



International Journal of Advanced Multidisciplinary Research and Studies

ISSN: 2583-049X

(Special Issue)
“Brawijaya International Conference on Economics, Business & Finance
(BICEBF) 2023”

Lombok Halal Tourism Destination (LOMUTION): A Strategy to Increase the Stability of Augmented Reality-Based Lombok Tourism in Realizing Indonesia's Halal Industry Center

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Abstract

The existence of halal tourism in Lombok is a destination that is sought after by many local and foreign tourists. The Ministry of Tourism (2019) noted that in 2015, Lombok received 2 awards from the World Halal Tourism Award (WHTA) in Abu Dhabi in the categories of World Best Halal Destination and World Best Halal Honeymoon. In the midst of the onslaught of technology, various strategic steps can be used to welcome the halal tourism sector, especially after the Covid-19 pandemic, one of which is utilizing Augmented Reality (AR). The results also showed the effectiveness of AR as a tourism promotion medium with 94% of visitors feeling facilitated, 97% stating AR systems are more communicative, and 95% saying they are interested in visiting tourism after using AR. Lomution is a strategy in improving the halal tourism industry in Lombok through the establishment of a platform that bridges tourists to visit tourist attractions. This research is a Research and

Development (R&D) development research that aims to produce products and test product effectiveness. The type of research approach used is observational research and literature study. The stages of development research can be summarized into four stages, the 4D (define, design, development, and dissemination), so as to produce a discovery that will be used as a solution. Lomution, becomes one of the tourism digitalization platforms through the integration of Augmented Reality (AR) that supports the creation of Sustainable Smart Tourism. In its realization, Lomution was developed in a mobile platform because it is more flexible, accessible through various devices and faster to the present. With the development of the Lomution application, it makes it easier for tourists to access and visit halal tourist destinations in Lombok and become an innovation in accordance with the digital era to increase the potential for sustainable halal tourism.

Keywords: Augmented Reality, Lombok, Halal Tourism

1. Introduction

1.1 Background

Halal tourism is a tourist activity that is in line with the values and principles of Islamic teachings, which can be involved in the tourism industry in the form of products and services to meet the basic needs of Muslim and non-Muslim tourists in the form of facilities (worship), guaranteed halal food, comfortable housing and halal travel packages (Feriadin, 2021) ^[9]. West Nusa Tenggara (NTB) is the most potential area in developing halal tourism in Indonesia. Recorded in the *Global Muslim Travel Index* (GMTI) in 2018 reported that the Muslim traveler market share is growing rapidly and it is even predicted that there will be an increase to USD 220 billion by 2020. A total of 131 million Muslim tourists globally in 2017 increased in number from 2016 of 121 million tourists and is predicted to increase by 156 million tourists in 2020 (Haryanegara, *et al.*, 2021) ^[10]. Meanwhile, the Department of Culture and Tourism, NTB (2019) noted that the number of visits from foreign and

domestic tourists experienced an average increase of 29.84%.

The existence of halal tourism in Lombok is a destination that is sought after by local and foreign tourists. The Ministry of Tourism (2019) noted that in 2015, Lombok received two awards from the *World Halal Tourism Award* (WHTA) in Abu Dhabi in the categories of *World Best Halal Destination* and *World Best Halal Honeymoon*. Meanwhile, as reported on CNN Indonesia (2020) [5], in 2018 and 2019 Lombok was also ranked first in the *Indonesia Muslim Traveler Index* (IMTI). Apart from having rich natural beauty, Lombok Island also has cultural advantages based on Islamic traditions known as the island of 1000 mosques (Baihaqi, 2019) [3]. Although it has received various awards, not all tourist destinations visited in Lombok have facilities that are suitable for Muslim tourists. Some hotels or inns do not have places of worship or Qibla directions. Even tourist destinations that are visited, do not necessarily have restaurants or restaurants that provide halal food menus, causing discomfort and hesitation for Muslim tourists to consume food (Fahham, 2017) [8].

