

# Implementation of DSN-MUI Fatwa No. 108/DSN-MUI|X|2016 in The Development of Halal Tourist Destinations in The City of Cirebon: The Perspective of Maqashid Syariah

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**Abstract** - This study aims to analyze the implementation of the DSN-MUI Fatwa No. 108/DSN-MUI|X|2016 in the development of halal tourist destinations in Cirebon City with the Maqashid Syariah perspective. Research using qualitative methods. Through this research, it was found that the implementation of the DSN-MUI Fatwa No. 108/DSN-MUI|X|2016 has had a positive impact on the development of halal tourist destinations in the city of Cirebon. Development of halal tourism infrastructure, provision of halal accommodation, halal restaurants and culinary, halal activities and recreation, as well as marketing and promotion of halal tourism, have experienced significant developments. This implementation has met the needs of Muslim tourists, increased the attractiveness of the City of Cirebon as a halal tourist destination, and contributed to the economic and social development of the City of Cirebon. In the context of Maqashid Syariah's perspective, the application of halal tourism destinations in Cirebon City has succeeded in meeting primordial needs (Hifz al-Din, Hifz al-Nafs), rational needs (Hifz al-Aql), and moral and ethical needs (Hifz al-Nasl, Hifz al-Mal).

**Keywords:** Halal Tourism, DSN-MUI, Cirebon City Maqashid Syariah

## I. INTRODUCTION

Halal tourism has become an important segment in the global tourism industry (Ekka, 2023). The demand for tourist destinations that comply with sharia principles is increasing among Muslim travelers around the world (Izra Berakon, Muhammad Ghafur Wibowo, Achmad Nurdany, 2023). This has prompted many countries and cities to develop halal tourist destinations to attract Muslim tourists and provide a travel experience that is in accordance with the principles of their religion (Juliana Juliana, A. Jajang W. Mahri, Azkiya Rahmah Salsabilla, Mumuh Muhammad, 2023). According to Kusuma, one of the cities that has great potential for the development of halal tourist destinations is the city of Cirebon, Indonesia (Varokh, 2023). Cirebon city is famous for its rich cultural and historical heritage (Warliati, 2023), including the legacy of the Islamic empire (Wahyu Iryana, Muhamad Bisri Mustofa, 2023), like the Kasepuhan Palace (Shafarina Wahyu Trisyanti, Deni Suwardhi, Iwan Purnama, 2023), and the Great Mosque of Sang Cipta Rasa. In addition, Cirebon also has natural wealth and culinary delights (Abdul Khalim, 2023). However, despite its potential, the development of halal tourist destinations in the city of Cirebon has not been fully explored properly.

According to the author's opinion, one of the factors influencing the development of halal tourist destinations in Cirebon City is the implementation of the DSN-MUI Fatwa No. 108/DSN-MUI|X|2016. This fatwa was issued by the National Sharia Council-Indonesian Ulema Council (DSN-MUI) as a guide for tourism industry players in providing products and services that comply with sharia principles. This fatwa covers various aspects, including halal food and drinks, sharia-compliant accommodation, and tourism activities that meet Islamic standards. The author is of the view that despite the existence of this fatwa, its implementation in the development of halal tourist destinations in Cirebon City still requires further attention. There are still a number of challenges and obstacles that need to be overcome, such as a lack of understanding and awareness of the importance of halal tourism destinations among stakeholders, a lack of adequate facilities and infrastructure, and the need to improve the quality of products and services provided. Therefore, this study aims to examine the implementation of the DSN-MUI Fatwa No. 108/DSN-MUI|X|2016 in the development of halal tourist destinations in Cirebon City from the perspective of Maqashid Syariah. Maqashid Syariah is a concept related to the main objectives of sharia in

maintaining the benefit of mankind. In the context of developing halal tourist destinations, this research will analyze the extent to which the implementation of the fatwa can fulfill maqashid sharia, such as protecting religion, soul, intellect, lineage and property. Through this research, it is expected to provide a better understanding of the importance of implementing the DSN-MUI Fatwa No. 108/DSN-MUI/X|2016 in the development of halal tourist destinations in the city of Cirebon, as well as evaluating their impact on the development of the halal tourism industry in the city. Using the perspective of Maqashid Syariah, this research will also identify successes, deficiencies, and potential improvements that can be made in implementing the fatwa.

