

Pengembangan Desa Wisata melalui Program Desa Wisata Halal ditinjau menurut Maqashid asy-Syari'ah (Studi Kasus di Desa Wisata Cibuntu, Kecamatan Pasawahan, Kabupaten Kuningan, Jawa Barat) = Tourism Village Development through the Halal Tourism Village Program according to Maqashid asy-Syari'ah (Case Study in Cibuntu Tourism Village, Pasawahan District, Kuningan Regency, West Java)

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Abstrak

Pemberlakuan wisata berbasis syari'ah di Indonesia belum dapat dikatakan sempurna, meskipun terdapat potensi yang besar dalam pemberlakuannya dalam menarik wisatawan Muslim dunia. Desa Wisata Cibuntu yang sejak tahun 2012 telah menjadi destinasi wisata di Kabupaten Kuningan dijadikan objek pengembangan pariwisata sebagai desa percontohan terciptanya Desa Wisata Halal berbasis komunitas di Jawa Barat. Terdapat tantangan dan hambatan dalam penyelenggaraan program, diantaranya adalah belum adanya regulasi yang berlaku di Indonesia, stigma negatif tentang Islam yang intoleran, serta dari segi internal, yaitu terbatasnya waktu dan anggaran pelaksanaan, dan lain sebagainya. Dalam penelitian ini, penulis akan meneliti bagaimana program desa wisata halal dalam Rancangan Peraturan Desa Wisata Halal dapat menjadi salah satu inovasi pengembangan desa melalui penerapan teori keislaman dalam mencapai maqashid asy-syari'ah. Penelitian ini menggunakan metode penelitian sosio legal yang berfokus pada pengembangan Desa Wisata Cibuntu menjadi Desa Wisata Halal Cibuntu menurut Raperdes dan tindakan sosial dengan tinjauan maqashid asy-syari'ah. Adapun hasil dari penelitian ini bahwa program desa wisata halal telah diberlakukan siklus pertama pemberdayaan oleh inisiator desa halal dengan metode PAR yang berlangsung dari tahun 2018 hingga tahun 2019. Desa Wisata Cibuntu sebagaimana regulasinya telah memenuhi cakupan kebutuhan primer (dharury) dalam pembahasan maqashid asy-syari'ah, meskipun belum sempurna dalam langkah pencapaian kemaslahatan dari tingkatan kebutuhan sekunder (hajiyat) dan kebutuhan tersier (tahtsiniyat).

.....The implementation of sharia-based tourism in Indonesia cannot be said to be perfect, although there is great potential in its implementation in attracting world Muslim tourists. Cibuntu Tourism Village, which since 2012 has become a tourist destination in Kuningan Regency, has been used as an object of tourism development as a pilot village for the creation of a community-based Halal Tourism Village in West Java. There are challenges and obstacles in implementing the program, including the absence of applicable regulations in Indonesia, negative stigma about intolerant Islam, as well as from an internal perspective, namely the limited time and budget for implementation, and so on. In this study, the author will examine how the halal tourism village program in the Draft Halal Tourism Village Regulation can be one of the village development innovations through the application of Islamic theory in achieving maqashid asy-syari'ah. This study uses socio-legal research method that focuses on developing the Cibuntu Tourism Village into a Cibuntu Halal Tourism Village according to the Raperdes and social actions with maqashid asy-syari'ah review. The results of this study show that the halal tourism village program has been implemented in the first cycle of empowerment by the halal village initiator with the PAR method which took place from 2018 to 2019. The Cibuntu Tourism Village as per its regulations has fulfilled the coverage

of primary needs (dharury) in the discussion of maqashid ash-syari'ah , although not yet perfect in the steps of achieving benefit from the level of secondary needs (hajiyat) and tertiary needs (tahtsiniyat).