



# Feasibility Study of Salt Tourism as Role Model and Branding of Madura Halal Destination

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**Abstract.** Madura Salt Tourism is one of the new destinations located in the village of Bunder Kec. Pademawu Pamekasan which aims to become a showcase for people's salt products, ranging from boiled salt and processed products of the residents of Bunder Village. The destination managed by the local BUMDES is still one year old is a thematic village designed by the Regent of Pamekasan. The big concept of this thematic village is nothing but to improve the economy of the community, becoming a center for educational tourism about everything about salt. Branding is currently one of the strategies in the promotion of tourist destinations. In the branding process, there is a feasibility study instrument that will later be sought and found through Branding theory, image theory, and halal tourism feasibility study. This instrument is very important for digging into data and describing the strategies and stages that must be passed by the management. The method to be used in this study is descriptive qualitative with key informants of the Pamekasan Regency Government, Bunder village head, ASPRIM, local residents and visitors. Salt tourism is still one year old standing there is still a lot of infrastructure and superstructure that needs to be initiated so that the big concept of Edu-Wisata can run as planned. In the perspective of the development of halal tourism in Madura, so that this salt tourism can be used as a role model for one of the halal destinations in Madura. So there are several stages that are considered important to conduct research on tourism development design. Both from the feasibility study, and the Brand Concept which can later become the main recommendation to the Pamekasan Regency government.

**Keywords:** Feasibility Study, Role Model, Branding, Salt Tourism, Halal Tourism.

## 1 Introduction

Tourism in Indonesia is one of the supports for economic development. The presence of tourists from abroad and within the country is a source of income for the region and the state in the form of foreign exchange, tax revenues, and other levies. In addition, the tourism sector can also increase employment opportunities for local residents, increase the development of facilities and infrastructure, increase new industries related to tourism and introduce locally produced goods so that they are better known to the world [1].

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The definition of educational tourism is a new trend that is increasingly popular in the global tourism industry. The concept of educational tourism, which is diverse, has apparently changed the concept of tourism itself. In other words, the main purpose of the educational journey is to acquire knowledge and experience on a particular topic, not the journey itself. Educational tourism is about learning new things, gaining new knowledge about the culture or history of other destinations. Its main focus is learning new things, learning about other cultures, study tours, or applying learned skills. This is one of the most famous types of tourism activities over the past few years, for example people traveling to learn a foreign language.

Tourism and travel activities increase knowledge because by traveling we become aware of new people, languages, lifestyles, landscapes, cultures, customs and traditions. This adds to our knowledge of other destinations. Travel plays an important role in our education and it is an important part of the education system. Education without traveling is not complete. Traveling before was not easy without facilities but now with new modes of transport and scientific advances it has become fast, easy, cheap, interesting and fun. With the existence of new modes of transportation such as large ships, fast and comfortable trains, electric vehicles, airplanes, travel becomes more interesting and comfortable. Therefore, traveling has become an important part of the education system and is very helpful in increasing knowledge, fostering innovative ideas and improving thought processes. Traveling provides full knowledge while reading a book provides half or partial knowledge of things.

Previous Research First, a feasibility study of 99 trees village tourism as a tourist destination in Limo District, Depok City of Dhita Haryani in 2020. In research on 99 trees village, it is a natural tour that has a green environment concept with the application of the principle of balance of life. This study aims to determine the feasibility value of Kampung 99 Petree as a tourist destination in Limo District, Depok City. This study used a descriptive method with a quantitative approach, the sampling technique was using an accidental technique with a total of 60 samples from visitors to Kampung 99 Petrees. Collecting data in this study using questionnaires, interviews, observation and documentation. The results in this assessment use valuation in each class. Some of the feasibility aspects studied were physical aspects, attractiveness, socio-economics, accessibility, and infrastructure in the Kampung 99 Pejangan tourist park. The results found in this study are based on a scoring assessment, the total score for all aspects is 60, which means that Kampung 99 Petreean is very supportive as a tourist destination.

