ABSTRACT

Development about amount traveler Muslims who continue increase be one potential big for could interesting interest they visit to a particular region or country. Policies that govern about Halal tourism is also made by the Government, one of which is indicator halal tourism that requires existence religious symbols in travel. Study this aim for see halal travel with perspective different, no only use indicator halal tourism that has been formulated by the government but also with use methodology Tawhidi String Relations, a method view that uses aspect interaction, integration and evolution for realize sustainability and well-being for the actors involved in halal tourism. So that "halal" is not only Becomes a jargon but be "the way of life". Method research used is descriptive qualitative with source data comes from results interviews, observations and literature review. Research location performed on several object tourism in the city of Cirebon with the actors involved in Halal tourism including manager object tourism, MSMEs around object tourism and government area Cirebon Regency. Research results showing interaction, integration and evolution occur Among manager object tourism and society so that productivity object tour increase every year seen from amount visit tourists and turnover as well as absorption power work whereas Among government area with managers and SMEs yet there is a process of interaction, integration and evolution.

Keywords: development area, strategy, tawhidi string relation, halal tourism, traveler

INTRODUCTION

Achieved the first rank as a world halal tourist destination given by GMTI (Global Muslim Travel Index), proves that Indonesia has great potential to become the center of the world's Islamic economy. (Tim Komunikasi Pemerintah Kemenkominfo dan Biro Komunikasi Publik, Kementerian Pariwisata RI, 2019). The stretch of Indonesian halal tourism has been seen from previous years, based on GMTI data, in 2018 the growth of the Indonesian halal tourism market reached 18% where the number of tourists visiting Indonesian halal destinations reached 2.8 million people with a foreign exchange value of Rp 40 Trillion n. (Tim Komunikasi Pemerintah Kemenkominfo dan Biro Komunikasi Publik, Kementerian Pariwisata RI, 2019).

The development of world halal tourism is predicted to continue to increase, where by 2030, based on GMTI data, the number of Muslim tourists is projected to reach 230 million worldwide. (Tim Komunikasi Pemerintah Kemenkominfo dan Biro Komunikasi Publik, Kementerian Pariwisata RI, 2019). Based on research conducted Utomo in In (Adinugraha, Sartika, & Kadarningsih, 2018)2014, halal tourism in Indonesia received support from the wider community, where as many as 48% of respondents agreed with the concept of halal tourism, 68% of respondents stated that sharia tourism was very urgent to be implemented immediately and 60% of respondents stated that halal tourism was in accordance with the conditions of Indonesian society.
In order to strengthen halal tourism, the Ministry of Tourism added halal tourism destinations consisting of 6 (six) cities and regencies from 5 (five) national priority halal tourism destinations. To The six cities and regencies include Tanjung Pinang, Pekan Baru City, Bandung City, Bandung Regency, West Bandung Regency and Cianjur Regency. (Tim Komunikasi Pemerintah Kemenkominfo dan Biro Komunikasi Publik, Kementerian Pariwisata RI, 2019). Regardless of In these six cities and regencies, in Indonesia there are still many areas that have the potential to be developed as halal tourist destinations, one of which is Cirebon. Cirebon has a diversity of potential tourist destinations including cultural and historical tourism, beach tourism, culinary tourism, religious tourism and batik tourism. For this reason, it is no exaggeration when Cirebon is said to have considerable potential to be developed as a halal tourist destination. This is at least expressed by Priyadi Abadi, as a halal tourism activist and driver of the Indonesian Islamic Travel Communication Forum (IITCF).

