

Analysis Of Sharia Aspects in The Digitalization of Halal Tourism Business (Case Study of Telaga Warna Wonosobo PT. Alam Indah)

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Citation: Akbar, F.M.A., Said, M., & Zahra, I.A. (2023). Analysis Of Sharia Aspects in The Digitalization of Halal Tourism Business (Case Study of Telaga Warna Wonosobo PT. Alam Indah). INTERNATIONAL JOURNAL OF ECONOMICS, MANAGEMENT, BUSINESS AND SOCIAL SCIENCE (IJEMBIS), 3(3), 739–752.

<https://cvodis.com/ijembis/index.php/ijembis/article/view/155>

Abstract.

The digitalization of the halal tourism business has become a major focus in supporting the economic growth and progress of the halal industry. In this context, this study aims to analyze the sharia aspects related to the digitalization of the halal tourism business through a case study of PT Alam Indah located in Telaga Warna, Wonosobo. The research method used is qualitative with a descriptive analytical field and literature approach. The data used in this study were obtained through interviews, observations, and documentation with the Marketing Manager of PT Alam Indah. The results showed that PT Alam Indah has achieved a high level of compliance with the guidelines for organizing tourism based on Sharia principles set out in Fatwa No. 108/DSN-MUI/X/2016. They provide tour packages, destinations, and accommodations that are in accordance with Sharia principles, and use Sharia Bank accounts to manage company funds independently. Nonetheless, there is still the use of conventional financial institution services that have not fully adopted sharia principles. In addition, PT Alam Indah has successfully developed its business through effective digitalization. By implementing a digital system since its inception, it can continue to survive and develop in a more advanced and trusted manner. The application owned by PT Alam Indah has fulfilled Sharia principles, by offering halal products without any elements of fraud, or gharar, and with guarantees of security, honesty, professionalism, and providing benefits to users. Overall, the digitalization of the halal tourism business carried out by PT Alam Indah is in line with the established Sharia principles. This research provides a deeper understanding of how sharia aspects are applied in the digitalization of the halal tourism business. The results of this study are expected to contribute to broadening the understanding of business practices that meet Sharia principles in the context of halal tourism. In addition, this research also provides insight into the importance of effective digitalization development in supporting the sustainable growth of halal tourism.

Keywords: Sharia Principles, DSN-MUI, Digital, Halal Tourism Business

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1. Introduction

Halal tourism has become an interesting topic to research and is growing significantly. As part of the halal industry, halal tourism has the potential to contribute to economic growth. One way to support the development of halal tourism is through the development of digital programs related to halal tourism (Millatina et al., 2019). In the digital 4.0 era, digital programs have become an important part of facilitating access for the majority of Indonesian people (Aini & Rokan, 2022).

Halal tourism is a fast-growing segment in the tourism industry, where Muslim travelers increasingly desire destinations and services that are shariah-friendly, following the rules and values of Islam (Kusumaningtyas & Prasetyo, 2022). The digitization of the tourism business has brought significant changes in the way the industry operates. Through digital platforms, travelers can search for information, book accommodation, transportation, and tourist activities easily and quickly (Lukmanul Hakim, 2022). However, in the face of this development, it is important to ensure that the digitization of the tourism business also pays attention to sharia aspects. As a guide in facing this challenge, Digitalization of Halal Tourism Business helps tourism industry players to understand and apply sharia principles in the development of their products and services. By analyzing sharia aspects, tourism businesses can ensure that their offerings are in line with Islamic religious values, avoiding haraam practices such as usury, maysir, and gharar, and ensuring the halalness of the food, accommodation, and activities provided.

The Sharia aspect also considers the importance of safety and security of Muslim travelers. In the digitalization of tourism business, the protection and security of customers' personal information is a crucial aspect. Within the Shariah framework, the use of personal data and financial information must be done with utmost care, maintaining privacy and preventing data misuse. By implementing Shariah Aspects in Halal Tourism Business Digitalization, tourism businesses can expand their customer base, attract the growing interest of Muslim travelers, and provide trustworthy and shariah-compliant services. This will not only provide financial benefits, but also help build a positive image for the halal tourism industry and contribute to sustainable and inclusive economic growth.

