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The level of readiness and strategy of Jambi city to become an Islamic smart city in supporting Islamic smart tourism

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ABSTRACT

The purpose of this study was to determine the readiness of Jambi City to become an Islamic Smart City closely related to Islamic Smart Tourism and formulate a strategy through a SWOT analysis for Jambi City to become an Islamic Smart City. This research uses mixed methods. The sample of this study amounted to 30 respondents who are managers of tourist attraction objects in Jambi City. Data collection techniques in this study are observation, questionnaires/questionnaires, interviews, and documentation studies. The analysis technique in this study uses scoring analysis and for strategic conclusions using SWOT analysis. The results of this study can be concluded that the level of readiness of the City of Jambi in Islamic Smart Tourism is at a score of 7, which means the category is somewhat ready. Based on the SWOT analysis results, there are strengths, weaknesses, opportunities, and threats for Jambi City to become an Islamic Smart City in supporting Islamic Smart Tourists.

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Introduction

In the current era of globalization, every country is required to be able to compete with other countries in various fields. Before competing between countries, of course, competition starts from between cities and regions. Inorder to compete, each city or region continues to develop in order to spur economic growth.

The number of developments in cities causes residents to come to find work and a place to live; this can be referred to as urbanization. Urbanization, according to the Indonesian National Encyclopedia, is a process of increasing the number of people living in urban areas. The increasing flow of urbanization creates new problems in urban or urban areas (Hasibuan, A., & Sulaiman, 2019)

To minimize the problems that arise as a result of the flow of urbanization, various efforts have been made by the government, one of which is by promoting Smart City.A smart city is a city with investments consisting of human and social capital, modern transportation and communication infrastructure, sustainable economic development, and high quality of life, and there is wise management of natural resources through participatory governance (Giffinger (2010) in (Satrio & Rochani, 2019)

The smart city concept is the concept of building an environment where people in the area can connect and share knowledge, experiences, and shared needs. In addition, the function of the smart city concept is to integrate city information and create public spaces for people who live or visit the city via the internet (Imran& Armawan,

2019). The smart city concept has six indicators, namely smart economy, smart travel, smart environment, smart people, smart life, and smart governance.

In order to find a benchmark model for a national strategy on Smart City, Indonesia has collaborated with India since mid-2016. This has inspired the emergence of the 100 Smart City Movement in Indonesia in 2017 (Rahmadiani, 2019). The 100 smart city movement in Indonesia is not only for big cities that are well-known in Indonesia but also for small cities/regencies that continue to develop their areas and need guidance as a smart city. In 2017 there were 24 regencies/cities that received awards for the movement towards 100 smart cities, one of which was the Jambi City.

Jambi City is the capital city of Jambi Province. In order to realize the implementation of smart cities that are righton target, integrated, systematic, precise, and on target, the Jambi City Government-issued Regional Regulation (Perda) Number 1 concerning the Implementation of Smart Cities in 2019. The purpose of the Jambi City Smart City is to make Jambi City a smart city that can help communities effectively manage available resources and provide accurate and easily available information to communities before communities start activities or anticipate adverse events in advance. The purpose of implementing a smart city in Jambi City is to adopt six areas, namely smart governance, smart brand, smart economy, smart life, smart society, and smart environment. TheBantar Village Project is one of the Jambi City Government's main plans to create a smart city. Kampung Bantar includes three aspects, namely smart life, smart environment, and smart people.

Regarding Regional Regulation Number 1 (Perda) of 2019 concerning the implementation of smart cities in Jambi City, one of the targets of the plan is the smart brand plan. Building this wise brand includes building and marketing a tourism ecosystem, building a platform and marketing a business ecosystem, and building and marketing a city face. The current era requires a digital-based tourism ecosystem. According to a 2016 study by Liu and Yuan Liu [5] (Farania et al., 2017), smart tourism is closely related to Smart Cities because smart tourism begins with the concept of an infrastructure-based smart city and strengthens the development of smart cities. The interrelationships between each subsystem in the smart city and the interrelationships between the smart city systems can enrich the smart city concept itself. Smart tourism is defined as the latest stage of tourism development, which is influenced by the development of technology and information: Gajdosik, 2018 in [6]. Based on the data, it can be seen that the City of Jambi, until 2019, had 151 tourist attractions. Fifty-four of them are cultural/religious tourism. There is much Islamic religious tourism in Jambi City in the Seberang area of Jambi City. With so much Islamic religious tourism in Jambi City, Jambi City has the opportunity to develop halal tourism. Halal tourism is a tourism activity that, in its implementation, does not violate Islamic law and its products and services meet the needs of Muslim tourists.