In this research, several previous studies have been conducted by Aan Jaelani, Edy Setyawan, and Nursyamsudin in their journal entitled "Religion, Culture and Creative Economy: Prospects and Development of Halal Tourism in Cirebon". The article reveals that tourism activities, including religious, cultural and creative economy centers in Cirebon, have developed separately from local government policies, implementation of programs and strategies for developing tourist areas in the city and district of Cirebon. Using a trend analysis approach, this article is based on data collected through interviews, exploration of events, news and information from print and electronic media, as well as documents obtained from tourism agencies in Cirebon. The conclusion of this paper is that Cirebon seeks to position itself as one of the main destinations for the development of halal tourism, which will become the center of the tourism industry in the future (Aan Jaelani, Edy Setyawan, 2017). Tomy Saladin Azis in his journal entitled "The Contribution of Religious Tourism in Community Economic Development in the Astana Gunung Jati Environment, Cirebon Regency" describes the contribution of religious tourism in the economic development of the community around Astana Gunung Jati, Cirebon Regency. This study explains that the development of tourist objects is an effort to increase people's income to support their daily needs. Tourism development is considered as a travel industry that can enhance spiritual aspects. However, it is necessary to consider many aspects, especially considering the high number of visitors from various cities in Indonesia. Currently, the development of tourism in Indonesia is focused on every region that has potential and attractive tourist objects. Religious tourism referred to here is more related to pilgrimage tourism which has religious sacred values. The aim is to meet or stay in touch with various regions. In Islam, visiting the graves is considered a sunnah act that will be rewarded if it is done, and it is not a sin if it is abandoned. In practice, pilgrimage actually existed before Islam, but was strengthened so that the Prophet had forbidden it (Azis, 2023)

#### *DSN-MUI Fatwa Concept No. 108/DSN-MUI/X|2016*

DSN-MUI Fatwa No. 108/DSN-MUI/X|2016 is a fatwa issued by the National Sharia Council-Indonesian Ulema Council in 2016 with the aim of regulating the development of halal tourist destinations in Indonesia (Nisa et al., 2023). This fatwa is based on sharia principles that underlie Islamic teachings and aims to provide guidance for the government, tourism industry players, and the public in developing tourist destinations that comply with sharia principles (Hidayati et al., 2016). The main concepts contained in the DSN-MUI Fatwa No. 108/DSN-MUI/X|2016 is the development of halal tourism destinations. According to Al-Ansi, what is meant by a halal tourist destination is a tourist destination that meets sharia requirements in all its aspects, including food, drink, accommodation, entertainment, and the facilities provided (Amr Al-Ansi, Hossein Olya, 2017). This concept emphasizes the importance of providing an adequate environment for Muslim tourists to practice their prayers and follow sharia principles during their tour (Manan et al., 2023).

In addition, this fatwa emphasizes the importance of cooperation between the government, tourism industry players, and the public in developing halal tourist destinations. Local governments are expected to play an active role in creating policies that support the development of halal tourist destinations, such as providing incentives to halal tourism industry players, facilitating halal training and certification, and promoting halal tourist destinations in their areas. This fatwa also highlights the importance of halal certification in halal tourist destinations. Halal certification is the process of giving halal labels that guarantee that food, drinks and other products provided at tourist destinations meet sharia standards. This concept emphasizes the need to pay attention to halal aspects in the provision of products and services in halal tourist destinations. In addition, DSN-MUI Fatwa No. 108/DSN-MUI/X|2016 also links the development of halal tourism destinations to the concept of Maqashid Syariah. Maqashid Sharia refers to the main objectives of sharia in maintaining human welfare. This concept emphasizes the need to consider maqashid sharia, such as protecting religion, protecting souls, protecting offspring, protecting minds, and protecting assets, in developing halal tourist destinations.

#### *Halal Tourism Destinations*

Rachmiate explained that halal tourist destinations are tourist destinations that meet sharia requirements in all aspects, be it food (Syahrul Bakti Harahap, 2023) drinks (Tubagus Noor Rohmauddin et.al, 2023),

accommodation (Agung Surya Dwianto, Eva Purnamasari, 2022), entertainment (Furqa Nurrahman, 2023) or the facilities provided (Rachmiatie et al., 2023). This destination is designed to meet the needs and principles of sharia for Muslim tourists (Desna Ramadhanti, 2023) so that they can worship and practice Islamic religious values during their tour (Agung Surya Dwianto, Eva Purnamasari, 2022). Annisa Mardatillah explained that the main characteristic of halal tourist destinations is compliance with sharia rules and principles. This includes the provision of halal and tayib (good) food and drink, separation of facilities between men and women, awareness of modest dress code, and avoidance of music and entertainment that is not in accordance with Islamic values (Mardatillah, 2023).