Indonesia has the potential to become a major player in the global digital economy, as seen in the "Digital 2020" report by We are Social and Hootsuite (Avianti & Syahrir, 2020). With a predominantly young population, Indonesia has the opportunity to grow in the field of digital technology. In Indonesia, sharia economic products have experienced a significant increase, including sharia banks, sharia insurance, sharia cooperatives, and halal industry businesses, including halal tourism. To meet the needs of the community regarding the advancement of the Islamic economy, institutions such as the National Sharia Council of the Indonesian Ulema Council (DSN-MUI) are present to provide provisions related to Islamic economic products. DSN- MUI established the Sharia Supervisory Board (DPS) to oversee Islamic financial institutions. to remain compliant with the *fatwas* that have been established (Maksum, 2013). However, in the context of tourism, the terms "sharia industry" and "halal industry" are sometimes difficult to distinguish. The same thing also happens with the terms "sharia tourism" and "halal tourism". Therefore, it is necessary to have a clear understanding of the sharia industry and the halal industry, as well as sharia tourism and halal tourism.

DSN-MUI has issued *fatwa* No. 108/DSN-MUI/X/2016 concerning Guidelines for the Implementation of Tourism Based on Sharia Principles (E. K. Pratiwi, 2017). However, the implementation of *fatwas* related to Islamic tourism has not been equivalent to the development of Islamic financial institutions in Indonesia. To support the development of halal tourism, there are already several halal travel tours in Indonesia. The presence of halal travel is an important means for Muslim residents who want to take a vacation to places with a majority Muslim or non-Muslim population. This business opportunity looks very large considering the majority of Indonesia's population is Muslim. Halal tour and travel agent is an option that makes it easy for anyone who wants to vacation outside the city or abroad without worrying about having difficulty finding a comfortable place of worship and halal food and drinks.

The case study in this research will focus on PT Alam Indah, which is a halal travel tour in Telaga Warna Wonosobo. PT Alam Indah has also developed several digital programs related to the halal tourism business. The digital application provided by PT Alam Indah is here to support technological advances, both in B2B and B2C systems. PT Alam Indah offers Wonosobo tour packages. The author is interested in further researching what products are available in the digital application and whether all of them are in accordance with the legal review from the sharia aspect.

The theories used include aspects related to the analysis of sharia aspects in the digitalization of halal tourism businesses. Some of the theories used include the halal tourism industry, digitalization in tourism, sharia principles, and digital business models and applications. The halal tourism industry discusses the basic concepts and their influence on economic growth. Digitalization in tourism reviews the role of digital technology and digital programs in the development of halal tourism. Sharia principles become a reference in running a halal tourism business in accordance with DSN-MUI *fatwa* No. 108. Digital business models and applications discuss the development of halal tourism businesses with digital systems that are effective and in accordance with sharia principles. Using this theoretical framework, this study aims to analyze the implementation of sharia aspects in the digitalization of PT Alam Indah's halal tourism business at Telaga Warna Wonosobo. Understanding these theories will provide a comprehensive insight into how sharia aspects are integrated in the digitalization of halal tourism businesses and their contribution to the growth of the industry.

Fatwa NO.108/DSN-MUI/X/2016 regulates all sharia tourism activities, from the provisions of the contract (agreement), hotel provisions, tourist destinations, SPA, Sauna, Massage, Travel Bureau, and provisions regarding tour guides. In the *Fatwa* of the National Sharia Council of the Indonesian Ulema Council No. 108/DSN-MUI/X/2016 concerning Guidelines for the Implementation of Tourism Based on Sharia Principles, the fifth point regarding provisions related to Sharia Hotels includes: (1) Sharia hotels must not provide access facilities for pornography and immoral acts; (2) Sharia hotels must not provide entertainment facilities that lead to immorality, immorality, pornography / immoral acts; (3) The food and beverages provided by sharia hotels must have obtained a halal certificate from MUI; (4) Provide adequate facilities, equipment and facilities for the implementation of worship; (5) Hotel managers and employees must wear sharia-compliant clothing; (6)

Sharia hotels must have guidelines/guidelines regarding hotel service procedures to ensure the implementation of hotel services in accordance with sharia principles; and (7) Sharia hotels are required to use the services of Sharia Financial Institutions in performing services.

The sharia aspect refers to the principles and rules laid down in Islamic teachings. It covers everything related to the laws, ethics, values and ways of life in Islam (Putritama, 2018). Shariah aspects govern various areas of life, including business and economics. In the context of business, sharia aspects ensure that business activities and transactions are conducted in accordance with Islamic principles. This involves adhering to religious rules and values, staying away from prohibited practices, and promoting justice, integrity and social good. Shariah aspects in business include matters such as the halalness and hygiene of products, the avoidance of *riba* (interest), *maysir* (gambling) and *gharar* (uncertainty), as well as the protection of customer rights and the security of transactions. In addition, sharia aspects also include social responsibility, fairness in business relationships, and prioritizing the public good. The application of sharia aspects in business, including in the digitalization of the halal tourism business, aims to ensure that business activities and transactions are in line with Islamic religious values, meet ethical and fairness requirements, and provide benefits to society as a whole.