To develop halal tourism in Jambi City, it will be even more relevant when using the concept of Islamic Smart tourism. The concept of Islamic smart tourism itself is still not fully and specifically defined, but in general, Islamic smart tourism in which there is an Islamic character, namely aspects that include Muslim needs such as providing halal food and drinks, adequate worship facilities, and other supporting facilities[8] (Ferdiansyah, 2020). The implementation of Islamic smart tourism is currently more dominant in tourism in urban areas, which already have several main aspects needed, namely the availability of halal-labeled food and beverages, adequate worship facilities, complete basic infrastructure, good transportation systems, and the availability of adequate ICT infrastructure,and a comprehensive service system. Meanwhile, what about its implementation in the city of Jambi, which has problems with packaging tourism products because it is felt that they are still unable to compete, some tourist objects are still not developed, problems with infrastructure completeness, transportation systems that are still inadequate, lack of internet network and low community capacity in using technology.

Islamic smart tourism can be realized through the concept of the Islamic smart city. Islamic smart city is the integration of all aspects of life through planning, structuring, and managing the city, as a supporter of a smart society, by providing services and facilities for both Muslims and non-Muslims to improve the quality of life in a sustainable manner with the use of information and communication technology.

Method

The research method used is a mixed method. The mixed-method is research that combines or combines quantitative methods and qualitative methods to be used together in research activity so that the data obtained is more comprehensive, valid, reliable, and objective (Sugiyono, 2015).

The types of data used in this study are primary data and secondary data. Primary data is research data collection carried out by observation, questionnaires, interviews, and documentation studies (Khairinal, 2016). Interview with Jambi City government. Secondary data is data collected by reading and studying ready-made

and available sources in the form of books, reports, tables, brochures, photos, videos, magazines, advertisements obtained from companies and libraries.

The total population in this study were all tourist objects in Jambi City, which amounted to 151 attractions. In this study, the authors used a purposive sampling technique with a total of 30 respondents. In this study, the sample is a tourist attraction that meets one of certain criteria. The criteria used as research samples are: have a prayer room, toilet and halal food. In collecting the data, this research used observation, questionnaire, interviews, and documentation methods—questionnaires and interviews with managers of tourist attractions in Jambi City.

This study uses SWOT analysis techniques and scoring analysis techniques. The SWOT analysis technique is a method that shows the company's performance by determining the combination of internal and external factors. At the same time, the scoring analysis technique is nominal data that is qualitative in nature, which is then converted into quantitative data by means of scoring (scoring). To get the findings, it is done by comparing the scoring results with the theory and conditions that exist in Jambi City. Qualitative SWOT data can be developed quantitatively by calculating the SWOT analysis developed by Pearce and Robinson (1998) in order to know for sure the real position of the organization.

