

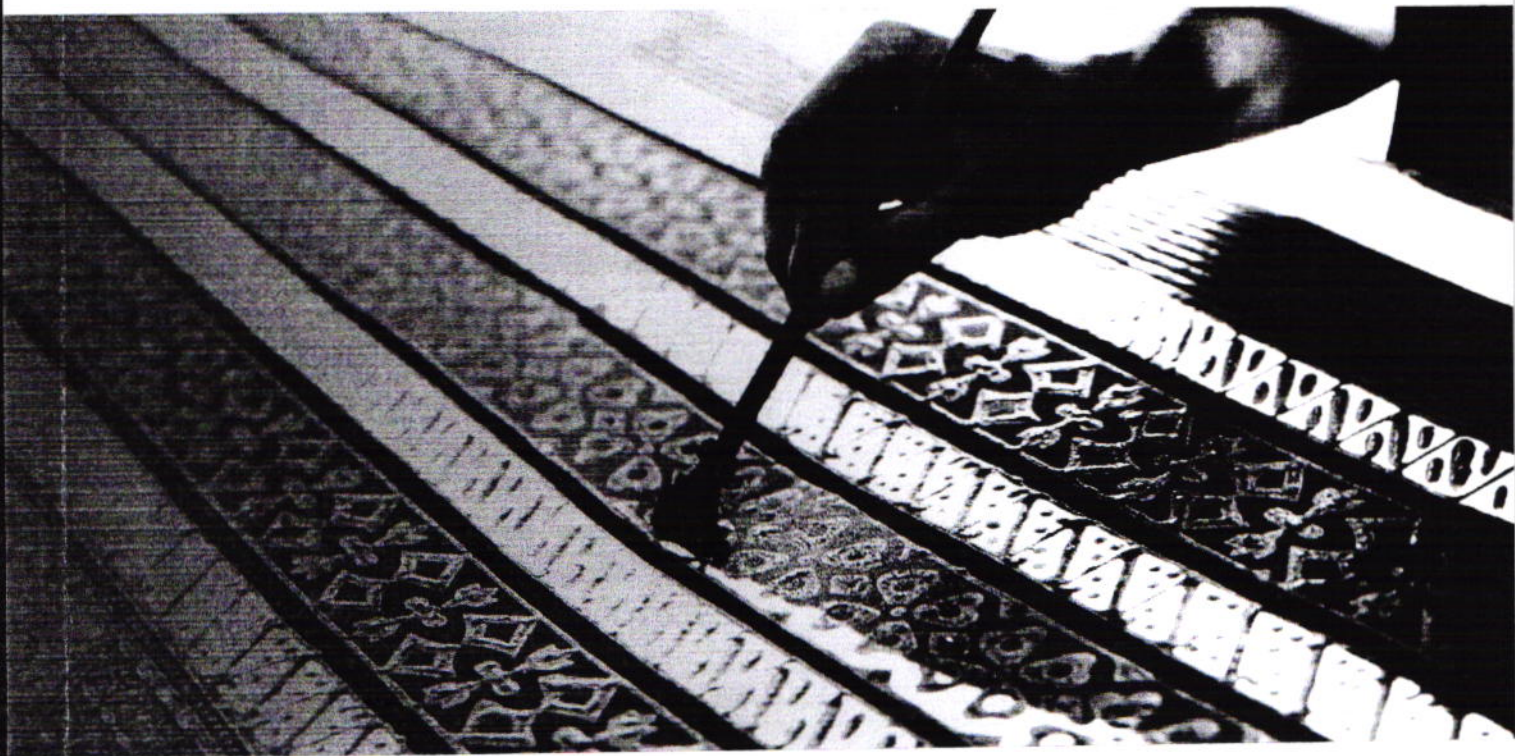
Proceedings

# **1<sup>st</sup> INTERNATIONAL SEMINAR**

CONSERVATION OF CULTURAL HERITAGE

Semarang, April 25th, 2015

ISBN 978-602-14215-9-8



Postgraduate Program  
Semarang State University

PROCEEDINGS

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# **International Seminar on Conservation of Cultural Heritage (ISC2H)**

**Conservation of Batik as the Cultural Heritage of  
Humanity**

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*Organized by:*

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**POSTGRADUATE PROGRAM  
SEMARANG STATE UNIVERSITY**

**INTERNATIONAL SEMINAR ON CONSERVATION OF CULTURAL HERITAGE  
PROCEEDINGS**

Conservation of Batik as the Cultural Heritage of Humanity

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## Foreword

International Seminar on Conservation of Cultural Heritage (ISC2H) is an international seminar organized by the Postgraduate Program of Semarang State University (Unnes), Semarang, Central Java, Indonesia. As the university with conservation vision, Unnes continuously guard the conservation effort in environment aspects as well as socio-cultural.