According to him, the district Cirebon has a high historical and Islamic cultural value and supported by many Muslim tourism objects and halal culinary that has the potential to be developed as a halal tourist destination. (Rohman, 2018). A similar opinion was also conveyed by the Deputy Governor West Java, UU Ruzhanul who stated that Cirebon has great potential in development tourism, if other areas the local government already ready but traveler not yet visit come, vice versa Cirebon, tourists his already come, stay wait readiness government the area. (Saepulloh, 2019). Based on data from the Cirebon Regency BPS in 2019, the number of traveler good domestic nor foreign tourists who visit to Cirebon Regency continues increase for 3 (three) years final from in 2016-2018, namely in 2016 it was 635,377, 2017 was 701,681 and in 2018 it was 1,379,655. (Badan Pusat Statistik Kabupaten Cirebon, 2019). That thing showing that Cirebon Regency has potency development enough tourism marked height with Keep going increase amount visit traveler to Cirebon Regency.

As a new concept in the tourism industry, of course, the concept of halal tourism requires further development. The development of sustainable and comprehensive halal tourism will be able to provide a significant economic contribution for the parties involved in it. (Jaelani, 2014). Development halal tourism Indonesia refers to the criteria of the Global Muslim Travel Index, which is described as following: (Subarkah, 2018).

### Table 1.

<table>
<thead>
<tr>
<th>Category</th>
<th>Indicator</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tourism Destinations (Nature, Culture, Artificial)</td>
<td><strong>There is a choice of tourist, artistic and cultural activities that do not lead to pornography, and polytheism</strong></td>
</tr>
<tr>
<td></td>
<td>if _ allows holding at least one halal life festival style</td>
</tr>
<tr>
<td></td>
<td>tour guide get dressed and polite look</td>
</tr>
<tr>
<td></td>
<td><strong>There is a choice of separate beach and bath attractions for men and women and/or has a no visitor rule scantily dressed</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Halal food available</strong></td>
</tr>
<tr>
<td></td>
<td>There are facilities that make it easy to worship like mosque, prayer room and washing facilities</td>
</tr>
</tbody>
</table>
Hotel

<table>
<thead>
<tr>
<th>available service during the month of Ramadan for Fulfill the need for sahur and iftar</th>
<th>Recreational facilities Swimming pool and fitness/gym facilities are separate for men and women</th>
</tr>
</thead>
<tbody>
<tr>
<td>the absence of non-halal activities such as gambling, drink alcohol, and discotheque activities</td>
<td>if the hotel provides spa facilities, male therapists for male customers and female therapists for female customers. Therapy does not use ingredients that contains pork, alcohol and their derivative products</td>
</tr>
</tbody>
</table>

Travel agency

<table>
<thead>
<tr>
<th>provide tour packages that match the criteria general Halal Tourism</th>
<th>does not offer non-halal activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Have a list of providers Halal food and drink</td>
<td>Have are you able to carry out sharia values in carrying out Duty</td>
</tr>
<tr>
<td>look polite and attractive according to Islamic ethics</td>
<td></td>
</tr>
</tbody>
</table>

B by indicator Halal tourism above, halal is more likely to attribute not allowing alcoholic beverages, pork, separating men and women, not wearing scanty clothes. These attributes are not wrong because they are the basic principles of Islam. However, the above indicators not yet ensure existence continuity from object tour nor the actors involved in development halal tourism. With so "halal" is not only Becomes a jargon but be "the way of life"

To develop sustainable and comprehensive halal tourism such as displayed previously it is also necessary "halal" which is the basic principle in every activity carried out by all elements involved in developing the potential for halal tourism in Cirebon Regency. For that "halal" is not only a jargon but more than that it is a "way of life". This is in accordance with the opinion of Professor Pervaiz Ahmed, who said that currently halal refers more to what is allowed and not allowed, Muslims today tend to prefer halal as a ritual without looking further into the meaning in it. (Maharani, 2018).

