

OPPORTUNITIES AND CHALLENGES FOR DEVELOPING CROSS-BORDER TOURISM ON THE INDONESIA - MALAYSIA BORDER IN SAMBAS DISTRICT, WEST KALIMANTAN PROVINCE

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ABSTRACT

This study analyzes the development of Cross-Border Tourism in the Indonesia-Malaysia border region in Sambas Regency, West Kalimantan, in the perspective of Islamic Economics. The study focuses on the development patterns, opportunities, and challenges faced in the management of cross-border tourism. This research is descriptive qualitative with normative, conceptual, and comparative approaches, involving an analysis of the provisions of the Qur'an, Hadith, tourism theory, as well as a comparison of Cross-Border Tourism models. The results show that the development of cross-border tourism in Sambas Regency has significant potential in increasing tourist attraction and strengthening cross-border economic relations. The implementation of sharia principles, such as the provision of a Muslim-friendly environment, adequate access to worship, halal products, and sharia-based services, is an important factor in optimizing this potential. Despite the great opportunities, the main challenges include sub-optimal infrastructure, cross-border regulations, and synergy between stakeholders. Therefore, a sharia-based development strategy is needed to create sustainable and competitive tourism, while supporting inclusive regional economic development.

Keywords: Cross-Border Tourism, opportunities and challenges, Sambas Regency

A. INTRODUCTION

The development of Indonesia's border areas has become one of the national strategic priorities, considering its highly strategic position as a gateway for economic activities, trade, and international relations (BAPPENAS, 2021). One of the main areas of focus is Sambas Regency, West Kalimantan Province, which directly borders Malaysia. This strategic geographical location provides a great opportunity to maximize economic potential, especially through the development of Cross-Border Tourism (CBT) as one of the leading sectors in the border region. The development of CBT becomes relevant because it can create closer bilateral relations between Indonesia and Malaysia through cross-border tourism promotion (Purnamasari, 2016). The Sambas border area has cultural uniqueness, natural beauty, and a strategic location that supports cross-border activities. Based on the Tourism Statistics of Sambas Regency (2020), the majority of foreign tourists who come to Sambas are from Malaysia, with a percentage reaching 87.79%. This data shows that CBT can be an effective instrument in supporting local economic growth.

However, the development of the tourism sector in Sambas still faces various challenges. The contribution of this sector to Local Revenue (PAD) is still relatively low, especially in the hotel and restaurant sub-sector (BPS Sambas, 2020). In addition, the COVID-19 pandemic has

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worsened the situation with a decrease in tourist visits by 98.09% compared to the previous year (BPS Sambas, 2020). Therefore, innovative strategies are needed to overcome these challenges and maximize the existing potential. The Islamic economic perspective offers a relevant approach for the development of CBT in border areas. In Islamic economics, economic activities are not only oriented towards material profit but also towards sustainability, justice, and collective welfare (maslahah) (Chapra, 2000). These principles are very suitable for implementation in Sambas Regency, where the majority of the population is Muslim, accounting for approximately 84.82% of the total population (BPS Sambas, 2020).

The development of tourism based on Islamic economics also encompasses spiritual values that can strengthen local cultural identity. Tourist activities such as contemplating the beauty of nature are considered a form of worship, as mentioned in QS. Al-Ankabut: 20, as follows:

﴿قُلْ سِيرُوا فِي الْأَرْضِ فَانظُرُوا كَيْفَ بَدَأَ الْخَلْقَ ثُمَّ اللَّهُ يُنشِئُ النَّشْأَةَ الْآخِرَةَ إِنَّ اللَّهَ عَلَىٰ كُلِّ شَيْءٍ قَدِيرٌ﴾

The translation:

Say, "Walk on the earth, and observe how Allah initiates the creation of all beings." Then, Allah creates the final event (after death in the hereafter). Indeed, Allah is All-Powerful over all things (QS. Al Ankabut: 20)

According to Quraish Shihab, this holy verse commands scientists to walk on the earth to uncover the initial processes of the creation of everything, such as animals, plants, and inanimate objects. Indeed, the traces of the first creation are visible between the layers of the earth and its surface. Therefore, the earth is a record full of the history of creation, from its beginning until now. These values can serve as a unique attraction that distinguishes Sambas Regency from other tourist destinations. Furthermore, CBT can serve as a powerful tool for cultural diplomacy. Through programs such as the Wonderful Indonesia Festival, which has been held since 2016 in the Aruk border area, Sambas, the central government demonstrates its commitment to promoting Indonesian culture as a moderate, cultured, and democratic country (CNN Indonesia, 2016). This festival not only attracts local and international tourists but also strengthens Indonesia's positive image in the eyes of the world.

