



HALAL TOURISM AS A STRATEGY TO MAXIMIZE EMPLOYMENT ABSORPTION IN LAMPUNG

WISATA HALAL SEBUAH STRATEGI UNTUK MEMAKSIMALKAN PENYERAPAN TENAGA KERJA DI PROVINSI LAMPUNG

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Abstract

This article describes that it is hoped that this country would be able to create many jobs in order to have strong economic growth. The goal of this study is to give the findings of an investigation of the impact of economic expansion on labor absorption in the province of Lampung. In order to address the labor issues in Lampung Province, analysis will be used to seek for correlations between variables, underlying causes, and potential policy solutions. Based on the results of the analysis, it can be concluded that the absorption of labor in Lampung Province is influenced by GRDP/share of tourism sector, Total Population Completed High School, and percentage change in room occupancy rate. GRDP/share of tourism sector has a significant relationship between the number of working people. The number of people who work has a significant relationship to the number of residents who have a positive relationship to the number of people who work with the last education graduated from high school. Tourism is believed to be a solution to the low employment absorption in Lampung province. The development of halal tourism besides being able to increase economic growth will also be able to spur maximum employment absorption. Based on the R square value of 0.995, it is revealed if there is a good enough influence on the independent variable on the dependent variable as shown by the total working population of 99.5 percent, while the remaining 0.5 percent reveals that there are other facts that are not included in the scope of the research.

Keywords : Labor Absorption, Economic Growth, Halal Tourism

Abstrak

Artikel ini menguraikan bahwa diharapkan negara ini mampu menciptakan banyak lapangan pekerjaan agar memiliki pertumbuhan ekonomi yang kuat. Tujuan dari penelitian ini adalah untuk memberikan temuan investigasi dampak ekspansi ekonomi terhadap penyerapan tenaga kerja di Provinsi Lampung. Untuk mengatasi masalah ketenagakerjaan di Provinsi Lampung, analisis akan digunakan untuk mencari korelasi antar variabel, penyebab dasar, dan potensi solusi kebijakan. Berdasarkan hasil analisis dapat disimpulkan bahwa penyerapan tenaga kerja di Provinsi Lampung dipengaruhi oleh PDRB/pangsa sektor pariwisata, Jumlah Penduduk Tamat SMA, dan persentase perubahan tingkat hunian kamar. PDRB/pangsa sektor pariwisata memiliki hubungan yang signifikan antara jumlah penduduk yang bekerja. Jumlah penduduk yang bekerja memiliki hubungan yang signifikan dengan jumlah penduduk yang memiliki hubungan positif dengan jumlah penduduk yang bekerja dengan pendidikan terakhir tamat SMA. Pariwisata diyakini bisa menjadi solusi atas rendahnya penyerapan tenaga kerja di Provinsi Lampung. Pengembangan wisata halal selain dapat meningkatkan pertumbuhan ekonomi juga akan dapat memacu penyerapan tenaga kerja secara maksimal. Berdasarkan nilai R square sebesar 0,995 diketahui jika terdapat pengaruh yang cukup baik antara variabel bebas terhadap variabel terikat seperti yang ditunjukkan dengan jumlah penduduk yang bekerja sebesar 99,5 persen, sedangkan sisanya 0,5 persen mengungkapkan adanya fakta lain yang tidak masuk dalam ruang lingkup penelitian.

Kata Kunci: Kesempatan Kerja, Pertumbuhan Ekonomi, Pariwisata Halal

INTRODUCTION

According to production theory, employment growth is positively correlated with economic growth. The higher the level of economic growth, the more jobs are available. So it can be stated that between economic growth and labor has a linear relationship. The increase in growth in the economic sector is influenced by the existence of labor recruitment, but in fact there is an imbalance in employment absorption between growth and labor recruitment. Adriani & Wildayana (2015) reveals that Low employment will directly result from low quality and quantity of output produced by producers due to the population's low level of education. Maryati (2021) said that the unemployment rate in West Sumatra Province is always higher than its economic growth. Likewise with the labor force participation rate, it appears that there is a tendency to decrease employment absorption.

Economic Growth has a negative effect on Labor Absorption in Sulawesi, meaning that Economic Growth can significantly reduce the percentage of Labor Absorption, influence economic growth and minimum wages on employment absorption and prove the effect of economic growth and provincial minimum wages on employment absorption (Yanda et al., 2022).