Results and Discussion

Smart city

There are 6 (six) dimensions of a smart city, namely (1) Smart Government, (2) Smart Society, (3) Smart Economy, (4) smart life, (5) Smart Mobility, and (6) Smart Environment. The application of smart cities for urban development by combining several information and communication technologies (ICT) and Internet of Things (IoT) solutions in a safe form in managing city assets, the application of smart cities in Jambi City is as follows: 1) Smart Government. The application of a smart city aims to facilitate services to the community. To implement a smart city in the city of Jambi, the Jambi city government makes programs such as: SIKESAL (Online Community Complaint Information System). The SIKESAL application is designated as a form of implementing a smart city in the city of Jambi, which is used by the community to submit suggestions and aspirations as well as complaints through an online system; 2) Smart People. In implementing a smart city, it is necessary to have quality human resources, and the Jambi city government provides a reading corner at the Talang Banjar Police Dormitory so that it can generate interest in reading in children. In addition, the Jambi city government also launched the Jambi smart card; 3) Smart Economy. A smart city that has quality in managing a good economy, the success of the city can be seen from its economic development. One of the markets in the city of Jambi, namely the Angso Duo market in collaboration with the PayoKe Pasar application, then in the tourism sector has carried out socialization about tourist attractions in the city of Jambi through social media; 4) Smart Living. Until now, the Jambi city government continues to improve the quality of services for the community, and the Jambi city government also seeks to strengthen security in collaboration with the National Police in order to minimize crime in the community; 5) Smart Mobility. Jambi City provides several indicators to support smart mobility; ATCS (Area Traffic Control System) ATCS is a smart city program issued by the Jambi city government which aims to monitor the flow of traffic. This traffic monitoring uses CCTV installed at red lights. CCTV installation itself is placed at points that are prone to congestion; Capsule Bus Digital. The Koja Trans capsule bus is online application-based transportation, which is a form of embodiment of the smart city program in the city of Jambi; 6) Smart Environment. Smart Environment is an important indicator in a smart city where the city can maintain its sustainability. The Jambi city government has a Bantar village program (clean, safe, smart).

Islamic smart city

Islamic smart city is still not defined specifically, but in general, a smart Islamiccity includes six indicators, namely (1) smart government, (2) smart society, (3) smart economy, (4) smart living, (5) smart mobility, and (6) smart environment, the implementation of smart Islamic city in Jambi City are as follows: 1) Smart Governance. Through the SIKESAL application, it can be expected to encourage effectiveness and efficiency to resolve various complaints from the community. In Islam, deliberation is very prioritized in conveying opinions or arguments, and it is found in Surah Asy-Sura: 38; 2) Smart People. In life in the world, Muslims are commanded to study and seek knowledge. With knowledge, humans can distinguish what is good and what is bad. This command is found in Surah Al-'Alaq: 1-5; 3) Smart Economy. In improving the economy in the city of Jambi, Jambi city has one market, namely the Angso Duo market, which plays a very important role in meeting the needs of the community. Angso Duo Jambi Market has collaborated with the PayoKe Pasar application, which can help market competitiveness. Angso Duo Market, together with MUI, has socialized the slaughter of

animals using Islamic law. In Islam, the command to consume halal food, one of which must be slaughtered in the name of Allah, is contained in Surah Al-Baqarah: 173; 4) Smart Living. To provide a sense of security and comfort to the people of the city of Jambi, strengthening security in collaboration with Porli. So that if people feel safe and comfortable, they can also provide a sense of comfort when worshipping. Carrying out worship requires a place that is comfortable, clean, and free from interference or crime. In Islam, it is ordered to protect and is prohibited from destroying the environment in Surah Al-Maidah: 32; 5) Smart Mobility. With the ATCS (Area Traffic Control System) and Capsul buses, the government provides modern, cheap, safe, and comfortable services to the community for easy access to transportation. In Islamic teachings, it has been explained that it is permissible to travel to several places around the world for certain purposes, such as tourism with worship in the form of gratitude. Surah Al-Mulk: 15; 6) Smart Environment. Kampung Bantar (*bersih*/clean, *aman*/safe, and *pintar*/smart) is a parameter of a smart city in Jambi city. The management of a clean, beautiful, comfortable, and neat environment is an achievement to be realized in a clean village in order to achieve sustainable environmental management. Clean, safe, and smart are also things that are commanded in Islam contained in Surah Al-Maidah: 6.

Readiness level of Islamic smart city in supporting Islamic smart tourism

Based on the results of research through 30 respondents managing tourist attraction objects in the city of Jambi regarding smart Islamic tourism, the level of readiness of smart Islamic tourism obtained the following results:

Table 1. Total Value of the Variable Readiness for the Implementation of Islamic Smart Tourism