2. Research Method

This research was conducted using a qualitative approach involving field and literature methods. This approach was chosen because the research objective is to understand the sharia aspects related to the digitalization of the halal tourism business, especially in the context of PT Alam Indah in Telaga Warna, Wonosobo. Research data were obtained through interviews, observations, and documentation with the Marketing Manager of PT Alam Indah. Interviews were conducted with the aim of obtaining detailed information regarding the implementation of sharia aspects in the halal tourism business carried out by the company. In addition, observations were also made to observe business practices carried out by PT Alam Indah, such as the use of Sharia Bank accounts and product conformity with sharia principles. Data from written sources were also collected through documentation to support research analysis. Data analysis was carried out descriptively analytically, by analyzing qualitative data collected from interviews, observations, and documentation. This research is expected to provide a broader understanding of business practices that fulfill sharia principles in the context of halal tourism. The results of the study can also provide insight into the importance of developing effective digitalization in supporting the sustainable growth of halal tourism.

3. Results and Discussion

3.1. Principles in Sharia Business

3.1.1. Halal Products and Services

A key sharia aspect is ensuring the halalness of products and services offered through digital platforms. Businesses must ensure that the food, beverages, accommodation and tourism activities provided through such platforms meet halal standards in accordance with sharia principles. This involves fulfilling halal requirements in ingredients, production processes, and presentation. This is in line with QS. Al-Baqarah: 172;

يَا أَيُّهَا الَّذِينَ آمَنُوا كُلُوا مِن طَيِّبَاتِ مَا رَزَقْنَاكُمْ وَاشْكُرُوا لِلَّهِ إِن كُنتُمْ لَإِيَّاهُ تَعْبُدُونَ ﴿١٧٢﴾

Meaning : "O you who believe, eat of the good sustenance We have given you and give thanks to Allah, if truly to Him you worship."

3.1.2. Ethics and Integrity

The sharia aspect also includes ethics and integrity in the operation of the halal tourism business. Businesses must maintain honesty in promotion and marketing through digital platforms, and ensure high quality standards in the products and services offered. Transparency and fairness must also be key principles in relationships with customers and business partners

يَا أَيُّهَا الَّذِينَ آمَنُوا لَا يَسْخَرُ قَوْمٌ مِّن قَوْمٍ عَسَىٰ أَن يَكُونُوا خَيْرًا مِّنْهُمْ وَلَا نِسَاءٌ مِّن نِّسَاءٍ عَسَىٰ أَن يَكُنَّ خَيْرًا مِّنْهُنَّ وَلَا تَلْمِزُوا.

Meaning: "O you who believe, let not some of you make fun of others, it is possible that those who are made fun of are better than them. And neither should some women make fun of other women; it is possible that those who are made fun of are better than them. Do not reproach one another with ugly titles. The worst of calls is that which is bad after faith..." (Al-Hujurat: 11)

This verse emphasizes the importance of not making fun of or criticizing each other. In the context of the halal tourism business, this can be interpreted as the need to maintain honesty in promotion and marketing, not deceiving or manipulating information to gain unfair advantages.

وَأَنفِقُوا فِي سَبِيلِ اللَّهِ وَلَا تُلْقُوا بِأَيْدِيكُمْ إِلَى التَّهْلُكَةِ ۚ وَأَحْسِنُوا ۚ إِنَّ اللَّهَ يُحِبُّ الْمُحْسِنِينَ ﴿١٩٥﴾

Meaning: "Verily, Allah loves those who, when they do anything, do it perfectly" (Al- Baqarah: 195).

This verse emphasizes the importance of doing everything to perfection. In the halal tourism business, this implies the need to ensure high quality standards in the products and services offered to customers.

يَا أَيُّهَا الَّذِينَ آمَنُوا لَا تَأْكُلُوا أَمْوَالَكُم بَيْنَكُم بِالْبَاطِلِ إِلَّا أَنْ تَكُونَ تِجَارَةً عَنْ تَرَاضٍ مِّنْكُمْ ۚ وَلَا تَقْتُلُوا أَنْفُسَكُمْ ۚ إِنَّ اللَّهَ كَانَ بِكُمْ رَحِيمًا ﴿٢٩﴾

Meaning: "O you who believe, do not eat of your neighbor's wealth By means of unlawful means, except by way of trade between you. And do not kill yourselves; surely Allah is Most Merciful to you." (An-Nisa: 29)

This verse emphasizes the importance of transparency and fairness in doing business. In the context of halal tourism business, it requires business actors to build fair and transparent relationships with customers and business partners, avoiding fraud, extortion or unethical practices.