A number of study before has discuss related development Halal tourism, including is research conducted by Ahyak in 2018 entitled _ _ strategy for managing halal tourism in the city of Surabaya. Study Ahyak researching about application aspects management consisting of from planning, organization, actuating and controlling that occur in one of the object tour religion that is Grave Sunan Ampel Surabaya. Temporary that, Research Alwaf i Ridho Subarkah researching halal tourism as an instrument of Indonesian public diplomacy to increase tourist visits and improve the regional economy. Study about strategy and potential development Sharia tourism is also carried out by Mentari Rendayani who takes location research in the area Puncak Mas, Bandar Lampung. Sunrise researching how much big potency halal tourism can developed in Puncak Mas, Bandar Lampung with use indicators halal tourism. Whereas for study related development Sharia tourism in the city of Cirebon has also been done by Aan Jaelani. In research, Aan Jaelani discuss about the strategy that should be carried out by the Cirebon Government in skeleton realize halal tourism in Cirebon.
with use indicators halal tourism that has been formulated by the Central Government. Study this, using methodology Tawhidi String Relations. Methodology this not yet once used in research previous halal tourism, which included consist from aspect interaction, integration and evolution in skeleton realize sustainability and well-being from every actors involved in enhancement Halal tourism in Cirebon Regency. As opinion Choudhury realm declared method this in the achievement of sustainable welfare or mashlahah then every element involved must be able to interact, integrate and evolve.

Development halal tourism no only how an area has Islamic icons, but more from that ‘s the most important is how continuity from halal tourism. Perspective different is used in study this namely methodology _ Tawhidi String Relations, show that Every element involved in developing the potential for halal tourism in the City and Regency of Cirebon can understand that interaction and integrity between elements is very necessary to be able to develop the tourism sector in Cirebon Regency. According to the author, based on the references that have been read, that this is the real halal, where every element involved in increasing tourism in Cirebon Regency can interact and integrate to then jointly evolve to achieve prosperity, sustainable.

Study this aim for knowing the extent of the potential for halal tourism in Cirebon Regency, how the role of local governments in developing halal tourism and formulating strategies in developing halal tourism using the Tawhidi String Relation (TSR) methodology. This research is expected to be able to contribute ideas for the development of halal tourism and a reference for further research, especially those that examine the strategy of developing halal tourism in improving the regional economy. as well as can provide recommendations for related parties in developing the potential of halal tourism in Cirebon. Study this expected capable give donation thinking for development halal tourism and referrals for study next especially those who study about development strategy halal tourism in increase economy area ".

RESEARCH METHOD

Method research used is descriptive qualitative. According to Bogdan and Taylor research qualitative is procedure research that produces descriptive data in the form of speech, writing and behavior of the people observed from something individual, group, community or something organization in a certain setting being studied from corner a complete, comprehensive and holistic view. With type study this, researcher could recognize and feel what are they experience in life everyday. (Basrowi & Sukidin, 2002). Whereas study descriptive is study for investigate something state or condition where researcher no To do manipulation to object research and only take pictures the fact that happened for then displayed in form report study by straightforward and what existence. (Arikunto, 2010). tennis data collection with To do interviews, observations and literature review. Interview conducted to head field and sexy tourist service culture tourism and sports Cirebon Regency and management objects tours to do good through Interview structured and not structured. Whereas observation and documentation conducted to object tourism that becomes target research. Data analysis is carried out through stages data reduction, data display and retrieval conclusion. Research location carried out in Cirebon Regency, because is one cities in Indonesia that have potency big for developed becomes destination halal tourism. Target object study is holder related interests with enhancement Halal tourism in Cirebon include: government area and object tour priority development including Batu Lawang, Mangrove Ambulu, Tomb Sunan Mountain Jati and Trusmi Batik Area. Not all elements involved in
development Halal tourism researched besides because too breadth scope research is also condition moment this is not allow

RESULT AND DISCUSSION

1. Productivity and Potential of Cirebon Tourism Objects

For see potency object tour so could be measured with indicator development tours that have been determined by the Ministry of Tourism and Economy Creative, including is attractions, amenities and accessibility. (Destiana & Astuti, 2019). Following this potency development object tour priority development government Cirebon Regency, namely Batu Lawang, Mangrove Ambulu, Komplek Grave Sunan Mountain Jati and Trusmi Batik Area.

in terms of attractions, Batu Lawang have uniqueness alone because the presence of rock cliffs formed by experience with beautiful shape and sturdy. Attractions main this can Becomes potency in Stone Lawang development in the future. If you see accessibility, thing this of course Becomes constraint main especially related with access narrow road so that difficult accessible to tourists who will visit. Whereas from aspect amenities, required addition various facility support in increase visit tour to Batu Lawang, especially the place lodging.

