IMPLEMENTATION OF CHSE CERTIFICATE FOR TOURISM OBJECT MANAGEMENT IN BANYUMAS (HALAL TOURISM PERSPECTIVE)

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ABSTRACT

Objective: The aim of this research is to analyze regulations set by the Minister of Tourism and the creative industry for managers of tourism, hospitality, culinary, cafes, entertainment venues, and Tourism Villages to have Cleanliness (Cleanliness), Health (Health), Safety (Safety), and Environmental Sustainability certificates.

Theoretical Framework: The regulations set by the Minister of Tourism and the creative industry for managers of tourism, hotels, culinary, cafes, entertainment venues, and tourism villages to have Cleanliness, Health, Safety, and Environmental Sustainability certificates (CHSE) provides a guarantee (Cuarent) for consumers in terms of Clean, Beautiful, Safe, and Safe.

Method: I used a qualitative approach in this field research in presenting and analysis the data. The subjects are authorities in board of culture and tourism (DINPORABUDPAR) of the Banyumas Regency and managers of 5 (five) tourist objects. I did pre-research to determine the integration of the value of halal tourism to the CHSE certificate in the management of tourism objects in Banyumas. I have conducted observation, interviews, and documentation to collecting the data. Further, I investigated about the potential and matters related to the implementation of the CHSE certificate in Banyumas.

Results and Discussion: This study found that the CHSE certificate has been implemented in four tourism objects in Banyumas. Meanwhile, one of them (Maskumambang) is in the submission stage. Why is a CHSE certificate significant, because it can increase the competitiveness of tourist objects and can describe the readiness of tourism objects in welcoming tourists. In developing halal tourism, the Banyumas government must have the political will, the application of halal industry regulations, the provision of infrastructure and facilities, the provision of human resources, and sufficient budget allocation. Overall, the tourism infrastructure managed by the Banyumas district government has partially met the requirements for halal tourism.

Research Implications: the research findings highlight the importance of implementing CHSE certificates and integrating halal tourism values in tourism management in Banyumas Regency to enhance competitiveness, meet consumer expectations, and promote sustainable and inclusive tourism practices.

Originality/Value: The originality and value of the research lie in its unique focus on integrating halal tourism values with CHSE certification, promoting government collaboration, enhancing competitiveness and consumer assurance, emphasizing sustainability and cultural sensitivity, and providing practical implications for tourism management in Banyumas Regency.

Keywords: Implementation, CHSE Certificate, Banyumas Regency, Halal Tourism.

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implementação do certificado chse para gestão de objetos turísticos em banyumas (perspectiva do turismo halal)

resumo

objetivo: o objetivo desta pesquisa é analisar as regulamentações estabelecidas pelo ministro do turismo e da indústria criativa para que gestores de turismo, hotelaria, culinária, cafés, locais de entretenimento e aldeias turísticas tenham cleanliness (limpeza), saúde (saúde), segurança (segurança) e certificados de sustentabilidade ambiental.

quadro teórico: a regulamentação estabelecida pelo ministro do turismo e da indústria criativa para que gestores de turismo, hotelaria, culinária, cafés, locais de entretenimento e aldeamentos turísticos tenham certificados de limpeza, saúde, sustentabilidade ambiental (chse) fornece uma garantia (current) para os consumidores em termos de limpo, bonito, seguro e protegido.

método: usei uma abordagem qualitativa nesta pesquisa de campo na apresentação e análise dos dados. os sujeitos são autoridades do conselho de cultura e turismo (dinporabudpar) da regência de banyumas e gestores de 5 (cinco) objetos turísticos. fiz uma pré-pesquisa para determinar a integração do valor do turismo halal ao certificado chse na gestão de objetos turísticos em banyumas. conduzi observação, entrevistas e documentação para coletar os dados. além disso, investiguei o potencial e os assuntos relacionados à implementação do certificado chse em banyumas.

resultados e discussão: este estudo constatou que o certificado chse foi implementado em quatro objetos turísticos em banyumas. entretanto, um deles (maskumambang) está em fase de finalização. por que um certificado chse é significativo, porque pode aumentar a competitividade dos objetos turísticos e pode descrever a prontidão dos objetos turísticos em receber turistas. no desenvolvimento do turismo halal, o governo de banyumas deve ter vontade política, a aplicação dos regulamentos da indústria halal, o fornecimento de infraestruturas e instalações, o fornecimento de recursos humanos e uma dotação orçamental suficiente. no geral, a infraestrutura turística gerida pelo governo do distrito de banyumas cumpriu parcialmente os requisitos do turismo halal.