In addition, halal tourist destinations can also offer facilities to support worship activities, such as adequate places of worship, information about prayer schedules and Qibla directions, as well as accessibility to perform worship such as fasting, praying, and dhikr (Marlinda et al., 2022). This destination can also offer educational or spiritual programs aimed at increasing religious understanding for Muslim tourists. It is important to note that Halal tourist destinations not only meet the needs of Muslim tourists, but can also attract interest from non-Muslim tourists who value the values of cleanliness, comfort and hospitality in their travel experience. This destination reflects local culture and identity that is friendly to tourists from various religious and cultural backgrounds.

According to the author's opinion, developing halal tourist destinations requires collaboration between local governments, tourism industry players, and the community. Local governments can create policies that support the development of halal tourist destinations, such as facilitating halal certification, providing incentives to halal tourism industry players, and promoting halal tourist destinations at the national and international levels. Tourism industry players have an important role in providing facilities, food, drinks and services that comply with sharia principles. They need to adapt to the needs of Muslim tourists and develop creative and innovative tourism products to attract the Muslim market. The community also has a role in maintaining the culture and sharia values that exist in halal tourist destinations. Local people can be good hosts, welcoming tourists with hospitality and respecting their needs and preferences. They can also play a role in preserving cultural heritage and religious traditions in halal tourist destinations.

#### *Maqashid Syariah in the Development of Tourist Destinations*

According to Dede Al Mustaqim in his research explaining that Maqashid Sharia, or the main goals of sharia in Islam, can be an important foundation in developing halal tourist destinations (Mustaqim, 2022). Maqashid Syariah covers several aspects that are relevant to the development of tourist destinations that comply with sharia principles. (1) Hifz al-Din (Maintenance of Religion) (Mustaqim, 2022; Nainggolan, 2022). According to the author, the development of halal tourist destinations must ensure that the environment allows Muslim tourists to carry out their prayers easily and comfortably. Adequate places of worship, information about prayer schedules and Qibla directions, as well as religious education programs can be part of efforts to maintain religion in halal tourist destinations. (2) Hifz al-Nafs (Care of the Soul) (KHASHOGI, 2022; Mustaqim, 2022). According to the author, halal tourist destinations must encourage activities that are healthy and not detrimental to the human soul. This involves avoiding behavior that is contrary to sharia values, such as the offering of inappropriate entertainment or the consumption of alcohol which is prohibited in Islam; (3) Hifz al-Nasl (Care of the Offspring) (Mansyur, 2020; Mustaqim, 2022). According to the author, the development of halal tourist destinations must also pay attention to aspects related to family and heredity. Adequate facilities for families, such as family-friendly accommodation and safe and comfortable areas for children, must be a concern in developing this destination; (4) Hifz al-Aql (Maintenance of Intellect) (Mustaqim, 2022; Nurizal Ismail, 2021). According to the author, halal tourist destinations must promote activities that enrich the mind and increase understanding of Islamic values. For example, providing educational programs or visiting historic sites related to Islam can help tourists understand the rich history and culture of this religion. (5) Hifz al-Mal (Property Care) (Mustaqim, 2022; Thaha, 2023). According to the author, halal tourist destinations must also ensure that financial and trade transactions that occur in them comply with sharia principles. This involves ensuring that food, beverage and other product offerings comply with Halal standards and that there is transparency and honesty in every transaction.

## **II. METHOD**

This study uses a qualitative approach. A qualitative approach is used because the purpose of this research is to understand the implementation of the DSN-MUI Fatwa No. 108/DSN-MUI|X|2016 in the development of halal tourist destinations in Cirebon City from the perspective of Maqashid Syariah. A qualitative approach allows researchers to gain a deep understanding of the experiences, views, and perceptions of relevant stakeholders and the context surrounding the phenomenon under study. Sources of data in this study will involve

books, journals, and related scientific literature. Scientific books and journals will be used as the main source of information to gain a theoretical understanding of the concept of DSN-MUI Fatwa No. 108/DSN-MUI|X|2016, halal tourist destinations, Cirebon City as a tourist destination, and Maqashid Syariah. These data sources will help build a strong theoretical framework for research. By using a qualitative approach and in-depth analysis, this research is expected to provide a better understanding of the implementation of DSN-MUI Fatwa No. 108/DSN-MUI|X|2016 in the development of halal tourist destinations in Cirebon City from the perspective of Maqashid Syariah. The findings of this study can provide valuable input for relevant stakeholders, such as local governments, tourism industry players and the community, to improve efforts to develop halal tourist destinations that comply with sharia principles.