View from aspect attractions, mangrove ecotourism has power pull alone where is the main spot are mangroves. This thing seen from a lot visiting tourists to Ambulu mangrove ecotourism. Besides as power pull tourism, mangroves can also prevent abrasion beach. For aspect accessibility, condition Street enough nice and wide however enough far from track main. Besides that, the view that is presented when going to object tour not enough interesting and impressed slum with a lot pile plastic. Whereas for aspect amenities, necessary added again facility support ecotourism like prayer room or mosque, bathroom, arrangement more stalls hygienic as well as environment around that still impressed slum.

Related with achievement indicator development halal tourism, for aspect attractions, main spots is grave Sunan Mountain Jati who owns power pull alone specifically for pilgrims. Stay how there is development attractions in the form of attractions culture local that can interesting interest tourists, no only pilgrims but also tourists who want know culture and history grave Sunan Mountain Jati. If you see aspect accessibility, no there is obstacles and very easy accessed because location complex nearby cemetery from Street main that is the road that connects Cirebon and Indramayu. Whereas for aspect amenities, if seen from guide travel, from to four object tourism that becomes target development, complex burial Sunan Mountain Jati have guide tour that is key with the most complete attribute covers competence in mastery object travel, clothes used is clothes typical of Cirebon as well as friendliness in welcome visitors who come. What remains fixed is beggar asking for money with coercion even though still healthy physical and spiritual. Worried with existence pushy beggar, visitor feel no comfortable. Possible for destination visitor tour pilgrimage, thing the could understandable, however for visitors who want travel and more know history and culture in the area complex grave Sunan Mountain Jati will feel disturbed.

in terms of attractions, spots in the Trusmi Batik area enough interesting, no only tour shopping but also travel education batik. in terms of amenities, there are Batik Kitchen restaurant that serves Cook typical of Cirebon. For prayer activities could carried out at the mosque in the neighborhood Trusmi Batik area. in terms of existing facilities in the area this is enough interesting with there is a Batik Kitchen, however not
yet there are hotels and worship facilities that enter in one area this, in terms of accessibility, area this enough easy reachable because is at close with street main and condition street good.

Based on the above presentation, then from to four object tour that, the whole have interesting attractions and have characteristic typical separately. Whereas for side accessibility, complex burial Sunan Mountain Jati and Trusmi Batik Area have good accessibility whereas for Ambulu and Batu Lawang Mangroves, access street still not enough good. From side amenities, to four object tour not yet have adequate facilities.

2. The Process of Interaction and Integration Between Local Governments and Objects Tour

a. Ambulu Mangrove

Empowerment community carried out by the manager Ecotourism Ambulu by no direct will impact to enhancement growth economy Public Cirebon Regency. Where is the increase growth economy is one must -do task carried out by the local government. Empowerment community carried out by the manager object tour of them is rental boat owned by fisherman for visitors who want enjoy atmosphere sea. From rental boat besides get cost rent, fishermen also get insurance that can used no only when serve transport visitors tour but also at sail looking for fish. Fishermen who have pond is also offered schemes related utilization for development mangrove trail. A number of scheme that including, system rent pond that will used for development mangrove track or pond the can made the place future fishing fisherman will get cost rent from fishing visitors. Income a number of citizens will also increase with provided stalls for trade. Empowerment is also done to local youth with make they as employee object travel. Not only add income, become employee object travel also changes the mental attitude of the young men who were originally famous like drink drink loud, partying poop with dance when there are entertainment and sex shows before wedding, when Becomes employee object tour attitude bad they changed by slowly. Based on narration manager object travel, thing this occur because of the youth have hustle with Becomes employee object tour as well as instruction positive from manager object travel. Besides empowerment community, the process of interaction carried out by managers object tour with government area of them is through sale ticket that will contribute to increase in PAD.