More specifically, ISC2H aims to discuss the whole aspect of cultural heritage in Indonesia as a part of the world heritage. Indonesia merupakan negara kepulauan yang terdiri dari 35 daerah propinsi. Setiap daerah memiliki kekayaan budaya yang tidak ternilai harganya. Beberapa di antaranya telah diakui oleh dunia dan dikukuhkan oleh UNESCO sebagai warisan budaya tak benda, seperti batik, Saman Dance from Nanggroe Aceh Darussalam, Puppet Shadow, Keris and Tosan Aji and Keris (traditional weapon), etc.

ISC2H will be held every two years. The 1<sup>st</sup> seminar of ISC2H in 2015 will be focused on Conservation of Batik as the Cultural Heritage of Humanity and promote the development and dissemination of theoretical knowledge, conceptual research, and professional knowledge in relevance with batik. Various studies and analyses could be explored related to batik conservation and development, including education and training, history and culture, language and oral tradition, conservation and preservation, art and design, fashion and product diversification, economy and marketing, industrial engineering, management, social science and humanity, natural science, human resources, and environmental aspects. The use of ICT and emerging technologies such as social media will also be part of the discussion and proceedings.

Semarang, April 25th, 2015  
Organizing Committee

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## THE OPPORTINITIES AND CHALLENGES OF THE DEVELOPMENT OF SHARIA TOURISM IN INDONESIA

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### Abstract

Sharia Tourism is not limited to religious tourism, such as the Pilgrimage, the umrah, and guardians tour, Sharia Tourism may take the form of ecotourism, nautical tourism, religious tourism, cultural tourism and others. The main focus of Sharia Tourism is alternative destination and some facilities that responsive to the needs of moslem tourists. This study will describe: (a) the potential of Indonesia as a tourist destination of world; (b) the criteria of tourist facilities that are responsive to the needs of moslem travelers; and (c) the challenge of the development of sharia tourism in Indonesia. The study will be conducted using qualitative research in which data is collected through library research and session of interviews with the relevant authorities, documentation, and observation.

The results of this study were: (a) Indonesia has capital of human resources with a large moslem population. Indonesia has the World Heritage Cultural Sites and a number of nature and culture that can become sharia tourism destination; (b) the criteria of sharia tourism in line with the aim of sharia application namely the protection for human being, such as faith, life, sense, bloodline and possessions; (c) The challenges of sharia tourism in Indonesia are the preparation of resources and facilities in the form of the provision of hotel, restaurant, spa, travel agents, tour destination and tour accommodation

**Password: Tourism, Sharia, Destination, Facilities**

### Introduction

tourism and creative economy to transform  
The ministry of tourism and creative sharia tourism. Specifically, this study will be economy describe that the tourism sector be 5 describe: (a) the potential of Indonesia tourism large contributors to largest foreign exchange as a destination in the world; ( b ) facilities to for the country. The central of statistics stated, cover the needs of moslem tourists; and ( c ) the in 2011 noted tourism sector supply capable of challenge of the development of tourism sharia. foreign exchange accounted for about usd 9

billion or equivalent Rp 108,4 trillion. From the **Theoretical Review**

side of employment in 2011, as many as 8,53 a. **The basic concept of sharia tourism**

million people move in the field of tourism. A Islamic tourism is a new dimension of sizeable profit it makes the tourism sector tourism that is not limited to purely religious become one of the superior product be fixed and tourism, but extends to all forms of tourism optimized, the potency of Indonesia tourism is (Mustafa: 2010). In general, sharia tourism and large, such as natural beauty; cultural diversity, conventional tourism no different, only the and the site of historic. needs of tour packages, accommodation, the