### **III. RESULT AND DISCUSSION**

#### **A. Result**

The city of Cirebon is a tourist destination that offers a unique and interesting halal tourism experience. Located in West Java Province, Cirebon City has a rich cultural and historical heritage, marked by the existence of the Kasepuhan Palace and Kanoman Palace which were symbols of the glory of the Cirebon Kingdom in the past. As a halal tourist destination, Cirebon City offers a variety of facilities and services that meet the needs of Muslim tourists. One important aspect in the development of halal tourist destinations in Cirebon City is the availability of adequate supporting infrastructure. This includes good accessibility, such as roads, public transportation, and Muslim-friendly accommodation. Apart from that, Cirebon City also has a number of halal eateries serving delicious local specialties. Muslim tourists can enjoy a variety of traditional Cirebon dishes, such as empal barrel, gejrot tofu, jambang rice, and many more. The existence of halal restaurants and food stalls is a special attraction for Muslim tourists who want to explore local culinary delights with a guarantee of halal.

The city of Cirebon also has a number of interesting religious tourism destinations, such as the Great Mosque of Sang Cipta Rasa which is magnificent and has beautiful architecture. This mosque is often visited by Muslim worshippers to worship and admire the beauty of the building. In addition, there are also sacred tombs and Islamic boarding schools which are centers of religious activity that attract Muslim tourists who want to study Islamic history and culture in the city of Cirebon. The Cirebon City Government and local tourism industry players are also active in promoting their halal tourist destinations. They hold annual festivals and events that showcase Cirebon's halal culture, arts, and local culinary delights. This promotion is carried out through various media, including social media and tourism websites, in order to reach potential Muslim tourists from various regions.

Thus, Cirebon City has great potential in developing halal tourist destinations. The existence of supporting infrastructure, Muslim-friendly facilities and services, halal culinary, religious tourism destinations, as well as intense promotional efforts are important factors that make Cirebon City an attractive halal tourist destination. With good and continuous management, Cirebon City can continue to develop as a tourist destination that meets the needs of Muslim tourists who want a travel experience that complies with sharia principles.

According to the writer's opinion, in implementing the DSN-MUI fatwa No. 108/DSN-MUI|X|2016 in the development of halal tourist destinations in the city of Cirebon starting with the construction of infrastructure that supports the needs of Muslim tourists. This infrastructure includes facilities that allow Muslim tourists to pray comfortably and in accordance with religious teachings. First of all, local governments and related parties need to ensure the availability of sufficient mosques and prayer rooms in tourist destination areas. These mosques and prayer rooms must be designed taking into account the needs of Muslim tourists in performing their prayers and other acts of worship. With adequate mosques and prayer rooms, Muslim tourists will feel more comfortable and be able to carry out their prayers smoothly. In addition, clean and adequate places for ablution need to be provided around tourist objects. This ablution facility must be designed by taking into account the principles of cleanliness and comfort for visitors. With good ablution facilities, Muslim tourists can perform ablution easily before praying. Furthermore, it is necessary to establish a halal tourism information center in tourist destination areas. This information center is a place where Muslim tourists can obtain information about available halal facilities, such as restaurants, accommodation and halal tourism activities. With the existence of a halal tourism information center, Muslim tourists will be able to easily find and utilize facilities that suit their needs.

Furthermore, according to the author's opinion, in the implementation of the DSN-MUI fatwa No. 108/DSN-MUI|X|2016 also covers the provision of halal accommodation in Cirebon City. This involves hotels, inns and guest houses that meet halal standards in providing services and facilities. First, accommodation needs to seek halal certification from a trusted institution. This certification can provide assurance to Muslim tourists that the services and food provided comply with halal principles. With halal certification, Muslim tourists will feel more confident and comfortable staying at the accommodation. In addition, halal accommodation needs to

provide prayer support facilities in guest rooms. Facilities such as prayer mats, Al-Quran and mukena must be available to facilitate Muslim tourists in carrying out their prayers at the accommodation. With this facility, Muslim tourists don't have to bother bringing their own prayer equipment. Furthermore, restaurants and food services in halal accommodation must provide food that originates from halal ingredients and is processed according to halal principles. It is also important to ensure that there is no contamination with haram ingredients. With Halal food available at the accommodation, Muslim tourists can enjoy a meal in peace and in accordance with religious rules.