Irawan (2022) found that any increase in the wage rate will be followed by a decrease in the demand for labor, which means it will cause an increase in unemployment. Conversely, if the wage rate falls, it will be followed by an increase in labor absorption, so that it can be said that the amount of labor absorbed has a reciprocal relationship with the wage rate. Wages have an influence on the number of existing labor force.

Larasati & Utomo (2023) reveals that labor absorption is the number of jobs that can be seen from the large number of working people. Taking a job can be influenced by a number of things, including pay levels, overall performance, and capital. In small industries there are several things that can affect employment, such as the number of industries, production value, regional gross domestic product, and district/city minimum wages. One of the things that affects employment is the number of industries, and it is hoped that with an increase in the number of industries, the rate of employment in the region will also increase.

Ananda & Sari (2023) explained that labor as a factor of production is an important and influential element in managing and controlling economic systems such as production, consumption, distribution and investment. The involvement of the workforce in the production process causes the workforce to want adequate income, a level of safety and comfort at work and other needs to be met. In the occurrence of regional development has one challenge, namely how economic growth is able to create jobs.

The greater the open employment opportunities for the growth of physical capital, the easier it will be to improve welfare. These anomalies exist, which suggests that economic theory is not always widely accepted (Prayoga, 2023). Analyzing the relationship between labor and the province of Lampung's economic growth pattern thus becomes an intriguing subject. Is Lampung province's application of economic theory flawless, or is there an aberration, as there have been in other Indonesian provinces?

Including the Lampung province. The province of Lampung's economic growth and employment prospects between 2010 and 2017 are shown here. Table 1 above shows that from 2010 to 2017, Lampung Province's average annual GDP growth was 5.63 percent. The GDP rose by 6.48 percent in 2012, which was the year with the biggest growth. The employment opportunities represented by the working population increased by an average of 1.94 percent between 2010 and 2017. These figures demonstrate that employment and economic growth in Lampung Province are not linear or directional. Even in 2011, 2013, 2015, and 2017 while the economy of the Lampung province was expanding, there was a decline in employment possibilities.

Tourism is one solution that can be used to increase the absorption of tourism in an area. Not only creating jobs, tourism developers can also expand people's livelihoods. UMKM will appear following the development of the level of crowds in a tourist destination. The development of these businesses will ultimately have an impact on improving the community's economy.

The growth of sharia tourism, also known as halal tourism, is a trend that is now being observed in a number of nations or locations. The potential for sharia-based tourism is greatest in nations where Muslims make up the majority of the population. When it comes to the social, economic, and cultural conditions for all nations or places, the development of sharia tourism is regarded as a highly positive tourism development.

Sharia tourism, also known as halal tourism, encompasses a wider range of activities than just religious tourism, such as travel companies and establishments that

provide food and drink as well as places of worship, graves, and historical treasures. Islamic travel and accommodations. This has demonstrated the success of the Islamic economic system.

The supply of food and drink, housing (homestays, cottages), transit infrastructure, and other activities is perceived by international or domestic tourists as being something the town can participate in or support. In addition to income from other development sectors and balance of payments, community involvement and participation in tourism activities is anticipated to be able to offer the community with a suitable amount of additional income (Belinda, 2013).

Given the aforementioned circumstances, it is crucial to analyze the impact that economic expansion has on the creation of new jobs in the districts and cities of Lampung Province. In order to address the employment issues in Lampung Province, analysis will be used to seek for patterns of relationships, underlying causes, and possible policies.

METHODOLOGY

Data and Data Sources

The source obtained in this study comes from secondary data obtained through government agencies, the Central Bureau of Statistics, the Ministry of Manpower and Bank Indonesia in 2010 – 2017. Tourism Sector Gross regional domestic income (GRDP) is used as an indicator of economic growth. Meanwhile, labor absorption is translated by the number of active workers. Data analysis results will be presented through ILOR (Incremental Labor Output Ratio) and klassen typology.

Method of Analysis

The data obtained regarding the concrete relationship between economic growth and employment to be examined in this study were analyzed through descriptive and econometric analysis stages. Tables and graphs are used to convey descriptive analysis. Research Goal 1 was addressed via descriptive analysis. Klassen Typology study and ILOR Analysis were both employed in the descriptive study. Time Series data were utilized in an econometric analysis to examine the impact of economic growth and a number of other variables on the absorption of new jobs in the province of Lampung.