The digitization of halal tourism businesses should pay high attention to customer safety and security. Businesses should protect customers' personal information, avoid fraud or cyberattacks, and provide safe and convenient services for Muslim travelers through digital platforms.

3.1.3. Free from Prohibited Transactions

Prohibited transactions include usury, *tadlis* (fraud), *gharar*, *ihtikar* (inventory manipulation), *bai' najasyi* (demand manipulation), *maisir* (gambling), *risywah* (bribery), and

prohibited transactions on non-halal contract objects. The principle of halal in *muamalah* is an important foundation in this case (Grediani, 2022).

The digitization of halal tourism businesses must avoid practices that are forbidden in Islam. Businesses must ensure that financial transactions and agreements that occur through digital platforms do not involve *riba* (interest), *maysir* (gambling), or *gharar* (uncertainty). These practices must be avoided to maintain compliance with Shariah principles. In the Qur'an, there are several verses that can be the basis for avoiding prohibited practices in the halal tourism business, including practices involving *riba* (interest), *maysir* (gambling), and *gharar* (uncertainty).

يَمْحَقُ اللَّهُ الرِّبَا وَيُزِيلُ الصَّدَقَاتِ ۚ وَاللَّهُ لَا يُجِبُ كُلَّ كَفَّارٍ إِلَّا نِيَمًا ۝

Meaning: "Allah eliminates usury and promotes charity..." (Al-Baqarah: 276)

This verse confirms that Allah abolishes usury and encourages giving useful charity. Therefore, in a halal tourism business, financial transaction practices involving interest or usury should be avoided.

يَا أَيُّهَا الَّذِينَ آمَنُوا إِنَّمَا الْخَمْرُ وَالْمَيْسِرُ وَالْأَنْصَابُ وَالْأَزْلَامُ رِجْسٌ مِّنْ عَمَلِ الشَّيْطَانِ فَاجْتَنِبُوهُ لَعَلَّكُمْ تُفْلِحُونَ ۝٩٠

Meaning: "O you who believe, verily (drinking) wine, gambling, (sacrificing to) idols, casting lots with arrows, are abominable deeds among the deeds of the devil. So avoid them so that you may have good fortune." (Al-Maidah: 90)

وَلَا تَأْكُلُوا أَمْوَالَكُم بَيْنَكُم بِالْبَاطِلِ وَتُدْلُوا بِهَا إِلَى الْحُكَّامِ لِتَأْكُلُوا فَرِيقًا مِّنْ أَمْوَالِ النَّاسِ بِالْإِثْمِ وَأَنْتُمْ تَعْلَمُونَ ۝١٨٨

Meaning: "And sell not that which is not in your possession, except with your knowledge..." (Al-Baqarah: 188)

This verse emphasizes the importance of not selling something that is not owned or not known to exist with certainty. In the halal tourism business, transactions or agreements involving uncertainty or *gharar* must be avoided. In order to maintain compliance with sharia principles, halal tourism business actors must refer to the principles contained in the Qur'an and avoid prohibited practices such as usury, *maysir*, and *gharar*.

3.1.4. Product Conformity with Sharia Principles

جميع المعامل جائز أساساً ، ما لم يكن هناك حجة تمنعها

It means: "All *muamalah* is basically permissible, unless there is evidence to the contrary. forbidding it".

Based on these fiqh rules, all *muamalah* transactions are basically allowed as long as there is no evidence that prohibits it. This is one of the principles in *muamalah*. Therefore, humans are free to transact and conduct any form of business or cooperation as long as there is no evidence that prohibits it (Azhari, 2015). *Muamalah* must be carried out voluntarily, without any element of coercion. This principle emphasizes the importance of maintaining the freedom of will of the parties involved in the transaction, with due regard to the limits that should not be violated (Kamal Zubair dan Abdul Hamid Sekolah Tinggi Agama Islam Negeri *et al.*, n.d.).

