

**ANALYSIS OF HALAL TOURISM BRANDING  
IMPLEMENTATION TOWARDS HOTEL SECTOR IN  
LOMBOK**

**UNDERGRADUATE THESIS**

As a final fulfillment to complete Undergraduate Degree in Management



**NADYA PRATIWI ADNAN**

**1131001097**

**MANAGEMENT STUDY PROGRAM  
FACULTY OF ECONOMICS AND SOCIAL SCIENCE  
UNIVERSITAS OF BAKRIE  
JAKARTA  
2017**

## STATEMENT OF ORIGINALITY

The Undergraduate Thesis is my original work and all information contained in this project paper which is derived from the work of others had been given an award by citing the name of the source author correctly. All the contents of this undergraduate thesis are within the full responsibility of the author.

Name : Nadya Pratiwi Adnan

Student's ID : 1131001097

Signature : 

Date : August 15th, 2017

**STATEMENT OF APPROVAL**

The Undergraduate Thesis which is proposed by:

Name : Nadya Pratiwi Adnan

Student's ID : 1131001097

Program : Management

Title : Analysis of Halal Tourism Branding Implementation towards  
Hotel Sector in Lombok

has been successfully defended in front of the Board of Examiners and accepted as a partial fulfillment of the requirement for Undergraduate Degree in Management at Management Study Program, Faculty of Economics and Social Sciences, University of Bakrie.

**BOARD OF EXAMINERS**

Supervisor : Holila Hatta, S.Pd., M.M

1st Examiner : Dominica Arni Widyastuti, SE., MM

2nd Examiner : Muchsin S. Shihab, M.Sc., MBA, Ph.D.



The image shows three handwritten signatures in blue ink, each written over a dotted line. The signatures are: 1. A signature that appears to be 'Holila Hatta'. 2. A signature that appears to be 'Dominica Arni Widyastuti'. 3. A signature that appears to be 'Muchsin S. Shihab'.

Established in : Jakarta

Date : 15th August, 2017

## ACKNOWLEDGEMENT

Assalamu'alaikum Wr. Wb.,

My utmost gratitude is extended to Allah SWT for all His endless blessings and easiness so that I could finish this undergraduate thesis entitled "*Analysis of Halal Tourism Branding implementation towards Hotel Sector in Lombok*" in desired timeline. The completion of this undergraduate thesis will not be made possible without the help and support from others. Therefore, I would like to accord my deepest thankfulness to anyone who has dedicated their best attention so I could go through all the writing process of this undergraduate thesis as the final assignment of my undergraduate study, especially:

1. My parents, Maad Adnan and Sylvani kadir, all my family for their affection, care, support, encouragement, inspiration, motivation, and many other things which cannot be described by words.
2. My thesis supervisor, Holila Hatta, S.pd., M.M, for her assistance, guidance, supervision, supports throughout the preparation of this undergraduate thesis. Despite her tight work schedule, her time for discussion was always available.
3. The Board of Examiners, Dominica Arni Widyastuti, SE., MM for her constructive feedback for the sake of this undergraduate thesis quality.
4. Tika, Dena, Caqi, Zar, Vito, Mamat, Nces, Cajab, Binti, Aisyah, Dinda, Gampil, Koro, arta for their companion in making my college life so awesome.
5. Dara and Kaes for their support to help the author to finish this thesis.
6. Para Pembawa Berita for their support to help the author to finish this thesis.
7. H for his strong support, help, motivation, affection and inspiration that help author to finish this thesis.
8. All members of Himpunan Mahasiswa Manajemen 2014/2015 for amazing teamwork in one year, help and support author during college life.

9. All friends at Management Program Batch 2013, for always being cheerful and made the college life amazingly fun. I wish them the best future endeavors as always.

Last but not least, I also welcome any critics and constructive feedbacks for the better quality of this thesis and other researches in the future. Hopefully, this thesis can bring positive impacts to others.

Wassalamu'alaikum Wr. Wb.

Jakarta, 15th August 2017

Nadya Pratiwi Adnan

**STATEMENT OF APPROVAL OF FINAL PRODUCT  
FOR ACADEMIC PURPOSE**

As a part of academic community of University of Bakrie, I hereby:

Name : Nadya Pratiwi Adnan  
NIM : 113100197  
Program : Management  
Type of Thesis : Business Research

Agree to give University of Bakrie the Non-Exclusive Royalty-Free Right of this Undergraduate Thesis entitled “**Analysis of Halal Tourism Branding Implementation towards Hotel Sector in Lombok**” along with other details (if needed) to enrich the existing literatures with this Non-Exclusive Royalty-Free Right, University of Bakrie has right to store, reformat, include this in database, look after, and publish my undergraduate thesis by including my name as the author and the owner of copyright.

