

CONFERENCE PROCEEDING

Muslim Traveler Apps: Android-Based Islamic Tourism Guide Application

Cyrilla Naura Ananta, Eysa Tsabita Qurrota A'yun, Farah Aulia, Farah Nabiela Sani, Khazbiika Shahrinaz Anwar, *¹Sakinah Hilya Abida

MAN 2 Kota Malang, East Java, Indonesia

¹University of Brawijaya, Malang, East Java, Indonesia

**sakinahhilya@gmail.com*

ABSTRACT

Islamic tourism is one of the tourism systems based on sharia regulations. Aspects needed are the availability of halal food, worship facilities, Ramadan iftar services, and restrictions on activities that are contrary to sharia. Indonesia is among the top ten countries having the largest Muslim population in the world (87% of the total population) who love to travel. Many cities in Indonesia prospected into a good Islamic Tourism destination, such as Malang City, which become a halal tourism pilot project because of its many famous destinations and a high number of tourists. Unfortunately, this high-potential city hasn't been able to facilitate tourists in providing complete guidance information related to Islamic tourism. Interview's result showed that until now, tourists looked for islamic tourism information separately. Based on the problems, the researchers took the initiative to provide a solution in the form of "Muslim Traveler Apps: Android-Based Islamic Tourism Guide Application". The application provides information about Islamic tourism destinations along with some pictures, texts, videos, Islamic lodging information, halal restaurants, recommendations of halal souvenirs, traveling prayers, the Quran, qibla direction, and notifications for prayer time. The methodology used for system development is the waterfall model that included in the classic life cycle, which emphasizes sequential and systematic phases. To analyze the impact of this apps, we used the qualitative data method. The results of interview and questionnaire data obtains 93.34% of respondents answered that they urgently need applications. Hopefully, this application can help Muslim tourists easily get the necessary information before traveling.

Keywords: *android, application, islamic tourism*

INTRODUCTION

Islamic tourism is a sharia-based tourism system. The aspects needed are the availability of halal food, adequate worship facilities, iftar services during Ramadan, restrictions on activities that are not by Sharia, toilets with clean water, and Sharia hotels. The concept of Islamic Tourism can improve the welfare of the community by creating various jobs so that it can give rise to productive entrepreneurs in the tourism business sector. Indonesia is the country with the largest Muslim population in the world (87% of the total population) and is included in the top ten countries that like to travel according to Global Muslim Traveler. Indonesia has high prospects in the development of Islamic tourism, especially in seven cities that were selected as halal tourism pilot projects. One of them is Malang because it has a track record of Muslim tourists who continue to rise every year. However, the Malang region does not yet have special regulations related to matters that support halal tourism. On the other hand, the availability of halal applications is also still very limited. Therefore, the author innovated "Muslim Traveler Apps: Android-Based Islamic Tourism Guide

Application" which provides detailed information related to Islamic tourist attractions, halal restaurants, Islamic lodging, halal souvenir recommendations, travel prayers, the Qur'an, qibla directions, and reminders of prayer times.

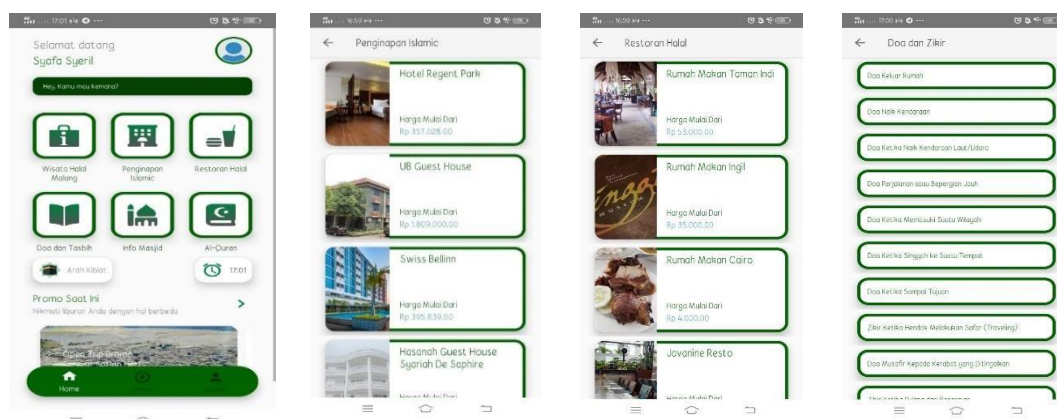
METHODOLOGY

This study uses the type of research and development method, also mix method using qualitative and quantitative descriptive methods. Development research methods was used for the mobile apps system development using waterfall model that included in the classic life cycle, which emphasizes sequential and systematic phases. Whereas qualitative and quantitative descriptive research methods was used to evaluate and analyze the impact of the apps. The application development stage consists of five stages (Lee & Owens, 2004): (1) *Assessment*, includes needing assessment and front-end analysis, which contains the collection of database material and information that will be included in the application, (2) *Design*, the creation of the concept of the menu section in the application, (3) *Development*, making the application, (4) *Implementation*, which tested on several people, and (5) *Evaluation*, using mix methods to the 30 people, consisting of 14 managers of Malang regency tourism office by the questionnaire and 16 tourists in 4 places by interview.