In verse 29 of Surah An-Nisa in the Qur'an:

يَا أَيُّهَا الَّذِينَ آمَنُوا لَا تَأْكُلُوا أَمْوَالَكُم بَيْنَكُم بِالْبَاطِلِ إِلَّا أَنْ تَكُونَ تِجَارَةً عَنْ تَرَاضٍ مِّنْكُمْ ۚ وَلَا تَقْتُلُوا أَنْفُسَكُمْ ۚ إِنَّ اللَّهَ كَانَ بِكُمْ رَحِيمًا ۝٢٩

Meaning: "O you who believe! Do not eat from each other's wealth You shall not kill your neighbor by false means, except in trade that is mutually agreed upon between you. And do not kill yourselves. Indeed, Allah is Most Merciful to you."

Allah states that it is forbidden to take other people's property unrighteously, except in trade that is carried out on the basis of voluntary agreement between the parties involved. In the digitalization of the halal tourism business, product conformity with sharia principles is very important. The basic principle in sharia principles is that all *muamalah* are allowed unless there is an argument that expressly prohibits it. Therefore, in a halal tourism business that adopts digitalization, companies must maintain the conformity of their products and services with sharia principles. This involves avoiding usury in financial transactions, providing clear and transparent information to consumers, offering products and services that meet halal food standards, and avoiding activities that are considered haram in Islam. Halal tourism businesses need to understand the principles of shariah and consult with competent religious authorities to ensure that their products and business practices comply with fundamental shariah principles. By paying attention to this, halal tourism businesses can build consumer trust and maintain their integrity in the context of digitalization.

3.1.5. Maintaining Islamic Manners in Conducting Business

In Islam, there are manners that must be considered in the principles of *muamalah*, including trustworthiness, fairness, maintaining benefits, carrying out good cooperation (professional), with the aim of mutual benefit and increasing solidarity, namely a sense of brotherhood and mutual assistance, and being honest (Fitriani Fitriani & Indra Marzuki, 2020). Thus, Islam clearly regulates that all human activities must be based on good manners. Applying good manners can create harmony and harmony in human relations.

Maintaining Islamic manners in *bermuamalah* (transactions) in the context of digitizing the halal tourism business has an important role. Moral values, ethics, and behavior taught in Islam must be upheld. In the digitalization of the halal tourism business, it is important to maintain honesty, integrity, and provide accurate information to consumers. Friendly, polite and ethical communication through digital platforms also needs to be maintained. Consumer privacy and data security must be respected and protected. In addition, halal tourism business enterprises should be socially and environmentally responsible, avoiding practices that harm the community or the environment. Fairness, balance and fair pricing must also be considered so as not to exploit consumers. By maintaining Islamic manners in mingling in the context of digitalization of the halal tourism business, companies can build a good reputation, gain consumer trust, and maintain the integrity of their business. This is in line with Islamic values that encourage.

3.2. Halal Tourism Business Implementation

In the context of tourism, businesses are sectors that provide various products and services to meet the needs of tourists and support the organization of tourism in general (S. R. Pratiwi et al., 2018). Many aspects are interrelated in the implementation of tourism, so there are various types of tourism- related businesses. The focus of this research is on the halal tourism business operated by PT Alam Indah, a travel agency. The National Sharia Council of the Indonesian Ulema Council (DSN-MUI) has issued *fatwas* related to sharia tourism, including *fatwa* No. 108/DSN- MUI/X/2016 concerning Guidelines for the Implementation of Tourism Based on Sharia Principles. This *fatwa* explains a number of provisions related to tourism, including regarding sharia travel agencies.

3.2.1. Travel Packages

In the era of digitalization of the halal tourism business, PT Alam Indah answers the needs of Muslim tourists by offering a variety of halal tour packages that can be accessed through their digital platform. Through the platform, Muslim travelers can easily find and choose domestic tourist destinations that suit their desires. This convenience allows travelers to explore the places of interest provided by PT Alam Indah without worrying about the availability of halal food or worship facilities.

In the context of digitalization, PT Alam Indah transparently and clearly conveys information about halal food and beverages provided in each tour package. Muslim travelers can easily see and choose a tour package that suits their needs and beliefs. Thus, PT Alam Indah maintains its product compliance with sharia principles in providing halal food for Muslim travelers. In addition, PT Alam Indah also ensures the availability of worship facilities needed by Muslim tourists in every tourist destination they offer. Information about mosques, musala, or other places of worship can be accessed through their digital platform. This provides a sense of security and comfort for Muslim travelers who want to carry out their worship during their tour.