The result of the discussion is the final total of the eligibility results to get a score of 60 which belongs to class I, namely an area that is very supportive in terms of physical factors, attractiveness, socio-economic, accessibility and tourist infrastructure facilities to serve as a tourist destination. This is based on the results of scoring the overall grade level on the physical condition of 14 which means very suitable, attractiveness gets a score of 7 which means it is very supportive, socio-economic gets a score of 15 which means it supports, accessibility gets a score of 17 which means it is very supportive, and infrastructure gets a score 7 which means support. Of the five aspects the most supportive is the accessibility aspect with a score of 17 which is in class I, that is, which strongly supports Kampung 99 Petreean to become a destination in Limo District, Depok City.

Second research Abdul Gafur 2019 regarding the feasibility analysis of the potential attractiveness of the Baruttung Natural Bathing Tourism Object, Tondon Tallasa District, Regency. The results of the assessment of the feasibility analysis of the potential attractiveness of the Baruttung Natural Baths tourist attraction, Tondong Tallasa District, Pangkep Regency can be seen that the area is feasible to be developed as a tourist attraction. Baruttung Natural Bathing Tourism has the potential and is feasible to be developed as a tourist destination with an average feasibility percentage of 69.30. For the attractiveness criteria, this area has quite high attractiveness with a percentage value of 80.55, because the Baruttung natural bathing attraction has a variety of flora, natural-formed rocks, lots of trees such as white teak, cashew, bamboo, palm trees, fig trees, rengas trees, manga trees, strangler banyan and fauna such as lizards, red jungle fowl, black monkeys. This shows that the attractiveness of the Baruttung Natural Bathing Tourism has the potential and is feasible to be developed. Based on the eligibility criteria for each class which shows that each class is declared feasible 3. The Baruttung Nature Baths Tourism Potential Index is declared feasible to be developed from the total percentage consisting of Attraction, Accessibility, Accommodation, Facilities and Infrastructure.

The difference in these two studies lies in the research method. This type of previous research uses quantitative while this paper uses qualitative research where this research emphasizes the results of observations, interviews and documentation. This research has a uniqueness in that the type of feasibility study research is carried out using qualitative methods that bring out more flexible characteristics and uniqueness. Not all data in the field can be measured with numbers but in the social context of research in Madura there are data that are social so that this research is more interesting. The authors compare the two studies above only to measure the level of readiness of the facilities, and data on the readiness of the surrounding community regarding the existence of these tourist objects. Meanwhile, this research describes more on something fundamental, such as the background to the emergence of Eduwusata Garam Tourism, how is the readiness of human resources in managing these tourist destinations, how is the perception of the community which consists of important figures around tourism to how the image of the village is after the appearance of the tourist attraction.

This salt tourism destination in Pamekasan was officially launched in the framework of the Pamekasan Regency thematic village program. This new tourist destination is managed directly by the village-owned enterprise (BUMDES) Mutiara Saghara Bunder Village. This Madura Salt Tourism destination is also a means of education about the traditional salt processing process to the general public. In addition, this destination can also be used as a showcase for people's salt products, ranging from boiled salt and processed products of the residents of Bunder Village.

In order to develop halal tourism in Madura. Salt Tourism is the object of this research because; firstly this destination concerns about Garam which is the RIP of the UTM campus, these two destinations are managed by BUMDES; these three destinations can be developed as Madura halal destinations. Therefore, the design of the development of this destination is very important to be researched so that researchers consider the title of Feasibility Study of Salt Tourism as a Role Model and Branding of Madura Halal Destinations.

The formulation of this research problem is How is the feasibility study carried out as Branding in Pamekasan salt tourism?

## 2 Research Methods

The method used in this study uses a descriptive qualitative approach with a case study method (Fig.1). Additional data collection was carried out by studying literature from various sources both printed and statistical databases. The type of research used is qualitative, namely research that produces information in the form of notes and descriptive data contained in the text under study. With qualitative research in a descriptive way. The descriptive analysis method provides a clear, objective, systematic, analytical and critical picture and information about salt tourism in Pamekasan.