RESULT AND DISCUSSION

Result

Klassen Typology

These two key indicators—the growth of the regional economy and the income per capita region—are employed in this analysis tool to identify areas. Utilizing the classification typology tool, four character patterns and economic improvement were obtained. The four categories are developed but depressed regions (high income but low growth), fast-growing regions (high growth but income), and regions that are comparatively underdeveloped, with low growth and low income (Mudrajad, 2020).

Klassen Typology Analysis (TK). This calculation is used to classify sectors according to their advantages. This analysis is carried out by calculating the ratio of the growth rate of the economic sector in Lampung Province and the contribution of each sector to the formation of GRDP. The results of the calculation are classified

as follows: 1) If $r_i > R$ and $y_i > Y$, they are classified as Quadrant I (developed and fast growing areas). Its indicators have a higher rate of economic growth and per capita income compared to the district/city average. 2) If $r_i > R$ and $y_i < Y$ it is classified as Quadrant II (a rapidly developing area).

Based on data on the development of per capita GRDP in Lampung province and districts/cities, it is known that per capita income in Lampung Province during the period 2018 – 2021 tends to increase. The district/city with the highest average per capita income is Bandarlampung with an income of IDR 52.9 million. While the regency/city with the lowest per capita income is West Lampung with an income of IDR 23.4 million (Central Bureau of Statistics for Lampung Province, 2018 – 2021 data processed).

Meanwhile, economic growth in regencies/cities in Lampung Province tends to decline. This is certainly the impact of the Covid-19 Pandemic. During the period 2018 - 2021 East Lampung district is the district with the lowest average economic growth, namely 0.59 percent. Meanwhile, the highest average economic growth occurred in the city of Bandar Lampung where the economy grew by 3.10 percent Central Bureau of Statistics for Lampung Province, 2018 – 2021 data processed).

Based on the table above, the results show that of all the regencies and cities in Lampung Province, it can be said that there are five cities in the category of fast-developing and growing regions, five cities in the fast-growing category, one city in the forward but depressed category and the remaining five regions in the underdeveloped category. Can be seen in the table below.

Table 1. Classification of Economic Growth According to Typology Klassen in Regency / City of Lampung Province

Fast Developing and Fast Growing Areas	Fast Growing
Lampung Tengah	Lampung Barat
Tulang Bawang	Lampung Utara
Mesuji	Waykanan
West Tulang Bawang	Pringsewu
Bandar Lampung *	Metro*
Forward But De-pressed	Relatively under-developed
Selatan	Tanggamus
	Lampung Timur
	Pesawaran
	Pesisir Barat

Incremental Labor Output Ratio (ILOR)

The labor-output ratio, or ILOR, measures how much an economy's labor (L) and output (Y) have changed over time. The difference between the number of individuals employed across all economic sectors in a given year and the year prior is the change in labor. The difference between the gross value added (PDRB) at constant prices in one year and the year before represents the change in output. Therefore, it is also possible to determine how much labor may be absorbed annually if there is an increase in production per unit of GRDP in a given area, in addition to quantifying the level of labor factor efficiency. ILOR measures the number of new jobs created for every one percent increase in the economy (H. F. Noor, 2007).

The ILOR numbers for Lampung were calculated using data on economic growth and employment prospects for the years 2018 through 2021. This table shows that, with an average of 16,152 people, the development of ILOR Lampung statistics from 2018 to 2021 was quite unstable. This statistic demonstrates that every economy

expands by 1.00 percent, which generates 16,152 new job opportunities.

Table 2. Development of Economic Growth, Additional Job Opportunities and Ilor, Lampung Province, 2018 - 2021

Year	Eco-nomic Growth	Popula-tions Work	Addi-tional Work Opportuni-ties	ILOR
2018	5,23	3.896.230	-35.091	-6.709
2019	5,26	4.163.776	267.546	50.863
2020	-1,66	4.186.197	22.421	-13.500
2021	2,77	4.280.109	93.912	33.954
Avrg	2,90	4.131.578	87.197	16.152

From: BPS

The following phase is to recognize ILOR's potential in each district and city in Lampung Province. The possible impact of economic expansion on employment can be divided into three categories.

After it, there is Potential, Potential, and Not Potential. It is known that none of the districts or cities in Lampung province fall into the category of very potential based on the findings of the ILOR analysis, which are presented in the attachment. The outcomes of all ILOR scores from 2018 to 2021 that did not experience negative/minus are included in the very potential group.

