

# **Decomposing sociopreneur model supporting national economic recovery through the development of sustainable halal tourism**

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## **Abstract**

This study analyzes the sociopreneur model that can support national economic recovery through sustainable halal tourism. The method used is a case study of a Sociopreneur Community (Sudut Lombok). By conducting in-depth interviews, the author found that Lombok Corner offers the concept of Responsible Tourism and Ecotourism and is supported by several services collaborating with the surrounding community. In addition, Corner Lombok also has several social programs, where a portion of the profits from the business sector, at least 25% of the net profits of investors, will be allocated to social activities to improve the welfare of the people of East Lombok. This business model is expected to be an example for developing Sustainable Halal Tourism in other places to encourage the development of Indonesian halal tourism, whose benefits can also be felt by the surrounding community.

**Keywords:** halal tourism; Sudut Lombok; sociopreneur.

## **Introduction**

“Have you not seen that Allah sends down water from the sky? Then We brought forth in addition to that crops (fruits) of various colours. And among the mountains are white and red paths, black and intensely black?”(QS. Fātir [35]:27)

From the above verse, it can be seen that Allah has created the earth perfectly and has incredible beauty. Indonesia has an abundant natural beauty that God has given. We can use this natural beauty as a tourism destination. And if this can be optimized properly, it will help Indonesia's economic growth. The tourism sector was chosen because Indonesia has a potential natural charm. This natural charm has the potential to make tourism grow consistently above Indonesia's economic growth. It is recorded in the data that in 2019, the tourism sector contributed to the GDP

figure of 15%, the highest GDP in ASEAN, with an increase in visitors by 15 million people. It is also proven that Indonesian tourism contributes to the absorption of 12 million jobs with labour-intensive projects that address the unemployment problem in Indonesia .

With the increasing growth and development of the tourism sector, halal tourism is becoming a trend in Indonesia. This happens in the tourism sector of central Indonesia, precisely in the Province of Nusa Tenggara Barat (NTB). The province of NTB is actively introducing the concept of halal tourism. The existence of halal tourism in NTB is one of the new trends in the world of tourism, which positively impacts the socio-economic conditions of the community. One proof of its seriousness is by issuing a local regulation on halal tourism and evidence that it won various awards. In 2015, Lombok won an award with the best predicate at the World Halal Travel event and became the World's Best Halal Honeymoon Destination and the World's Best Halal Tourism Destination (Wisatadilombok, 2015). On April 12, 2018, UNESCO designated Mount Rinjani (Lombok) as one of the Global Geopark Network (Indonesia.go.id, 2018).

Seeing the development of Lombok tourism, which is increasingly advanced, it turns out that it is still not in line with the increase in the standard of living of small communities around the tourist attraction. This can be seen from the condition of the community around the tourist attraction. One example is East Lombok, which is a tourist destination. According to data from the Central Statistics Agency (Badan Pusat Statistik, BPS), in 2017 East Lombok's poverty depth index (P1) reached 18.26 per cent. The poverty severity index (P2) for urban and rural areas increased from 0.762 in September 2017 to 0.905 in March 2018. The poverty severity index for rural areas increased from 0.522 in September 2017 to 0.601 in March 2018 (BPS Kabupaten Lombok Barat, 2018).

With the increase in the poverty index in both regions and urban areas, the social gap between the poor in urban and rural areas is widening. It is increasingly visible that the development of Lombok tourism, which is increasingly advanced, is not in line with the increase in the standard of living of small communities around tourist attractions (Axioma & Ardiwijaja, 2005). Therefore, sociopreneurs were chosen to be able to solve these problems because social business is one of the best ways that young people in Indonesia can manage existing tourism potential. Besides that,

sociopreneurs not only focus on profits but also play a direct role in the Human development resources and the environment to create new sources of income for small communities related to tourism.

Based on this background, a practical strategy is needed to develop a sustainable halal tourism sector with a populist economic system and a vision of revitalizing environmental ecosystems. Thus, the development of the tourism sector will be faced with four sides of the program approach, namely the tourism development program, which is aimed directly at tourists and human resources at large or the community in general, namely having programs in the business sector and the social sector in a balanced manner. The goal is to make Lombok the centre of world halal tourism by optimizing Lombok's tourism potential with innovative programs that support the people's economy and overcome social inequality problems in the Lombok area.