The local government has also designated the tourism sector as one of the priority sectors for accelerating economic development in Sambas Regency (Sambas Regent's Decree, 2021). With various initiatives such as infrastructure development, terminals, and ports, the government hopes to improve connectivity in the border area, thereby driving economic growth. However, the implementation of this policy still requires better coordination between the central and regional governments. The success of CBT development also depends on the active participation of various stakeholders, including the local community. In the perspective of Islamic economics, this is considered a form of collective responsibility (fardhu kifayah) to improve the welfare of the community (Siddiqi, 1981). By involving the community in tourism management, not only are jobs created, but also a strengthened sense of ownership over local assets. This study is very important because it provides academic and practical contributions to the development of border areas. From an academic perspective, this research fills the gap in the literature regarding the application of Islamic economic principles in the development of CBT

in border areas (Zaman, 2013). From a practical perspective, the results of this research are expected to provide strategic recommendations to enhance the competitiveness of Sambas Regency as a premier destination that supports the sustainable welfare of the community.

This research provides academic and practical contributions in the development of Cross-Border Tourism in Sambas Regency with an Islamic Economic perspective. Academically, this research enriches the study of sharia-based tourism in border areas, which is still relatively rarely studied in the context of Islamic economics. With normative, conceptual, and comparative approaches, this research offers an in-depth analysis of how sharia principles can be applied in cross-border tourism management to create a sustainable and competitive tourism sector. Practically, the results of this study provide recommendations for stakeholders, including local governments, tourism businesses, and communities, in developing halal tourism-oriented strategies. The implementation of policies that accommodate the needs of Muslim tourists, such as the provision of worship facilities, halal products, and sharia-based services, can increase destination attractiveness and strengthen cross-border economic relations. In addition, this study highlights the opportunities and challenges in cross-border tourism management, particularly related to regulations, infrastructure, and synergy between stakeholders. Thus, this study not only contributes to the development of Islamic economics but also serves as a reference for policy makers in designing inclusive and sustainable tourism strategies in Indonesia's border regions.

B. METHOD

This research uses a descriptive qualitative method to describe and analyze the development patterns of Cross-Border Tourism (CBT) in Sambas Regency from the perspective of Islamic economics. This approach aims to obtain an in-depth understanding of the opportunities and challenges in the development of CBT by integrating three main approaches, namely the normative, conceptual, and comparative approaches. The normative approach is used to analyze the provisions of the Qur'an, hadith, and fiqh literature related to the development of sharia-based tourism. The conceptual approach focuses on theories and policies related to CBT, while the comparative approach is conducted by comparing CBT development models in various border areas to identify relevant best practices. The location of this research is Sambas Regency, West Kalimantan Province, chosen for its strategic position as a border area between Indonesia and Malaysia and its great potential in cross-border tourism development. Data collection in this research was conducted through observation, semi-structured interviews, and documentation. Observation was conducted to understand the physical conditions of the border area, supporting infrastructure, and existing tourism potential. Semi-structured interviews were conducted with stakeholders such as local government, tourism entrepreneurs, and the local community to obtain in-depth information regarding development patterns, opportunities, and obstacles in the development of CBT. Secondary data were obtained from official documents, statistical reports, and related literature. Data analysis was conducted using the interactive analysis approach by Miles and Huberman, which includes data reduction, data presentation, and conclusion drawing. To ensure the validity of the findings, source and method triangulation techniques were used by comparing data from interviews, observations, and documentation.