PT Alam Indah uses technology to enhance the experience of Muslim travelers. They can provide digital guides on how to worship, Qibla direction, or prayer time schedules that can be accessed through their app or website. Thus, Muslim travelers can perform worship smoothly and optimize their spiritual experience during the trip. PT Alam Indah demonstrates their commitment in meeting the needs of Muslim travelers by providing complete and reliable halal tour packages. Through their digital platform, PT Alam Indah provides easy access and clear information regarding halal food and worship facilities. Thus, they combine halal business values with digital technology to provide quality travel experiences to Muslim travelers.

3.2.2. Accommodation and Tourist Destinations

In the context of digitizing the halal tourism business, PT Alam Indah pays attention to the accommodation aspect in its tour packages. They tend to choose 4-star hotels that can provide comfortable, clean, and affordable facilities. However, in the selection of accommodation, what is more important for PT Alam Indah is the availability of facilities that make it easy for Muslim tourists to worship, eat, and drink comfortably in accordance with sharia principles.

PT Alam Indah seeks to find halal restaurants outside the hotel as an alternative for Muslim travelers. They maintain the compliance of their products with sharia principles by ensuring the availability of sharia-compliant halal food in the tour packages they offer. In addition, in selecting tourist destinations, PT Alam Indah has no specific criteria other than ensuring that the destination does not violate sharia principles. Thus, they maintain the suitability of their products with sharia principles in choosing destinations that are free from things that are prohibited by sharia.

In the digitalization of halal tourism business, PT Alam Indah can use their digital platform to provide clear information about accommodation facilities that meet halal standards. This makes it easier for Muslim travelers to choose accommodation that suits their needs and beliefs. In addition, PT Alam Indah can also utilize technology to provide digital

guidance on nearby places of worship, Qibla direction, or prayer time schedules that can be accessed through their app or website.

Digitalization of halal tourism business allows PT Alam Indah to be more effective in providing information about shariah-compliant accommodation and facilitate Muslim tourists in choosing tour packages that suit their needs. By maintaining their products' compliance with shariah principles in the selection of accommodation and destinations, PT Alam Indah can provide halal tourism experiences that meet the expectations and needs of Muslim travelers.

3.2.3. Penyediaan Makanan dan Minuman Halal untuk Wisatawan

In the context of digitizing the halal tourism business, PT Alam Indah gives priority to halal-certified restaurants to provide food and beverages to tour participants. They understand the importance of halal food in meeting the needs of Muslim travelers. Through their digital platform, PT Alam Indah can easily provide information about halal-certified restaurants in each tour destination they offer.

However, if the destination does not have a halal-certified restaurant, PT Alam Indah remains committed to ensuring the halalness of the food and beverages provided. They take steps to ensure that the raw materials used are halal and that the food is prepared by Muslims who understand the foods that Muslims are allowed to consume. PT Alam Indah works closely with local food providers and restaurants to ensure the compliance of their products with sharia principles.

Although there is no halal certification, PT Alam Indah goes to great lengths to ensure the halalness of the food and beverages provided. They maintain quality and integrity in choosing raw materials that comply with sharia principles. In the process of digitizing the halal tourism business, PT Alam Indah can utilize their digital platform to provide information related to the raw materials used in food preparation, as well as ensuring that visitors get quality-assured halal food.

This action is taken to ensure the comfort, trust, and satisfaction of Muslim travelers towards the facilities provided by PT Alam Indah. In the era of digitalization of halal tourism business, PT Alam Indah can quickly and easily communicate information about the halalness of food and beverages to Muslim tourists through their digital platform. By maintaining the conformity of their products with sharia principles in the provision of food and beverages, PT Alam Indah can build trust and good reputation among Muslim tourists.

3.2.4. Sharia Financial Institution Services in Transactions

In the context of digitizing the halal tourism business, PT Alam Indah pays attention to ease of transactions with the availability of several bank account options. PT Alam Indah provides both sharia bank accounts and conventional bank accounts to provide convenience to tourists.

In an interview with the Marketing Manager of PT Alam Indah, Mr. Tirto Widjodjo explained that in the event of problems when using Islamic bank accounts, PT Alam Indah has support from conventional banks as a backup. This shows that PT Alam Indah understands the importance of having alternative solutions available to ensure smooth transactions with tourists.

PT Alam Indah provides a variety of bank accounts, but the main banks used are Bank BCA, Bank Mandiri, and Bank Syariah Indonesia (BSI). In this case, it can be concluded that PT Alam Indah has adopted the services of an Islamic financial institution, namely Bank Syariah Indonesia (BSI), to carry out their transactions.