In the midst of the onslaught of globalization and technology, various strategic steps can be used to welcome the halal tourism sector, especially after the downturn of the *Covid-19* pandemic, one of which is by utilizing *Augmented Reality* (AR). In Tahyudin's research (2015) [24] states that AR is able to become a means of compatible promotional media and shows the effectiveness of AR as a medium for tourism promotion in Banyumas. The study showed that the majority of visitors (97%) stated that the AR system was more communicative and 95% said they were interested in visiting tourism after using AR. Meanwhile, in the latest research by Pradiatiningtyas (2021) [16] on the concept of AR and *Mobile Marketing* as an effort to develop Yogyakarta tourism in the era of the *Covid-19* pandemic. The results showed that the use of AR can provide a virtual visiting experience and become a convertible promotional media. AR also facilitates communication between tourism actors and tourists so that it can provide comfort for users.

Based on this background, innovation is needed in collaborating with the *Augmented Reality* platform in an effort to increase the stability of the halal tourism sector in Lombok as the center of the halal industry. This opens up new space to spark the concept of ideas in increasing the growth of tourist visits based on technological advances. Therefore, this scientific work is prepared to raise a creative, innovative, and solutive idea to increase tourism stability, namely through the ***Lombok Halal Tourism Destination (Lomution): A Strategy to Increase Tourism Stability in Lombok Based on Augmented Reality in Realizing Indonesia's Halal Industry Center***. Lomution is a strategy to improve the halal tourism industry in Lombok through the creation of a *platform* that bridges tourists to visit tourist attractions.

1.2 Problem Formulation

Based on the background that has been described, the problem formulation that the author describes is as follows:

1. How is the concept of the Lomution Application as an *Augmented Reality-based* increase in the stability of Lombok halal tourism?
2. How steps strategy development application based on *Augmented Reality*?
3. How is the planning and development *Augmented*

Reality-based application?

1.3 Objectives

Based on the problems described in the introduction, the objectives of this research include the following:

1. Creating a concept design for the Lomution application as an increase in the stability of Lombok halal tourism based on *Augmented Reality*.
2. Assess the strategic steps for developing the *Augmented Reality-based* Lomution Application in increasing the stability of Lombok halal tourism.
3. Optimize the planning and development of *Augmented Reality-based* Lomution applications.

1.4 Benefits

As a result of its implementation, this research has the following benefits:

1. For Writers
Being a means for writers to provide innovation for the development of halal tourism through the *Augmented Reality-based* Lomution Application.
2. For the Government
Become a significant source of local revenue through various taxes and other revenues.
3. For Muslim Travelers
Easier access to lodging, Qibla direction and halal-certified food so that Muslim tourists do not feel hesitant when traveling.

2. Theoretical Foundation

2.1 Condition of Halal Tourism in Lombok

Halal tourism is a sector that plays an important and very potential role in the development of Islamic economics as a source of state revenue. Lombok, West Nusa Tenggara is an area that has great potential and prospects for developing halal tourism in Indonesia (Kemenpar, 2013). Given the majority of the population of Lombok are Muslims who uphold religion in carrying out their daily lives. The people of Lombok also have a good perception and positive attitude towards the application and development of the concept of halal tourism, and highly appreciate the halal tourism *brand* (Permadi *et al*, 2018) [20]. Meanwhile, the Hindu people of Lombok also responded positively to the halal tourism *brand*, they considered halal tourism to have represented the pluralist conditions of the local community as well as a symbol of diversity (Setiawati, 2019) [23].

The image of halal tourism has been attached as a tourism icon in NTB, quoted from CNN Indonesia (2020) [5] Lombok occupies the first position in the *Indonesia Muslim Traveler Index* (IMTI) in 2018 and 2019. Lombok Island has cultural advantages based on Islamic traditions known as the island of 1000 mosques, in addition to having a rich natural panoramic beauty (Baihaqi, 2019) [3]. Halal tourism in Lombok is a destination that is in great demand by local and foreign tourists. Reporting from the Department of Culture and Tourism, NTB (2019) that there was an increase in the number of foreign and local tourist visits on average by 29.84%. Lombok also received 2 awards from the *World Halal Tourism Award* (WHTA) in Abu Dhabi in the category of *World Best Halal Destination* and *World Best Halal Honeymoon* in 2015 (Ministry of Tourism, 2019). According to Kemenpar (2018) that in addition to a very promising halal *tourism* market, NTB is also supported by the *tourism supply side* of various types of halal tourism

attractions that are featured, among others: *Mataram Islamic Center*, Senggigi, Kuta Bau Nyale, Sembalun, Sendang Gile, kotaraja area, and Mandalika.