C. DISCUSSION

Patterns of Cross-Border Tourism Development in the Indonesia-Malaysia Border Region, Sambas Regency

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To learn more about the model of Cross-Border Tourism Development at the Indonesia-Malaysia border, particularly in Sambas Regency, West Kalimantan Province, it begins with an analysis of the spatial planning of the border area in Kalimantan. Based on Presidential Regulation No. 31 of 2015 concerning the Spatial Planning of Border Areas in Kalimantan, it is stipulated that two sub-districts in Sambas Regency are designated as National Strategic Areas (PKSN). PKSN or National Strategic Center is an area where spatial planning is prioritized because it has a significant national impact on sovereignty, national defense and security, economy, social, culture, or environment, including areas designated as world heritage sites.

The Spatial Planning Plan for the Kalimantan National Border Area aims to provide guidelines for the preparation of development plans in the National Border Area, the use and control of space in the National Border Area, to achieve integration, connectivity, and balanced development among districts and cities, as well as inter-sectoral harmony. This plan also establishes the location and function of space for investment in the National Border Area.

As for the designated land border areas, among others:

1. 2 (two) sub-districts, namely Paloh and Sajingan Besar in Sambas Regency, West Kalimantan Province;
2. 2 (two) sub-districts, namely Jagoi Babang Sub-district and Siding Sub-district in Bengkayang Regency, West Kalimantan Province;
3. 2 (two) sub-districts, namely Entikong Sub-district and Sekayam Sub-district in Sanggau Regency, West Kalimantan Province;
4. 2 (two) sub-districts, namely Ketungau Hulu Sub-district and Ketungau Tengah Sub-district in Sintang Regency, West Kalimantan Province;
5. 6 (six) sub-districts, namely Puring Kencana Sub-district, Badau Sub-district, Batang Lupar Sub-district, Embaloh Hulu Sub-district, North Putussibau Sub-district, and South Putussibau Sub-district in Kapuas Hulu Regency, West Kalimantan Province;
6. 2 (two) sub-districts, namely Long Apari Sub-district and Long Pahangai Sub-district in Mahakam Ulu Regency, East Kalimantan Province;
7. 5 (five) sub-districts, namely Kayan Selatan Sub-district, Kayan Hulu Sub-district, Kayan Hilir Sub-district, Pujungan Sub-district, and Bahau Hulu Sub-district in Malinau Regency, North Kalimantan Province;
8. 12 (twelve) sub-districts, namely South Krayan Sub-district, Krayan Sub-district, Lumbis Ogong Sub-district, Tulin Onsoi Sub-district, Sei Menggaris Sub-district, Nunukan Sub-district, South Nunukan Sub-district, West Sebatik Sub-district, Central Sebatik Sub-district, North Sebatik Sub-district, East Sebatik Sub-district, and Sebatik Sub-district in Nunukan Regency, North Kalimantan Province (Regulation of the Republic of Indonesia Number 31 of 2015, 2015)

Based on the Regulation, Paloh District and Sajingan District have been designated as PKSN. This is a Government Policy to Encourage Economic Growth in the Border Area of the Republic of Indonesia-Malaysia in Sambas. The development of the Indonesia-Malaysia border area in Sambas aims to make the tail of Borneo the front guard of the Unitary State of the Republic of Indonesia (NKRI), so as not to lag behind neighboring countries. One of the highlights is the economic development of the region. In line with the implementation of economic development in the Border Area of the Republic of Indonesia-Malaysia in Sambas, as explained in the previous discussion. For this purpose, the direction of the development policy for the border area of the Republic of Indonesia-Malaysia in Sambas is summarized as follows:

1. To realize a prosperous socio-economic life for the community, protect environmental functions, and create defense and security.
2. Reducing the gap in cross-border border areas.

3. Accelerating the development of border areas through the development of economic growth centers and opening up isolated regions while maintaining environmental sustainability and cultural values.
4. Promoting economic cooperation at the sub-regional level in a synergistic, balanced manner, and in accordance with the interests of society and defense and security.

