

DEVELOPMENT OF HALAL TOURISM THROUGH NATURAL CUAL WOVEN FABRIC IN SUMBER HARAPAN VILLAGE SAMBAS REGENCY

Oggy Akmadani

Universitas Sultan Muhammad Syafiuddin Sambas, Indonesia

Corresponden E-Mail; oggyakmadani1729@gmail.com

ABSTRACT

This study aims to examine the potential for developing halal tourism based on natural Cual woven fabric in Sumber Harapan Village, Sambas Regency, as well as its impact on the local economy. Using a qualitative approach with descriptive methods, data was collected through in-depth interviews, field observations, and documentation. The findings reveal that the village has approximately 300 active artisans organized into groups such as Rantai Mawar, Sumber Rezeki, and Cual Mandiri. The production process uses traditional techniques and natural raw materials, making the fabric culturally valuable and potentially attractive for educational tourism. Sumber Harapan Village meets the criteria for a halal tourism destination, including the availability of prayer facilities, halal food, and Muslim-friendly accommodation. This potential is further enhanced by supporting attractions such as agrotourism, river tours, local cuisine, and annual weaving exhibitions. Compared to model areas like Setanggor Village and Sade Village in Lombok, development in Sumber Harapan requires a branding strategy for "Halal Weaving Tourism in Sambas," community involvement, and strengthening tourism institutions. With proper planning and management, the development of halal tourism based on natural Cual weaving is expected to increase the number of visitors, create job opportunities, and boost community income, while preserving cultural heritage and strengthening the local economy in a sustainable manner.

Keywords: Halal Tourism; Cual Woven Fabric; Economic Empowerment; Local Culture; Sumber Harapan Village

A. INTRODUCTION

Tourism is a sector with great potential to drive regional economies and improve the welfare of local communities. One type of tourism that has grown rapidly in recent years is local culture-based tourism. (Musaneff, 1996) In Indonesia, one form of culture-based tourism that is currently being promoted is halal tourism, which offers a travel experience that not only showcases cultural attractions but also meets the needs of Muslim tourists in accordance with sharia principles. One under-explored potential for halal tourism is the development of educational tourism based on local crafts, such as the cual woven fabric from Sumber Harapan Village, Sambas Regency. This research is important to explore the potential for developing this educational tourism and its contribution to the local economy.

The development of culture-based tourism has a significant impact on the preservation of traditions and community empowerment. In Sumber Harapan Village, natural cual woven fabric holds high artistic and cultural value, yet this potential remains largely untapped for attracting tourists. According to the Central Statistics Agency (2021), the tourism sector in Indonesia contributes significantly to the national Gross Domestic Product (GDP), with halal tourism projected to become one of the dominant sectors in the coming years. However, this sector is not evenly distributed, and villages

with local cultural potential like Sumber Harapan are still lagging behind in terms of tourism development. This makes it urgent to conduct research focused on developing halal tourism for natural coal woven fabric. (Zahra, 2018)

Sumber Harapan Village is located in a strategic area in Sambas Regency, with adequate accessibility from the city center. However, despite this, the number of tourists visiting the village remains very low. Data from the Sambas Regency Tourism Office (2022) shows that tourist visits to Sumber Harapan Village only reached around 500 people per year, a very small number considering the cultural potential of the village. This decline in tourist numbers not only impacts the tourism sector but also the local economy, which heavily relies on handicraft products such as coal woven fabric. Developing educational tourism based on coal woven fabric could be a solution to increase tourist numbers while boosting community income.

The natural woven fabric produced by the community of Sumber Harapan Village has its own unique characteristics. The complex production process and use of environmentally friendly natural dyes make it particularly attractive to tourists. According to (Pratiwi, 2020), the use of natural dyes in the textile industry not only helps preserve the environment but also adds aesthetic and economic value to woven products. Tourists visiting Sumber Harapan Village can learn about the weaving process, from selecting raw materials, dyeing techniques, to weaving techniques that require precision and high skill. Therefore, this study is important to examine how this educational tourism based on woven fabric can be developed into an attractive and sustainable tourism package.