The interaction process in Ambulu Mangrove Ecotourism also occurs Among manager object tour with government village. Based on narration manager object tourism, government village play a role full to development object tour with make Ambulu Mangrove Ecotourism as one of the BUMDES in the village Ambul. Based on narration party manager object travel, no not enough of 100 million village funds already used for development Ambulu Mangrove Ecotourism.

Based on narration manager object travel, until so far this not yet there is significant role played by the government area. Several programs carried out by the government area Cirebon Regency includes: is installation wifi from Kominfo, inauguration object tourism by Disbudparpora and facilitation training management object tours organized by the Department of Tourism Province West Java. Besides stage training for manager object tourism, government area province West Java through the Department of Fisheries and Maritime Affairs give help boat worth 200 million rupiah which can be used by fishermen for fishing and for rent to visitors who want use boat. Based on narration Head Field Tourist Disbudparpora Cirebon Regency, Ambulu Mangrove Ecotourism still Becomes embryo beginning for
developed so that attention given not yet so a lot. Roles not yet so optimal is also recognized by the section field tourist Disbudparpora Cirebon Regency, p this because should be scale priority development no don’t too a lot, enough one course. Based on the above presentation, then interaction and integration carried out by the manager object tour with Public around in the form of empowerment that will impact on increasing income Public local so that capable increase growth economy Cirebon community. The process of interaction and integration also occurs Among society and government village, where government village make object Mangrove tourism as one of the BUMDES of Village Ambulu. Based on narration manager object tourism, government very focused village to development Ambulu Mangrove Tour. This was also acknowledged by the Chief Field Tourist Disbudparpora Cirebon Regency, that government village Ambulu specifically head very focused village to development Ambulu mangrove ecotourism.

Temporary it, the process of interaction and integration not yet occur optimally between government area Cirebon Regency in particular Disbudparpora with manager object travel. This thing because, according to Head Field Tourist Disbudparpora Cirebon Regency, Ambulu mangrove ecotourism still Becomes embryo because still new. The same opinion was also conveyed by Sexy Tourist Disbudparpora Cirebon Regency who wants for no too many in take scale priority in development object tourism in Cirebon Regency. Based on Thing that, according to writer no there is similarity perception Among head field tourism and sexy tourist related development tour Cirebon Regency. Should before determine scale priority, between head field with the ranks already agree priority development object tourism in Cirebon Regency. After that results deal field tourist submitted to the head service Disbudparpora and Regent for get approval. After getting approval, then conducted design development object tourism in Cirebon Regency.

Evolution process for moment this could seen from a lot amount visit traveler to object Ambulu mangrove tourism. Based on narration manager, every day average number visitors is 300 people while average for the weekend of 600 visitors. of the number visit, the turnover achieved on the day normal 1,500,000 / day while on weekends it is 3,000,000/ day. This figure possible no too big but have impact good by direct nor no direct to enhancement well-being Public.

b. Lawang stone

Interaction and integration that occurs in objects Batu Lawang tour of them is a process of empowerment society that is carried out by the object travel. A number of activity empowerment Public of them is absorption power work originating from village youth local that is about 30 people. Local youth habits is go to city for Becomes Labourer or Becomes illegal stone miners. Besides that Public around is also given right for selling inside area object tour with stall that already provided. Society can too by direct peddle results earth like mango and petai inside object area travel. Head Field Disbudparpora Cirebon Regency is very focused to development object Batu Lawang tourism, including : with build design development object Batu Lawang tourism, facilitation training manager object Batu Lawang tour as well as stage performance Mountain Kromong and climb cliff as one means promote object Batu Lawang tour. Based on narration Head Field Tourist Cirebon Regency, Disbudparpora also participated initiate deal done Among public company Perhutani as owner land with manager object Batu Lawang tour.
Government village local support development object Batu Lawang tourism, hal that's one of them conducted with disbursing village funds for the process of building the bathroom area and facilitating manager object tour for conduct a comparative study on the object tour kind of.