## **Literature review**

### **Halal tourism**

The tourism sector is one sector that can increase employment and economic growth. Currently, halal tourism is in great demand. This is in line with the increase in Muslim tourists yearly. The development of halal tourism has begun to be carried out by countries with most Muslims and non-Muslims. According to the NTB Provincial Regulation No. 2 of 2016 concerning Halal Tourism, halal tourism is an activity of tourist visits to destinations and the tourism industry that prepares products, services, and tourism management facilities that comply with sharia (Gubernur Nusa Tenggara Barat, 2016). According to the fatwa of the National Sharia Board-Indonesian Council of Ulama (DSN-MUI) Number 108/2016 concerning Guidelines for the Implementation of Tourism Based on Sharia Principles, what is meant by tourism is as follows (DSN-MUI, 2016):

1. Tourism is a travel activity carried out by a person or group of people by visiting certain places for recreation, personal development, or studying the uniqueness of tourist attractions stayed for a temporary period;
2. Sharia tourism is tourism that follows sharia principles.

3. Tourism is a variety of tourism activities supported by various facilities and services provided by the community, business people, government, and local governments.
4. Sharia tourism is tourism that follows sharia principles.

### **Halal tourism development**

Knowledge and awareness of halal products increase the halal industry's growth (Hamdan, Issa, Abu, & Jusoff, 2012; Rahman, Rezai, Mohamed, Shamsudin, & Sharifuddin, 2013). The increase in the halal industry has led to halal tourism as a new phenomenon (Samori, Md Salleh, & Khalid, 2016). This is also supported by various literature, which explains that Muslim tourists care about the consumption of sharia-compliant products and services when visiting tourist attractions (M. M. Battour, Battor, & Ismail, 2012; M. M. Battour, Ismail, & Battor, 2010; Jafari & Scott, 2014).

Interest in halal tourism is experiencing increasing growth (M. Battour & Ismail, 2016). This increase aligns with the rise in Muslim tourists yearly (Bhuiyan, Chamhuri, Ismail, & Islam, 2011; El-Gohary, 2016; Henderson, 2016; Yusof & Shutto, 2014). Muslim tourists are expected to increase by 30 percent in 2020 and increase the value of spending to 200 billion USD (MasterCard & CrescentRating, 2016). To explore the great potential of halal tourism, many countries (with Muslim and non-Muslim majority) have begun to provide tourism products, facilities, and infrastructure to meet the needs of Muslim tourists. However, many business people and parties are still involved in the tourism sector and are constrained in understanding (both products, facilities and infrastructure) of halal tourism (El-Gohary, 2016; Mohsin, Ramli, & Alkhalayfi, 2016).

Tourism plays an essential role in the world economy because it is considered one of the contributors to job growth and economic growth in any country. So tourism can also be seen as one of the essential sources of Gross Domestic Product (GDP). Increasing Muslim tourists is an opportunity and a challenge to improve the tourism sector.

### **Sociopreneur**

The term sociopreneur or social entrepreneur is a person who engages in entrepreneurial activities to solve social and environmental problems by empowering communities through activities that have economic value. Bill Drayton introduced this term

in 1972. Bill Drayton defines social entrepreneurship, "socio entrepreneurs are not content to give a fish or teach how to fish. They will not rest until they have revolutionized the fishing industry." From Bill Drayton's statement, it can be concluded that social entrepreneurship plays a role in solving social problems with socio-charity and is much better than that (Albinsaid, 2018). Sociopreneurs make significant changes to the existing order to solve these problems. Hulgård (2010) defines social entrepreneurship as "the creation of a social value that is produced in collaboration with people and organizations from the civil society engaged in social innovations that usually imply an economic activity."