One of the reasons why this research is highly relevant is because the development of culture-based educational tourism can increase public awareness of the importance of preserving cultural heritage. Based on research conducted by the National Institute of , villages with strong local cultures and communities that are active in preserving their traditions tend to be more successful in developing the tourism sector. In Sumber Harapan Village, the local community still firmly holds on to the tradition of making coal woven fabric, which has been passed down through generations. By involving them in the development of educational tourism, the village can enhance its economic potential while preserving its existing cultural traditions.

Additionally, the development of halal tourism can also create job opportunities for the local community (Yoeti, 2006). According to data from the Central Statistics Agency (2021), the tourism sector in Indonesia has been able to create job opportunities for millions of people across various regions, both directly and indirectly. By offering educational tours focused on traditional woven fabrics, communities can participate in various aspects of the industry, from providing tourist services, managing facilities, to selling woven products. This will have a positive impact on the village economy and reduce poverty rates, which remain a challenge in certain areas.

B. METHOD

This type of research is qualitative research using a descriptive method. Qualitative research was chosen because it focuses on gaining a deep understanding of the social and cultural phenomena related to the potential for developing halal tourism based on natural Cual woven fabric. The descriptive method was used to describe the actual conditions in the field in detail without manipulating variables. The field research process began with a pre-research stage to establish relationships with the village, artisans, and tourism stakeholders. During this stage, initial information was collected about the history of Cual weaving, the village profile, and existing tourism activities. Subsequently, in-depth interviews were conducted with weavers, village heads, local tourism stakeholders, and tourists. The interviews aimed to gather information about experiences, perceptions, and input related to halal tourism development. Participatory observation is conducted by following the daily activities of weavers, from selecting raw materials, natural dyeing processes, to weaving on traditional tools. Observations also include interactions between weavers and tourists, as well as checking supporting facilities such as prayer rooms, halal food stalls, and Muslim-friendly homestays. Documentation in the form of photos, videos, tourist brochures, and village activity reports is used as supporting data. The collected data was analyzed using thematic analysis, which involves identifying patterns and main themes from interviews, observations, and documentation. The analysis process was repeated to ensure the findings were accurate, valid, and representative of the actual conditions on the ground.

C. RESULTS AND DISCUSSION

The Process of Making Natural Cual Woven Fabric in Sumber Harapan Village

The process of making natural cual woven fabric in Sumber Harapan Village is a very important cultural heritage for the local community. The production of this fabric involves techniques that have been passed down from generation to generation, using traditional tools and natural raw materials. (Yusuf & Hadi, 2020) According to interviews with local artisans, the process begins with the selection of natural raw materials such as cotton and natural dyes obtained from local plants. After the threads are prepared, the artisans weave using traditional looms, which require precision and high skill. This process can take several days depending on the size and complexity of the desired design. (Taufik, 2015)

Cual comes from the term "celupan awal," which refers to the initial dyeing process of threads that will be colored. Cual weaving is a combination of ikat weaving and songket or songket techniques, characterized by its decorative patterns created using ikat weaving techniques. . According to (Jusuf & FashionPro, 2012) , Cual is the process of dyeing or coloring threads before they are woven into beautiful fabric. Before dyeing, the fine silk threads are tied according to the decorative patterns, then dyed with dye. Cual woven fabric is woven using ikat and songket techniques.

Sumber Harapan Village, famous for producing songket fabric typical of the Sambas region, offers a unique experience for tourists interested in witnessing and understanding the process of making natural cual woven fabric. The process of making

songket fabric involves several complex stages and requires high precision. Based on observations and interviews, the following are the stages in the production of cual woven fabric:

The Terau and Liring Process

In Sumber Harapan Village, the process of making beautiful and unique songket woven fabric begins with the initial stages known as terau and liring. These two stages are an important part of preparing the thread before it enters the more complex weaving process. Tourists visiting this village will have the opportunity to witness and understand every detail of this process firsthand.

Terau (rolling thread with precision) is the first step in preparing thread for weaving. This process involves rolling thread from a skein (ball of thread) placed on a thread rolling device called a luwing onto another device known as a kolong. Luwing is a tool used to hold the skein so that the thread can be rolled easily. Meanwhile, the kolong is a thread-receiving medium made from bamboo sections with a diameter of 1-1.5 cm and a length of 18-20 cm. The shape and size of the kolong facilitate neat and consistent thread winding. The Thread Winder (Terau) is a tool used to quickly and efficiently transfer thread from the luwing to the kolong. Artisans must ensure that the thread is not tangled and is wound tightly to avoid issues during the weaving process later on.