The author is of the view that in implementing the DSN-MUI fatwa No. 108/DSN-MUI|X|2016 also covers the halal restaurant and culinary sector in Cirebon City. Halal restaurants and culinary have an important role to play in attracting Muslim tourists who are looking for a culinary experience that conforms to religious requirements. First, restaurants and food stalls need to seek halal certification to ensure that the food served meets halal standards. This certification gives confidence to Muslim tourists that the food they consume is in accordance with religious principles. With halal certification, restaurants and food stalls can attract more Muslim visitors. Furthermore, restaurants and food stalls must ensure that the ingredients used in food preparation come from halal sources. This includes selecting halal meat, food additives, beverages and other products. With the halal ingredients used, restaurants and food stalls can guarantee Muslim tourists that the food they consume is in accordance with halal principles. Halal restaurants need to pay attention to the processing and preparation of food by ensuring there is no contamination with haram ingredients. Also, it is necessary to pay attention to cleanliness and sanitation in the kitchen and dining area. With proper processing and maintained cleanliness, halal restaurants can give confidence to Muslim tourists that the food served is safe and in accordance with halal principles. In addition, halal restaurants must serve a diverse menu that suits the tastes of Muslim tourists. This includes providing Halal traditional dishes, local cuisine as well as international food. By serving a varied menu, halal restaurants can meet the culinary needs of Muslim tourists who come to the city of Cirebon. Finally, halal restaurants need to provide training and education to employees about halal principles in serving food. Employees must have knowledge about halal food sources, proper food preparation processes, and maintaining cleanliness. With education for employees, halal restaurants can maintain the quality and halalness of the food served to Muslim tourists.

In addition, the implementation of the DSN-MUI fatwa No. 108/DSN-MUI|X|2016 also involves the development of halal activities and recreation in Cirebon City. Here are some steps that can be taken: First, cultural and historical tourism can be used to attract Muslim tourists. By conducting tours to palaces, museums and historical sites in accordance with halal principles, Muslim tourists can enjoy and study the culture and history of Cirebon City comfortably. It is important to ensure that the activities and information provided respect the religious and cultural values of Muslim tourists. Furthermore, the development of halal sports activities can be an attraction for Muslim tourists. For example, providing separate sports facilities for men and women, a gym with maintained privacy, or outdoor sports activities that can be enjoyed by Muslim families. With sports options that comply with halal principles, Muslim tourists can participate in recreational activities comfortably. In addition, the development of natural and environmental tourism objects in accordance with halal principles is also important. For example, developing parks, forests or other natural recreation areas that offer pleasurable natural experiences for Muslim tourists. In developing natural tourism objects, it is also necessary to pay attention to cleanliness, environmental sustainability, and maintaining cleanliness from a religious perspective. By taking these steps, the implementation of the DSN-MUI fatwa No. 108/DSN-MUI|X|2016 in the development of halal activities and recreation in the city of Cirebon can be achieved. Muslim tourists will have more choices of activities and recreation that suit their religious demands when visiting the city of Cirebon, increasing their satisfaction and comfort during their vacation.

Effective marketing and promotion are important in informing Muslim tourists about the availability of halal tourist destinations in Cirebon City. Following are some steps that can be taken in implementing the DSN-MUI fatwa No. 108/DSN-MUI|X|2016 in marketing and promotion of halal tourism First, utilizing digital-based marketing to disseminate information about halal tourist destinations in Cirebon City. By building a special website or application, Muslim tourists can get detailed information about halal attractions, accommodations, halal restaurants and available activities. In addition, social media can be used as a platform to promote this halal tourist destination, by sharing photos, videos and positive reviews from Muslim tourists who have visited Cirebon City. Second, collaborate with related parties such as airlines, travel agents, and tour operators. By collaborating in marketing halal tour packages to Cirebon City, it will be easier to reach and attract Muslim tourists. Collaboration with related institutions, such as the MUI, the Ministry of Tourism, and local tourism agencies, can also provide support in the promotion of halal tourism. Third, developing creative marketing campaigns that emphasize halal values and travel experiences that comply with sharia principles. Involving Muslim influencers or community leaders associated with the halal tourism industry can have a positive influence in promoting

Cirebon City as a halal tourist destination. The use of creative content such as videos, blogs or podcasts can also increase the attractiveness and understanding of halal tourism in the city of Cirebon. Fourth, maintain the quality of service that meets the expectations of Muslim tourists. Maintaining friendliness, cleanliness and safety is important in providing a positive experience for Muslim travelers. By providing professional and friendly service, Muslim tourists will feel comfortable and satisfied while on vacation in the city of Cirebon. Finally, holding special promotions or discounts for Muslim tourists. Providing halal accommodation packages, special halal food, or tourism programs that focus on activities that comply with halal principles can attract and expand the market for Muslim tourists. This promotion can be done through online media, brochures, or collaboration with Muslim communities in various regions.