In the era of digitalization of halal tourism business, PT Alam Indah can leverage their digital platform to facilitate transactions with tourists. They can provide online payment features through sharia or conventional bank accounts that can be accessed through their app or website. This allows travelers to make payments easily and securely, according to their preferences and beliefs. By considering various bank account options, including sharia banks, PT Alam Indah demonstrates their commitment in maintaining the conformity of their products with sharia principles in financial aspects and transactions. In the digitalization of halal tourism business, PT Alam Indah can leverage digital technology to simplify and enhance the transaction experience for Muslim tourists, thus increasing tourists' trust and satisfaction with the services provided.

3.2.5. Fund Management and Investment

PT Alam Indah manages funds and investments by relying on its own capital as business capital. This shows the company's independence in managing their financial resources. In an interview with the Marketing Manager of PT Alam Indah, it was mentioned that the company's investments are deposited in various banks and distributed to several banks for depository purposes. In the era of digitalization of the halal tourism business, PT Alam Indah can take advantage of digital technology to simplify the management of company funds and investments.

They can use online banking applications provided by the banks where they hold the company's investments. As such, PT Alam Indah can easily access and monitor the status of their investments, conduct financial transactions, and manage the financial aspects of the company efficiently.

Digitalization also allows PT Alam Indah to diversify its investments more easily. Through digital platforms, they can access information on various sharia-compliant investment instruments, such as sharia mutual funds or sukuk. This allows PT Alam Indah to optimize the development of their funds in accordance with sharia principles, while obtaining profitable returns for the company and its shareholders.

In terms of fund management and investment, PT Alam Indah can use digital technology to monitor the company's financial performance in real-time. They can access financial reports, identify trends and spending patterns, and conduct financial analysis to make informed decisions. With digitalization, PT Alam Indah can improve efficiency in managing their funds and investments, thereby optimizing the use of the company's financial resources.

The digitalization of the halal tourism business enhances PT Alam Indah to more effectively manage the company's funds and investments. They can utilize digital technology to monitor and manage the financial aspects of the company more efficiently, as well as diversify investments in accordance with sharia principles. By keeping their products compliant with sharia principles in fund management and investment, PT Alam Indah can build shareholder trust and satisfaction and strengthen their position in the halal tourism industry.

3.2.6. Travel Guide

PT Alam Indah holds a technical meeting with tour participants prior to departure. This meeting aims to provide guidance to tour participants in preparation for the trip. In an interview with the Marketing Manager of PT Alam Indah, Mr. Tirta Widjodjo explained that the guidelines presented were in accordance with the operational standards (SOP) of PT Alam Indah.

In the era of digitalization, PT Alam Indah can leverage technology to deliver tour guides to tour participants more effectively and efficiently. They can use digital platforms, such as email, mobile apps, or dedicated web portals, to provide tour participants with detailed information on trip preparation, tour rules and regulations, and other important pointers. This way, tour participants can easily access and refer to these guidelines and prepare themselves well before the trip begins.

In addition, PT Alam Indah can also utilize digital technology to collect information from tour participants. They can provide online registration forms that allow tour participants to fill in their personal details, food preferences, special needs, and other relevant information. This allows PT Alam Indah to prepare more effectively for any special needs and requirements of tour participants, including halal food, worship facilities, or medical needs required during the trip.

As a Halal Travel Agency, PT Alam Indah strives to fulfill the provisions of Sharia Travel Agency set by DSN-MUI through its *fatwa*. The digitalization of the halal tourism business allows PT Alam Indah to ensure the conformity of their products and services to the set standards. They can integrate sharia aspects in the management of tours, including in the selection of destinations that comply with sharia principles, provision of halal food and beverages, and fulfillment of worship facilities required by Muslim tour participants.

By leveraging digitalization, PT Alam Indah can strengthen communication, information management, and compliance in the halal tourism business. They can provide travel preparation guides more efficiently, collect accurate tour participant data, and ensure the compliance of their products and services with sharia provisions. In this case, the digitalization of the halal tourism business becomes a powerful tool for PT Alam Indah in carrying out its operations in accordance with sharia principles and gaining customer trust and satisfaction.

3.3. Digital App from PT Alam Indah Wonosobo

3.3.1. Jelajah Wonosobo App

Jelajah Wonosobo application is an application that facilitates tourists who want to explore tourist destinations in Wonosobo. This application is also included in the B2C type. By using this application, tourists can easily view and select tour packages available in Wonosobo. After choosing the desired tour package, tourists can place an order through the application and connect with the tour operator. In addition, the Jelajah Wonosobo app also provides various features that are useful for Muslim travelers, such as the location of mosques, halal restaurants, and other important facilities such as ATMs, shops, hospitals, pharmacies, gas stations, car rentals, and bus stations. In addition, the app also provides Muslim tour packages provided by PT Alam Indah.