According to (Gamal, 2002) The terau process requires skill and precision, as thread that is not wound properly can cause difficulties in subsequent processes. After the thread is wound onto the bobbin, the next step is winding. Winding is the process of winding the thread from the bobbin or directly from the thread spool onto another medium called a plotting. Plotting is the medium used to store the thread that has been wound more neatly. Plotting is typically a small cylinder that facilitates handling the thread during weaving.

In the Liring process, craftsmen carefully wind the thread from the spool or ball of thread onto the plotting. This process also requires precision to ensure that the thread does not break or become tangled, which could disrupt subsequent stages. Both processes, terau and liring, are crucial in ensuring the quality of the thread before it is used in weaving. Thread that is wound neatly and accurately using the " " technique will facilitate the weaving process, reduce the risk of thread damage, and produce beautiful, high-quality songket fabric.

The educational tourism experience for visitors to Sumber Harapan Village is the opportunity to see firsthand how artisans skillfully perform the terau and liring processes by hand. Visitors can learn about the various tools and techniques used, as well as try rolling thread themselves under the guidance of experienced artisans. This experience not only provides insight into the traditional techniques of songket fabric making but also teaches the values of patience and precision required at every stage of the process.

1. Craftsmanship

Penganian is the process of winding yarn on a special tool called ani. At this stage, the yarn that has been cleaned and tidied up is wound into larger, neater rolls, making it easier for the next weaving process.

2. Warping

After the thread is rolled, the next stage is menatar or arranging the thread on the loom. This process requires special skills to ensure that the thread is neatly arranged and that none is missed, as this will affect the final result of the songket fabric.

3. Ngarap or Mengubung

Ngarap or mengubung is the process of connecting threads that will be used in weaving motifs on songket fabric. At this stage, the skill and precision of the craftsman are very important to ensure that each thread is connected perfectly.

4. Creating Motif Designs

This stage is one of the most creative in the production of songket fabric. Craftsmen create designs that will be applied to the fabric. These designs can be traditional or modern, depending on customer requests and the creativity of the craftsmen. The motifs or patterns of woven fabric are very important and must be prepared by the weavers according to customer orders and/or the weavers' own ideas based on existing motifs that are familiar to consumers. What materials are needed to create the motifs? The following materials are required: porcupine quills, sagu palm fronds, belirak, nylon thread for tying the motifs, small grid-ruled notebooks (math books) for creating patterns, and photos or images of the motifs to be created.

5. Motif Carving or Weaving Fabric

The final stage is the process of weaving the motif or fabric. In this process, the threads that have been prepared and arranged beforehand are used to weave the designed pattern. This process requires a significant amount of time and patience, as each thread must be woven with precision to produce beautiful and high-quality songket fabric. The weaving process can be seen in Figure 4.10. This fabric-making process can also be utilized as educational material for tourists interested in traditional craftsmanship techniques. According to (Anwar, 2023), educational tourism that emphasizes the teaching of traditional skills can enrich tourists' experiences and help preserve local knowledge. Through workshops and factory tours, tourists can better understand the cultural value embedded in each piece of woven fabric. This also provides economic opportunities for the local community by increasing the sales of woven products. In the study (Bustamam & Suryani, 2021) on the development of halal tourism in Riau, it was mentioned that the use of natural materials in local products can provide significant added value, as more consumers are seeking environmentally friendly and sustainable products. As seen in natural coal weaving, this product not only provides cultural identity but also attracts tourists concerned about sustainability and environmental conservation. Therefore, the process of making coal woven fabric can serve as a valuable educational tourist attraction for visitors interested in learning about culture and traditional skills.

Potential for Halal Tourism Development in Sumber Harapan Village

Sumber Harapan Village has significant potential to be developed as a halal tourism destination based on local culture, particularly natural woven fabric. In the context of halal tourism, as highlighted by (Bustamam & Suryani, 2021), the success of halal tourism development depends not only on the uniqueness of its attractions but also on the provision of facilities that meet the needs of Muslim tourists, such as halal accommodations, places of worship, and halal food. Desa Sumber Harapan meets these criteria, with adequate worship facilities and the potential to provide halal food that is guaranteed to be clean.