Based on the area mapping and the RTRW of Sambas Regency 2016-2035, the Strategic Areas in Sambas Regency can be viewed from several points of interest, namely:

1. Based on an economic perspective
 - a) The National Border Area consisting of Paloh and Sajingan Besar Districts
 - b) Sambas Urban Area
 - c) Integrated agribusiness area (KUAT) consisting of Tebas District and Galing District
 - d) Minapolitan cultivation area in Jawai Selatan District with hinterlands in Pemangkat District and Jawai District
 - e) The Minapolitan fishing area in Pemangkat District with the hinterland of Selakau District
2. From the perspective of socio-cultural interests:
 - a) Waterfront City area and the Sambas Sultanate Palace Complex (Alwatzikoebillah Palace, Jami' Mosque, and the Tombs of the Kings of the Sambas Sultanate)
 - b) The Tourist Area includes: Pantai Sinam in Pemangkat District, Pantai Putri Serayi in Jawai Selatan District, Danau Sebedang in Sebawi District, Pantai Temajuk in Paloh District, and Riam Merasap in Sajingan Besar District.
3. From the perspective of utilizing natural resources/high technology:
 - a) Semparuk Industrial Area (KIS)
 - b) Special terminal and Tanjung Api industrial area in Paloh District
 - c) The Independent Integrated City (KTM) Subah with its hinterland is located in the Sajad District and Sejangkung District.
 - d) Integrated Independent City (KTM) Gerbang Mas Perkasa Sebunga with hinterland in the districts of Paloh, Galing, and Sejangkung.
4. From the perspective of functional importance and environmental carrying capacity:
 - a) The Sambas Botanical Garden area in Subah District
 - b) The Tanjung Belimbing ecosystem area in Paloh District
 - c) The Gunung Bentarang ecosystem area in Sajingan Besar District

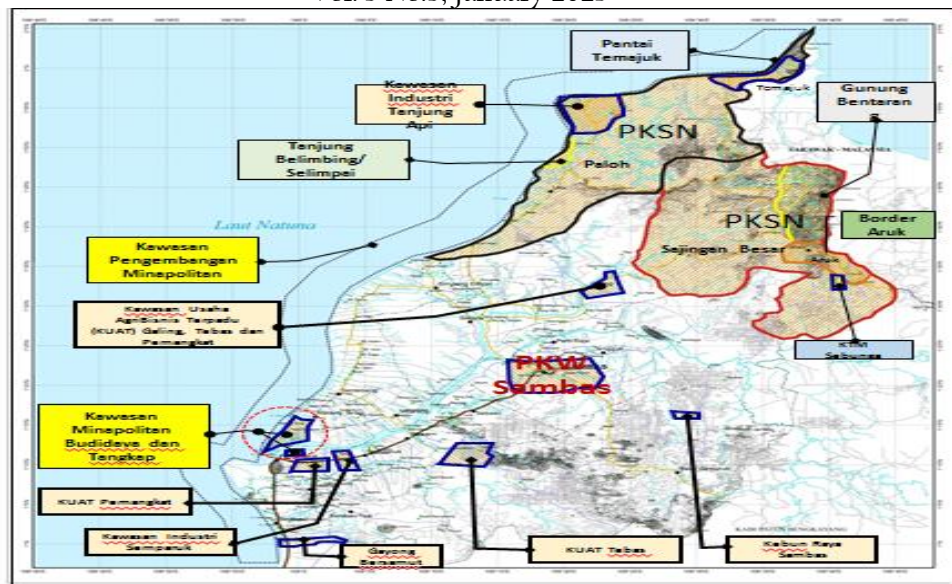


Figure 1. Strategic Area in Sambahs Regency

In line with this, in the West Kalimantan Regional Regulation Number 3 of 2018 concerning the Regional Tourism Development Master Plan (RIPARDA) for the years 2017 to 2032, among other things: the development and improvement of travel convenience for domestic and international tourists, as well as tourism comfort and safety. Developing and improving public infrastructure to support the growth, quality, and competitiveness of regional tourism. C. Developing and improving public facilities that support the growth, quality, and competitiveness of regional tourism. Based on the West Kalimantan tourism development strategy and the increasing number of foreign tourist visits to West Kalimantan through border crossings before 2017, the Kalimantan government will begin to allow and approve foreign tourist visits in 2017. Badau has four entry points: Supadio Airport, Entikong crossing, Bahtera crossing, and Nanga crossing. Two new toll roads opened by the West Kalimantan Provincial Government and announced by President Joko Widodo as entry points for foreign tourists are the South Kaabatau Toll Road and the Aruku Toll Road. Currently, more and more foreign tourists are visiting the area.

