



# The Awareness Review of Muslim Friendly Tourism Map Through Utilization of Promotional Media

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**Abstract.** The purpose of this study is to describe or review the results of the evaluation of efforts to increase awareness of halal tourism through the design of a Muslim friendly culinary tourism map, which is implemented in one of the traditional culinary of micro, small and medium enterprises in the city of Palembang. The research method is carried out with a qualitative descriptive research method approach by using an indicator of the number of Muslim friendly culinary tourism map coverage to measure awareness. The results of this study indicate the extent to which messages about Muslim friendly culinary tourism are spread. It is hoped that through the spread of this Muslim friendly culinary tourism map, more tourists are interesting in visiting the Palembang city.

**Keywords:** Muslim Friendly Tourism · Small and Medium Enterprises · Tourist

## 1 Introduction

### 1.1 Background of Study

This research is purposed to describe or review the results of the evaluation of efforts to increase awareness of halal tourism through the design of a Muslim friendly culinary tourism map, which is implemented in one of the traditional culinary of micro, small and medium enterprises in Palembang city.

The design of Muslim friendly tourism map purpose was to promote and guide tourist to halal Palembang culinary through social media, i.e.: Instagram. This purpose in line with the effort to support Muslim friendly tourism in Indonesia (generally) and to develop Muslim friendly tourism in Palembang, as promotion and guidance is two activities that cannot be separated from tourism industry.

**Promotion.** It can define as one of a marketing strategy communication form [1]. Marketing approach is needed in every enterprise, generally, and within tourism industry, specifically. Since it has significant positive contribution to the tourism destination of a country [4]. It is agreeable that now day social media is has been used as the new form of word of mouth promotion, that enable a person to share his experience to others [3].

**Guiding.** The need for Guidance in the tourism industry is a challenge. Tourists need guidance, education and information, both in certain specific tourism business units [6], as well as in general. Hence it is understandable why in a Destination Management Organization, Guiding Service is one of the activities that its existence requires [5].

## 2 Research Methods

### 2.1 Methodology

This study uses a qualitative descriptive research method. This method is also called the interpretive method because the research data is related to the results of interpretation based on the philosophy of data found in data collection. The research method is carried out with a qualitative descriptive research method approach by using an indicator of the number of Muslim friendly tourism map coverage to measure awareness.

**The Method of Qualitative Descriptive Research.** The qualitative descriptive research method analyzes more on the surface of the data with the aim of explaining the situation, and by using this method the data collected can be analyzed, explained and described using the delivery of analytical sentences. In other words, a group of data that has been obtained will be analyzed and developed in the form of a series of evaluation sentences so that they can be presented in a way that expresses the overall results of the research easily read and understood. After the data is analyzed, it will be discussed further by displaying pictures, data and tables of observations and drawing conclusions from data analysis. Data analysis consists of three streams of activities that occur simultaneously, namely: first, data reduction, second, data presentation/analysis, and third, drawing conclusions [2].

## 3 Result and Discussion

### 3.1 Feature Insight Instagram

Instagram social media accounts can be used as promotional media and location indicators. One of the differences in using Instagram account settings as a professional account or a business account is the availability of the insights feature. After activating an Instagram business or professional account, the insights feature can be used which contains content, social media activity and viewers or account followers who see posts from a business or professional Instagram account earlier.

The Instagram Insights feature can provide information on the number of audience numbers within a set time. For example, as shown in Fig. 1, that in the last 30 days, there are as many as 281 accounts that have been reached, 37 of which are non-follower viewers.



Fig. 1. A figure of Feature Insight Instagram

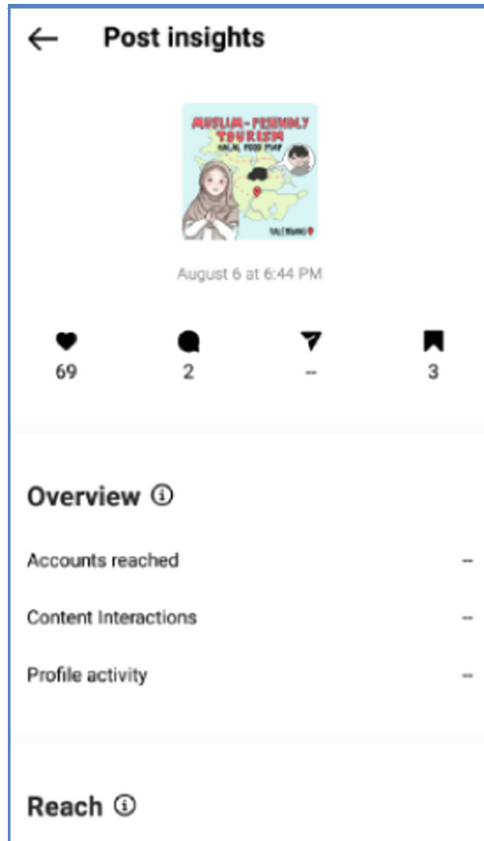
Table 1. Instagram Post Insight

Like	Comment	Save
69	2	3

**Feature View Insight Instagram.** In addition to the Insight feature in general, there is a View Insight feature which can provide information including the number of viewers who like a post, the number of comments on a post and the number of viewers who saved the post. Based on Fig. 2, it can be seen the activity in the Instagram post insight feature.

Table 1 displays tabulated information from Instagram’s Featured View Insights from Muslim Friendly Tourism Map posts. Based on the table, the number of viewers who liked Muslim Friendly Tourism Map posts was 69 viewers, 2 viewers commented on the post and 3 viewers saved the post.

The data above show that the results of this study indicate the extent to which messages about Muslim friendly culinary tourism are spread. It is hoped that through the spread of this Muslim friendly culinary tourism map, more tourists will be interested in visiting Palembang city. The purpose of this study is to describe or review the results of the evaluation of efforts to increase awareness of *halal* tourism through the design of



**Fig. 2.** A figure Feature View Insight of Muslim friendly Palembang culinary tourism map post on Instagram.

a Muslim friendly culinary tourism map, which is implemented in one of the traditional culinary of micro, small and medium enterprises in Palembang city.

## 4 Conclusion

In the beginning it has been discussed that the purpose of this research is to describe or review the results of the evaluation of efforts to increase awareness of halal tourism through the design of a Muslim friendly culinary tourism map, which is implemented in one of the traditional culinary of micro, small and medium enterprises in Palembang city. Based on the results and discussion, it can be concluded that the result of this study indicate the extent to which messages about Muslim friendly culinary tourism are spread. It can be said that the purpose of the Muslim Friendly map as the promotion and guiding tool to the halal tourism facility has been achieved. It is hoped that through the spread of this Muslim friendly culinary tourism map, more tourists are interesting in visiting

the Palembang city. The Muslim friendly map publication and implementation to the small, medium culinary enterprises is effective as a tool to increase awareness of tourist by providing guiding of *halal* tourism facility culinary destination.

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