Comparison Between Klassen Typology and Ilor

With these circumstances, the economy in Lampung Province can still recover and 15 districts/cities that are currently classified as relatively underdeveloped regions can become regions in the upcoming year. Regencies/cities in Lampung Province are still predominately made up of these districts/cities. A fast-growing area, a developed yet depressed area, or a region that is rapidly developing and growing. Table

6 below shows the findings from comparing the Classen and ILOR (Incremental Labor Output Ratio) typology analyses. Based on the four groups of traditional typology—Fast Forward and Growing, Fast Developing, Forward Depressed, and Relatively Lagging—in which individuals fall. While the ILOR categories are both very promising and not very potential.

Table 3. Comparison between Klassen Typology and ILOR

No	Regency/ City	Results Klassen	Results ILOR
1	Lampung Tengah	Fast Developing and Fast Growing Areas	Potential
2	Tulang Bawang	Fast Developing and Fast Growing Areas	Potential
3	Mesuji	Fast Developing and Fast Growing Areas	Potential
4	Tulang Bawang Barat	Fast Developing and Fast Growing Areas	Non Po-tential
5	Bandar Lampung	Fast Developing and Fast Growing Areas	Potential
6	Lampung Barat	Fast growing	Potential
7	Lampung Utara	Fast growing	Potential
8	Waykanan	Fast growing	Potential
9	Pringsewu	Fast growing	Potential
10	Metro	Fast growing	Non Potential
11	Lampung Selatan	Forward but Depressed	Potential
12	Tanggamus	Relatively Lagging	Non Potential
13	Lampung Timur	Relatively Lagging	Potential
14	Pesawaran	Relatively Lagging	Potential
15	Pesisir Barat	Relatively Lagging	Non Potential

Lampung Tengah, Tulang Bawang, Mesuji, and Bandarlampung are among the 15 districts and cities in Lampung Province that fall under the category of fast-growing, forward-moving locations with the capacity to absorb labor, according to the aforementioned table.

Metro, Tanggamus, and Pesisir barat all contain areas with relatively undeveloped typologies and minimal capacity to absorb workers. Lampung Barat, Lampung Utara,

Waykanan, and Pringsewu are four districts/cities that have the potential to contain other places with a rapidly expanding typology that coexists with ILOR. Lampung Selatan may contain a region with a depressed forward typology that is similar to ILOR.

Results of Regression Calculations

Based on the calculation of the factors that affect the number of people working/labor through the regression equation model approach, using 8 annual data on observations and 4 independent variables.

Overall Hypothesis Testing (Test F)

Simultaneous testing with Fisher's test was conducted to be able to see the results regarding the effect of all independent variables on the dependent variable.

This test was carried out in two directions at the 95% confidence level or $0.05/2$, namely 0.025 with $df_1 = k-1 = 4 - 1 = 3$ and degrees of freedom $df_2 = n - k = 8 - 4 = 4$.

If $F_{count} > F_{table}$, then the null hypothesis (H_0) is rejected and the alternative hypothesis (H_a) is accepted. The results of the F test calculation can be seen in table 8 below.

Table 4. F Test Results at the 95 percent Confidence Level

Independent Variable	F table	F count	Coclusion
tourism sector GDP, Total Population, Total Population Completed High School, and percentage change in room occupancy rate	6,59	145,744	Ha Accepted

Partial Testing (t-test)

This test is carried out with the the results of the effect of each observed independent

variable on the dependent variable were carried out using the t-test in two directions.

Table 5. T Test Results at 90 Percent Confidence Level

Independ-ent Variable	t count	t table	Conclusion
X1	3,552	1,638	Ha accepted
X2	-1,372	1,638	Ho accepted
X3	7,800	1,638	Ha accepted
X4	1,639	1,638	Ha accepted

Based on the table above, several things can be seen as follows:

1. The variable X1, namely tourism sector GDRP, has t count > t table at confidence level of 90 percent and d.f = 3. Thus, it means that the GRDP statistically has a significant and positive effect on the total population working in Lampung Province. An increase in tourism sector GDRP will have an impact on an increase on the number of people working/ labor, vice versa;
2. The variable X2, namely the total population, has t count < t table at confidence level of 90 percent and d.f = 3. Thus, it means that the total population is statistically not significant to the number of people working/ labor;
3. The variable X3, namely the total population who completed high school, has t count < t table at confidence level of 90 percent and d.f = 3. Thus, it means that the total population who graduated from high school has a significant and positive effect on the number of people who work in Lampung Province. An increase in the total population who graduated from high school have an impact on an increase on the number of people working/ labor, vice versa;
4. Variable X4, namely percentage change in room occupancy rate, has t count

> t table at confidence level of 90 percent and d.f = 3. Thus, statistically speaking, the percentage change in room occupancy rate has a significant and positive effect on the number of people who work in Lampung Province. An increase in the percentage change in room occupancy rate have an impact on an increase on the number of people working/ labor, vice versa.