With these various potentials, the NTB Government has implemented several strategies to realize and maximize the development of halal tourism in Lombok. These strategies include continuing to be committed to building the capacity and quality of potential resources through education, seminars and training as a means of introducing, promoting, and uniting tourism managers to be better prepared to support halal tourism in Lombok. The Lombok government also continues to improve its accessibility, communication and services as the main destination for halal tourism.

In addition, Lombok Island is the first region in Indonesia to have a Regional Regulation (PERDA) regarding *Halal Tourism*, namely Regional Regulation Number 2 of 2016 concerning halal tourism as a strategic step to oversee halal tourism planning juridically. This regional regulation is intended as a guideline for halal tourism managers in providing services to tourists so as to provide convenience for managers and tourists in tourism activities. In addition, the purpose of this regulation is to provide security and comfort services to tourists so that they can enjoy tourism activities. The regulation regulates all aspects of policies in the development of halal tourism in Lombok which include aspects of destinations, marketing and promotion, industry, institutions, guidance and supervision and financing. Not only that, the Indonesian government through the Ministry of Tourism and Creative Economy formed the Halal Tourism Acceleration and Development Team (TP3H) with the aim of assisting the government in mapping, discussing the development, and promotion of Indonesian halal tourism amidst the intense competition in the global halal tourism sector.

Although the NTB Government has established Regional Regulation Number 2 of 2016 concerning Halal Tourism and also formed TP3H, there are still many tourist destinations on Lombok Island that do not heed and even violate these regulations and provisions. This is evidenced by the lack of various supporting facilities in several tourist destinations in Lombok. Some hotels or lodging places do not have places of worship or Qibla directions. Even the intended tourist destination, does not necessarily have a restaurant or restaurant that provides a halal food menu, causing discomfort and hesitation for Muslim tourists to consume food (Fahham, 2017) ^[8]. Toilet facilities and ablution places in some tourist destinations are sometimes combined between men and women, causing insecurity and discomfort for tourists.

2.2 Augmented Reality

Augmented Reality (AR) technology is one of the advanced features that can be adopted in *Android* applications and become a breakthrough in the field of interaction, where the use of this technology will greatly assist in conveying information to users. The concept of *Augmented Reality* is an interaction technology that combines the *virtual world* and the *real world*. The use of *Augmented Reality* technology aims to add understanding and information to the real world where the *Augmented Reality* system takes the real world as a basis and combines several technologies by adding contextual data so that one's understanding becomes clear (Maulana, R. E. & Kuswari, E. N., 2019). There are 3 characteristics that are the basis of *Augmented Reality*

technology including the combination of the real and *virtual* worlds, interactions that run in *real time*, and the form of objects in the form of 3-dimensional or *3D* models. In the *Augmented Reality* system, the form of contextual data can be location data, audio, video or in the form of *3D* model data (Prasidya, *et al*, 2018).

Various strategic steps have been taken to welcome the halal tourism sector in the midst of the onslaught of technology, especially after the downturn of the *co-19* pandemic, one of which is by utilizing *Augmented Reality* (AR) technology. *Augmented Reality* will help the tourism sector in increasing its revenue. Since the covid-19 pandemic *Augmented Reality* increased by 20% in early 2020 with an increase of 90% *consumer engagement conversion rate for consumers* who use *Augmented Reality* (Retail Customer Experience, 2020). In research conducted by Arsyi Febriana Dewi & M.Ikbal (2022) shows that the use of AR is very effective as a tourist promotion media in the city of Langsa Aceh because it can display 3D objects based on marker objects. Meanwhile, in the latest research by Pradiatiningsy (2021) ^[16] on the concept of *Augmented Reality* and *Mobile Marketing* as an effort to develop Yogyakarta tourism in the era of the *Covid-19* pandemic. The results of this study state that the use of AR can facilitate communication between tourism actors and tourists so that it can provide comfort for users. AR also provides a *virtual* visiting experience and becomes a convertible promotional media.