implicações de pesquisa: os resultados da investigação destacam a importância da implementação de certificados chse e da integração dos valores do turismo halal na gestão do turismo na regência de banyumas para aumentar a competitividade, satisfazer as expectativas dos consumidores e promover práticas de turismo sustentáveis e inclusivas.

originalidade/valor: a originalidade e o valor da pesquisa residem no seu foco único na integração dos valores do turismo halal com a certificação chse, promovendo a colaboração governamental, aumentando a competitividade e a garantia do consumidor, enfatizando a sustentabilidade e a sensibilidade cultural, e fornecendo implicações práticas para a gestão do turismo na regência de banyumas.

palavras-chave: implementação, certificado chse, regência banyumas, turismo halal.

implementación del certificado CHSE para la gestión de objetos turísticos en banyumas (perspectiva turismo halal)

resumen

objetivo: el objetivo de esta investigación es analizar las regulaciones establecidas por el ministro de turismo y la industria creativa para que los gerentes de servicios turísticos, hoteleros, gastronómicos, cafeterías, lugares de entretenimiento y villas turísticas tengan limpieza (limpieza), salud (salud), seguridad (seguridad), y certificados de sostenibilidad ambiental.

marco teórico: la normativa que marca el ministro de turismo e industria creativa para que los gestores de empresas turísticas, hoteleras, gastronómicas, cafeterías, lugares de ocio y villas turísticas cuenten con certificados de limpieza, salud, seguridad y sostenibilidad ambiental (CHSE) ofrece una garantía (current) para los consumidores en términos de limpio, hermoso, seguro y protegido.

método: utilicé un enfoque cualitativo en esta investigación de campo para presentar y analizar los datos. los sujetos son las autoridades de la junta de cultura y turismo (DINPORABUDPAR) de la regencia de banyumas y
Implementation of Chse Certificate for Tourism Object Management in Banyumas (Halal Tourism Perspective)

Los administradores de 5 (cinco) objetos turísticos. Realicé una investigación previa para determinar la integración del valor del turismo halal al certificado CHSE en la gestión de objetos turísticos en Banyumas. He realizado observación, entrevistas y documentación para recopilar los datos. Además, investigué sobre el potencial y los asuntos relacionados con la implementación del certificado CHSE en Banyumas.

Resultados y debate: Este estudio encontró que el certificado CHSE se ha implementado en cuatro objetos turísticos en Banyumas. Mientras tanto, uno de ellos (Maskumambang) se encuentra en etapa de presentación. ¿Por qué es importante un certificado CHSE? Porque puede aumentar la competitividad de los objetos turísticos y puede describir la disposición de los objetos turísticos para recibir a los turistas. Para desarrollar el turismo halal, el gobierno de Banyumas debe tener voluntad política, la aplicación de regulaciones de la industria halal, la provisión de infraestructura e instalaciones, la provisión de recursos humanos y una asignación presupuestaria suficiente. En general, la infraestructura turística gestionada por el gobierno del distrito de Banyumas ha cumplido parcialmente los requisitos del turismo halal.

Implicaciones de la investigación: Los resultados de la investigación resaltan la importancia de implementar certificados CHSE e integrar los valores del turismo halal en la gestión turística en Banyumas Regency para mejorar la competitividad, satisfacer las expectativas de los consumidores y promover prácticas turísticas sostenibles e inclusivas.

Originalidad/Valor: La originalidad y el valor de la investigación radican en su enfoque único en integrar los valores del turismo halal con la certificación CHSE, promover la colaboración gubernamental, mejorar la competitividad y la garantía del consumidor, enfatizar la sostenibilidad y la sensibilidad cultural y proporcionar implicaciones prácticas para la gestión turística en Banyumas Regency.

Palabras clave: Implementación, Certificado CHSE, Regencia de Banyumas, Turismo Halal.