Variable	Total Score	Indicator			Readiness Value	Readiness Score
		Ready	Kinda ready	Not ready		
Basic infrastructure and ICT	12	If the total score of the basic infrastructure and ICT variables is 4.34-12	If the total score of the basic infrastructure and ICT variables is 4.67-8.33	If the total score of the basic infrastructure and ICT variables is 1-4.66	Ready	3
Attractions	12	If the total score of the attraction variable is 4.34-12	If the total score of the attraction variable is 4.67-8.33	If the total score of the attraction variable is 1-4.66	Kinda Ready	2
Tourist support facilities	6	If the total score of the Tourism Support Facility variable is 4.33-6	If the total score of the Tourism Support Facilities variable is 2.67-4.32	If the total score of the Tourism Support Facility variable is 1-2.66	Kinda Ready	2
			Total			**7**

Information:
Ready: The value is 7.1-9
Somewhat Ready: Value of 5.1-7
Not Ready: Value of 3-5

The results of the readiness analysis in the application of Islamic Smart Tourism in Jambi City by adding up all scores of Islamic Smart Tourism readiness seen from the availability of basic infrastructure and ICT to realize smart Islamic tourism. With a total of all Islamic smart tourism variables, which is 7, so it can be concluded that tourist attractions in Jambi City are declared **ALITTLE BIT READY** seen from the availability of basic infrastructure and ICT to realize smart Islamic tourism.

Taking into account that the city of Jambi has implemented a *smart city* and also considering that there are obstacles in implementing technology and some of the potentials of the city of Jambi, it can be concluded that the city of Jambi is in the process of becoming a smart city but has not yet led to a smart Islamic city. Jambi city can become a smart Islamic city. To support Islamic smart tourism, a strategy is needed to consider the strengths, weaknesses, opportunities, and threats.Following is the identification of strengths, weaknesses, opportunities, and threats through swot analysis:

The concept of implementing an Islamic smart city may vary in each country depending on the local needs, conditions and socio-cultural context. Research conducted by (Auwal Adam Sa et al., 2022) comprehensively

discusses the concepts, applications, shari`ah parameters and characteristics of Islamic smart cities including the implementation of Islamic values in smart city infrastructure, services and policies as well as the application of artificial intelligence technology (artificial intelligence) in the context of Islamic smart city. parameters of Shari'ah (Islamic law) in an Islamic smart city, which includes Islamic principles in aspects such as economy, environment, health, and security. Artificial intelligence technology is also assessed from a Shari'ah point of view. The integration of all of them is part of the solution for the development of a better and more sustainable Islamic smart city.

Table 2. Islamic Smart City SWOT Analysis Table in Supporting Islamic Smart Tourism

Internal Factors / External Factors	Strengths	Weaknesses
	1. The majority of the population of Jambi City is Muslim. 2. The existence of the Bantar Village program 3. There is a Jambi Sharia Regional Development Bank. 4. Easy access to travel. 5. Has an Islamic religious tourist attraction. 6. Muslim worship facilities are scattered in various areas of Jambi City. 7. There is a smart Jambi program. 8. There is already 14.66% of green open space provided by the government. 9. There are regular Islamic cultural events.	1. There is no policy for the implementation of a smart Islamic city 2. There is no policy for halal tourism. 3. Lack of use of technology to support branding and the tourism industry. 4. There are still many local products that have not been labeled halal 5. Limited HR in IT.
Opportunity 1. The development of information technology in Jambi City. 2. There is support from the government for the process of becoming a Smart City. 3. There is a Regional Regulation on Smart City for Jambi City. 4. The existence government's Capsul bus provides modern, cheap, safe, and comfortable services to the community for easy access to transportation.	SO (Strength-Opportunity) Strategy using strength to take advantage of opportunities : 1. Optimizing the Kampung Bantar program with technology. 2. Expanding the range of Capsul buses, especially to tourist attractions in Jambi City, can be easily reached. 3. Adding a smart city program in Jambi City related to the ease of worship 4. Adding a smart city program that makes it easier for tourists to visit tourist objects.	WO (Weakness-Opportunity) Strategy to reduce weaknesses to take advantage of opportunities: 1. Utilizing information technology by using social media to help brand the tourism industry. 2. Make a policy on halal tourism with the concept of smart tourism. 3. Utilizing information technology to socialize the importance of labeling halal products. 4. Optimizing public transportation that is integrated online 5. Increase cooperation with educational institutions to improve the quality of human resources in the IT field.
Threats 1. There are still many practices of moneylenders and usury which are clearly contrary to sharia principles. 2. MSMEs are still having difficulty obtaining permits for halal product labeling. 3. Lack of socialization about smart cities in Jambi City. 4. Lack of stakeholder participation in the field of halal tourism.	ST(Strength-Threats) Strategy using strength to overcome threats : 1. Optimizing the role of the Jambi Syariah Regional. Development Bank to reduce the practice of moneylenders. 2. Socialization to Muslim SMEs for the labeling ofhalal products. 3. Socialization of smart city programs in Jambi City. 4. Improving facilities and infrastructure around tourist objects that have the potential as halal tourist destinations.	WT (Weakness-Threats) Strategies to reduce weaknesses to overcome threats : 1. Creating a smart economy program for the community in the smart city policy of Jambi City. 2. Increase cooperation and dissemination of halal tourism with relevant stakeholders. 3. Provide convenience or relief to MSMEs who want to obtain a halal label. 4. Preparing qualified human resources in the IT field.