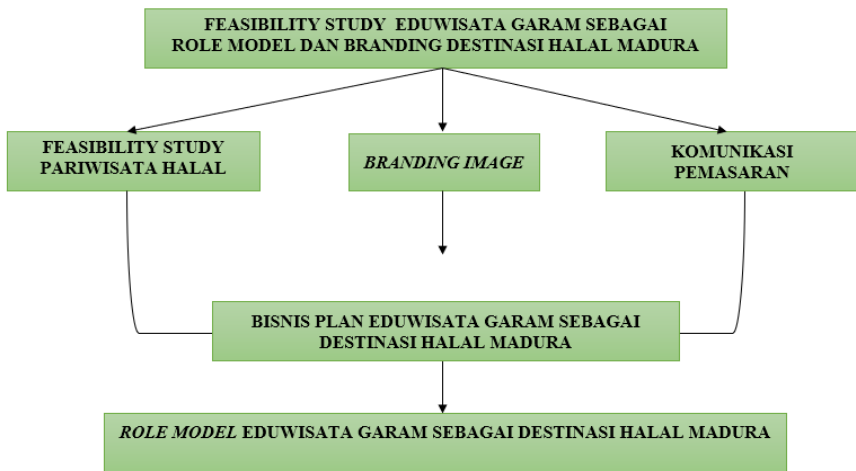


Fig. 1. Research Concept

Salt tourism is one of the destinations projected as a new tourist destination in Madura and becomes one of Madura's local wisdom. As a first step, researchers conduct a feasibility study to be able to map feasibility from various points of view such as Attractiveness, Accessibility, Socio-Economic Environmental Conditions of the Community, Accommodation, Supporting Facilities and Infrastructure, Security, Relationships with Other Tourist Attractions.

Furthermore, as a new destination in Pamekasan Madura, this object is considered worthy of development although there are still some that must be improved, especially from the aspect of infrastructure. This destination has a uniqueness, namely tourism that provides knowledge of procedures for producing and managing salt. This is interesting to be branded as a new destination and needs halal legalization so that this destination can be safe and comfortable for tourists. In the future, this destination will become a pilot for edutourism in Madura, both concept and management.

## **3 Results and Discussion**

### **3.1 Eduwisata Garam**

Village-Owned Enterprises (BUMDES) Mutiara Saghara Bunder Village has the potential for Salt tourism, which on Sunday, April 4, 2021, was officially launched. Madura Salt Tourism is also supporting the Thematic Village program in Pamekasan Regency. This destination provides attraction in the form of educational facilities about the traditional salt processing process to the general public. Apart from that, Madura Salt Tourism will also be used as a showcase for people's salt products, ranging from boiled salt and processed products of the residents of Bunder Village.

In addition, the eduwisata location will also be used as an integrated BUMDES business unit. Because, later there will be a waste processing center, salt recistral and other units that will be integrated with Madura Salt Tourism. Even to enter the Madura Salt Eduwisata location, the manager applies e-salt. Where visitors only need to buy Garam Smart for IDR 5 thousand. The iodine salt produced by BUMDES Mutiara Saghara is also an entrance ticket to the eduwisata location. This salt tourism is also a destination that is expected to be an innovation to improve the people's economy that emerged as a response to the idea of a Thematic Village by the Regent of Pamekasan Baddrut Tamam.

In addition to improving the economy of local residents, he hopes that the existence of Madura Salt Tourism can help reduce the unemployment rate in the local area. Furthermore, concentrations related to edutourism facilities ranging from mangrove forest river crossings using boats, education on traditional salt processing, and bazaars of traditional processed products of residents, can be new jobs that can be utilized by local residents (Madura.id news).

Salt Tourism, Bunder Village, Pademawu District, additional facilities continue to be carried out. The last is the construction of a bridge for photo spots in tourist areas. During construction, the recreation area was temporarily closed. Taufik Hidayat, Director of BUMDES Bunder in Pademawu Regency, said Bunder Village has been designated as a thematic village. According to him, his party received the Pamekasan Regency Government award. The price is 200 million rupiah in cash. In addition, the money is used to improve and expand Salt Eduturism facilities such as the main icon of Bunder Village. The salt tourism is built gradually and sustainably.