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1 INTRODUCTION

The perspective of halal tourism is strongly associated with the Muslim market segment with special needs, namely so as not to leave the obligation of worship when carrying out tourism activities. Halal tourism terminology is tourism that complies with sharia principles. Basically, halal tourism emphasizes tourism that avoids polytheism, immorality, evil, tabd’ir/israf, and evil, creating benefits and benefits both materially and spiritually. (Fatwa DSN MUI No: 1 08/DSN-MUI/X/2016 Tentang Pedoman Penyelenggaraan Pariwisata Berdasarkan Prinsip Syariah, 2016)

Indonesia is preparing 10 National Priority Halal Destinations in 2018 that refer to the GMTI (Global Muslim Travel Index) standard, including: Aceh, Riau and Riau Islands, West Sumatra, DKI Jakarta, West Java, Central Java, Yogyakarta, East Java (Malang Raya), Lombok, and South Sulawesi (Makassar and its surroundings). The number of Muslim foreign tourist visits to Indonesia during 2019 was 2.8 million people.
Apart from the point of view of halal tourism, the Ministry of Industry and Creative Economy created a program called CHSE. CHSE is the application of health protocols based on Cleanliness, Health, Safety and Environment Sustainability. The Ministry of Tourism and Creative Economy as an institution that oversees the tourism and creative economy sectors is intensifying the CHSE health protocol so that it can be implemented by community business entities.

In 2021 the Government of Banyumas Regency through the Youth Sports Culture and Tourism Service (Dinporabudpar) is applying for a certificate Clenleness Cleanliness, Healthy Health, Safety Security, and Environment Sustainability Environmental Sustainability (CHSE) to the Ministry of Tourism and Creative Economy (Kemenparekraf). For the Management of Baturraden Tours, Andhang Pangrenan, Puppet Museum, General Soedirman Museum, Maskumambang Park.

The integration of halal tourism values into CHSE certificates in the management of tourism objects is how science and technology-based CHSE certificates from the Ministry of Parkraf can be synergized and integrated with halal tourism values. Based on the background above, and the fact that until 2021 the Regional Government of Banyumas Regency does not yet have a CHSE Certificate and the legality of halal tourism in managing its tourism objects, the authors are interested in researching related to the integration of halal tourism values into CHSE certificates in the management of tourist objects in Banyumas Regency.

The formulation of the problem in this study is: How is the implementation of the CHSE certificate in tourism management in Banyumas Regency; what is the potential for developing halal tourism in Banyumas Regency; how is the integration of halal tourism values towards CHSE certificates in the management of tourism objects in Banyumas Regency.

2 RESEARCH METHOD

The type of research used by the author is field research (Field Research) namely research conducted on subjects based on a preliminary survey and scientific feasibility. (Azwar, 2001) The research subject was the Banyumas Regency Dinporabudpar. Sources of data used in this study consisted of library sources, primary, namely interviews with the Dinporabudpar Banyumas Regency and secondary, namely the secondary data in this study are literature that has relevance to the study of halal tourism and CHSE certificates. Data collection methods are by observation, interviews and documentation. The data analysis method uses descriptive
analytical methods by conducting surveys and data mining to find out the realization of the integration of the halal tourism concept and the CHSE certificate.

3 RESULT AND DISCUSSION

Is a tour where all processes are in line with Islamic sharia values. Good starting from the intention, while on the way until his return can increase gratitude to Allah. (Bawasir, 2013)

This is part of Islam and in the Qur'an it is explained in the letter Ar Rum verse 42:

Say, "Travel through the land and see what was the end of those before you, most of whom were polytheists."

It means: "Say (Muhammad), "Travel on the earth and see how the people of old ended. Most of them are those who associate partners (with Allah)."

Chookaew (Suwardono, 2015) states that there are eight standard factors for measuring sharia tourism in terms of administration and management for all tourists which can become a separate characteristic, namely:

1. Services to tourists must conform to Muslim principles as a whole;
2. Guides and staff must be disciplined and respect Islamic principles;
3. Regulate all activities so as not to conflict with Islamic principles;
4. Buildings must comply with Islamic principles;
5. Restaurants must comply with international standards of halal service;
6. Transportation services must have a security protection system;
7. There are places provided for all Muslim tourists to carry out religious activities; And
8. Travel to places that are not against Islamic principle.

In connection with the increasing demand for halal tourism, the Halal Tour Consortium Indonesia (THKI) was formed in 2016, one of the objectives of which is to provide halal travel package products to various destinations. Indonesia is preparing 10 National Priority Halal Destinations in 2018 that refer to the GMTI (Global Muslim Travel Index) standard, including: Aceh, Riau and Riau Islands, West Sumatra, DKI Jakarta, West Java, Central Java, Yogyakarta, East Java (Malang Raya), Lombok, and South Sulawesi (Makassar and its surroundings). The number of Muslim foreign tourist visits to Indonesia during 2019 was 2.8 million people.