This observation of tourist attractions was conducted by researchers to find the info needed to figure out the potential for developing halal tourism in Sumber Harapan Village. The observation was done by identifying the 4 A components of a tourist attraction.

I. Attraction (Tourist Activities)

Attractions in Sumber Harapan Village can be analyzed using the 4S framework, which includes *Something to See, Something to Do, Something to Learn, and Something to Buy*. In developing educational tourism centered on cual weaving in Sumber Harapan Village, the 4S concept (*Something to See, Something to Do, Something to Learn, and Something to Buy*) can be used to design a comprehensive and attractive tourism experience. The following are attractions based on the 4S concept.

a. Something to See (Something to See)

- 1) **The Process of Weaving Cual Fabric:** Tourists can see firsthand the process of weaving cual fabric in the weavers' homes. They can observe every stage of fabric production, from spinning the yarn to weaving.
- 2) **Cual Weaving Gallery:** This gallery showcases various types of cual woven fabric with unique patterns and colors. The exhibition features artistic works that highlight local skill and culture.
- 3) **Village Natural Scenery:** The natural beauty surrounding the village, such as the Sambas River and green forests, offers breathtaking views and a peaceful atmosphere for tourists.

b. Something to Do (Things to Do)

Cual Weaving Workshop: Tourists can join a workshop led by local weavers, where they learn about cual weaving techniques and try weaving themselves. This workshop provides a practical and in-depth experience of the art of weaving.

c. Something to Learn

- 1) **History and Meaning of Cual Motifs:** Visitors can learn about the history and meaning of each cual fabric motif at the Weaving Gallery. This information provides insight into the cultural heritage and symbolism behind each motif.
- 2) **Weaving Skills:** Through workshops and demonstrations, visitors learn about cual weaving techniques, including how to prepare the thread, natural dyeing techniques, and intricate weaving techniques.

d. Something to Buy

- 1) **Cual Woven Fabric:** The main product that tourists can purchase is high-quality traditional cual woven fabric. This fabric can be used for various purposes, such as clothing, home decor, or as souvenirs.
- 2) **Local Handicrafts:** In addition to woven fabrics, there are various local handicrafts such as bags, wallets, and accessories made by villagers using the cual weaving technique.
- 3) **Local Products and Traditional Foods:** Small shops in the village sell a variety of local products, including traditional foods and beverages that can be taken home as souvenirs.

By integrating the 4S concept into the development of halal tourism in Sumber Harapan Village, tourists will enjoy a rich and diverse experience. They will not only enjoy visual beauty and exciting activities but also gain new knowledge and skills and have the opportunity to purchase authentic local products. This approach ensures that the educational tourism offered is comprehensive, educational, and satisfying for all visitors.

2. Amenities

According to (Setyo Widodo & Yandi, 2022) Amenities are part of a location that include infrastructure and amenities that can be used and needed by visitors. These amenities include accommodation, food, travel agents, and transportation. Sumber Harapan Village is currently equipped with various facilities that support the comfort and needs of tourists and local communities. One of the main facilities available is a place to shop for woven fabrics. This shopping area is located in the homes of local artisans who also serve as the center for woven fabric products. Here, the woven fabric creations are displayed in glass showcases, allowing tourists to view and select various beautiful and high-quality woven fabric products.

In addition, there are also small shops in this village that are small businesses owned by the local community. These shops sell various daily necessities, making it easier for tourists and villagers to obtain the items they need without having to go far. To meet the spiritual needs of the community and tourists, Sumber Harapan Village also has two places of worship in the form of mosques. Both mosques are located in Dusun Semberang I, namely Masjid Syuhada and Masjid Nazarul Falagh. The presence of these two mosques not only provides a place for worship but also serves as a center for religious and social activities for the village community.

With a wide range of facilities available, Sumber Harapan Village not only offers natural beauty and unique weaving culture, but also comfort and convenience for visiting tourists. These facilities also support the daily activities of the community and enhance the village's appeal as a complete and attractive tourist destination.