PLBN Aruk showcases the Kalimantan house, which is the longhouse. The Longhouse is a traditional house inhabited by the Dayak community. The house is often used by several families at the same time. Besides serving as a habitat for wildlife protection, longhouses are also often used as places for meetings and traditions. The Longhouse is considered a good architectural project for the PLBN because it is related to the location of the Aruk PLBN. This building is also designed to accommodate PLBN activities by focusing on the movement of people, goods, and vehicles in the area. As previously explained, border areas have become tourist attractions for most travelers, both domestic and international. This is in line with Timothy, who stated that in several countries around the world, even tourist attractions are usually located near national borders, making them the main motivation or attraction in travel. The desire to feel like they are witnessing a border situation is what drives tourists' interest. Visiting the border is not just a stroll, but also one way to gain prestige in a certain area (Timothy, 1995).

The cross-border tourism program in Sambas Regency has helped boost the number of both domestic and international tourists. Several cross-border tourism programs in Sambas Regency have been initiated since 2016, both by the central government and the local government of Sambas Regency, although these activities were temporarily halted due to Covid-19. Among them that can be summarized:

1) Festival Cross Border Wonderful Indonesia-Sambas 2016

Cross Border Festival Wonderful Indonesia was held in Sambas, West Kalimantan, on September 17-18, 2016. Based on information from the Deputy for Development of International Tourism Marketing in the ASEAN Region. On Saturday, September 17, the number of border crossers was recorded at 1,105 foreign tourists, and on Sunday, September 18, it increased again with 2,227 Malaysians attending the festival. This means that border jobs are becoming more popular and attractive to people from neighboring countries. The festival was successful and had an impact on attracting foreign tourists. Its implementation was very successful at that time, and a lot of time and effort were devoted to the planning and organization of the project. So, security coordination, counting people crossing the border, promotions in Malaysia, all were done patiently and responsibly. The event made the atmosphere in Sambas and its surroundings more lively, exciting, and vibrant. The economy of the community also improved. Economic activities and the informal sector will grow, and we ask that these activities do not stop halfway. "The government is present to entertain the people in border areas, indigenous communities, regions, and neighboring countries." "It is important to give them a taste of red and white," he said. Arief Yahya, Indonesia's Minister of Tourism, proudly stated.

Cross-border tourism is a market with great potential. It remains to be seen how the region will develop its area to make it more viable. The existing natural and cultural potential must be encouraged so that the tourist destinations there become more popular and desirable to the Malaysian public. Among the 19 entry points for Indonesian tourists in 2016, the Aruk region and Sarawak might be the most important areas in terms of foreign tourist arrivals. Sambas Regency, West Kalimantan has the potential to become a tourist destination for Malaysian travelers. Each festival prepares a series of events, including arts and culture, local and national artists, traditional Dayak arts, various food and product exhibitions, as well as regional competitions. Even highlighting the wealth of arts and traditions as well as the culinary diversity of Indonesia, especially in Sambas Regency. Residents participated in this project (Borneonews.co.id, 2016).

2) Festival Cross Border Aruk 2017

For this cross-border festival, the Ministry of Culture brought in the group D'Masiv and the famous dangdut singer Juwita Bahar to Sajingan Aruk in Sambas, West Kalimantan (Kalbar). D'Masiv Orchestra performed on December 9, 2017, along with traditional Dayak arts and a dance with musicians. Bringing regional tourism into music is a good way to attract cross-border tourism. To create a community, a universal voice is needed, and music is the answer. Since its recording, the Borderland music festival has continued to attract audiences. Kikan, Slank, Jamrud, Wali, Siti Badriah always succeed in bringing many people from neighboring countries to the border area. When a famous artist performs, national borders no longer become an issue. They leave on time to get entertainment not every month (Detik Travel, 2017).