Implementation of DSN-MUI Fatwa No. 108/DSN-MUI|X|2016 in the development of halal tourism destinations in the City of Cirebon has achieved several significant successes. First, there has been an increase in the number of visits by Muslim tourists to the city of Cirebon. Facilities and services that are in accordance with halal principles have succeeded in attracting Muslim tourists, which is reflected in the increase in the number of visits to Cirebon City as a halal tourist destination. In addition, the implementation of this fatwa has also contributed to the overall growth of the tourism sector in Cirebon City. With the existence of attractive halal tourist destinations, tourism in this city has experienced an increase in the number of visitors, income, and the development of supporting infrastructure. Furthermore, the implementation of the fatwa has boosted the quality of services in the tourism sector. Halal accommodation, restaurants and halal tourism activities provided have taken into account the needs and preferences of Muslim tourists. This includes aspects of cleanliness, comfort, and friendly service, which overall enhance the experience of Muslim tourists in the city of Cirebon. Finally, the implementation of this fatwa has also increased the awareness and understanding of the public and related parties about the importance of developing halal tourist destinations. The impact is an increase in commitment and effort in providing facilities and services in accordance with halal principles. All parties involved are increasingly understanding the importance of providing halal tourism options and supporting the development of halal tourism destinations in Cirebon City. Thus, it can be concluded that the implementation of the DSN-MUI Fatwa No. 108/DSN-MUI|X|2016 has succeeded in developing halal tourist destinations in the city of Cirebon, with an increase in the number of Muslim tourist visits, growth in the tourism sector, improved service quality, and increased public awareness and understanding.

Although there has been success in the implementation of the DSN-MUI Fatwa No. 108/DSN-MUI|X|2016, there are still a number of challenges and obstacles that need to be overcome in developing halal tourist destinations in Cirebon City. One of the main challenges is limited resources. The development of halal tourist destinations requires a sizable investment in infrastructure, halal certification, workforce training and promotion. Limited resources and budgets can prevent implementing all the necessary steps. Furthermore, public understanding and awareness is also a challenge. Even though public awareness and understanding has increased, there are still some parties who do not fully understand the concept and benefits of halal tourist destinations. Continuous efforts are needed to increase public understanding and awareness regarding this matter. Inter-agency coordination is also an obstacle in the implementation of this fatwa. The implementation process involves local government, religious institutions, entrepreneurs, and the general public. Good coordination between agencies is the key to successful implementation. Challenges can arise in terms of task assignment, monitoring, evaluation, and reporting. Effective communication and good cooperation is required between all concerned parties to ensure a successful implementation. Changes in mindset and culture are also obstacles in the implementation of this fatwa. A change in mindset and culture is needed among the public and tourism industry players in order to accept and adapt the concept of halal tourism. Resistance or lack of understanding of halal principles can be a challenge that needs to be overcome. Apart from that, Cirebon City also has to compete with other tourist destinations that provide similar services. This competition demands an effective marketing strategy to promote the advantages and uniqueness of Cirebon City as a halal tourist destination. Sustainability and maintenance are also important factors in the successful implementation of this fatwa. Halal standards, quality of service and necessary updates must be maintained so that halal tourist destinations remain attractive to Muslim tourists. In facing these challenges and constraints, strong commitment and collaboration between local governments, religious institutions, tourism entrepreneurs and the general public are urgently needed. Good coordination, adequate resource allocation, continuous education, and systematic evaluation and updating will help overcome challenges and improve the implementation of DSN-MUI Fatwa No. 108/DSN-MUI|X|2016 in the development of halal tourism destinations in Cirebon City.

## ***B. Discussion***

In developing halal tourist destinations in Cirebon City, it is important to understand the concept of Maqashid Syariah and its relevance. Maqashid Sharia refers to the basic goals and intentions of Islamic law. This concept discusses the basic principles underlying Islamic law and provides guidance for Muslim individuals and communities in achieving benefit and good life goals. There are five main principles in Maqashid Syariah which are the basis for developing halal tourist destinations in the City of Cirebon (1) Hifz al-Din (Busyro, 2019). This principle emphasizes the protection of religion and religious life (Aprilianti et al., 2023). In the context of halal tourism, this means providing facilities and services that enable Muslim tourists to carry out their worship comfortably and in accordance with Islamic teachings. For example, providing adequate places of worship, arranging prayer schedules, and providing information about friendly facilities for Muslim tourists. (2) Hifz al-Nafs (Auda, 2015b). This principle relates to the protection of life and health. In developing halal tourist destinations, this includes the provision of halal food and drinks and paying attention to cleanliness and sanitation in serving food. Providing healthy and quality food choices is also part of this principle; (3) Hifz al-Nasl (Mutakin, 2017). This principle emphasizes the protection of family and offspring. In the context of Halal tourism, this involves providing Muslim families with accommodation that complies with Halal principles. Ensuring that privacy is maintained, adequate facilities for families, and avoiding content that is contrary to Islamic religious values are the main concerns; (4) Hifz al-Mal (Auda, 2011; Hanani, 2022). This principle relates to the protection of property and wealth. In developing halal tourist destinations, this includes ensuring fair transactions, reasonable prices, and protection of the rights of Muslim consumers. Involving business actors in business practices that are transparent, honest and in accordance with the principles of justice are part of this principle; (5) Hifz al-'Aql (Auda, 2015a; M. Lutfi Khakim, 2020). This principle emphasizes the protection of reason and rational thought (Ifrohati, 2023). In the context of halal tourism, this includes providing activities and recreation that comply with halal principles and do not violate Islamic religious values. Paying attention to aspects of education, culture and entertainment which are part of this principle.