The data from the evaluation were obtained by 3 stages : (1) *Observation*, (2) *Interviews* with Mr. Ir. Budi Susilo as Head of Industry of Malang Regency Tourism Office, as well as 2 tourism board managers, and 9 Muslim tourists, and (3) *Filling questionnaire* in the form of choice questions and questions with descriptive answers. Whereas the processing and analysis of data was carried out in the following stages: (1) *Transcription*, namely transcribed recordings of interviews with sources; (2) *Coding*, that giving codes and indicators; (3) *Extraction*, which is filtering (sorting) data and information related to variables and research indicators that are still scattered in transcription; (4) *Categorization*, which optimizes interview results based on data extraction results; (5) *Analysis*, which is the process of meaning that must be done by researchers on the results of processing research data, (6) Quantify the questionnaire result and concluding.

RESULTS AND DISCUSSION

Muslim Traveller application has 6 main features on the home menu, among others: (1) Halal tourist menu, (2) Islamic lodging, (3) Halal restaurant, (4) Prayer and tasbih, (5) mosque info, (6) Qur'an. Those feature can be seen in the user interface (UI) of Muslim Traveler below :



Picture 1. Display of 6 main features on the home menu

Picture 2. Display of Islamic Lodging Menu

Picture 3. Display of Halal Restaurant Menu

Picture 4. Display of Prayer menu

The trial phase was conducted at the Malang Regency Tourism Office and Tourists in Malang Raya to assess the applications that have been made. We are welcomed by Mr. Ir. Budi Susilo as The Head of Industry of The Malang District Tourism Office. He very much welcomes and supports the sustainability of the Muslim Traveller application that will help the Malang tourism office and Muslim tourists. To conducting interviews, we also take data through questionnaires. According to the results of the questionnaire, tourists strongly support the existence of an application that provides complete information about halal tour packages and give a good welcome the Muslim Traveler application.

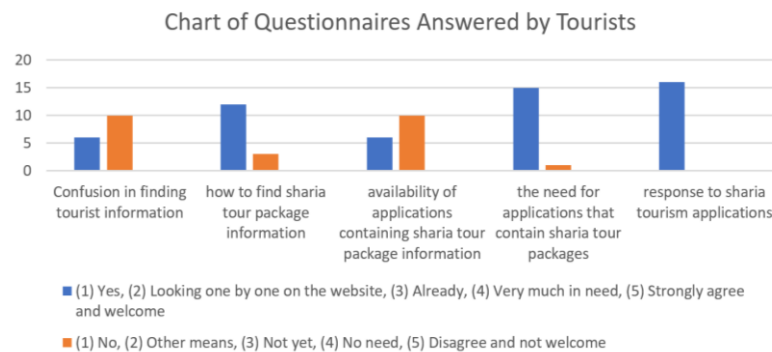


Figure 5. Recapitulation of Tourist Questionnaire

The results of our evaluation were obtained from the results of trials conducted by the Malang Regency Tourism Office and Tourists who were the subject of our research through the provision of advice, criticism, and input to improve and develop the application. The results of interview and questionnaire data obtains 93.34% of respondents answered that they urgently need applications.

CONCLUSION

Malang Islamic Tour application that is integrated in one application and has complete features according to the needs of Muslim tourists, making this application a reference for Muslim tourists who will travel sharia comfortably. The results of the implementation phase of the Muslim Traveler application will be more maximal if it has been improved until long-term evaluation because after this application is completed development and improvement will be uploaded in the play store to be enjoyed by local Muslim tourists and foreign tourists who will travel sharia.

ACKNOWLEDGEMENT

The authors enormously grateful to our school, MAN 2 Kota Malang Indonesia, for all the support throughout this project, and we also express our best gratitude to Malang Regency Tourism Office for all the support during this research activity was held.