### **Characteristics of sociopreneur**

The characteristics possessed by sociopreneurs are as follows (Bornstein, 2006): 1) People who have a vision to solve social problems as community reformers with very strong ideas to improve people's living standards; 2) Generally not famous people, for example: doctors, lawyers, engineers, management consultants, social workers, teachers and journalists; 3) People who have transformative power, namely people with new ideas in facing big problems, who are tireless in realizing their mission, like challenges, have high endurance, people who really don't know the word surrender until they managed to spread their ideas as far as they could; 4) People who are able to change the performance of the community by continuously improving, strengthening, and expanding the ideals; 5) People who promote systematic change: how they change patterns of behavior and understanding; 6) Most creative problem solver; 7) Being able to reach far more people with far less money or resources, with the courage to take risks so they must be very innovative in proposing solutions to problems; 8) Being able to reach far more people with far less money or resources, with the courage to take risks so they must be very innovative in proposing solutions to problems; 9) They go beyond old formats (established structures) and are driven to find new forms of organization.

### **Sudut Lombok**

Sudut Lombok is a social business engaged in tourism and social activities, especially those related to education and training. Sudut Lombok has a vision: Together, building Lombok through

tourism development and human resources to make Lombok the world's best tourist destination in line with improving the welfare of the people of Lombok. The mission is as follows:

1. Directly involved in tourism development in nature, culture, and customs.
2. Promote the beauty of nature, culture, and customs.
3. Introducing the culture of sustainable tourism to tourism actors in Lombok.
4. Build and develop disadvantaged communities on the island of Lombok.
5. Build and develop members of the Lombok corner for mutual success.

Sudut Lombok was founded in March 2016 by Andriawan Abdi, a graduate of Bakrie University. In the first year of its establishment, this social business focused on developing social tourism programs related to the development of small communities and the socialization of sustainable tourism culture in the community. To accommodate all the schedules that were launched and convey the social mission, then in May 2016, a community was established with the name Sudut Lombok. Then this community became the driving force for social tourism programs in Lombok.

### **Research methods**

This research includes qualitative-descriptive research. The descriptive analysis describes a phenomenon by describing several variables related to the problem and the unit studied among the phenomena tested. Using descriptive research will make the data obtained regarding a situation easier to understand, producing accurate and complete data. In this study, the phenomenon studied is the role of sociopreneurs in supporting Indonesia to become the world's halal centre with the case study of the Sudut Lombok.

This research was conducted in Sudut Lombok, Apitaik Village, Pringgabaya District, East Lombok. The reason the researchers chose Lombok Corner as the place of research is as follows. First, Sudut Lombok won the national top ten finalists in the "MX" Talk Wonderful Start-Up Tourism UKM." Second, Sudut Lombok won Indonesia's top three young sociopreneurs (Soprema) 2018 from the University of Gadjah Mada. Third, All members of the Sudut

Lombok community are local Muslim youths. Fourth, Sudut Lombok is a social tourism business and young people who apply the concept of responsible tourism, which is closely related to the development of small communities. And this is in line with the topic of discussion.

The data in this study comes from primary data and secondary data. Primary data were obtained from local youth who are members of the Sudut Lombok community who are willing to become resource persons. Researchers try to build familiarity with the informant, both before and during the interview, so that there is mutual respect between the two parties. While secondary data obtained by researchers indirectly in the form of written sources such as scientific journals, the internet, books, and references that are relevant to research problems.

This research focuses on the role of the sociopreneurs in Apitaik Village, Pringgabaya District, East Lombok (Sudut Lombok). The indicators in the sociopreneur are tourism development aimed directly at tourists and the wider community, the general public, as well as human resource development and the social environment. The researcher focuses on business sector programs and the social sector. With this research focus, the problems studied become more focused and systematic in preparing the report.

The data were collected using observation, interview and documentation methods. Observations were made where researchers directly observed the role of sociopreneurs in Apitaik Village, Pringgabaya District, East Lombok (Sudut Lombok). In addition, to collect the necessary data, interviews with related parties were carried out. Those interviewed were Andriawan Abdi, S.M. (founder & CEO), Mirna Ismiantari, S.A.P (community leader), Syamsul Parodi (operational), Mushar (Head of RT. 03, Bagek Kedok Daya), and Johan Zaenal Abidin (Head RT.02, Bagek Kedok Lauk). While documentation is a data collection method directed at finding data and information through written documents, photographs, drawings, and electronic documents that can support the research process.