With the successful application of AR in both tourist areas in the study, the author took the initiative to collaborate with this *Augmented Reality* platform in increasing the stability of the halal tourism sector in Lombok. Moreover, Lombok occupies the first position in the *Indonesia Muslim Traveler Index* (IMTI) in 2018 and 2019. This makes the Lombok area very potential to develop its tourism through AR technology named Lomution or *Lombok Halal Tourism Destination* which will make it easier for tourists when visiting Lombok. The advantages of Lomution are that it carries various superior features that can function as a tour guide and the information provided includes: tourist descriptions/information, tour search, *pay later*, transportation, accommodation, *augmented reality*, souvenir shops, and application profiles. AR on Lomution utilizes the *QR code* feature which makes it easier for tourists to find information while traveling in Lombok. Lomution is an application that can be easily accessed online by users and related parties and can be used anytime and anywhere. In addition, this Lomution application uses location-based services that are equipped with Google Maps APIs. This service serves as a service to identify the location of a person or a particular object. Lomution is an effort to realize the 8th point of the SDGs, namely increasing inclusive and sustainable economic growth, productive and comprehensive employment opportunities, and decent work for all. Gradually, points 1, 2, 3, 7, and 12 of the SDGs will also be achieved by achieving the 8th point of the SDGs and can realize *Sustainable Smart Tourism* in a sustainable manner.

2.3 Sustainable Halal Tourism

At first, the term halal tourism was quite unfamiliar to the public but over time, this term has become a *trend* around the world. Evidenced by the holding of the *Global Muslim Travel Index* (GMTI) developed by *Mastercard-Crescentrating* since 2015. Halal tourism in the perspective

of society is generally in the form of pilgrimage tours to historical places. Actually, halal tourism is not only pilgrimage tourism but can be in the form of nature tourism, cultural tourism, and artificial tourism, all of which are framed in Islamic values (Pelu, Kurniawan, and Akbar 2020) ^[18]. Therefore, public understanding of halal tourism must be improved through direct and indirect socialization by the government and related institutions which is expected to increase community hospitality to tourists (Rahmayanti *et al.* 2021) ^[21].

Sustainable halal tourism is the development of the concept of halal tourism that can have a long-term impact, both on the environment, socio-culture, and the economy. The general criteria for halal tourism according to Aan Jaelani (2017) ^[12] are; First, has an orientation to the public good; Second, has an orientation of enlightenment, refreshment, and tranquility; Third, avoiding polytheism and khurafat; Fourth, free from sin; Fifth, maintaining security and comfort; Sixth, preserving the environment. Seventh, respecting socio-cultural values and local wisdom. The demand for privacy that Muslims have becomes a matter that must be considered in the management of halal tourism. This can be achieved by designing bathing areas, sports facilities, and tourist attractions with separate spaces for men and women (Hermawan, 2019) ^[11]. In addition, halal tourist destinations must be able to provide places to eat that sell a variety of halal food and drinks for tourists.

Based on a report from Bank Indonesia (BI), it is stated that halal tourism also supports the development of the Islamic economy in Indonesia. Thus, the potential of halal tourism in Indonesia must be managed properly to make it more developed (Reza, 2020) ^[22]. It takes a technology in promoting halal tourism to make it easier for tourists to access various information needed when traveling, one of which is by utilizing the *Augmented Reality* platform. Halal tourism cannot stand alone, so it requires the cooperation of all parties who are part of the overall halal industry, including the financial and financing sectors. The community will earn income with various jobs and sales / rentals around tourist attractions and the state will earn foreign exchange as a source of state revenue. Thus, the economic growth of the community and the country will increase so that the 8th point of the SDGs can be realized (Reza, 2020) ^[22].

3. Writing Method

3.1 Sustainable Halal Tourism

The writing of this scientific paper is a *Research and Development* (R&D) development research that aims to produce products and test the effectiveness of these products. This is in line with Sugiyono's (2017) view, which states that development research (R&D) produces products. The product resulting from this development research is the *augmented reality-based* Lomution (*Lombok Halal Tourism Destination*) application. The development model in this study will adapt the development model according to Sugiyono (2017) with the following steps:

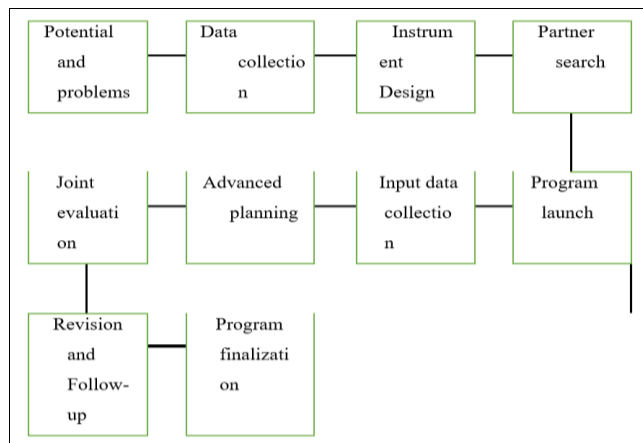


Fig 1

This research procedure adapts the steps in research and development so that the program can be implemented properly and on target. According to Thiagarajan, *et al* (1974) the stages of development research can be summarized into four stages, called 4D (*define, design, development, and dissemination*). *Define* is the activity of collecting various information needed (*needs assessment*) to develop a draft or instrument design from Lomution. *Define* or the data collection process carried out by the author in writing this scientific work is using qualitative research methods. The elements used include observation techniques and literature studies. The following is an explanation of the flow of the data collection process that has been carried out.

1. Observation, is the initial stage carried out by the author to obtain ideas to support the creation of ideas related to the topic taken in this paper. The author analyzes direct observation studies and literature studies to try to identify the needs of halal tourism in Lombok, West Nusa Tenggara. The observation process is carried out to analyze how to design a halal tourism program that suits the local community, tourist attractions managers, and tourists.
2. Literature study, is the second technique used after the observation process. After the author gets the working concept of using *augmented reality-based* halal tourism applications and programs in Lomution, the author looks for supporting data through journals, books, and previous research results as a scientific basis for the concept of ideas that the author will raise in this paper. This stage also allows the author to get real data so that the services provided and conceptualized in this research can be in accordance with the needs of tour managers and tourists.
3. *Design* is an activity to design a draft or *augmented reality-based* halal tourism program in Lomution. At this stage, the researcher plans to make a new design based on the needs analysis supported by the theory that accommodates to develop the product. *Development* is a stage carried out to produce development products through two steps, namely conducting validation and

trials, so that the resulting product is valid and ready to be implemented for tour managers and tourists. *Disseminate* is the activity of disseminating and implementing the product. The dissemination process is the final stage of development. The dissemination stage is carried out to promote the development product so that it can be accepted by users.

4. Results and Discussion

4.1 Concept of Augmented Reality-based Lomution Application in Realizing Indonesia as the Center of Halal Industry

The implementation of *tourism 5.0* makes it easy to access various technologies in tourism such as *Artificial Intelligence*, *Internet of Things (IoT)*, *Big Data*, *Augmented Reality*, and *Cloud Computing*. Lomution is one of the platforms for tourism digitalization through the integration of *Augmented Reality (AR)* which supports Indonesia to become the center of the halal industry in the *Era Society 5.0*. Raising the concept of tourism digitalization, Lomution aims to introduce and increase tourism interest in Lombok halal tourism, especially in the *new normal* era through an application system that can be accessed *online* and *offline*. Lomution is expected to increase *brand awareness* and build *brand interest* of tourists regarding halal tourism in Lombok. In its realization, the application was chosen as the Lomution platform because it is more flexible, can be accessed anywhere and anytime through various devices and is faster to the present. This application can later be applied in *Personal Computer (PC)* and *Smartphone* devices, *android* or *iPhone Operating System (iOS)* supported by various devices such as cameras, various data, galleries, and contact storage. This application is free from various elements of SARA (Ethnicity, Religion, Race, and Intergroup) and pornography. This application is also an effort to realize the 8th point of the SDGs. Gradually, points 1, 2, 3, 7, and 12 of the SDGs will also be achieved by achieving the 8th point of the SDGs and can realize Sustainable Smart Tourism in a sustainable manner. The excellent features offered in Batour are as follows:

1. Home

Home is a feature that provides information services from Lomution users. *Home* contains several menus including Halal Tourism information, accommodation, *Pay later*, and halal tourism search.

2. Search

Search is a feature that provides detailed information related to the destination Halal Tourism such as tour description, capacity of people that can be accommodated at the place, accommodation costs, and ticket prices.

3. Transportation

Transportation is a feature that shows the destination Halal Tourism data along with the facilities and infrastructure used during the trip such as the vehicle to be used.

4. Accommodation

Accommodation is a feature that provides a list of lodging and lodging prices. Users can also book accommodation services efficiently when visiting tourist attractions.

5. Gift shop

The souvenir shop is a feature that provides shopping center search services such as finding the nearest route, contact, and information from tourist attractions. So tourists can not only enjoy the beauty of the tour but they can also enjoy the souvenirs available ranging from culinary to typical Lombok crafts.