3. Accessibility

According to (Setyo Widodo & Yandi, 2022) Accessibility is one of the most important factors influencing tourists' travel to a destination. Traveling to a destination will be easier for visitors if there are various ways to reach it. More visitors will visit places that are easily accessible if this component is well developed.

One of the important issues affecting tourist movement is accessibility. The capital of Sambas Regency provides easy access to Sumber Harapan Weaving Tourism Village. The trip there only takes fifteen to twenty minutes (Fandeli, 2011) . Sumber Harapan Weaving Tourism Village has two main access routes, namely land access and river access.



Figure 1. Main Gate

(Source: Researcher's Documentation, 2025)

Land access to this village can be reached through the main gate located in Solor Medan Hamlet. The condition of the roads within the village is quite good and can be traversed by various types of transportation. Two-wheeled vehicles such as motorcycles and bicycles, as well as four-wheeled vehicles such as cars, can easily traverse the village roads. The village road is approximately 5,000 meters long with a width of about 3-4 meters and connects Sumber Harapan Village with other villages in the surrounding area. (Mardiana, 2019) . In addition to land access, Sumber Harapan Weaving Tourism Village can also be reached via river access. The Sambas River is the main route for this river access. Tourists can use various types of river transportation such as speed boats, traditional wooden boats, or local residents' sampans to reach the village. The journey via the river not only offers quick access but also a unique experience with beautiful natural scenery along the way. The condition of the main roads in the village is generally good, with adequate pavement to support vehicle mobility. However, the village roads used by residents to access fields or plantations (agricultural roads) are still in poor condition and consist of dirt roads. This may require additional attention for infrastructure improvement to enhance access to various parts of the village and support the local community's economic activities.

4. Ancillary

According to (Setyo Widodo & Yandi, 2022) , additional services offered to visitors and tourism stakeholders by local governments or specific organizations are included in this component. Ancillary services are important elements that support tourism development. In Sumber Harapan Village, there are several significant supporting facilities such as a Weaving Gallery or Gazebo, as well as an information and promotion center. The construction of the Weaving Gallery was carried out in 2015 by the Local Government (PEMDA) of Sambas District. This gallery was established alongside the

formation of the Rantai Mawar Cooperative, which serves as the manager of the Weaving Gallery or Weaving House, with support from the Industry and Trade Department (DISPERINDAG) of Sambas District. The gallery functions as an exhibition and sales center for the village's traditional woven fabric products, as well as an educational facility about the weaving process.

Additionally, the Gazebo Tenun was constructed by academics from the Sambas State Polytechnic in collaboration with several other universities through the Village Development Partnership Program in 2019. According to (Wahyudi, 2021) & , this gazebo serves as an open space for weaving and a gathering place for tourists and local weavers. The construction of the Weaving Gazebo also aims to strengthen the branding of Sumber Harapan Village as a tourist village rich in weaving culture. The information and promotion center in Sumber Harapan Village is equipped with a welcome monument that can be found upon entering Solor Medan Hamlet. This monument serves as a landmark that welcomes tourists and provides basic information about the village. Additionally, the village has an official website at <https://desawisatasumberharapan.com>. This website serves as a platform to introduce the village to a wider audience through digital information dissemination. With these supporting facilities, Sumber Harapan Village is increasingly ready to develop its potential for halal tourism and provide a better experience for visiting tourists.

According to (Setiawan & Dwi, 2017) Abundant natural resources, combined with a strong local culture, present an opportunity for Sumber Harapan Village to be developed as a halal tourism village. According to previous research by (Nugroho, 2019) , halal tourism is growing rapidly as Muslim awareness increases for seeking travel destinations aligned with Sharia values. Desa Sumber Harapan, with its distinctive woven fabric crafts, can develop tourism packages that not only feature cultural attractions but also provide prayer facilities and Muslim-friendly accommodations, thereby attracting more Muslim tourists from various regions.

Additionally, in the context of halal tourism, accessibility and supporting facilities are crucial factors. A study conducted by (Bustamam & Suryani, 2021) indicates that good access to halal tourist destinations can increase the number of visitors. According to (Herman, 2017) , Sumber Harapan Village already has adequate road access, and the development of transportation facilities, accommodation, and improvements in service quality can further enhance the village's appeal as a halal tourism destination. Local communities can also be involved in the management and provision of halal tourism services, which will have a positive impact on the local economy and create new business opportunities.