## **Results and discussion**

### **Sociopreneur model of Sudut Lombok**

Making Indonesia the world's halal center requires the cooperation of all government and private elements, so in this case, social entrepreneurs are one of the most influential personal elements. Sudut Lombok is one example of a sociopreneur who fundamentally realizes Indonesia's dream to become the world's halal center. Sudut Lombok has a vision of "Together Building Lombok Through Tourism Development And Human Resources To Be The World's Best Tourist Destination That Is In Line With Improving Community Welfare." Departing from this vision, the Sudut Lombok promotes and markets Lombok halal tourism packages. In addition, Sudut Lombok is not only limited to offering tour packages, but this community-based sociopreneur also has a social goal to help realize the vision that they have compiled together with the missions that have been mapped out respectively, namely tourism development, responsible tourism, based community, community empowerment, and promotion, as described in the previous chapter.

In general, Sudut Lombok has business units and social activities. Sudut Lombok has several business units that will be implemented in the business sector. Sudut Lombok business is pursued to be directly related to community development. In the halal tourism business, Sociopreneur offers the concept of Responsible Tourism, a tourism concept responsible for the tourism environment, both for the community and nature. The services offered are car rental services, charity holiday tour packages, and ecotourism, people's lodging with the concept of visiting.

Furthermore, sociopreneur opens a positive hangout in the culinary sector and markets several culinary products communities in rural areas. The business unit that is run is expected to be able to prosper its members and support the funding of its social activities. While in social activities, Sociopreneur has 1000 book movement activities for Lombok, Sudut Lombok reading park, orphaned safari, donations for Lombok earthquake victims, and entrepreneurship training:



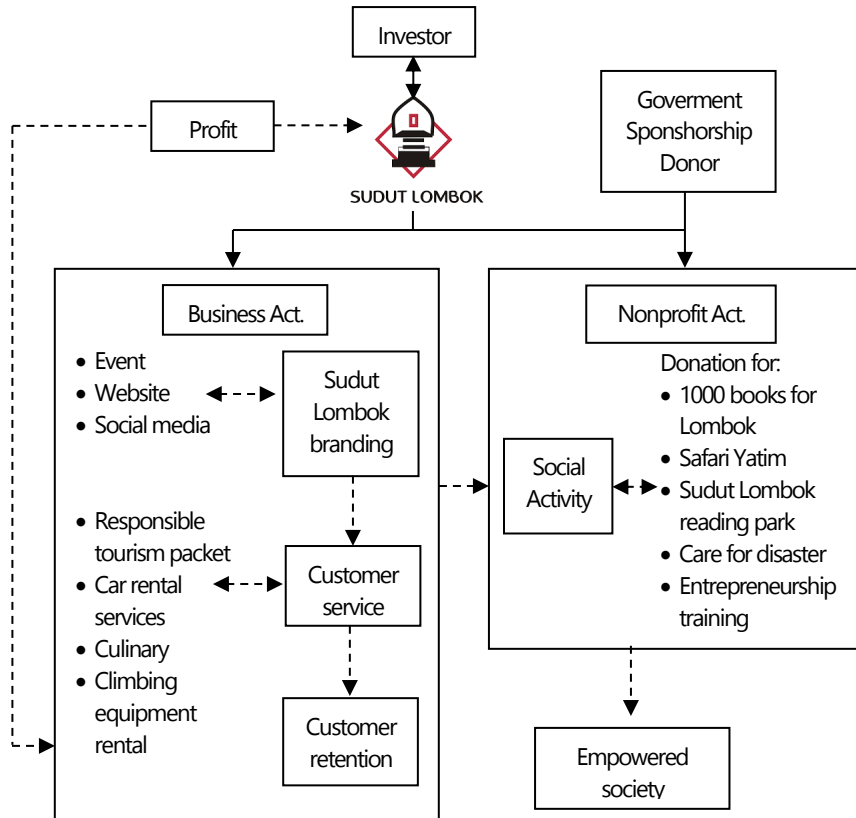


Figure 1. Sociopreneur model

- Charity holiday and ecotourism:** The social tourism package is a tour package that combines 4 SL business units. This tour package invites tourists to travel to Lombok while teaching or having fun with the residents, spending the night on the island while cleaning the beach and planting mangroves for reforestation, as well as paying for the night at residents' homes that offer local hospitality, and are treated to typical Lombok foods, which residents process. That way, tourists participate in realizing Sustainable Tourism.