Thomson reuters released the tourists food and drink that fulfilled the provisions expenditure for visit to the other countries along Islamic values. Shakiry define Sharia tourism 2012 reaching 12.5 percent of world tourism as: Islamic tourism is all kind of tourist, expenditure (Hamzah: 2013 ). A great instilled with the value of Islamic ethic opportunity in this sector push The ministry of

(Shakiry in Sofyan: 2012). Sharia tourism not b. The needs of muslim tourists limited to religious tourism only, but extends The needs of moslem tourists can into all forms of tourism (Mustafa: 2010). divided into three tiers of (Shani: 2007),

Traveling get legitimacy of Islam. As namely: ' the belief system, Islam gives directions to Need to have (something that there mankind to take stock a sign of greatness of the should be and must not compromise), of the lord that stretches across the sky and earth. The availability of *halal* food guaranteed, both purpose of *safar* in the kuran to contemplate the material and the kitchen used guaranteed by the miracle of creation. Allah Say, [O Muhammad], authority of local cleric and the availability of "Travel through the land and observe how He Qiblat directions facilities and a sacred prayer began creation. Then Allah will produce the and worthy. final creation. Indeed Allah, over all things, is competent." (Qs al-Ankabut: 20). Good to have, the needs of the second is also important for moslem travelers, of the

God spread out the two a sign of his availability of a small room that uses water flow greatness to human beings, namely: First, verses for *taharah*. *qauliyah* that was found in the Koran and al- Nice to have (nice if it is available), the hadith. This is a way of human life. Second, needs of the three related to the absence of *kauniyah* verses, that is the proof of god activities in category not kosher, such as majesty to know the greatness of god. The gamble, basking in the beach with the koran praise travelers (al-Saihun) who traveled nakedness of open and the activity of non halal in order to get the lesson and teaching (Q.S At- other in the package tourism. In addition, there Taubah [9]: 11-12). The koran explain an order are also activities of tourism does not violate traveled (q.s al-hajj 22: 46). Based on these sharia verses, Islam ordered a human being to understand the power of god by traveling.

#### Research Methode

In line with the aim of sharia, namely maintain the well-being of men which includes protection against faith, life, sense, bloodline and chattels. The principles in sharia tourism must be conducted based on the purpose of raising religion spirits with an entertaining manner. According to the ministry of tourism and creative economy and the council national sharia, sharia tourism have general criteria as follows (Nirwandar, 2011): (1) the congregation orientation; (2) enlightenment, refreshment, and calmness orientation; (3) avoid of polytheism and *khurafat*; (4) Avoid *maksiat*, like fornication, pornography, liquor, and drugs; (5) keeping behavior ethics and sublime humanitarian value as avoiding behavior; (6) keeping the mandate, security and convenience; (7) universal and inclusive; (8) preserve the environment; and (9) sociocultural respecting values and the local wisdom.

Research method the research is descriptive qualitative research. Data collection with in-depth interview techniques, documentation, and observation. The main informants is sharia tourism entrepreneurs, namely the tourism agency, MUI, sharia hotel owner, moslema Spa owner.

#### Result and Discussion

##### The Potential of Sharia Tourism in Indonesia

Sharia tourism be new trend of tourism is currently being developed by several countries in the world, not only the countries with the majority moslem population, but also a country with the inhabitants of the majority non moslems, such as Japan, Thailand, and Singapore who has prepared a moslem service friendly destination to aim at the moslem consumer. Moslem has a way of life that is tied with the rules of sharia, similarly when they travel tourism. Sharia tourism is not limited to

religious tourism, as hajj, umrah, and a into capital also for the development of pilgrimage guardian. Sharia tourism may Indonesia as sharia destination of the world .

include ecotourism, maritime tourism, religious Third, the potential of natural resources tourism , cultural tourism and others. of Indonesia. Indonesia has the potential for

The object and tourist attraction are community-based tourism. Extending from the divided into three groups: ( 1 ) nature touris; (2) province of beautiful natural Nanggroe Aceh tourism based on history and culture; and ( 3 ) Darussalam until the province of Papua with all tourism that is oriented to special. These three object tourism and the availability of facilities types of tourist attraction can be developed and supporting tourism (Indonesia.go.id ). sharia tourism with the program and facilities Indonesia is the largest archipelago with long providing for moslem (Manuel baud bouvy and 5.120 km from west to east and 1,760 km from fred lawson on tourism & amp; recreation north to south. More than 17.100 island handbook of planning and design: 1998).

stretches along the mainland, Indonesia has the Indonesia is a country which is really potential of natural and beautiful island with potential to be developed as a sharia destination. tropical forests having 17.100.