By considering the halal tourism development standards identified by the Ministry , such as the availability of halal restaurants, Muslim-friendly accommodations, and separate prayer facilities for men and women, Sumber Harapan Village can position itself as a tourist destination that not only meets the needs of Muslim tourists but also provides an authentic and educational experience. Therefore, the development of halal

tourism in this village not only has the potential to increase tourist visits but also strengthen local cultural identity and improve the well-being of the local community.

D. CONCLUSION

This study aims to examine the potential for developing halal tourism based on natural coal woven fabric in Sumber Harapan Village, Sambas District, and its impact on the local economy. The results of the study indicate that the process of making natural coal woven fabric, which involves traditional skills, has high cultural value and can be used as an educational tourist attraction. Visitors can learn firsthand about the techniques of making woven fabric and understand the importance of preserving local culture. Additionally, Sumber Harapan Village has significant potential to be developed as a halal tourism destination, as it meets several key criteria, such as the availability of prayer facilities, halal food, and the potential to provide Muslim-friendly accommodation. The development of halal tourism based on natural coal woven fabric can have positive impacts on the local economy, create new job opportunities, and increase community income through improved product sales and tourism services. In line with the research objectives, which aim to identify the potential for halal tourism development, this study found that with proper management, Sumber Harapan Village can become an attractive and sustainable tourist destination while preserving local culture and improving community well-being.

BIBLIOGRAPHY

- Anwar, I. (2023). Handicraft-based educational tourism and its impact on the preservation of local culture. *Journal of Tourism Development*, 12(3), 45–60.
- Bustamam, N., & Suryani, S. (2021). The influence of halal tourism development and its impact on regional economic development in Riau Province. *Journal of KIAT Economics*, 32(2), 146–161.
- Elvian, S. (2014). *Coal Woven Fabric and the Cultural Uniqueness of Sambas*. Budaya Publisher.
- Fandeli, C. (2011). *Tourism Development*. Andi Yogyakarta.
- Gamal, S. (2002). *Fundamentals of Tourism*. Andi.
- Herman, S. (2017). *Management of tourist attractions: Approaches and strategies*. Gramedia.
- Jusuf, R. & FashionPro. (2012). *Coal Woven Fabric: Techniques, Processes, and Aesthetics*. Media Publishing House.
- Mardiana, S. (2019). *Community-Based Tourism Destination Development Management*. Alfabeta.
- Musanef. (1996). *Tourism Business Management*. Pradnya Paramita.
- Nugroho, T. (2019). Villages and the Preservation of Local Culture in Tourism Development. *Indonesian Tourism Journal*, 5(1), 24–37.

- Pratiwi, N. (2020). Natural Dyeing in the Textile Industry: Conservation and Sustainability. *Journal of Technology and Arts*, 8(2), 12–19.
- Setiawan, A., & Dwi, S. (2017). *Development of natural tourism potential based on local wisdom*. UB Press.
- Setyo Widodo, D., & Yandi, A. (2022). Employee Performance Model: Competence, Compensation, and Motivation (Literature Review of Human Resource Management). *Journal of Multidisciplinary Sciences*, 1(1), 1–14.
- Suryani, S., & Bustamam, N. (2021). Development of halal tourism and its impact on regional economic development. *Journal of KIAT Economics*, 32(2), 146–161.
- Taufik, R. (2015). *Promotion Strategies in the Development of Historical Tourism Sites*. Media Press.
- Wahyudi, H. (2021). *Tourism marketing and its impact on the local economy*. Bina Ilmu.
- Wibowo, S. (2014). *Utilization of natural tourism potential in regional economic development*. Elex Media.
- Yoeti, O. A. (2006). *Tourism development: Concepts and applications*. PT. Pradnya Paramita.
- Yusuf, A., & Hadi, S. (2020). Tourism management based on the 4A components. *Journal of Tourism Management*, 5(2), 45–60.
- Zahra, L. (2018). Feasibility study on the development of tourist destinations in remote areas. *Journal of Tourism Studies*, 6(1), 85–101.