to find places of worship and find halal food in tourist destinations. The diversity of designations for halal tourism is currently being debated. The polemic of halal tourism is on the segmentation strategy and tourism promotion and raises the pros and cons. A set of services developed in the form of 3A, namely Amenities, Attractions, and Accessibility, are intended and provided to meet Muslim tourists' experiences, needs, and desires (Mandalia, 2021; Kemenparekraf, 2021).

This study aims to analyze the sentiment generated from public opinion through the Twitter application, which discusses halal tourism. The data analyzed consisted of 905 tweets posted during 2021. The data will be processed and analyzed using the python programming language using the Vader Sentiment Analysis library to determine the value of sentiment related to halal tourism.

LITERATURE REVIEW

According to the UNWTO (World Tourism Organization), tourism or tourism is an activity in the form of a trip carried out by a person with a purpose outside the environment normally visited for less than one year. The purpose of this activity can be business, leisure, or other personal purposes.

Halal tourism is any tourist object or activity allowed according to Islamic teachings to be used or involved by Muslims in the tourism industry. This definition considers *sharia* law, which oversees tourism products and services to Muslim tourists such as halal hotels, halal restaurants, halal resorts, and halal travel. The tourist sites are not limited to the Muslim world only. Halal tourism is one of the service products designed for Muslim tourists both in Muslim and non-Muslim countries (Battour & Ismail, 2015).

Halal tourism is intended as a trip taken for recreation, vacation, and social purposes. Muslims also like to visit various places and travel to places with different histories and cultures to appreciate Allah's creations more and increase their faith. Although the motivation to travel is not necessarily spiritual, in their activities, they behave following what is permitted by *sharia* law (Vargas-Sánchez & Moral-Moral, 2019).

For every Muslim, Islam is a way of life with the Qur'an and Hadith as one of the *sharia* guidelines. So it is necessary to pay attention to Muslim tourists for their needs to choose halal. The availability of places of worship in public places, information on halal food, and separate spa places for men and women are examples of halal tourism characteristics (Battour & Ismail, 2015). According to Ainin et al. (2020), halal tourism is gaining popularity in non-Muslim countries like the United Kingdom, Canada, and Spain. This study also found that tweets about halal tourism surged at the end of every year, the holiday season. The popularity of halal tourism is increasing in line with the increasing interest of Muslims to travel between countries.

METHODOLOGY

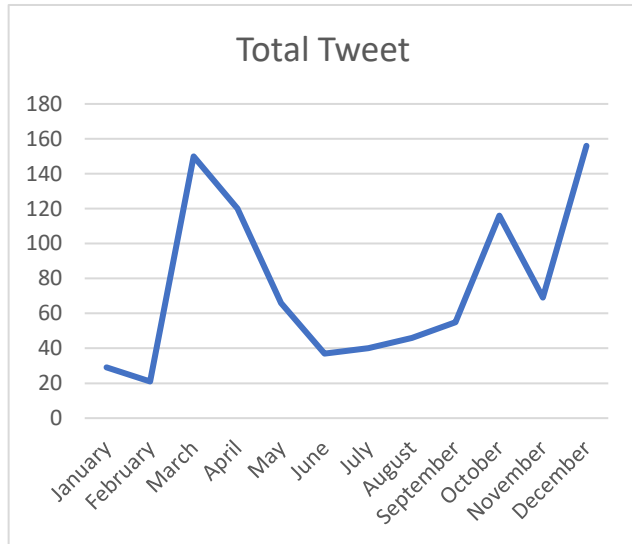
This study aims to analyze the tweet sentiment of Twitter users discussing halal tourism. The data are tweets obtained from January 1, 2021, to December 31, 2021. The amount of data used is 906 tweets with the keyword halal tourism. Tweets collected for analysis are tweets consisting of words. Data was collected by scraping method using Snsrape. Snsrape is a Python programming language for extracting tweets from the Twitter application without using the Twitter API.

The approach in this study is a qualitative approach with descriptive statistics. Sentiment analysis was conducted to find out public sentiment about halal tourism. Sentiment classification of tweets is done using a python library called Textblob. Textblob is a text processing package for python 2 and 3. Textblob offers APIs for performing natural language processing (NLP) activities, including part-of-speech tagging, noun phrase extraction, sentiment analysis, classification, translation, and more.

RESULT AND ANALYSIS

Statistic Descriptive

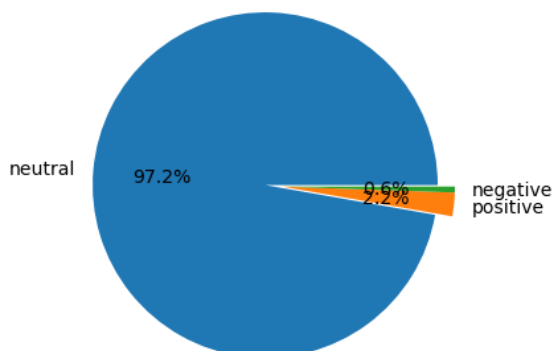
In this study, the processed data is a collection of tweets originating from Twitter with "Halal Tourism." The data obtained amounted to 906 tweets during 2021 from January 1 to December 31. The following image shows the growing trend of tweets about halal tourism.