3) Festival Lintas Batas Kalimantan 2019

The Kalimantan Cross Border Festival 2019, organized by the Indonesian Ministry of Culture, is considered the best art and culture gallery in Sambas. In this event, traditional Malay samba and Dayak music will be combined with a new style. Therefore, this group needs to be strong, active, and synergize with the local community. Sambas also presents a variety of delicious foods such as Bubbor Paddas (spicy flatbread) which is unique because it uses kesum leaves. The showcased work is the Sambas Cloth (Kaing Lunggi), also known as the Sambas Songket Cloth. In addition, at this event, there is a trade tourism area and display stands selling various local products, such as PKK mothers and Dekranasda crafts. Just like the agricultural product stores in Sarawak, Malaysia, you can only cross the border with an Identity Card (IC) or the Sarawak Safety Council wild card (Antara, 2019).

4) Festival Cross Border Aruk 2019

The Cross Border Festival in Aruk in 2019 was held twice. The first festival was held on Saturday, February 23-24, 2019. And it was held with great enthusiasm. As many as 4,154 foreign tourists.

This is the festival. This festival is an effort to promote tourism while maintaining the awareness of the local community. This event showcases the management of various potentials in the border area from a cultural perspective to attract the attention of international tourists. This exhibition can showcase the selling points and attractions to draw in foreign tourists. This festival began on Saturday, March 30, 2019, with a performance of Malay folk dances and a unique presentation of traditional Sape music by Talino Poe. In addition, the culture and arts of Aruk are increasingly showcased through exhibitions in various places organized by local residents as MSME actors (Elyta & Nuzulian, 2020).

5) Border Cultural Festival 2023

The 2023 Border Cultural Festival was organized by the Cultural Preservation Hall (BPK) Region XII West Kalimantan in collaboration with the Education and Culture Office of Sambas Regency. The festival was held for 3 days from September 22, 2023, to September 24, 2023, with various activities at Tugu Rebung, the Sambas Regent's Office. Cultural stands from 14 regencies/cities across West Kalimantan were showcased at the festival. In addition to arts and culture, the festival also featured traditional games, seminars, workshops, cultural heritage content, and a traveling cinema. However, the 2023 Border Cultural Festival, which is a provincial event, has not yet been able to attract international tourists.

6) International Muare Ulakan Festival 2023

At the festival, thousands of people witnessed the opening of the Muare Ulakan Festival, which was broadcast by Kanan Media Production in collaboration with the Youth and Sports Department of Sambas Regency. The 2023 International Muare Ulakan Festival includes the Bidar Race and Dragon Boat Race on the Sambas Besar River, Sambas Regency. The 2023 International Muare Ulakan Festival can boost local tourism, and it is hoped that the Muare Ulakan Festival can provide good business opportunities for micro, small, medium, and large enterprises in Sambas Regency. The Sambas local government can provide extensive opportunities to MSMEs (Radio Republik Indonesia, 2023).

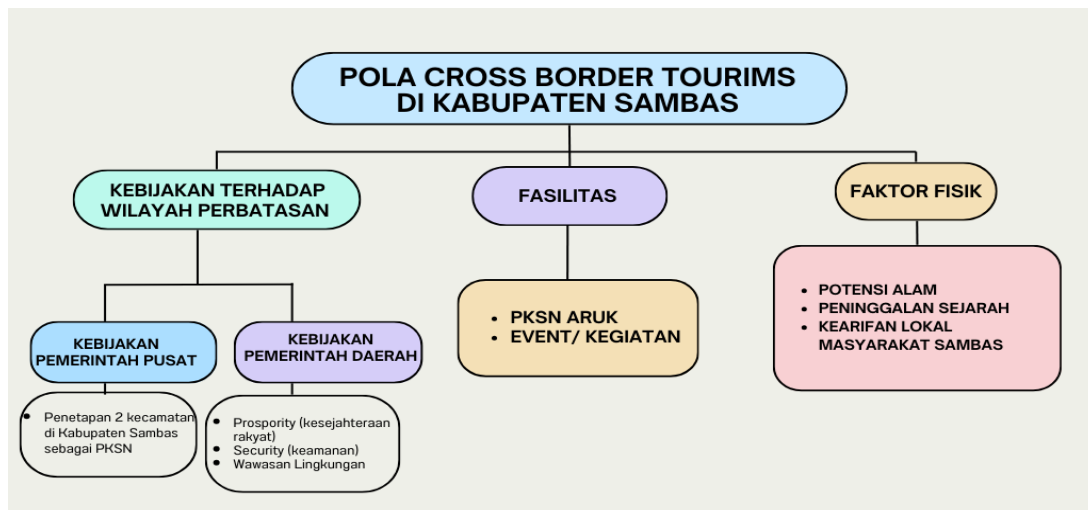
Based on previous discussions and in-depth research on key informants, it is known that Cross-Border Tourism activities in Sambas Regency are more concentrated at the PLBN points, namely Border Aruk and Temajuk Village. The activity was initiated by the Central