Discussion

Using the help of the SPSS for windows computer program, an R2 value of 0.995 was obtained indicating that there was a fairly strong influence between the independent variables on the dependent variable, while the remaining 0.005 percent was explained by other factors not involved in the model.

A sector that can boost regional income and play a significant part in expanding employment, promoting equal job opportunities, and distributing national growth fairly is the tourist industry (Bagdja, 2010). It also helps the nation earn foreign exchange.

According to Spillane in Pertiwi (2014), the tourist industry had a favorable influence on the quality of economic development through a variety of mechanisms, including its impact on expanding employment possibilities and boosting foreign exchange. Aside from these good effects, there are a number of negative effects that demand consideration, such as seasonal work, resource redistribution, and income inequality. Therefore, it is crucial for every place with tourism potential to be able to maintain high service standards and effective infrastructure management in order to draw visitors.

According to (Halawa, 2023) economic growth is affected by improvements made through national openness, revenue gained through the admission of foreign direct investment, and stable public expenditure on education. Furthermore, it was shown that for innovation to be successful, there must be a strong emphasis on advancing R&D, enhancing economic integration, luring foreign direct investment, and fundamentally reforming the institutional environment.

Triyanto & Panggabean (2020) explains that economic growth and employment varies between districts/cities and is influenced by the availability of the quantity and quality of natural resources, human resources and capital owned by each region. The capital referred to here includes private investment, foreign investment and transfers to the regions (TKD). TKD policies that have an impact on indicators of social and economic development in the region.

Rozaini & Sulfina (2023) founds that economic growth can create jobs, equalize income, and ultimately improve people's living standards, therefore economic development is basically a continuous process between economic sectors. One of the economic variables mentioned in an economic development process that involves economic activities aimed at optimizing the use of available economic factors to create economic value is labor. A high unemployment rate will affect the social level of society if economic growth is unable to encourage employment. At some point, economic and labor growth must be directly correlated, because both occur through employment channels that can be increased to increase the quality and quantity of the workforce.

Yusrizal (2023) reveals that according to the opinion of the introduction of role acuity, *dabir* can unite that role acuity is the acuity that is pursuing a job or is playing which produces content or services, one who is mindful uses talent and loses reactions or a living who is mindful of what he is doing.

The presence of inflation can lower the productivity of the labor force currently in place. The information that is received has an impact on pay as well. Additionally, there is a one-way link that aims to increase income for Romania through labor productivity and feed inflation for both Bulgaria and Bulgaria through real wages (Dritsaki, 2016).

Ardiansyah & Huda (2023) explains that in measuring the existence of a process of developing the country's economy, of course it can be seen from the high absorption of labor which can later support the process of development in developing countries in order to create equitable development. Expansion of the workforce is considered important because it can provide a balance to the number of people who have time to work and enter the world of work. This happens because there are still good differences from the increase in the number of labor force with the advancement of the economic sector in absorbing labor. In an economy that is developing quite rapidly, of course there is no guarantee that a country will prosper, if it is not followed by an increase in employment opportunities.

According to this study, it was also discovered that the variable Percentage Change in Room Occupancy Rate significantly and favorably affects the retention of jobs in West Lombok Regency, particularly in the hotel and restaurant sectors. These findings are in line with study conducted by Eshliki &

Mahdi (2012) in Iran, which discovered that employment is influenced by the volume of tourist visits, the number of hotels, and the number of eateries. The results of Cahndralal, K., P., and L.'s (2010) study showed that employment is influenced by tourist traffic, the number of hotels, and the number of eateries.