The graph above shows the growth of tweets during 2021. The number of tweets about "halal tourism" experienced a drastic increase in March, with a total of 150 tweets. After March, the chart shows a significant decline to its lowest in June of 37 tweets. The graph then increased again in July and briefly decreased in November. The data showed the highest number, with 155 tweets at the end of December.

The language used in the halal tourism trend on Twitter is very diverse. The five most widely spoken languages are English, Indonesian, East Timorese, Arabic, and Ethiopian. The most commonly spoken language is English, with 71%. In second place is Indonesian with 19%, followed by Timor Leste at 3%, Arabic at 2%, and Ethiopian at 1%.

Sentiment Polarity on Clean Tweets Data



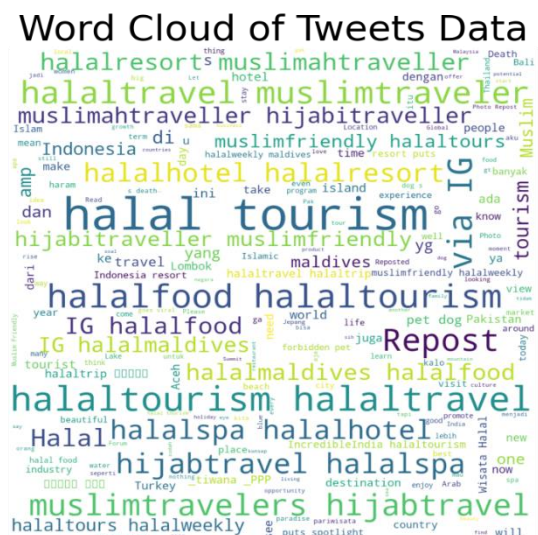
Sentiment Analysis

Sentiment analysis was carried out using the Python programming language library, namely Textblob. With Textblob, data can be classified into 3 centimeters: positive, negative, and neutral. Classification is done by measuring the polarity of each tweet. The polarity value given is in the range of -1 to 1. If the tweet shows contradiction with a value between 0 to 1, then the tweet is categorized as positive. Tweets with a polarity value between -1 to 0 are classified as negative. Meanwhile, tweets with a polarity value of 0 are categorized as neutral. The sentiment analysis results for the halal tourism theme can be seen from the following diagram.

Based on the diagram above, the trend of "halal tourism" generates various kinds of sentiments in the public. Sentiment analysis results are dominated by neutral sentiment as much as 97.2%. Negative sentiment shows a figure of 0.6%, and positive sentiment is 2.2%. Negative sentiment is the result of the smallest public sentiment.

Positive sentiment is a result that shows positive public opinion in responding to halal tourism by supporting the development of halal tourism. In contrast, negative sentiment is a negative public opinion that criticizes the development of halal tourism. The data above shows that the public has more neutral sentiments in responding to the development of halal tourism. The sentiment with the second-highest number is positive sentiment. Then the smallest category is negative sentiment.

Keywords Analysis



This study also found keywords widely used in tweets that discuss halal tourism. All the keywords are summarized in the word cloud illustration, which gives rise to a collection of trending words in halal tourism. The more significant the text displayed in the word cloud, the greater the frequency these words appear in tweets. The illustration on word cloud shows that the

following keywords were obtained from 905 tweets generated during 2021.

No	Keyword	No	Keyword
1	Halal Food	6	Muslim Travelers
2	Halal Travel	7	Halal Resort
3	Halal Spa	8	IG Halal Food
4	Halal Hotel	9	Halal Maldives
5	Hijab Travel	10	Muslim Friendly

The following table summarizes the research results covering the causes of positive and negative emergence in public sentiment. The following results were obtained based on data from 905 tweets about halal tourism during 2021.

Positive	Negative
1. Ease of worship facilities	1. Considered too racist
2. Halal food information	2. Turning off the local culture
3. Government support for the halal industry.	3. Considered an attempt to Islamize

This study found the level of public sentiment through the Twitter application that discussed halal tourism. The results show that neutral sentiment is the most sentimental, with a percentage of 97.2%. Then sentiment analysis also shows positive sentiment as much as 2.2% and negative sentiment as much as 0.6%. Positive and negative sentiments are generated from the pros and cons of the development of halal tourism. On the positive side, the concept of halal tourism makes it easier for Muslim tourists always to be prepared when prayer time arrives. Muslim tourists also do not need to worry about the availability of halal food because information can be accessed. On the negative side, halal tourism is seen as racism that does not respect other religions and considers other religions haram. In addition, halal tourism is also regarded as deadly to local culture and is considered to be one of the efforts of Islamization (Hutagalung, 2019).

CONCLUSION

The purpose of this study was to analyze the sentiment on a public opinion obtained from Twitter regarding the development of halal tourism. The sentiment analysis results show that the assessment of halal tourism from public opinion gets a neutral sentiment of 97.2%, then 2.2% indicates a positive sentiment, and 0.6% indicates negative sentiment.

The benefits of this research are literacy materials and considerations related to halal tourism. The limitation of this research is that the data taken is only 905 tweets obtained during 2021. This research was also carried out using meta-analytic indicators and sentiment analysis so that readers could get a general representation of essential data. However, the results produced are dynamic and can change as Islam, economics, technology, and other variables develop.

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