Later the construction is almost complete but is still in the development process and will reopen after the renovation is completed. In addition to updating the appearance of salt tourism, Taufik also added boats. The boat was pushed down the river. This is to pamper the travelers who visit the tour. This eduwisata is the packaging, the goal, the salt farmers prosper. Because we absorb souvenirs from salt farmers, hire residents, and this salt farm will later become a major icon for the welfare of citizens.

### **3.2 Tourism Feasibility Study**

According to [2], the tourism feasibility study is divided into seven aspects, namely:

**Attractiveness.** The facilities of this salt educational park include bridges, gazebos, seats as well as play areas, and photo spots (Fig. 2).

The park within the salt tourism area serves as a playground for visitors or tourists while watching salt-making activities. This tourist attraction is the land for the production and management of salt. However, because salt production is seasonal, the tour manager designed this destination with photo spots, and river crossing tours as an attraction in the location. This is a creative step to keep tourists to be able to visit the salt tourism.



**Fig. 2.** Salt Tourism Park Bunder Pamekasan

**Accessibility.** The access road to salt tourism is very easy to reach, it can be passed by two-wheeled or four-wheeled vehicles and even mini buses or buses (Fig. 3). This bunder village is located in Pademawu sub-district, Pamekasan district.

Access to this salt tourism can be passed by 4-wheeled vehicles, but for the size of the road section, it still needs to widen the road. In addition, the road to the location is still poorly lit and the road is still a rural road.



**Fig. 3.** Access to Salt tourism

**Socioeconomic Environmental Conditions of the Community.** In the village, human resources are needed for the progress of the village itself. The more competent human resources, the better for the village itself. Bunder village itself is on average a farmer because the land for farming is quite large. The ability of the people in Bunder Village

in terms of farming is undoubtedly proven by their proficiency in farming that has been mastered for many years. Not only in farming Bunder Village, there are people or residents who are proficient in making wooden furniture, they can send the results to all corners of Pamekasan Regency and even outside the city. The large number of people in productive age makes their work ethic even higher, in terms of village development, the community is not to be outdone.

The villagers flocked in terms of village development. In terms of health, the Village Government seeks to provide services by providing health cadres in each hamlet if there are residents or communities experiencing health problems can take action directly. In order to advance or develop the village community, the Village Government has provided several social activities.

**Accommodation.** Pamekasan Regency is one of the cities geographically located in the middle of Madura Island. In terms of accommodation, Pamekasan has land and sea transportation modes (Fig. 4).



**Fig. 4.** Terminal Pamekasan

The transportation facility in Pamekasan is a terminal, which has functions to meet and support easy access to salt tourism. One of the accommodations to the city of Pamekasan can be done via private vehicles and buses. The terminal in Pamekasan is located about 7 Km from the salt tourism location.

**Supporting Facilities and Infrastructure.** As a residential area in Madura Pamekasan has various facilities such as star-rated hotels such as, Azana, Front One, Odaita. This supports tourism activities in pamekasan, especially in Madura. One of the tourist facilities is lodging, this Front One Hotel is the largest hotel in Pamekasan district (Fig 5). This hotel is located in the middle of the city so it makes it easier for tourists to stay at their destination.

**Security.** Based on a statement from the chairman of bumdes, until now, even though the conditions are poorly lit in this destination, it is still safe. Safety is the main factor

in terms of visitor comfort in tourist locations. The finding in the field is that there are often no officers to serve when there are tourists visiting the location.



Fig. 5. One of the Hotels in Pamekasan

**Relationships with Other Attractions.** The closest location of this salt tourism is Jumiang Beach, and the Fire Never Goes Out. If one day you want to develop a tour package, it can be paired with the nearest destination in Pamekasan.

**Role Model Eduwisata Madura.** Role models basically refer to the theory of social learning proposed by Bandura. The theory explains that basically the learning process in individuals can occur due to observations made by individuals to the environment and other people around them [3] when the theory is applied to explain the role model as described by [4], it can be understood that the role model brings benefits to increasing motivation in individu who see or observe the model which will improve existing outcomes and vice versa.