6. Augmented Reality

Augmented Reality is a feature that is a superior product of Lomution with the integration of technological adaptations to realize digitalization in the field of tourism. In this feature users can utilize the application to become a *Digital Tour Guide* on every tourist visit. AR also embeds *Barcodes* to make it easier for visitors to identify and recognize tourist attractions.

4.2 Lomution Implementation Strategy

In order to implement Lomution as a halal tourism application in Lombok, there are the following implementation strategies:

1. Preliminary preparation and application development. Initial preparations such as collecting tourism data and company attributes. At this early stage, the *website* and other media are designed as well as possible.
2. Introduction and search for tourism partners. After all the initial preparations are complete, then start looking for halal tourism, historical places, and MSME players around halal tourism in Lombok to become application partners to increase the income of tourism actors and MSMEs.
3. App launch. Once the target number of app partners has been reached, *the platform* will be launched to the public with a variety of unique content aimed at attracting people to use Lomution with its various tourism features.
4. Collection of complaints and feedback from both platform partners and users. We will be much more often looking for what users really need by collecting data from user and *partner* feedback, distributing *offline* and *online* questionnaires. So that the innovations provided will be accurate with what consumers need.
5. Advanced planning and continuous development. Lomution will continue to provide service innovations that aim to make it easier for users through surveys and questionnaires that have been recorded.
6. Joint Evaluation. This last stage will evaluate the entire system that has been running and will be carried out every month. This evaluation will be attended by all parts of the Lomution team.

4.3 The Penta Helix Concept in Lomution

There is synergy between lines of *stakeholders* in the successful implementation, here are the parties involved in Lomution:

The government, the party that plays a role in implementing this idea is the Tourism and Creative Economy Agency, the NTB Provincial Tourism Office, and related tourism institutions that function as tourism destination development, tourism marketing and tourism human resource development and creative economy. This government party is expected to play a role in drafting

regulations, socialization to tourism managers, helping funding to improve the infrastructure of tourist objects in order to facilitate access to visiting tourists.

Academics, have an important role in implementing this idea, namely as the originator of ideas and collaborating with related parties to make this program a success. In addition, academics play a role in designing and developing this application.

Businesses, are parties who carry out economic actions that carry out *Circular Economy* in the Lomution program. Business people can be in the form of travel agents, tour managers, travel and lodging accommodations, etc. Through the support of business people, it is expected to contribute to increasing regional income in the field of halal tourism.

The General Public, Halal Tourism Managers, and MSMEs are the targets of the implementation of Lomution. They will later contribute to the running of this application by carrying out various tourism activities such as visiting tourist attractions shopping for MSME products offered by ordering or buying them online through Lomution. Meanwhile, tourism object managers and MSMEs have an important contribution in this application, which will later display tourism displays and their products in this application in meeting consumer needs.

Media and application developers are parties who play a role in socializing, creating, and developing the Lomution application. With the help of media and application designers, Lomution can provide efficient features to achieve the objectives of this application.

4.4 Lomution's Idea Introduction Strategy

Lomution is an idea designed in an app. If the app is launched but has no users, then this idea will not reach its target optimally. Therefore, in the concept of the idea of Lomution, a strategy has also been formulated to introduce the idea to be better known by the public, so that when the application has been launched, it will be able to function optimally. The following is a strategy for introducing the idea of Lomution to be recognized by the public, which is organized through a *what-why-how framework*:

App Introduction Strategy

Table 1: App Introduction Strategy

Why (Strategy Background)	According to Morrar <i>et al.</i> (2017) <i>Tourism 5.0</i> increases <i>productivity, competitiveness</i> , and reduces costs. So that Lombok halal tourism can start applying the application of <i>tourism 5.0</i> by making Lomution
Features of Lomution Application	<ol style="list-style-type: none"> 1. Provides information on the number of tourists and whether the maximum capacity of tourists has been reached or not. 2. Provides Augmented Reality (AR) features by <i>scanning QR code</i> browsers and attractions. 3. Provide information on attractions that have been opened along with applicable health protocols. 4. Provides virtual traveling features. 5. Booking tickets by collaborating with <i>travel agents</i> and providing <i>accessibility</i> on the app.
How (Steps)	<ol style="list-style-type: none"> 1. Conduct surveys and collect data on Lombok's various leading