Like has displayed previously that the land used by the object Batu Lawang tour is land owned by public company Perhutani. So interaction and integration are also carried out by objects Batu Lawang tour with Perum Perhutani that allows land hers for made as object travel. Besides Perhutani, there is Kominfo who provided installation wifi for free and the Environment Service Constructive life park in the object area travel.

Temporary that, there a number of side interactions and integrations that have not been conducted optimally, among others, based on narration manager object tourism, Disbudparpora not yet involve manager object tour in composing design development object travel. Manager say best design development object Batu Lawang tour notice aspirations from manager object travel and pay attention empowerment for community, such as planning cottage development should be empowered as lodging is houses citizens who are made as a homestay. No interaction and integration yet seen Among disbudparpora with related public works with development and improvement the way to going to to object area Batu Lawang tour.

Evolution process illustrated from enhancement amount visit traveler from year to year. In 2018, the number visit traveler as many as 17,212 people and in 2019 experienced enhancement to 19,217 people. of the number visit that, reach turnover of 120,484,000, while for 2019 experienced enhancement amounted to 134,519,000. Enhancement amount visit tour of course no Becomes the only one indicator TSR evolution however describe that the process of interaction and integration impact on increasing amount visit travel.

With applied TSR methodology by the government area and manager object tour so no only increase by Theory but also mental and spiritual improvement, thing this because based on TSR methodology, then all knowledge knowledge sourced from the Qur'an and Sunnah.

c. complex Grave Sunan Mountain Jati

The process of interaction and integration that takes place in the complex burial Sunan Mountain Jati occur Among manager grave Sunan Mountain Jati that is key with government area Cirebon Regency, where key made as civil servant so that have wages permanent every the month. This thing will make key more focus for maintain grave Sunan Mountain Jati so that cleanliness and tidiness complex grave Sunan Mountain Jati always awake. The process of interaction and integration also occurs Among manager grave Sunan Mountain Jati with SMEs around complex grave Sunan Mountain Jati. MSMEs totaling 500 can roll out merchandise in stalls that have been provided for MSMEs.

Temporary that, some processes of interaction and integration that have not been happened, including is interaction and integration Among Disbudparpora with party palace, where palace is owner from complex burial Sunan Mountain Jati. Based on narration Head Field Tourist Disbudparpora Cirebon Regency, party palace no want to invited cooperation for develop tour in the complex burial Sunan Mountain Jati. The process of interaction and integration is also not occur Among manager Grave Sunan Mountain Jati with a number of residents begging around.
Mountain Jati so that a number of visitors feel disturbed with activity the occasional beggar ask with force.

Evolution illustrated from a lot visit traveler to complex burial Sunan Mountain Jati every day. Based on narration from manager Grave Sunan Mountain Djati, in the months of Rajab, Rewah and Shawwal, the number of visit traveler can reach 100 buses, while for days usually an average of 50 buses. Amount visit quite a tour big will impact for enhancement well-being Public around with a lot visitors who buy products provided by SMEs. The turnover obtained by MSMEs every the week range between 5 (five) to with 6 (six) million per week.

With applied TSR methodology by the government area and manager object tour so no only increase by Theory but also mental and spiritual improvement, thing this because based on TSR methodology, then all knowledge knowledge sourced from the Qur'an and Sunnah.

d. Trusmi Batik Area

Process of interaction and integration occur Among owner batik business with Public around through absorption power work. Based on Disperindag data, the number of power The jobs absorbed in the batik industry are: as many as 4410 people. The process of interaction and integration also occurs Among owner batik business with Disbudparpora Cirebon Regency. Process of interaction and integration illustrated with issued regulation mandatory area _ all civil servants in the neighborhood Cirebon Regency Government for _ using hand-drawn batik truss. Besides that also prohibition _ for produce printed batik cloth in Cirebon. This thing carried out by the government area for protect the batik write as well as guard preservation of written batik truss. Another way that is done by batik for protect batik _ trusmi is with set up studio art batik where everyone can _ study batik specifically generation young people in the neighborhood village Trusmi. Whereas in skeleton promoting hand-drawn batik trusmi, Disbudparpora facilitate the bazaar held by the Ministry of Craft at the JCC.

