# Analysis of Arts and Culture Development Model for Increase Visitors in Bangkalan Halal Tourism

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## ABSTRACT

Tourist attraction management has several problems that must be considered. The lack of information about halal tourism in Bangkalan for tourists outside the region causes tourists to only visit famous destinations. Tourism management has not paid attention to the development of art and culture typical of the region. In addition, the managers do not yet have a suitable model as a foundation for developing art and culture to increase visitors to Bangkalan halal tourism. This is the main problem in this study. The main objective of this study is to find the best formula related to the art and culture development model to increase visitors to Bangkalan halal tourism initiated by researchers by getting input from stakeholders, namely tourism managers, art / cultural actors, surrounding communities, and tourism visitors, and district governments throughout Madura. The model to be used is the Structural Equation Model. Data in this study were collected through observation (questionnaire), interviews, and documentation. Latent variables considered in this model include Accessibility, Attraction, Amenity, Ancillary, and Tourist Visits. This strategy is handed over to the management of Bangkalan halal tour-ism to be implemented to Increase Visitors.

*Keywords: Art and culture, halal tourism, SEM*

## Introduction

Local wisdom is a form of original knowledge in the community derived from the noble values of local community culture to regulate the order of community life or it is said that local wisdom is a form of cultural heritage that exists in people's lives. One type of local wisdom is folk art. One example of Madurese folk culture is evident in Bangkalan folk art. Folk art may be investigated through its cultural and social context since every artistic medium has a certain function in society. This kind of artwork is produced in the context of culture as a result of the layers of culture that build up through time. A particular kind of art also results from the coexistence of several cultural contexts within a certain period of time. A certain kind of art has its social circle inside society. Additionally, the purposes of art vary depending on the group of people (Sibarani, 2012).

Many types of arts and culture developed in Madura, for example, *Saronen*, Traditional dance, *Tongtong* Music, *Dalang* Mask, *Sabdhur Pantel*, etc. Various forms of folk art that developed in Bangkalan are the result of the intermarriage of various cultural elements and have undergone an evolutionary process. In its current development, this folk art is increasingly thick with elements of religiosity, especially Islam. This is inseparable from the work of the da'is when introducing Islam to the community adherents of the previous religion. This art is developing in line with the increase in visitors to tourist attractions in Bangkalan, especially *halal* tourism (Syafiie, 2009; Chaliq, 2011).

Based on this background, it seems that the management of tourist attractions has several problems that must be considered. The lack of information about halal tourism in Bangkalan for

tourists outside the region causes tourists to only visit famous destinations. Tourism management has not paid attention to the development of art and culture typical of the region. In addition, the managers do not yet have the right model as a foundation for art and culture development to increase visitors to Madura halal tourism. This is the main problem in this study.

Based on these problems, the main purpose of this study is to find the best formula related to the art and culture development model to increase visitors to Madura halal tourism initiated by researchers by getting input from stakeholders, namely tourism managers, art / cultural actors, the surrounding community, and tourism visitors, and the Bangkalan government.

## Material and Methods

Development research is the methodology employed in this study. Development research is employed in the production of specific items and their efficacy evaluation (Sugiyono, 2011). This research focuses on all parties involved in the development of art and culture in tourist attractions, especially halal tourism in Bangkalan. The units of analysis used in this study are institutions and individuals. The institution used as the unit of analysis in this study is the Tourism and Creative Economy Office. The individuals used as the unit of analysis are tour managers, art/cultural actors, the surrounding community, and tourist visitors. This research will apply the Structural Equation Model (SEM) Kline (2016) explains that SEM is a multivariate analysis method used to model relationships between measurable and unmeasured variables in a series of models. This study used observation (questionnaires), interviews, and documentation to gather data. Data analysis involving data reduction, data presentation, and conclusions are employed in data validation. Data source triangulation procedures compare the findings of observational data with interview data, which is then compared with associated documents. The chart below describes the flow to be carried out from data collection to producing outputs in accordance with achievement indicators or research targets.

### *Latent variables and indicators*

**Table 1.** Latent Variables and indicators

| Latent Variable | | Indicator |
|---|---|---|
| Accessibility (X1) | X1.1 | Directions |
| | X1.2 | Travel charge |
| | X1.3 | Transportation Frequency |
| Attraction (X2) | X2.1 | Something to see |
| | X2.2 | Something to do |
| | X2.3 | Something to buy |
| Amenity (X3) | X3.1 | Accommodation |
| | X3.2 | Toilet |
| | X3.3 | Parking area |
| | X3.4 | Health Clinic |
| | X3.5 | Pray facilities |
| Ancillary (X4) | X4.1 | Tour Guide |
| | X4.2 | Promotion |
| | X4.3 | Information Services |
| | X4.4 | Tour Organization |
| Tourist Visits (Y) | Y1 | Cultural heritage |
| | Y2 | Recreation |
| | Y3 | Curiosity |