**People's Lodging:** The model SL offers in its social business is inviting tourists to stay at people's homes. In this case, SL invites residents who want to make at least one room of their houses as a place to stay for tourists; residents who are willing are then offered investment funds with the Musyarakah al-inan contract, namely a cooperation agreement between the homeowner and SL to provide a room jointly. Sharia-standard lodging where the homeowner provides rooms and SL will provide funds to repair their rooms to

have decent standards, provide the community with training on hotel service standards, and carry out promotions and marketing. With this concept, tourists are expected to feel direct warmth from residents and participate in community empowerment in terms of the economy, and of course, help increase people's income.

- **Rental of climbing equipment and cars:** In this business, SL provides rental services of climbing equipment and vehicles for tourists who want to travel to Lombok. This is, of course, to supply the needs of tourists to feel comfortable and to help
- **Culinary:** SL focuses on two sectors in the culinary business, namely positive outings and retailing processed products by rural communities. The positive Tongkrongan developed by SL at least has several mandatory requirements related to community development, such as bookshelves, youth discussion rooms, as well as making teaching and learning programs for children at least once a week, meanwhile for products or local cuisine where SL records the villagers who have culinary products with the standards that SL has set. To then be marketed, SL focuses on developing local dishes.

In addition, the social sector is a method Sudut Lombok takes to help the community improve the quality of Lombok's human resources around Lombok tourism objects, ranging from children to adults. So, in the end, it will enhance the community's welfare through the education and training sector. SL has made an annual donation system to support all social programs in this field. Here are some of these programs:

- **1000 books for Lombok:** The 1000 Books Movement is an effort to raise donations in the form of money and books for the creation of the Sudut Lombok Reading Park, which in turn will become a learning centre for the surrounding community and can support several social tourism programs in Sudut Lombok. So far, there have been 8 Reading Gardens spread across several places in Lombok, namely Aikmel, Apitaik, Sembalun, Bilok Petung, Limbungan, Batu Layar, Gangga, and Pringgabaya.
- **Safari Yatim:** A year-round fundraising program for a trip to several villages in Lombok, packed with learning programs and donations for orphans throughout Ramadan every year.

- **Orphans in cinema:** An educational program given to orphans through films shown in cinemas. In this program, village orphans are brought to a cinema in the city centre to feel happy while travelling but still packaged in education.
- **Care for disasters:** A donation program for disaster victims throughout Indonesia open throughout the year without waiting for a disaster to occur first. This program is expected to provide opportunities for all Indonesian people to help disaster victims when they have more funds, without waiting for a disaster to happen.
- **Training:** The training held by the Sudut Lombok is training whose main objective is to train the community on building a tourist village area with service standards that are the reference in a tourist village. These training are focused on several towns with tourism potential, but the community is still left behind where there are partners who can be invited to collaborate in business.
- **Nanggi Lampion Festival:** Nanggi Lampion Festival Bukit Nanggi has a height of about 2300 meters above sea level. is a lantern release event combined with the planting of 1000 tree seedlings in Bukit Nanggi, Sembalun Bumbung. In this event, SL as the committee provided 350 units of lanterns, which were flown in Bukit Nanggi around 20:00 WITA on June 4, 2016. Through this event, SL attracted tourists to come as many as 3500 participants. This number can be seen from the ticket booking data. Ascent of Bukit Nanggi on that day. Based on the information reported from the Angular Lombok website, this event has had a substantial economic impact on the community, starting from the income of Bukit Nanggi managers that went into the Sembalun Village treasury to reach tens of millions. The number of participants could become land for making a living for the community by trading. The merchandise residents sell also diverse, ranging from just selling packaged rice, Sembalun's specialty products, to Sembalun's typical harvest.
- **Kondo night festival:** West Nusa Tenggara tourism, in general, and Lombok, in particular, is currently progressing. This is due to the discovery of many new tourist attractions that attract tourists and, of course, the hard work of the West Nusa Tenggara Provincial Government in promoting and improving

the infrastructure of the natural beauty of NTB. One of the favorite vacation destinations for tourists is Gili Kondo, a small island located at the eastern tip of Lombok, precisely in Sembelia District, East Lombok.