REFERENCES

- Awwal, (2019).” Industri Halal”. Jurnal Ilmiah Sosial dan Humaniora. Vol.1. (2).p.123-125
- Battour, M., & Ismail, M. N. (2016). Halal tourism: Concepts, practises, challenges and future. Tourism management perspectives, 19, 150-154
- Pariwisata, K. (2018). Desain Strategi Rencana Aksi Pariwisata Halal Nusa Tenggara Barat. Provinsi Nusa Tenggara Barat, 53

- Kusnandar, V. B. (2019). Indonesia, Negara dengan Penduduk Muslim Terbesar Dunia. Dikutip dari <https://databoks.katadata.co.id/datapublish/2019/09/25/indonesia-negara-dengan-penduduk-muslim-terbesar-dunia>
- Lee.W.W. & Owen. D.L. (2004). Multimedia-Based Instructional Design, (2nd Ed). San Francisco: Pfeiffer.
- Nasruddin Safaat, H. (2015). Pemograman Aplikasi Mobile Smartphone Dan Tablet PC Berbasis Android. Informatika Bandung, Bandung
- Sallaby, A. F., Utami, F. H., & Ariando, Y. (2015). Aplikasi widget berbasis java. Jurnal Media Infotama, 11(2).
- Sedarmayanti, (2014). Membangun dan Mengembangkan Kebudayaan dan Industri Pariwisata Syariah. Tourism Management Perspective.Vol.4.(2).p. 194-201.
- Sukarni. (2018). Metode Penelitian Bidang Ilmu Pengetahuan Sosial Bagi Peneliti Pemula. Jakarta: LIPI Press.

ATTACHMENT

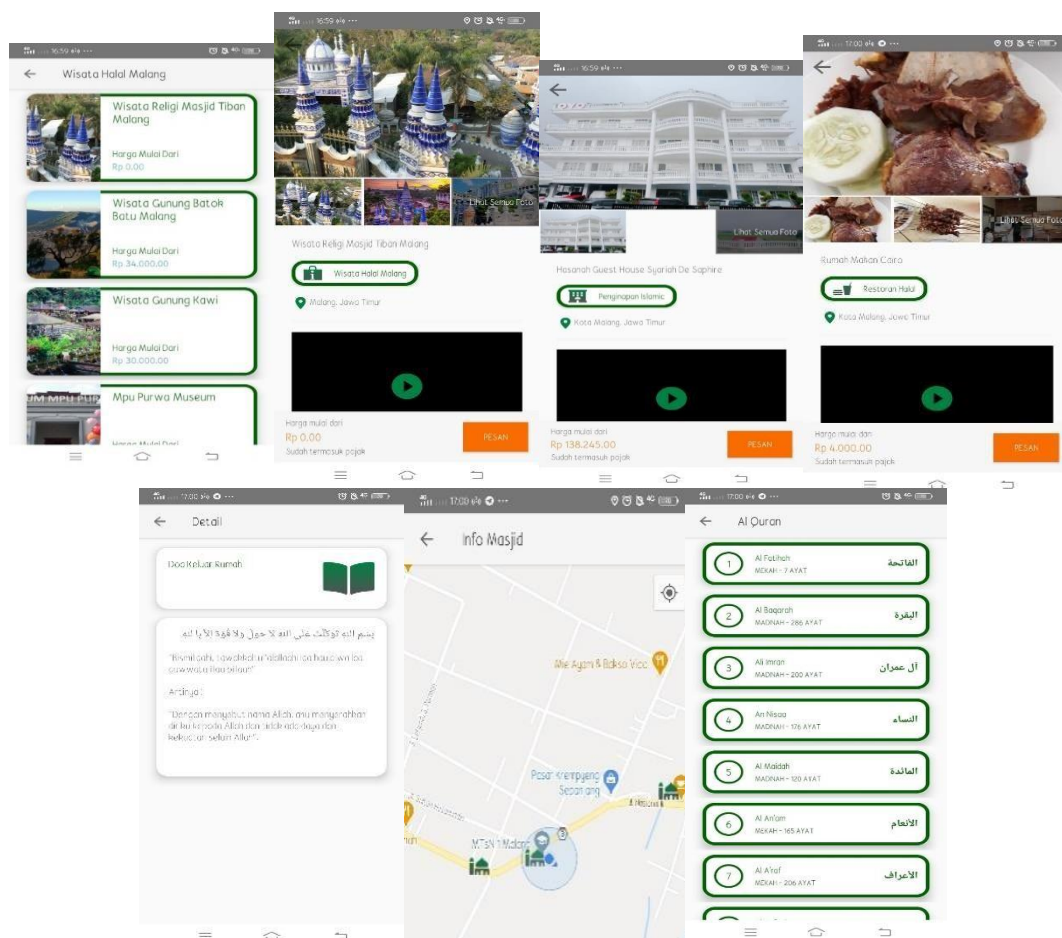


Figure 1. Main Menu of User Interface (UI) of Muslim Traveler Mobile App : (1) Malang Halal Tourist Attractions, (2) Display of Features After One Malang Halal Tourist Spot Clicked, (3) Display Features in the Islamic Lodging Menu, (4) Display of Features in Halal Restaurant Menu, (5) Display Features in the Mosque Information Menu, (6) Display Features in the Prayer Menu, (7) Display Features in the Al-Qur'an Menu



Figure 2. Display of Additional Menu in the Muslim Traveler Application