In Banyumas Regency, only 10 percent of MSMEs have halal certification. Some of the obstacles SMEs face in obtaining halal certification include: lack of education and socialization regarding the obligation of halal certification, the costs incurred in obtaining halal certification.
are quite large, and the lack of human resources who have the ability regarding the complex halal assurance system. (Arsil, 2022)

The Banyumas district government has plans to create a Halal Food Center for the welfare of MSMEs in the Banyumas area. In addition, the Banyumas regency government makes it easy for people who want to make halal certificates through the Public Service Mall. The Ministry of Tourism and Creative Economy has a program related to halal tourism, and through the Banyumas Regency Dinporabudpar wants Banyumas Regency to become a pioneer in the Central Java region for this halal tourism program. In addition, the Ministry of Tourism and Creative Economy has issued regulations on halal tourism, and already has a logo related to halal tourism.

In Banyumas Regency, where there is a lot of tourism and most of the people are Muslims, they must be able to catch it because halal tourism is an investment. The efforts made by the Banyumas Regency Government in welcoming halal tourism are conducting halal certification training, collaborating with the Ministry of Religion and the Banyumas Regency Public Service Mall to carry out socialization related to halal certificates, besides that regulations in the form of new regional regulations will be drafted in 2023 which will be linked to decency norms and religious norms so that there is no harm or control in the tourism sector. (Mubarok, 2022)

In increasing tourism potential, the Ministry of Tourism and Creative Economy itself also considers that the main key in returning conditions must be carried out through disciplined health protocols. This program is present as the government's effort to create a safe and comfortable space for the community. Through the Ministry of Industry and Creative Economy created a program called CHSE. CHSE is the application of health protocols based on Cleanliness (Cleanliness), Health (Health), Safety (Security), and Environmental Sustainability (Environmental Sustainability). The Ministry of Tourism and Creative Economy as an institution that oversees the tourism and creative economy sectors is intensifying the CHSE health protocol so that it can be implemented by community business entities.

The implementation of the CHSE is indeed in accordance with the government's directives to provide quarantine to tourists so that they can feel comfortable traveling during a pandemic. If tourists feel comfortable, tourists will get memories or experience so good that they will come back again. The term CHSE in Central Java is known as BISA (Clean, Beautiful, Healthy, Safe). CHSE implementation is carried out by: (Mubarok, 2022)

a. Socialization, direct assistance to tourism business managers, both regional and private tourism, to carry out CHSE certification;
b. Checking and ensuring that human resources working in the business sector, both tourism and hospitality, and restaurants, have carried out their third vaccination;
c. Provide an appeal to tour managers to continue to carry out cleanliness, use the Peduli Protect application for tourists before entering all business fields, both tourism, hospitality and restaurants.

In 2018-2021, the number of visitors to tourist objects in Banyumas Regency has decreased. This is due not to inadequate facilities and infrastructure but due to the Covid-19 pandemic which has risen quite high. According to data from the Banyumas Regency BPS, the number of visitors at the Banyumas Regency tourist attraction in 2018 reached 1,503,242 people. In 2019 there was a significant increase of 1,951,126 people. Whereas in 2020 it experienced a drastic decrease due to the pandemic, namely 522,263 people. Whereas in 2021 the number of visitors will reach 476,978. (BPS, 2022) This makes Banyumas the number 3 preferred tourist destination for tourists in Central Java. Magelang won the first with the most acquisitions and the second was Semarang. (BPS, 2022)

In the book CHSE Verification & Certification Model and Process written by the Ministry of Tourism and Creative Economy, it is stated that the scope of CHSE includes:

3.1 CLEANLINESS

Criteria for the cleanliness aspect, in general, business actors must ensure cleanliness in their place of business, such as the availability of hand washing soap or hand sanitizers for visitors. Ensuring the place of business is always clean, both from germs, bacteria and viruses by spraying disinfectants is also a requirement in fulfilling this aspect. (John, 2022)

3.2 HEALTH

Criteria for the health aspect in the business area, business actors need to maintain the health of both workers and visitors. Starting from checking body temperature, wearing masks, to implementing social restrictions by setting distance and minimizing crowds. (BTP, 2023)
3.3 SAFETY

Criteria for security and safety aspects, business actors need to prepare rescue procedures if at any time an unwanted disaster or emergency occurs. This aims to ensure the safety of people who are in the area. (Blibli, 2023)

3.4 ENVIRONMENTAL SUSTAINABILITY

Criteria on the aspect of environmental sustainability, business actors need to ensure that their business has implemented environmentally friendly conditions. For example, by using environmentally friendly equipment and materials, to condition the area so it feels comfortable for visitors. (John, 2022)