	<p>tourist attractions.</p> <ol style="list-style-type: none"> 2. Collaborate with tourist attraction managers and <i>travel agents</i>. 3. Create applications with the application of <i>Internet of Things, BigData, Cloud Computing, and Artificial Intelligence</i>. 4. Establish a Lomution management team and update the application regularly.
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Digital Campaign Framework

Table 2: Digital Campaign Framework

Why (Strategy Background)	Based on a PwC survey (2019), 39% of correspondents stated that they would first access social media to find the latest news. So that Lombok halal tourism can take advantage of this by conducting <i>campaigns</i> through social media.
What (Objective)	Increase <i>electronic word of mouth marketing, brand awaress</i> , and <i>brand interest in the community</i> that see the <i>campaign</i> about Lombok halal tourism.
How (Steps)	<ol style="list-style-type: none"> 1. Design a <i>campaign</i> concept by holding a TikTok <i>challenge</i> #WisataHalalLombokCheck and Instagram <i>post</i> #WisataHalalLombokCheck. 2. Winners of the <i>challenge</i> and photo contest will receive attractive prizes from Lomution or from the tourism office as <i>stakeholders</i>.

Key Opinion Leader Endorsement (KOL)

Table 3: Key Opinion Leader Endorsement (KOL)

Why (Strategy Background)	Most tourist purchases are made due to the influence of <i>electronic word of mouth marketing</i> through <i>Key Opinion Leader Endorsment (KOL)</i> . The use of KOL can also increase <i>brand awareness</i> and <i>brand image</i> of a tourist spot.
What (Objective)	Increase <i>brand awareness, interest, and brand trust</i> of tourists to travel to Lombok in the <i>new era normal</i> .
How (Steps)	<ol style="list-style-type: none"> 1. Determine objects travel and consumers to target through KOL. 2. Determine the right KOLs to work with.

4.5 Lomution Application Planning and Development Strategy

Lomution is a system architecture application, being developed using a *mobile-based platform* integrated with *augmented reality* technology. In planning and developing the Lomution application, a system architecture design is needed. System architecture design aims to determine how the application system will work.

The Lomution application combines the use of API storage and a local database (SQLite) to ensure an optimal experience for its users. In the way it works, this application will access the API to retrieve the latest data regarding halal tourist attractions in Lombok, such as location information, facilities, and user reviews integrated with *Augmented Reality*. This data will then be stored in a local database integrated with the application.

By using API storage, Lomution is able to update and display the most up-to-date information to users, thus ensuring the data displayed is always accurate and relevant. In addition, by storing data in a local database, users can access information even when not connected to the internet, making it a reliable application in *offline* situations.

Through the combined use of API storage and local databases, Lomution is able to provide users with a smooth

and interactive experience, by ensuring consistent and quickly accessible data availability. Thus, users can explore and select halal tourist destinations in Lombok easily, according to their preferences and needs. With the development of the Lomution application, it is easier for tourists to access and visit halal tourist destinations in Lombok and become an innovation that is in accordance with the *digital* era to increase the potential of sustainable halal tourism.

5. Closing

5.1 Conclusion

Lombok Halal Tourism Destination (Lomution) is an application that can provide information and directions to the intended tourist location. Lomution carries a variety of excellent features that can function as a tour guide and the information provided includes, Tour Description, Tour Search, Transportation, Accommodation, *Augmented Reality*, Gift Shop, and Application Profile. This Lomution application uses *location-based services* that are equipped with Google Maps APIs which function as a service to identify the location of a person or a particular object. The advantages of this Lomution Application can be accessed *online* or *offline* through personal computer (PC) and smartphone devices, android and iPhone operating systems (Ios).

The existence of increasingly intelligent aspects of life is also a *key factor* precisely the strategy that has been suggested because it is able to provide its own differentiation and innovation to the halal tourism sector in Lombok. Based on these reasons, there is confidence in achieving the targeted program objectives, so that Lomution can further develop and succeed by implementing strategies and programs effectively and efficiently. The author hopes that the ideas, analysis, and strategies that we suggest can be an innovation for halal tourism to develop further so that it can realize Indonesia as the center of the halal industry.

5.2 Suggestions

For further development, the features of the Lomution application can be integrated with *smart asisstant* which becomes an artificial intelligence-based guide in the application so that it makes it easier for users to access the application and see tourist destinations.

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