

Community Economic Empowerment on the Development of Halal Tourism in Soppeng Regency

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Abstract. Tourism is one of the attractions to bring in per capita income for local communities based on tourism, both domestic and foreign which can improve the community's economy. The natural potential that exists in Soppeng Regency can be used as a tourist attraction and has provided an attraction for the community. Soppeng Regency has two tourist attractions, namely in Lejja and Citta which are well known by the public, especially the people of South Sulawesi. Tourism development involves the participation of local community resources in order to improve the community's economy. Nevertheless, any form of community participation in the context of improving the economy is still of Islamic or halal value. This research method will be qualitative descriptive with data collection methods are interviews, observation and documentation. Data analysis used qualitative descriptive with measures of the validity of the data, namely triangulation, member check and extension of observation. The subjects are community leaders, religious leaders, managers of tourist attractions, community business people, and several visitors. The object of this research is a form of business participation (community economic empowerment) which is halal/syar'i. The results of the study show that halal tourism through public baths with hot springs is able to empower local communities while increasing the community's economy, where the halal tourism brand is the latest brand that attracts tourists.

Keyword: empowerment, community economy, halal tourism.