Gili Kondo, one of the favorite tourist destinations, has a natural beauty that is an attraction in the form of white sand, clear water, coral reefs, and mangrove forests. The number of tourists visiting Gili Kondo continues to increase every year. Still, this increase is not only profitable from an economic point of view but also has an impact on the environmental damage of Gili Kondo. The environmental impact that is most felt at this time is the increasing amount of scattered garbage. If it continues without getting special attention, this condition will undoubtedly have a severe impact on the beauty of Gili Kondo. It will affect the number of visitors who will be less and less. As a form of concern for the conditions described above, a group of young members of the Lombok Corner held a “Kondo Night Festival” with the theme “Save Our Gili.” The “Kondo Night Festival” event consisted of cheerful camping activities on Gili Kondo, packaged with the release of Fireworks and Lanterns, a Bonfire event, cleaning activities for Gili Kondo, and planting mangrove seedlings with the participants.

- **Enchantment of Limbungan:** Folklore heard about Limbungan illustrates that the existence of Perigi Village contributed to the beginning of civilization in this Sasak Gumi. The fragments of the past culture of the Sasak Tribe are still stored here. One of them, Limbungan Barat and Timur Perigi Village in East Lombok Regency, was named a Traditional Village by the local government as a policy to strive for the preservation of the ancestral heritage of the Sasak Tribe. Indigenous people in Limbungan still adhere to Sasak traditions in their daily lives. Rows of houses with bamboo fences with roofs of Re (that is, thatch leaves) are lined with Sambu or verandas in the form of barns where dry rice is stored in front of their houses. And the Sasak people should be grateful to those who still leave stories of past civilizations in Lombok to be witnessed again in the present.

Some of the linkages between business and social activities from Angular Lombok are profits from the business sector; at least 25% of the net earnings of investors will be transferred to social

activities, which will be managed by Angular Lombok Social team are members of the Sudut Lombok Community. Then through social tourism packages, SL involves tourists to participate directly in community development and tourist areas through teaching and learning activities, staying overnight at residents' homes, and participating in efforts to preserve the environment through reforestation and clean-ups. If this program runs well, every element of the community involved will inevitably positively impact, both in the form of improving the quality of knowledge and from an economic perspective.

### The contribution of Sudut Lombok sociopreneur to the socio-economic society

#### *Economic impact*

After the Sudut Lombok has been running for about two years, the economic impact felt is that SL can provide additional income for around six teams involved in several business units, such as rental of climbing equipment, positive hangouts, and tour packages, especially tour guides and drivers. In addition, the totok chili chips and mushroom abon business which has been running for the last four months, has been able to provide income to 7 members of the corner of Lombok who initially did not have a job (unemployed), namely:

**Table 2.** Members who can benefit

No.	Name	Gender	Adress
1.	Didi Dia	Male	Dusun Bagek Kedok Utara, Desa Apitaik, Kecamatan Pringgabaya, Lombok Timur
2.	Pa'ilun	Male	Dusun Bagek Kedok Utara, Desa Apitaik, Kecamatan Pringgabaya, Lombok Timur
3.	Riana Wati	Female	Dusun Bagek Kedok Utara, Desa Apitaik, Kecamatan Pringgabaya, Lombok Timur
4.	Syamsul Parodi	Male	Dusun Bagek Kedok Utara, Desa Apitaik, Kecamatan Pringgabaya, Lombok Timur
5.	Mala Hajar	Female	Dusun Bagek Kedok Utara, Desa Apitaik, Kecamatan Pringgabaya, Lombok Timur
6.	Hadi kurniawan	Male	Dusun Bagek Kedok Utara, Desa Apitaik, Kecamatan Pringgabaya, Lombok Timur
7.	Andriawan Abdi	Male	Dusun Bagek Kedok Utara, Desa Apitaik, Kecamatan Pringgabaya, Lombok Timur