The Keynesian theory, which holds that a market-based economy will result in the development of a balanced and sustainable economy, is also supported by this research. Economic activity will immediately improve people's purchasing power through this equilibrium position, increasing consumption of the goods or services created. The traditional viewpoint, meanwhile, holds that the labor component will be completely employed along with the other production variables in balance. This indicates that there won't be any unemployment thanks to the workings of the market. Even if there are people who choose not to work, they would still prefer to earn something than nothing at all. Employers will be encouraged to hire more workers because there is labor available to work for less money. Labor utilization is always associated with how a related business responds; labor-intensive industries will typically choose to utilize more labor. A small number of employees are employed in capital-intensive industries, in contrast, as the majority of production processes rely on machines as a factor of production (Nugroho, 2019).

Halal Tourism

Tourism is a travel activity, or a part of these activities, that is engaged willingly and temporarily to make use of objects or attractions, according to Republic

of Indonesian law. Contrarily, tourism includes all aspects of travel and tourism, including the commercialization of tourist attractions, sites, and businesses. Many nations use phrases like Islamic tourism, halal tourism, halal travel, or as a Muslim-friendly destination when discussing sharia tourism. The National Sharia Council (DSN) of the Indonesian Ulema Council has established fatwas and/or authorized the corpus of Islamic law known as sharia. In Indonesia's banking industry, the term "sharia" has been in use since 1992. It has expanded outside of the banking industry.

The terms "halal tourism" and "sharia tourism" are also used. According to Jaelani (2015), sharia tourism is defined as an activity that is supported by a variety of facilities and services offered by the community, business owners, the national government, and local governments. These services must be compliant with sharia law.

Sharia tourism is well-liked because of the universalism of its goods and services. The tourist goods and services, tourist attractions, and tourist destinations in sharia tourism are the same as those in conventional tourism as long as they do not go against sharia values and ethics. Therefore, sharia tourism goes beyond religious tourism.

Sharia tourism encompasses more than just religious travel; it also includes travel that is based on the principles of Islamic law. According to the World Tourism Organization (WTO), non-Muslims who want to respect traditional wisdom are also potential customers of sharia tourism (Sofyan, 2015).

Sharia tourism is a form of cultural travel that upholds Islamic sharia law as one of its

core values. Sharia tourism is a novel concept in the tourism sector, thus it certainly calls for more investigation, development, and comprehension of how Islamic principles are applied to tourism. Indonesia has the largest Muslim population in the world, making it the country with the highest demand for sharia tourism expertise. This demand should be met by Indonesian tourism businesses because the growth of sustainable sharia tourism will result in sizable financial gains for all parties involved.

The technique of incorporating Islamic ideals into all facets of tourism conditioning is known as “sharia tourism.” A starting point for developing tourism conditioning is the significance of Islamic law as a conviction and a conviction upheld by Muslims. Sharia tourism considers the founding values of Islam, starting with accommodations and cafes that are always morally upstanding Muslims (Bayu Windayana & Darsana, 2020).

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the results of the analysis, it can be concluded that the absorption of labor in Lampung Province is influenced by GRDP/ share of tourism sector, Total Population Completed High School, and percentage change in room occupancy rate. GRDP/ share of tourism sector has a significant relationship between the number of working people. The number of people who work has a significant relationship to the number of residents who have a positive relationship to the number of people who work with the last education graduated from high school.

Tourism is believed to be a solution to the low employment absorption in Lampung province. The development of halal tourism besides being able to increase economic growth will also be able to spur maximum employment absorption.

Recommendation

Recommendation that can be conveyed from this article are:

1. Economic growth in Lampung Province still has the potential to be increased, policies that must be taken to boost the rate of economic growth are by formulating regional development policies and programs that focus more on increasing the provision of jobs through labor-intensive technology. One of them is development of halal tourism;
2. According to the Klassen typology, four out of Lampung Province’s fifteen regencies and cities are considered to be relatively underdeveloped, the main economic activities should be directed at halal tourism activities, agricultural activities or activities that do not involve modern technology that are oriented towards a fairly broad market such as food crops.
3. Regencies/cities in Lampung Province with the category of very potential in absorbing labor can be used as growth centers which are expected to transmit to other regions.
4. Regencies and cities in Lampung Province that are deemed to not have the ability to absorb labor may increase once again, namely by inviting investors to invest capital in the halal tourism sector, so that it is hoped that with the

availability of sufficient capital it can open more jobs. In the future, districts/cities that are categorized as not having the potential will be able to rise and develop like districts/cities that have potential/very potential.

5. In developing sharia tourism potential, socialization by the government is

needed so that people can develop existing tourism potential so that it is more advanced and must comply with applicable Islamic sharia regulations.

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