It can be known from three things, the first is: In east java for example, there are the moslem population is in second place after variety of object natural attraction, as: Bromo kristen-katholik. In 2013 1,62 at more than a mountain, Semeru mountain, kelud mountain, a billion people or 22,43 % percent human bathhouse for Cangar, Jatim Park, Flora Park, population on earth ( www.30 days.net ). It Safari Park, plantation, white sand Situbondo, would be referred to moslem people spending ngliyep coast as well as a row of other tourist reached us \$ 137 billion in the state of the place that may be developed become the object economy report on Islamic global (Hamzah, of sharia tourism by preparing services which 2013). There is a huge opportunities for the meet the conditions and characteristics of the development of tourism in Indonesia to become sharia tourism. Some object of tourism in one of the alternative destination.

Indonesia who makes tourists amazement The second, the potential of human among those, such as Dewata Bali island, Raja resources and culture of Indonesia. The number Ampat Papua, Wakatobi, the island of Komodo, of Indonesian moslem reach 207.176.162 toba lake, Borobudur temple, the island Sipora people or the equivalent of 87,18 percent of in Mentawai, and a national park hill thirty in Indonesia population (BPS, 2000 ). Indonesian Riau. In addition to the tourist attraction, there moslem spread more than 300 ethnic and tribal is also natural attraction which are in and 742 language and dialects. Each area conservation area can distinguished in the form having the character of culture and local unique. of a national park, tourist destination, the Indonesia has 8 world cultural heritage sites that garden of the sea and the forest. Emerald land can be developed into a place of exhibition and the equator are blessed to have this natural international festival. All natural wealth and the beauty, sparked astonishment domestic and cultural object can become a sharia destination international tourists .

(Sofyan, 2012 ). In east java for example, there The tourism facilities that are responsive are variety of tourism , the tomb of the trustee, to the needs of moslem

the relics of the history of Singosari and The basic needs of muslim tourists can Mojopahit, the site of ancient, the long mosque be described in the following chart :

building a unique, Prambanan temple, the site of culture, Reog Ponorogo and other The number of large population with diverse culture



The basic needs of muslim tourists  
(Cresecentrating)

Based on the data above, the development of sharia tourism can be programmed the doing standardization against sharia tourist services, such as hotel, restaurant, Spa, and travel agent.

- a. Sharia hotel. Researchers as well as industry practitioners describe the general agreement on a set of some basic characteristics and attributes of sharia-compliant hotel.

statement, they give a set of requirements that the hotel must meet to be a sharia compliant. The attributes included among Indonesia only visited 8.8 million foreign others: (henderson jc, 2010; stephenson et al, 2010; suhaiza et al, 2011). Samori reached 25,7 million and thailand with 26.6 describe the Sharia hotel requirements: (1) million. Indonesia has 17.504 island, with Halal foods and no alcohol to be served on 13.466 island have had names and listed in the the premises or hotels; (2) Having the Holy United Nations, and 11.799 or 87,64 percent of Book Quran, prayer mat and arrow that them uninhabited.(Antara.News.com). During indicating the direction of qiblat; (3) Beds the last three years, the number of foreign and toilets positioned not to face the qiblat; tourists will always increase. Originally from 7 (4) Prayer room available on the premises million foreign tourists in 2010 to 8.8 million in and hotels; (5) No inappropriate 2013, with the growth of average 8.5 %. To entertainment; (6) Predominantly Muslim 2014 from January to August has reached staffs with a proper Islamic code of dressing; 6.155.553 foreign tourists with the growth of (7) Separate salon, recreational facilities and 9.1 %. Indonesia has more diverse destination swimming pool for men and women; (8) and more than Malaysia and Singapore in an Separate room/ floor for unmarried couple appeal. But, the number of tourists visiting between male and female; (9) Tourists Indonesia is far lower. These facts can be traced dressing code; (10) No gambling and alcohol some of the lack of Indonesia compared to the drinks in the hotel lobby or restaurant; (11) two countries in developing tourism sector, (1) No prohibited foods and beverages in the Branding and the promotion of Indonesia hotel fridge; and (12) Islamic funding tourism; (2) Infrastructure destination that has (Samori, 2013).