Government, specifically by the Ministry of Tourism and Creative Economy. Events and exhibitions held in Sambas Regency, particularly in Sambas City, have not yet been able to attract the attention of international tourists.

In addition, based on an interview with the Head of the PLBN Aruk Area Development Subdivision, apart from the various festivals, the actual driver of Cross Border Tourism in Sambas Regency is shopping tourism by foreign tourists from neighboring countries. However, based on the statement from the Head of the Subdivision for Development of the PLBN Aruk Area, for exports, only raw materials can pass through PLBN Aruk, as the Biawak Border Crossing Point currently only functions as a transit point for people. The statement is:

"That's what's happening now." including all the products we sell, we market them in their raw form. I am more focused on it because I am involved in the development of the area, the Sajingan District is becoming an Industrial Zone. Earlier, I mentioned that the distance between Kucing and Aruk is shorter. then the furniture products in Java can be sent to Malaysia. Malaysia is not the final buyer country. they will sell it to other countries. Sajingan District becomes the finishing place, the place for reassembling, the smartphones are sourced from Java in unassembled form, and the finishing is finally done in Sajingan District. then sent in finished form to the next place."

Based on the analysis of the identification of Cross-Border Tourism patterns in the Indonesia-Malaysia border region, particularly in Sambas Regency, West Kalimantan Province, the Cross-Border Tourism patterns in the Indonesia-Malaysia border region, especially in Sambas Regency, West Kalimantan Province, can be seen in detail in the following diagram.



Source: Analysis results, 2024

Figure 2 Cross Border Tourism Patterns in Sambas Regency

Opportunities and Challenges of Developing Cross-Border Tourism in Sambas Regency

The development of Cross-Border Tourism in Sambas Regency presents various strategic opportunities that can support the advancement of cross-border tourism, but it also faces several obstacles that need to be addressed promptly. Here is a more detailed explanation of the opportunities and obstacles:

a. **Opportunities for Developing Cross-Border Tourism**

- 1) Strategic Location at the Indonesia-Malaysia Border

Sambas Regency has a strategic geographical position because it directly borders the state of Sarawak, Malaysia. This provides easy access for international tourists, especially from Malaysia. PLBN Aruk has become the main gateway for cross-border mobility, which has the potential to increase the number of tourist visits from neighboring countries. The cultural proximity between the people of Sambas and Sarawak facilitates cross-cultural collaboration in tourism promotion.

2) Cultural Similarities with Neighboring Countries

The communities in Sambas and Sarawak share many cultural similarities, such as language, food, and Malay traditions. This can be leveraged to attract tourists from Malaysia who want to experience similar cultural experiences in the border region of Indonesia. Typical MSME products from Sambas, such as songket fabric, handicrafts, and traditional cuisine, also have special appeal for cross-border tourists.

3) Government Policy Support

The designation of Paloh and Sajingan Besar Districts as National Strategic Activity Centers (PKSN) accelerates development in the border areas. This policy includes the development of transportation infrastructure, modern markets, and the development of economic zones that support the tourism sector. National programs such as the Wonderful Indonesia Festival and cross-border tourism promotion by the Ministry of Tourism create broader exposure for Sambas as a cross-border tourist destination.

4) Potential for Natural and Cultural Tourism

Sambas Regency has extraordinary natural wealth, such as Temajuk Beach, Riam Merasap, and Sebedang Lake, which attract both domestic and international tourists. Cultural attractions, such as traditional Malay and Dayak arts, as well as various cross-border festivals, become a magnet for tourists to enjoy the local uniqueness.