Prepared in: Jakarta

Date: August 15th, 2017

Regards,



Nadya Pratiwi Adnan

## TABLE OF CONTENTS

<b>TITLE PAGE</b> .....	i
<b>STATEMENT OF ORIGINAL</b> .....	ii
<b>STATEMENT OF APPROVAL</b> .....	iii
<b>ACKNOWLEDGEMENT</b> .....	iv
<b>STATEMENT OF PUBLICATION</b> .....	vi
<b>TABLE OF CONTENTS</b> .....	vii
<b>LIST OF TABLES</b> .....	ix
<b>LIST OF FIGURES</b> .....	x
<b>LIST OF APPENDICES</b> .....	xi
<b>ABSTRACT</b> .....	xii
<b>CHAPTER I INTRODUCTION</b> .....	1
1.1 Background .....	1
1.2 Identification of Problems .....	3
1.3 Problem Formulation .....	4
1.4 Research Objective .....	4
1.5 Benefit Research .....	4
1.5.1 Academic Benefit .....	4
1.5.2 Practice Benefit .....	4
<b>CHAPTER II LITERATURE REVIEW</b> .....	5
2.1 Halal Tourism .....	5
2.1.1 Current Practice of Halal Tourism .....	6
2.2 Halal Hotel (Shariah Compliant Hotel) .....	8
2.2.1 Halal Hotels Criteria .....	9
2.2.2 Halal Hotel Standard in Indonesia .....	9
2.3 Marketing Mix (7P) .....	11
2.4 Opportunities .....	12
2.5 Framework .....	14
<b>CHAPTER III RESEARCH METHODOLOGY</b> .....	15
3.1 Object of Research .....	15
3.2 Data Type and Collection Method .....	15
3.3 Sampling Method .....	15
3.4 Data Sources .....	16
3.4.1 Primary Data .....	16
3.4.2 Secondary Data .....	16
3.5 Analysis Method .....	16
3.6 Data Validity .....	17
<b>CHAPTER IV RESEARCH FINDINGS</b> .....	19

4.1 General View of Research Object.....	19
4.1.1 Halal Tourism in Lombok.....	19
4.2 Sources Profile .....	21
4.3 Implementation of Halal Tourism Branding to Hotel .....	21
4.3.1 Descriptive Analysis .....	29
4.3.2 Analysis Re-checking .....	34
4.3.3 Impact of Halal Tourism for Hotel.....	35
4.4 Standardization of Halal for Hotel .....	36
<b>CHAPTER V CONCLUSION AND SUGGESTION .....</b>	<b>41</b>
5.1 Conclusion .....	41
5.2 Suggestion .....	41
<b>BIBLIOGRAPHY .....</b>	<b>42</b>
<b>APPENDICES.....</b>	<b>45</b>



**LIST OF TABLES**

Table 4.1 List of Informants and Triangulator.....	21
Table 4.2 Analysis Re-checking.....	34

**LIST OF FIGURES**

Figure 2.1 Halal Hotel Criteria/Attributes.....9  
Figure 2.2 Framework.....14

**LIST OF APPENDICES**

Appendix 1 Interview Guide.....45  
Appendix 2 Interview.....47

**ANALYSIS OF HALAL TOURISM BRANDING IMPLEMENTATION  
TOWARDS HOTEL SECTOR IN LOMBOK**

Nadya Pratiwi Adnan

---

**ABSTRACT**

This study seeks to analyze The Implementation of Halal Tourism Branding toward hotel sector in Lombok. The implementation the author see is from their their operation, design and finance. This researche is using qualitative researche method where to obtain the primary data used semi-structure interview method. Researcher interviewed three General Managers, one PA to GM, and one Business Development Manager representing five hotels chosen and interviewed two person as triangulator to validate some of the statements of informants. In this study, it was found that four hotels is implement halal tourism branding in their hotels and one is still conventional hotel but their hotel still follow the courtesy rule, but all four hotels is not certificate halal yet. In addition, the study describes how the implementation of halal tourism branding towards the hotel, what facilitation, product and service they provide, as well as the impact of halal tourism branding towards hotel sector in Lombok which is overall giving positive impact to the industry.

Keywords: Halal tourism branding, Hotel, Halal certification, Implementation.