Sentosa Research. Et al, 2019, the development of effective Islamic smart city management can be achieved by optimizing public relations between related parties through an effective Public Relations Organization (OPR). Therefore, there is a need for cooperation and collaboration between the government, the private sector, academia, and the general public to create effective relationships in the development of Islamic smart cities. (Sentosa et al., 2019)

Haron's research, 2022, discusses the readiness of various parties involved in the development of Islamic smart cities, such as the government, the private sector, academia, and the general public, and the extent to which stakeholders are prepared to face challenges and opportunities in the development of smart cities based on Islamic values. Identify influencing factors, such as government policy support, access to technology, availability of skilled human resources, community participation, and awareness of the benefits and values applied in the development of Islamic smart cities. Stakeholder readiness is very important in the development

of a successful Islamic smart city. Therefore, there is a need for collaboration between various parties and strong policy support to ensure that the development of an Islamic smart city goes well and provides benefits to the community. (Raja Haron et al., 2022).

Conclusions

This conclusion is the result of the analysis taken from the data that has been collected: The city of Jambi is in the process of becoming a smart city, and this can be seen from several government programs for the smart city of Jambi city. Basically, the Jambi city smart city program aims to facilitate services for the general public that do not conflict with Islamic law. The regional regulation on smart cities in the city of Jambi has not included Islamic values in its application so that the readiness of a smart Islamic city in the city of Jambi requires policies or programs that are integrated with Islamic values. The level of readiness of smart Islamic tourism in the city of Jambi is in the ALITTLE BIT READY category seen from the availability of basic infrastructure and ICT to realize smart Islamic tourism. Islamic smart cities can support the development of smart Islamic tourism in ready categories, with policies or programs that are integrated with Islamic values. To be a smart Islamic city, there are several strategies that can be seen from the strengths, weaknesses, opportunities, and threats. Strategy SO (Strength-Opportunity) that is; Optimizing the Kampung Bantar program with technology; Expanding the range of Capsul buses, especially to tourist attractions in Jambi City, can be easily reached; Adding a smart city program in Jambi City related to the ease of worship; Adding a smart city program that makes it easier for tourists to visit tourist objects.

Strategy WO (Weakness-Opportunity) that are utilizing information technology by using social media to help brand the tourism industry, make a policy on halal tourism with the concept of smart tourism, utilizng information technology to socialize the importance of labeling halal products, optimizing public transportation that is integrated online, increase cooperation with educational institutions to improve the quality of human resources in the IT field. In addition, strategy SO (Strength-Opportunity) that are optimizing the Kampung Bantar program with technology, expanding the range of Capsul buses, especially to tourist attractions in Jambi City, can be easily reached, adding a smart city program in Jambi City related to the ease of worship, adding a smart city program that makes it easier for tourists to visit tourist objects. Then, strategyWT (Weakness-Threats) that are creating a smart economy program for the community in the smart city policy of Jambi City, increase cooperation and dissemination of halal tourism with relevant stakeholders, provide convenience or relief to MSMEs who want to obtain a halal label, preparing qualified human resources in the IT field.

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