5) The Role of Border Crossing Posts (PLBN) as a Gateway to Tourism

PLBN Aruk has been designed as more than just a crossing post. This area is equipped with modern market facilities and a tourist activity center, which can support the development of cross-border tourism. PLBN Aruk also serves as a center for promoting local products to international tourists.

6) Digitalization of Tourism Promotion

The utilization of digital technology and social media opens up great opportunities for promoting tourism in Sambas to an international audience. Digitalization enables more efficient and targeted promotional campaigns, especially to attract cross-border tourists.

b. Challenges in Developing Cross-Border Tourism

1) Limitations of Tourism Support Infrastructure

Tourism infrastructure in Sambas Regency, such as accommodation, transportation, and public facilities, is still very limited. Tourists, especially from abroad, often face difficulties in finding adequate accommodations, halal-certified restaurants, or other facilities. Transportation routes to major tourist destinations such as Pantai Temajuk and Riam Merasap still need improvement to enhance accessibility.

2) Lack of Muslim-Friendly Facilities

Most cross-border tourists in Sambas come from neighboring countries with a majority Muslim population, such as Malaysia and Brunei. However, Muslim-friendly facilities, such as halal restaurants and places of worship, are still not adequately available in the tourist area.

3) Lack of Coordination Between Central and Regional Governments

The development of Cross-Border Tourism in Sambas is often hindered by a lack of coordination between the central government, local government, and local stakeholders. Policies implemented at the central level often do not align with the conditions and needs on the ground in Sambas. This lack of coordination also hampers the implementation of national programs, such as the Wonderful Indonesia Festival, which could have a greater positive impact if managed well by all parties.

4) The Lack of Integrated Promotion

The promotion of tourism in Sambas has not yet been carried out on a massive and integrated scale. Most of the promotions are only conducted on a local or regional scale, without involving international promotion strategies focused on potential markets such as Malaysia and Brunei. The digitalization of tourism promotion has not been optimally utilized, especially to reach international audiences through digital platforms.

5) Export Regulation and Policy Issues

Currently, PLBN Aruk only functions as a transit point for people, not for product exports. This limits the potential for local economic development, especially for SMEs that want to expand their market to Malaysia.

6) Sustainability Challenges

In the long term, the development of Cross-Border Tourism needs to consider the impact on the environment and local communities. Poorly planned tourism activities can cause environmental damage or social conflicts, especially if the local community is not actively involved in their management.

Table 1. summarizing the opportunities and challenges of developing Cross-Border Tourism in Sambas Regency

No	Indicator	Opportunity	Challenge
1.	Infrastructure	Status of PKSN and support for physical development	The lack of supporting facilities such as accommodations, halal restaurants, and adequate transportation
2.	Promotion of Tourism Products	Digitalization of festival promotions and events	Promotion has not been integrated between the central government, local governments, and stakeholders
3	Cultural Similarities	The similarity of language, culture, and religion with Malaysia	There has not yet been optimal management for cultural-based tourist attractions.
4	Interregional Cooperation	The existence of SOSEK Malindo	Discoordination between the central and regional government

D. CONCLUSION

The development of Cross-Border Tourism in the Indonesia-Malaysia border region, particularly in Sambas Regency, West Kalimantan, is supported by central and regional government policies that designate this area as a National Strategic Activity Center (PKSN) with a focus on prosperity, security, and environmental insight. Strategic infrastructure, such as the construction of the Aruk Border Post, as well as the implementation of various events in border areas like PALSAs and Sambas City, are concrete steps in the development of this region. In addition, natural potential, historical relics, and local wisdom also support the tourist appeal in the border area, making it a prime destination. However, despite the massive infrastructure development, there are still shortcomings in supporting facilities that need to be addressed to optimize the tourist experience. The opportunity for cross-border tourism development is increasingly open through annual festivals, tourism promotions, and meeting the needs of tourists from neighboring countries. Cooperation both domestically and internationally also becomes an important strategy to enhance the region's competitiveness. In the perspective of Islamic economics, this development is directed towards the implementation of sharia-based tourism concepts, which include a Muslim-friendly environment, provision of worship access, halal products, and quality services. With this approach, it is hoped that Sambas Regency can significantly increase cross-border tourist visits while also making a positive contribution to local economic growth.

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