***Model***
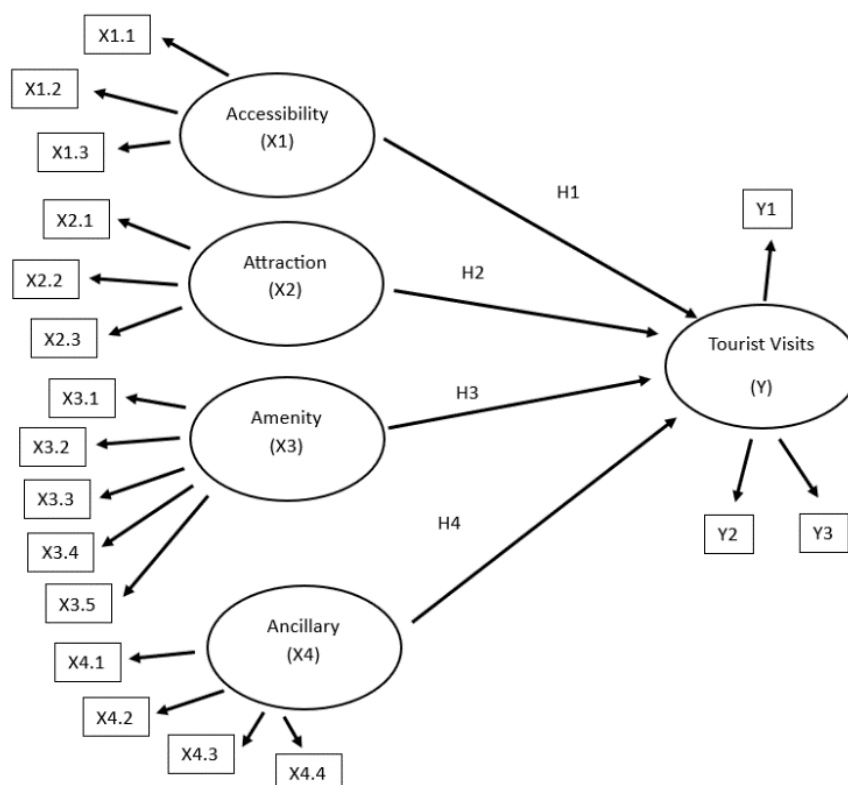


Figure 1. Model SEM

## Results and Discussion
### *Respondent's Identity*

**Table 2.** Respondent's Identity

| Identity | Respondents |
|---|---|
| Gender | |
| Male | 4 |
| Female | 8 |
| Age | |
| 18-25 Years | 2 |
| 26-36 Years | 5 |
| > 36 Years | 5 |
| Status | |
| Institutions | 3 |
| Folk Artist | 3 |
| Tourist | 3 |
| Local Society | 3 |

### *Validity and Reliability*

We will first determine whether or not the indicators that are used to measure a variable are accurate. The indicators Cronbach Alpha, Average Variance, and Composite Reliability are frequently employed in validity and reliability testing in SEM PLS. a positive indication number greater than 0.6.

| | Cronbach's alpha | Composite reliability (rho_a) | Composite reliability (rho_c) | Average variance extracted (AVE) |
|---|---|---|---|---|
| X1 | 0.841 | 1.834 | 0.881 | 0.716 |
| X2 | 0.843 | 0.867 | 0.906 | 0.764 |
| X3 | 0.938 | 0.982 | 0.952 | 0.800 |
| X4 | 0.904 | 0.917 | 0.933 | 0.776 |
| Y | 0.957 | 0.972 | 0.972 | 0.921 |

Figure 2. Cronbach's alpha and AVE

It is clear from the result above that all variables have AVE values larger than 0.5, suggesting that all legitimate indicators converge to generate the variables that are related. Furthermore, Cronbach's Alpha and Cronbach's Reduction (CR) values are also determined, and all variables have values larger than 0.6. It can be said that every variable and item utilized in this study exceeds the requirements for validity and reliability in variable measurement.

### *Coefficient of determination*
The coefficient of determination is used to see how much the independent variable contributes to explaining its relationship with the dependent variable. The coefficient of determination is done by looking at the statistical value of R-squared on each variable relationship.

| | R-square | R-square adjusted |
|---|---|---|
| Y | 0.573 | 0.328 |

Figure 3. R-square

It can be seen that the R-Square value in the variable Y is 0.573. The figure illustrates that the variables accessibility (X1), attraction (X2), amenity (X3), and ancillary (X4) have a contribution in explaining the variable Tourist Visits (Y) by 57.3% while the other 42.7% is explained by other variables outside the model.
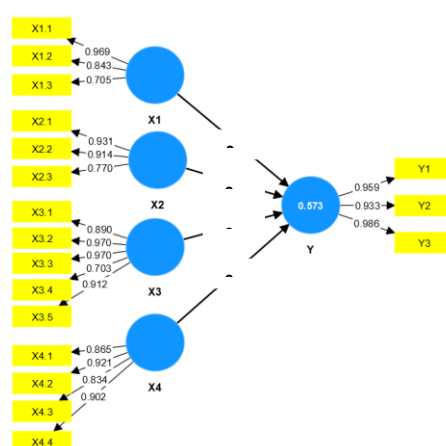


Figure 4. Structural equation model for tourist visits

Correlation between accessibility (X1) and Tourist Visits (Y) (0,084) accessibility has a positive and significant influence on Tourist Visits with an influence of 0.084. So when accessibility increases, it will increase tourist visits and vice versa.

Correlation between attraction (X2) and Tourist Visits (Y) (0.712) attraction has a positive and significant influence on Tourist Visits with an influence of 0.712. So when attraction increases it will increase tourist visits and vice versa.

Correlation between amenity (X3) and Tourist Visits (Y) (0.184) amenity has a positive and significant influence on Tourist Visits with an influence of 0.184. So when amenity increases it will increase tourist visits and vice versa.

Correlation between ancillary (X4) and Tourist Visits (Y) (0.337) ancillary has a positive and significant influence on Tourist Visits with an influence of 0.337. So that when the ancillary increases it will increase tourist visits and vice versa.

## Conclusion

Based on the data analyzed using Structural Equation Modeling (SEM), the conclusion is that if the number of attractions, amenity, and ancillary increase, the number of visitors in Bangkalan Halal Tourism will also increase. These three factors influence the increase in visitors.

## Acknowledgment

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