With the Jelajah Wonosobo application, Muslim tourists who use this application can get complete and clear information about halal tour packages offered in Wonosobo. Tourists can see the details of the tour package products, and can contact the travel party via the number or email listed in the application to get more information or make a booking. Thus, the Jelajah Wonosobo application can be a solution for Muslim tourists who want to explore and visit halal tourist destinations in Wonosobo easily and comfortably.

3.3.2. Halal Local App: Halal Food Around the World

Halal Local App: Halal Food Around the World, is an application that aims to facilitate users in searching and finding restaurants and eateries that provide halal food. This application is categorized as B2C (Business-to- Consumer). Users can easily download and install this application through application stores available on smartphone platforms. After downloading the app, users can search by location, cuisine type, or restaurant name. The app also provides detailed information about the restaurant, including a list of halal menus served, user reviews, and restaurant ratings. In addition, users can also contribute by providing their own reviews and ratings of the restaurants they visit. This app provides Muslim users with the convenience and confidence of finding halal food while traveling around the world.

3.3.3. Halal Tourism App. Muslim Tourism

Halal Travel App. Wisata Muslim is an innovative platform that aims to make it easier for Muslim travelers to find and plan travel in accordance with sharia principles. With this app, users can find Muslim-friendly travel destinations, including accommodation, halal restaurants, and places of worship. The app provides detailed information on halal certification, facilities provided, and user reviews to help users make informed decisions. In addition, the app also provides customized search features, travel route recommendations, and halal tour packages that can be accessed directly through the app. Thus, the app "Halal Tourism. Muslim Tourism" app is a complete solution for Muslim travelers who want to have a shariah-compliant trip without any hassle.

The results showed that PT Alam Indah's applications, including the Jelajah Wonosobo, Local Halal, and Halal Tourism applications, meet the sharia compliance parameters in digitizing the halal tourism business at PT Alam Indah's Telaga Warna Wonosobo. The following authors will describe the sharia parameters into three parts using digital applications owned by PT Alam Indah, as follows: One, Free from prohibited transactions: In the application of PT Alam Indah, there are no forms of transactions that violate sharia principles. This application maintains that there are no transactions that contain usury or elements of fraud. The products sold in the application are also halal products, and the product information is conveyed clearly without any element of gharar. Two, Product conformity with sharia principles: The three applications provided by PT Alam Indah, namely Jelajah Wonosobo, Halal Local, and Halal Tourism, are a forum for selling tour packages in accordance with sharia principles. Sharia principles that are upheld include the permissibility of conducting *muamalah* transactions unless there is evidence that prohibits it, maintaining the principle of voluntariness in transactions, producing benefits and preventing losses, and maintaining the values of justice. Third, Maintaining Islamic manners in *muamalah*: PT Alam Indah maintains Islamic manners in doing business and transactions. They adhere to the principles of trustworthiness, fairness, maintaining benefits, and carrying out cooperation

with professionalism. PT Alam Indah's applications have gained the trust of customers with honest, trustworthy, and beneficial services. They also prioritize solidarity, brotherhood, and helping each other in making transactions.

Thus, this study concludes that PT Alam Indah's applications, including Jelajah Wonosobo, Halal Local, and Halal Tourism, have fulfilled the sharia aspects in digitizing the halal tourism business at PT Alam Indah's Telaga Warna Wonosobo.

4. Conclusions

PT Alam Indah has fulfilled most of the provisions in *fatwa* No. 108/DSN-MUI/X/2016 concerning Guidelines for the Implementation of Tourism Based on Sharia Principles, such as providing tour packages, destinations, and accommodations that are in accordance with sharia principles. PT Alam Indah has successfully integrated digital systems in their halal travel business since its inception. By utilizing social media, B2C applications (Jelajah Wonosobo, Local Halal, and Halal Tourism), they can continue to grow and increase customer trust. The application owned by PT Alam Indah has fulfilled sharia principles in tourism business transactions. They sell halal products with clear information, behave trustworthy, honest, and professional, and provide benefits to users. It is expected that PT Alam Indah continues to improve compliance with sharia provisions by reducing or stopping the use of conventional financial institution services, as well as optimizing the use of technology and digital systems to expand market reach and be able to develop the halal tourism business, increase customer satisfaction, and make a positive contribution to the halal tourism industry.

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