Fig. 6. Salt Production Flow

In this study, the researcher provided a descriptive analysis of how the salt process is produced (Fig. 6). This salt tourism cannot be enjoyed every day because this location



can be enjoyed during the salt season. For the rest, BUMDES Bunder Village provides new concepts such as designing photo spots and riverbanks. This is an alternative tour when tourists visit in addition to the salt season. Fig. 7 is the gateway to the salt educational tourism object in Bunder village, Pamekasan.



**Fig. 7.** Salt Eduwisata Entrance



**Fig. 8.** Supporting Facilities for Salt Tourism

The facilities are public toilets provided by the manager of the salt tour, located at the entrance to the tourist attraction (Fig. 8). Toilets are a requirement for public facilities that must exist in tourism objects.

Based on the theory above, this salt tourism actually deserves to be a new destination in Madura that is in accordance with local wisdom. Despite the fact that this salt season is in certain months. Researchers found it uncomfortable that services in obtaining information related to Bunder tourism are sometimes still not good. This is due to the lack of limited human resources, and the lack of education from the management. Some occasions when researchers visit tourist sites, do not meet with managers, even researchers wait only for information purposes. This needs to be an evaluation by the Village Head to immediately evaluate themselves if edutourism wants to continue to be developed.

### 3.3 Citra Eduwisata Garam

In the quote Frank Jefkins [5] relates the following types of imagery:

- a. The mirror Image (image reflection), namely the existence of salt tourism, became an interesting and uproar when it first appeared and was inaugurated by the Regent of Pamekasan. This destination is considered a new and unique destination.
- b. The current image, that is, the image that later appeared this destination was temporarily closed. The reason is that the site is renovating and developing.
- c. The wish image (desired image), this salt eduwisata image can be an eduwisata that can be a role model of the development of new tourist destinations in Madura. Salt tourism was originally a new hope for the people of Bunder Village. However, until now the development is still constrained by the regional budget.
- d. The multiple image, which is until now the image of salt tourism is still unclear. On various occasions researchers visit this destination the location is locked there is no maintenance and the flow of information is still not well obtained because the manager of this destination who also serves as the chairman of the Bunder Village BUMDES as well as the state civil apparatus who works as a teacher every day. This can be interpreted as assuming to be less professional in its management.
- e. The multiple image (compound image), which is an image that appears related to salt tourism, both data from interviews with DISPORAPAR Pamekasan and tourism managers. Eduwisata Bunder has a positive image in the future but there are also those who say that this salt education is only the output of the thematic Village competition project.

Salt tourism is a new destination based on local wisdom. This study intends to conduct a feasibility study to describe the feasibility of the attraction. This salt tourism originated from the thematic village selection held by the Pamekasan Regency Government. Salt tourism presents a vehicle for knowledge about the salt production process from upstream to downstream. One of the instruments of salt tourism is tourist attractions, accessibility, accommodation, and others. As a new or long-service destination, it is the top priority that must be considered by tour managers. Findings in the field. Several times researchers visited tourist sites where officers were not there so that tourists who came only took selfies and went home. Meanwhile, the concept raised by this destination is edu-tourism. There is educational value and knowledge to visitors about the process of making salt itself. This is a negative finding that can make the image of this salt tourism rush in the eyes of visitors. Therefore, managers must pay attention to the recommendations of this researcher to further improve services in tourist locations.

## 4 Conclusion

Salt tourism is a new destination in Pamekasan Madura. The concept of eduwisata is the concept of traveling by presenting educational tours so that tourists after returning can get new experiences from their visit. This feasibility study discusses the feasibility of this tourist destination physically, not from the aspect of management management. Here the researcher found several things that need to be evaluated by the management.

This concept of edutourism has actually sold, but if it is not in line with the service of good management, it can become a political vehicle or something else. Some of the findings such as the lack of communication flow, service when you want to know and understand salt tourism, there are no officers on standby on duty. Therefore, if this salt

tourism really wants to be managed professionally such as Lon Malang beach, then the fundamental thing that must be improved is service management.

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