- b. Sharia Spa has not standard operational procedure. Based on observations in the Aliya Spa, Alfafa Spa, and Naura Spa known to every salon having a pattern of different services. Islamic ethics applied in some respects, the following: salon just give services to women, men shall not go into the salon only in the living room, having herbs cosmetic, dressing moslem employees, praying each will give therapy, did not provide services totok the vagina, curly hair did not provide services, coloring hair with Hena herbal. (Result of Moslema Spa observation).

- c. The availability of restaurants in the area destination. Halal assurance restaurant should involve LPPM MUI is entitled to do as an institution that kosher food certification.

#### The Challenge of the Development of Sharia Tourism in Indonesia

As the state largest islands in the world, Indonesia only visited 8.8 million foreign tourists every year, far smaller than malaysia al, 2010; suhaiza et al, 2011). Samori reached 25,7 million and thailand with 26.6 describe the Sharia hotel requirements: (1) million. Indonesia has 17.504 island, with Halal foods and no alcohol to be served on 13.466 island have had names and listed in the the premises or hotels; (2) Having the Holy United Nations, and 11.799 or 87,64 percent of Book Quran, prayer mat and arrow that them uninhabited.(Antara.News.com). During indicating the direction of qiblat; (3) Beds the last three years, the number of foreign and toilets positioned not to face the qiblat; tourists will always increase. Originally from 7 (4) Prayer room available on the premises million foreign tourists in 2010 to 8.8 million in and hotels; (5) No inappropriate 2013, with the growth of average 8.5 %. To entertainment; (6) Predominantly Muslim 2014 from January to August has reached staffs with a proper Islamic code of dressing; 6.155.553 foreign tourists with the growth of (7) Separate salon, recreational facilities and 9.1 %. Indonesia has more diverse destination swimming pool for men and women; (8) and more than Malaysia and Singapore in an Separate room/ floor for unmarried couple appeal. But, the number of tourists visiting between male and female; (9) Tourists Indonesia is far lower. These facts can be traced dressing code; (10) No gambling and alcohol some of the lack of Indonesia compared to the drinks in the hotel lobby or restaurant; (11) two countries in developing tourism sector, (1) No prohibited foods and beverages in the Branding and the promotion of Indonesia hotel fridge; and (12) Islamic funding tourism; (2) Infrastructure destination that has not developed in a maximum of; (3) Facilities

services that meet the needs of moslems, such as hotels, sharia Spa, sharia restaurant is still limited; (4) Human resources directly involved as tourist travel agents and tour planner who have to understand the time of worship, the place of the implementation of prayers, and the provisions of sharia so understand the needs of muslims.

Efforts to attract tourists could the world be taken by those efforts, synergetic as follows:  
1. The branding and packed sharia destinations in Indonesia. One of the efforts to use the virtual internet technology to improve promotion. The beauty of nature, cultural diversity, and the country 's historic be packed into his promotion boards english-speaking foreign tourists will easy to determine who will attract tourist destination. Tourism promotion to offset by an increase in the quality of services on a tourist destination, as tourist area clean, a toilet that is clean the worship of the tourism destination are adequate, there are adequate, guaranteed security, a reliable guide and use of the Indonesian language and british have signposts/place.

### Conclusions and Recommendations

1. Indonesia has capital of human resources with a large moslem population. Indonesia has the World Heritage Cultural Sites and a number of nature and culture that can become sharia tourism destination.
2. The criteria of sharia tourism in line with the aim of sharia application namely the protection for human being, such as faith, life, sense, bloodline and possessions.
3. The challenges of sharia tourism in Indonesia are the preparation of resources and facilities in the form of the provision of hotel, restaurant, spa, travel agents, tour destination and tour accommodation.

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