Temporary it, interaction and integration not yet occur Among owner batik business with batik _ write. Based on narration head Field Tourist Disbudparpora Cirebon Regency, batik makers write what's not have shop work for batik entrepreneurs with average reward of IDR 300,000. - with payment given _ after the cloth sold, even though owner effort can sell the batik until price millions even dozens million. No interaction and integration yet occur Among batik craftsmen who have _ shop with batik entrepreneurs who don’t producing batik. Where are the batik entrepreneurs? bring printed batik from outside Cirebon area so batik _ Becomes lost competitive with batik printing which has price more cheap. Besides with the batik artisans, there is no interaction and integration either occur Among batik entrepreneur with Disbudparpora. Like narration before. Disbudparpora no once involved in development Trusmi batik area, Disbudparpora only invited when inauguration.

TSR evolution process illustrated from a lot friday visit traveler to Trusmi Batik that is reach 30-60 people per day. Whereas the turnover achieved in 2018 reached 65.720 million. With height amount visits and turnover achieved _ so impact on increasing well-being population around

3. Development Strategy Halal Tourism based on TSR Methodology

a. Humans are created with different potentials and skills for that humans are required to help and cooperate with each other, or in TSR it is called interaction and
integration. Related to this theory, the strategies that can be done are:

1) The tourism object manager continues to interact and integrate with the community so that it can improve the welfare of the community which will have an impact on the economic growth of Cirebon Regency

2) Disbudparpora and managers work together to provide understanding to the community so that they do not beg by coercion or the beggar can be empowered by becoming a parking guard or selling

3) Collaborating and collaborating with digital marketing practitioners to carry out digital-based promotions so as to increase tourist visits and collaboration with hotels and culinary delights for the promotion of tourist attractions

4) Cooperation and building collaboration between Disbudparpora with the Department of Public Works or the private sector in building accessibility and amenities in Tourism Objects.

5) Disbudparpora must also be able to cooperate and collaborate with the palace so that they want to develop the Sunan Gunung Djati burial complex not only as a place of pilgrimage but also to develop tourism potential.

Awareness from local governments, especially regents and other related agencies that accountability as a leader will be questioned before Allah SWT. For that, a leader in working and making decisions must be based on the Qur'an and Sunnah so that the benefit of the ummah can be achieved and by itself will give every human being to level up to a higher level or in TSR known as evolution.

CONCLUSION

In determine development strategy Halal tourism in Cirebon then no only with see indicator Halal tourism established by the Ministry of Tourism and Economy Creative but also must notice sustainability no only reach indicator that . This thing in accordance with opinion Griffin about strategy that says that in reach destination organization need a comprehensive strategy is drawn up so that later the strategy used expected could realize continuity organization, no only just To do achievement. Sustainable tourism _ match with Methodology Tawhidi String Relation which mentions that every elements involved _ in development halal tourism must could To do interaction and integration for reach sustainable well -being, where in study this is his well-being is enhancement visit travel. If only see indicator Halal tourism established by the Ministry of Tourism and Economy Creative so Cirebon Regency is indeed not yet have potency for could develop Becomes Halal tourism as stipulated by the Ministry of Tourism and Economy Creative. However if see indicator Methodology Tawhidi String Relation then the actors involved already could To do interaction and integration so that capable increase visit travel and turnover object tour as well as enhancement well-being Public around. So that impact existence object tour could felt by the community. Although indeed, aspect interaction and integration not yet conducted by thorough however at least application to second aspect the has applied by both actor. With Thus, research this want say that halal _ no only to be jargon but also to be the way of life, to be a method look for no only just thinking self alone but also do activities that can make every existing actor _ in circle Becomes more empowered and improved.

REFERENCES


