ABSTRAK

Penelitian ini bertujuan untuk menganalisis persepsi wisatawan Muslim terhadap destinasi wisata ramah Muslim yang belum bersertifikasi halal di Wisata Sikabung Kabung, Desa Suka Makmur, Kecamatan Kutalimbaru, Kabupaten Deli Serdang. Fokus penelitian meliputi persepsi terhadap penerapan konsep wisata ramah Muslim, ketersediaan fasilitas ramah Muslim, serta pandangan wisatawan terhadap ketiadaan sertifikasi halal dan pengaruhnya terhadap rasa aman, kepercayaan, dan kenyamanan selama berkunjung. Penelitian ini menggunakan pendekatan kualitatif deskriptif. Informan dalam penelitian ini berjumlah 15 orang wisatawan Muslim yang dipilih menggunakan teknik purposive sampling. Teknik pengumpulan data dilakukan melalui wawancara mendalam, observasi, dan dokumentasi. Data dianalisis melalui tahapan reduksi data, penyajian data, dan penarikan kesimpulan, serta diuji keabsahannya melalui triangulasi sumber dan teknik. Hasil penelitian menunjukkan bahwa Wisata Sikabung Kabung dipersepsikan sebagai destinasi yang cukup ramah Muslim secara praktik, karena telah menyediakan fasilitas ibadah seperti musholla dan tempat bersuci serta memiliki suasana lingkungan yang relatif tenang dan tidak bertentangan dengan nilai Islam. Fasilitas ramah Muslim yang tersedia dinilai cukup membantu kebutuhan dasar wisatawan, namun belum sepenuhnya memadai secara standar pengelolaan, khususnya dalam aspek konsistensi kebersihan dan penataan fasilitas. Ketiadaan sertifikasi halal tidak secara langsung menghilangkan rasa aman dan kenyamanan wisatawan, tetapi memengaruhi tingkat kepercayaan dan kepastian, terutama terkait konsumsi makanan dan standar pengelolaan destinasi. Sertifikasi halal dipandang sebagai bentuk jaminan resmi yang dapat meningkatkan legitimasi dan profesionalitas destinasi. Penelitian ini menyimpulkan bahwa Wisata Sikabung Kabung telah menerapkan konsep wisata ramah Muslim secara fungsional, namun belum mencapai tahap pariwisata halal berbasis standarisasi dan sertifikasi resmi. Oleh karena itu, diperlukan peningkatan dalam standarisasi fasilitas, konsistensi pengelolaan, pemisahan area mandi, serta pengurusan sertifikasi halal untuk memperkuat persepsi positif wisatawan Muslim dan meningkatkan daya saing destinasi.

Kata Kunci: Persepsi Wisatawan Muslim, Wisata Ramah Muslim, Sertifikasi Halal, Fasilitas Ramah Muslim, Pariwisata Halal.

ABSTRACT

This study aims to analyze Muslim tourists' perceptions of a Muslim-friendly tourism destination that has not yet obtained halal certification, specifically at Sikabung Kabung Tourism Site, located in Suka Makmur Village, Kutalimbaru District, Deli Serdang Regency. The focus of this research includes tourists' perceptions of the implementation of the Muslim-friendly tourism concept, the availability of Muslim-friendly facilities, and their views on the absence of halal certification and its influence on their sense of safety, trust, and comfort during their visit. This research employs a descriptive qualitative approach. The informants consist of 15 Muslim tourists selected through purposive sampling. Data were collected through in-depth interviews, observation, and documentation. The data were analyzed using data reduction, data display, and conclusion drawing techniques. Data validity was ensured through source and technique triangulation. The results indicate that Sikabung Kabung Tourism Site is perceived as sufficiently Muslim-friendly in practice, as it provides prayer facilities such as a prayer room (musholla) and ablution facilities, and maintains an environment that is relatively calm and not contradictory to Islamic values. The available Muslim-friendly facilities are considered helpful in fulfilling basic religious needs; however, they are not yet fully adequate in terms of management standards, particularly regarding consistency in cleanliness and facility arrangement. The absence of halal certification does not directly eliminate tourists' sense of safety and comfort, but it affects their level of trust and certainty, especially concerning food consumption and destination management standards. Halal certification is viewed as an official assurance that can enhance the legitimacy and professionalism of the destination. This study concludes that Sikabung Kabung has functionally implemented the concept of Muslim-friendly tourism; however, it has not yet reached the level of standardized halal tourism supported by formal certification. Therefore, improvements are needed in facility standardization, management consistency, separation of bathing areas, and the acquisition of official halal certification to strengthen positive perceptions among Muslim tourists and enhance the competitiveness of the destination.

Keywords: Muslim Tourist Perception, Muslim-Friendly Tourism, Halal Certification, Muslim-Friendly Facilities, Halal Tourism.