In developing halal tourist destinations in Cirebon City, the perspective of Maqashid Syariah provides a solid foundation. Through the application of the Maqasid Syariah concept, halal tourist destinations are expected to achieve the desired goals in Islam, such as maintaining religion, protecting religious life, protecting souls, supporting families, protecting property, and protecting minds. The application of the Maqashid Syariah concept in the development of halal tourist destinations in the city of Cirebon is also in line with Islamic values which prioritize justice, equality and the welfare of mankind. In the view of Maqashid Syariah, the development of halal tourist destinations does not only meet the needs of Muslim tourists, but also includes sustainable social, economic and environmental aspects. By considering Maqashid Syariah in developing halal tourist destinations in Cirebon City, a tourist experience that combines halal, comfort and benefits for Muslim tourists can be produced. This will increase the added value of these tourist destinations, provide sustainable economic benefits, and strengthen the identity and excellence of the City of Cirebon as a halal tourist destination.

According to the author, the implementation of Maqashid Syariah in halal tourist destinations in Cirebon City must pay attention to primordial needs, namely protection of religion (Hifz al-Din) and protection of the soul (Hifz al-Nafs) of Muslim tourists. In this case, halal tourist destinations must provide facilities and services that allow Muslim tourists to carry out their worship comfortably and in accordance with Islamic teachings. In order to meet the needs of Hifz al-Din, halal tourist destinations in Cirebon City need to provide facilities such as mosques, prayer rooms, or prayer rooms that are adequate and clean. Apart from that, it is also important to arrange prayer times and provide information about Qibla direction and prayer times for Muslim tourists. Thus, Muslim tourists can pray solemnly without hindrance. In addition, in meeting the needs of Hifz al-Nafs, halal tourist destinations in Cirebon City must pay attention to the health and safety of Muslim tourists. This includes providing halal food and drinks and paying attention to cleanliness and sanitation in serving food. Providing food choices that are healthy, of high quality, and in accordance with halal principles are an important part of meeting this need.

Furthermore, according to the author, the application of Maqashid Syariah in halal tourist destinations in Cirebon City must also pay attention to the rational needs (Hifz al-Aql) of Muslim tourists. This relates to the protection of reason and rational thinking in the tourist experience. Halal tourist destinations must provide activities and recreation that comply with halal principles and do not violate Islamic religious values. For example, a halal tourist destination in Cirebon City can present cultural, artistic and entertainment events that are in accordance with Islamic values, so that Muslim tourists can enjoy experiences that are not only entertaining, but also intellectually and spiritually rewarding. In addition, the existence of educational and educational programs about culture, history and Islamic values in halal tourist destinations can also enrich the experience of Muslim tourists.

The author underlines that the application of Maqashid Syariah in halal tourist destinations in Cirebon City must also pay attention to the moral and ethical needs of Muslim tourists. The principles of Hifz al-Nasl

(protection of family and offspring) and Hifz al-Mal (protection of property and wealth) are an important part of meeting this need. In meeting the needs of Hifz al-Nasl, halal tourist destinations in Cirebon City need to provide accommodation that is in accordance with halal principles for Muslim families. This includes family-friendly facilities, such as family rooms, separate swimming pools for men and women, and other supporting facilities that pay attention to family privacy. In addition, it is also important to avoid content that is contrary to Islamic religious values in this halal tourism environment.

In meeting the needs of Hifz al-Mal, halal tourist destinations in Cirebon City must ensure fair transactions, reasonable prices, and protection of the rights of Muslim consumers. Business actors in the halal tourism sector need to involve themselves in business practices that are transparent, honest, and in accordance with the principles of Islamic justice. This will give trust and satisfaction to Muslim tourists in carrying out their tourism activities in the city of Cirebon. In addition, the implementation of moral and ethical requirements can also involve social and environmental responsibility. Halal tourist destinations in Cirebon City can involve the local community in tourism activities, provide them with economic benefits, and preserve nature and the surrounding environment. By paying attention to moral and ethical aspects, halal tourist destinations can be a good example in building awareness of the importance of social and environmental responsibility.