Sudut Lomok products in the form of Totok Sambal Chips and Mushroom Shredded An average of 250 pcs per day so that each

month they can produce 7,500 Pcs. This product inspires the surrounding community to make processed foods with the same packaging and marketing system as SL products. This product is a substitute for the Rooftop Cafe business, which was quiet due to the earthquake that occurred in Lombok because people are still traumatized to go up to the 3rd floor where this cafe is located.

The Sudut Lombok also helps talented young people market their products, such as coconut shell teapots, bamboo cups, chiseled statues, etc. Then from the results of renting a car and climbing equipment, this also becomes additional income for members of the Sudut Lombok. So that the goal of Sudut Lombok to help its members become independent can be achieved.

### ***Social impact***

Meanwhile, for the social impact of the social programs that SL has developed and run for the last two years, there are inevitably more than 1000 beneficiaries. With the routine youth activities initiated by SL, young people become more and more involved in the community; young people are starting to be trusted to fill positions at the village level, such as Muhar and Johan Zaenal Abidin, who is one of the youths who often participates in SL activities and is believed to be the chairman. The youths have also become active in becoming mosque administrators, which their parents usually carry because people in rural areas still don't believe in youth, so youths are never involved in things like this.

Furthermore, for children with regular SL activities to hold traditional game competitions, the children become aware of the types of ancient games that they did not know about before. According to the admission of one of the SL members, Syamsul Prodi often saw children playing the games that were contested. Meanwhile, in the field of education, the younger siblings in Taman Baca SL were very excited about the teachers who came, thus fostering the spirit of learning and reading in the younger siblings around the Sudut Lombok Basecamp.

### **Things that can support Indonesia to become the world's halal tourism center seen based on the "Sudut Lombok"**

Based on the author's review, four elements can support Indonesia to become the center of world halal tourism, starting from Lombok following what has been done by the Sudut Lombok. The elements in question contained in Gamal Albinsaid that social

entrepreneurship has four main components, namely social value, civil society, innovation, and economic activity.

- **Social value:** Sudut Lombok has played a role in creating social benefits through programs that have been carried out, such as entrepreneurship training for youth and the community, positive hangouts (sharing events with local youths), namely recruiting local youth to become members of Sudut Lombok, marketing village community products, creating art and processed products such as Tote Bags, craft art products, full-blooded chili chips, mushroom sauce, and others. Of course, this program has social value in solving existing economic problems. Tourism in Lombok is increasing, but poverty is also growing, so it can be in line with the theory of pro-poor tourism, namely tourism that provides maximum benefits for the poor. Meanwhile, the Sudut Lombok program, which has social value in overcoming environmental problems, there are several programs, including beach and hill cleanups that have been carried out in Bukit Nanggi, Gili Kondo, Kuta Beach, Ketapang Beach, Mawun Beach, and many other beaches in Lombok that have been cleaned. Besides cleaning up, there is also planting tree seedlings and mangrove seedlings on Gili Trawangan, Gili Sundak, Gili Meno, Gili Naggu, etc. Then as a form of caring for the corner of Lombok to reduce the use of plastic, the Sudut Lombok provides free bamboo straws to anyone who wants them in the hope that plastic straws can be replaced with plastic straws that can be used repeatedly. Sudut Lombok also participates in overcoming educational problems through the Sudut Lombok Reading Park program, at this reading park provides not only reading books but also provides teachers for the learning process for anyone for free, ranging from learning English, mathematics, learning to knit or just learning to knit. Just help the younger siblings to do school work. And at the cafe Sudut of Lombok there is also a bookshelf so that visitors while waiting for orders can read books.
- **Civil society:** Sudut Lombok social entrepreneurship requires the role of civil society at large in optimizing existing social capital. The local community becomes the caretaker of the Sudut Lombok when opening a tourist area, such as the Embung Glad tourist area. In this case, SL involves the entire surrounding community and Mataram University students. They

participate according to their respective capacities so that the community, especially residents, enjoys most of the economic cycle. Around tourist attractions, because they are the most entitled to the tourism potential of their area. Besides that, the Sudut Lombok also does not limit volunteers who want to join in its social activities, even though those outside Lombok are allowed to participate in the Sudut Lombok activities.