According to the author, the application of Maqashid Sharia in meeting moral and ethical needs also involves education and awareness of Islamic values. Halal tourist destinations in Cirebon City can provide information, guides, or educational activities that teach Islamic ethics, family values, and the importance of maintaining good morals. This will provide a memorable and rewarding travel experience for Muslim tourists, as well as support the development of a society based on Islamic values.

The author believes that by implementing Maqashid Syariah in the development of halal tourist destinations in Cirebon City, a holistic tourism experience will be created, taking care of the spiritual, intellectual and social needs of the Muslim community. This will also strengthen the identity and superiority of Cirebon City as a halal tourist destination based on Islamic principles. By fulfilling primordial, rational, moral and ethical needs, halal tourist destinations in Cirebon City can provide comprehensive benefits for Muslim tourists and make a positive contribution to the economic and social development of Cirebon City as a whole. However, in implementing Maqashid Syariah in halal tourist destinations in Cirebon City, there are also a number of challenges and obstacles that need to be overcome. First, one of the challenges is the lack of understanding and awareness of the concept of Maqashid Syariah among managers of tourist destinations and the general public. Education and awareness-raising efforts are needed to ensure that this concept is implemented correctly and consistently. Second, there are challenges in maintaining the quality and sustainability of halal tourist destinations. The application of halal principles in all aspects of tourism, from infrastructure to food and beverages, requires strict supervision and control. There needs to be good cooperation between the government, religious institutions, and tourism industry players to maintain the desired quality and halal. In addition, the financial aspect is also a challenge in developing halal tourist destinations. Meeting the needs and expectations of Muslim travelers in terms of Halal may require additional investment, such as building appropriate infrastructure or Halal certification. In this case, financial support and policies are needed that facilitate the development of halal tourist destinations in the city of Cirebon.

Another challenge is the existence of different interpretations related to the concept of Maqashid Syariah itself. There are various opinions and understandings regarding the implementation of Maqashid Syariah. Therefore, dialogue and consultation are needed between scholars, scholars and tourism practitioners to achieve a consistent and adequate understanding in the development of halal tourism destinations. Apart from challenges, there are also obstacles in implementing Maqashid Syariah in halal tourist destinations. These obstacles include changes in people's attitudes and behavior that are not easy, limited resources in halal supervision, as well as the process of adaptation and integration with the local social and cultural environment.

To overcome these challenges and obstacles, strong commitment and cooperation is needed between all related parties, including the government, religious institutions, tourism industry players, and the general public. Education, training and outreach regarding the concept of Maqashid Syariah and its benefits in the development of halal tourist destinations need to be held continuously. In addition, the existence of regulations and effective oversight mechanisms is also important to ensure compliance with halal principles.

The application of Maqashid Syariah in halal tourist destinations in Cirebon City not only creates benefits for Muslim tourists, but can also be an attraction for non-Muslim tourists who value halal, health and safety values. By paying attention to the halal aspect in infrastructure, accommodation, restaurants, activities and tourism promotion, the City of Cirebon can build an image as a friendly tourist destination for all people, without forgetting the Islamic principles which are the identity of this city.

#### **IV. CONCLUSION**



From this research, some main findings were found. First, the implementation of the DSN-MUI Fatwa No. 108/DSN-MUI/X/2016 has influenced the development of halal tourist destinations in Cirebon City, especially in the development of halal tourism infrastructure, the provision of halal accommodation, halal restaurants and culinary, halal activities and recreation, as well as marketing and promotion of halal tourism. Second, this implementation has had a positive impact in meeting the needs of Muslim tourists, increasing the attractiveness of the City of Cirebon as a halal tourist destination, and contributing to the economic and social development of the City of Cirebon.

The implication of this research is the importance of implementing DSN-MUI Fatwa No. 108/DSN-MUI/X/2016 and the application of Maqashid Syariah in the development of halal tourist destinations. This can be a reference for the government, religious institutions, tourism industry players, and the public in developing tourist destinations that pay attention to the principles of halal, health and safety.

For further research, it is suggested to conduct a more in-depth study regarding the perceptions, satisfaction, and experiences of Muslim tourists in visiting halal tourist destinations in the city of Cirebon. In addition, further research can also be carried out to analyze the economic and social impacts of developing halal tourist destinations and identify effective strategies in promoting and increasing the attractiveness of halal tourist destinations in the city of Cirebon.

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