- **Innovation:** Innovation cannot be separated from social entrepreneurship, where this innovation can be in the form of innovations in business models in the form of selling tour packages combined with social activities, rooftop cafes, and street food businesses where this corner of Lombok basecamp is used as a gathering place as well as a business place, holding events as well as selling tour packages and renting climbing equipment. Then to market Sudut Lombok's products and services, they apply the 4.0 marketing concept, which focuses on digital era marketing with a strong foundation of the 3.0 marketing concept. Namely, marketing that carries values, ethics, and the human spirit. As for several things that have been done to build the Sudut Lombok brand following the new marketing concept, they have created the Sudut Lombok community.
- **Economic activity:** In this principle, social entrepreneurship must be able to build a balance between social activities and business activities. During the observations and observations that the author has done, the Sudut Lombok can combine business and social. For example, in the responsible tourism business system (Responsible Tourism), where this business is in line with community development, especially in terms of improving the economy of small communities, and is directly related to trauma healing programs for earthquake victims. In addition, some of the linkages between business and social activities from Sudut Lombok are profits from the business sector. At least 25% of the net earnings of investors will be transferred to social activities, which will be managed by the Sudut Lombok Social team, who are members of the Sudut Lombok Community. Then through the SL social tourism package, tourists participate directly in community development and tourist areas through teaching and learning activities, spending the night at residents' homes, and participating in



efforts to preserve the environment through reforestation and clean-ups. So that if the SL program runs well, it is inevitable that every element of the community involved will have a positive impact, either in the form of increasing the quality of knowledge or from an economic perspective and an equitable investment pattern.

## **Conclusion**

Sudut Lombok offers the concept of responsible tourism and ecotourism, supported by several services in collaboration with the surrounding community. In addition, Sudut Lombok also has several social programs, where a portion of the profits from the business sector, at least 25% of the net earnings of investors, will be allocated to social activities to improve the welfare of the people of East Lombok. This business model is expected to be an example for sociopreneur development in other places so that it can increase Indonesian halal tourism, whose benefits can also be felt by the surrounding community.

Based on the results of the research that has been done, the researchers put forward several suggestions aimed at: First, the government from the results of this research, it is hoped that the NTB government will embrace this Sudut Lombok Sociopreneur to develop halal tourism in Lombok because they see that their programs have the potential to make Lombok the center of halal tourism in the world. In addition, it is hoped that the government will support funding from the SL program, seeing that there is a good program, but it is not running because funds hamper it. Then the central government is expected to develop a forum for sociopreneur development in Indonesia so that sociopreneurs who are already running do not disperse because funds or other problems hamper them. Another way that the government can do this is by appointing related institutions/agencies such as the Indonesian Waqf Board, the National Amil Zakat Agency, Bank Indonesia, the Creative Economy Agency, and so on to collaborate with sociopreneurs in Indonesia in the management of social funds.

Second, for Sudut Lombok, members of Sudut Lombok are more serious about running this social business so that the impact felt by the community and members themselves is even more significant. Then in terms of funding for the business development of the Sudut Lombok, participate more in competitions, training, and

events held by the government and the private sector so that SL is more widely known. In addition, financial management needs to be made like financial reports so that when there are parties who want investors, they can see the financial statements. Third, for Indonesian youth, let's develop the potential of their respective regions as is done by the Sudut Lombok, don't let foreigners dominate our region and country, continue to innovate to create regional potential and solve social and economic problems which exist. Fourth, the community participates in supporting local youth activities by being more open and taking part in activities involving the community. Fifth, researchers, it is hoped that researchers will conduct further research on sociopreneurs in other places with this research. Because there are still many sociopreneurs, who have not been exposed so that the government and investors know their existence.

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