Halal Tourism Support in Banyumas Regency based on the data that has been obtained, namely:

3.4.1 Purwokerto's Andhang Prangenan Park

Andhang Pangrenan Park is a multifunctional public facility and recreation area. It is a green open space on the south side of the city of Purwokerto with quite complete facilities and can be utilized for various purposes by the general public. In front of the garden is written Andhang Pangrenan Poerwakerta, which is the Banyumas language and the old spelling. Underneath there are gardens and ponds along with fountains which might indicate that Purwokerto has abundant water. In addition, outside the park area there is parking for cars and motorbikes. Inside the park, especially in the middle, there is a fairly wide expanse in front of the 2-storey main building facing an open stage. It is suitable for holding various large events here. There are two gates to the south and east, both of which are greeted by the Banyumas mascot, the Bawor statue. At the east gate there is also an alley with colorful hanging lanterns. On weekdays only the east gate is opened. There are also calls for not dating, admonitions not to be alone, prohibited from bringing food or drink, bringing liquor, bringing pets, bringing sharp objects, bringing bicycles/ bibs/ roller skates, and prohibiting bringing balls/ playing ball. These regulations are of course made for the sake of maintaining safety and comfort during recreation. (Purwokwerguidance, 2023)

There are advice not to date, advice not to be alone, it is forbidden to bring food or drink, to bring alcohol, to bring pets, to bring sharp objects, to bring bicycles/ bibs/ roller skates, and
it is forbidden to bring ball/ play ball. (Purwokwertoguidance, 2023) Apart from that, there are also prayer rooms, toilets for the public, places to wash hands at several points, trash cans that have been separated between organic and inorganic. There are also several stalls selling food, drinks and toys for children. (Isna, personal communication, 2022) However, food and beverages have not been declared halal based on the MUI certificate.

Andhang Pangrenan Park has been registered with the Ministry of Tourism and Creative Economy as a tourist destination in Banyumas Regency and already has a CHSE certificate with a certificate number, namely SRT/IL.04.02/2124/M-K/2021. (kemenparekraf, 2022)

**Figure 1**
*Andhang Pangrenan has been verified by the CHSE of the Ministry of Tourism and Creative Economy*

![CHSE Certified](image)

Source: Prepared by the authors

### 3.4.2 Jenderal Soedirman Purwokerto Commander in Chief Museum

Monument and at the same time the Museum of the Commander in Chief General Soedirman is one of the historical attractions in Purwokerto. The location is right to the east of the Logawa River bridge which is the entrance to Purwokerto City from the west. This monument has two floors, on the lower floor there is a diorama which tells the history of the struggle of the Great Commander General Sudirman when he reclaimed Yogyakarta as the capital of Indonesia (at that time) from the Dutch Colonial. And on the second floor there is a statue of General Soedirman sitting on a horse, this statue is made of bronze weighing 5.5 tons and 4.5 meters high. Underneath there are reliefs of the history of the struggle of the Indonesian people in 1945 and behind the statue is the symbol of the Indonesian State, namely Garuda Pancasila. (share, 2022).

In addition to the main objects of Monuments and Museums, there are also supporting facilities for prayer rooms and toilets adjoining offices, small kiosks that provide food and drinks. However, food and beverages have not been declared halal based on the MUI certificate.

The Panglima Besar General Soedirman Purwokerto Museum has been registered with the Ministry of Tourism and Creative Economy as a tourist destination in Banyumas Regency and already has a CHSE certificate with certificate number SRT/IL.04.02/2513/M-K/2021. (kemenparekraf, 2022)

Figure 2

*The Pangsar Soedirman Museum has been verified by the Ministry of Tourism and Creative Economy CHSE*

Source: Prepared by the authors

3.4.3 Taman Mas Kemambang Purwokerto

The Mas Kumambang tourist attraction, which is known to be child-friendly, was formerly named Bale Kemambang Park. Located on Jl. Karang Kobar No.9, Glempang, Bancarkembar, Kec. North Purwokerto, Banyumas Regency, Central Java. In the past, this park only contained gazebos and ornamental fish ponds. But now it has expanded its territory by
adding a garden, adding a parking area, adding a children's play area, adding a gazebo, adding a photo gallery, and there are several stalls selling various snacks. Entrance ticket on weekdays is IDR 10,000 while on weekends it is IDR 15,000 per person. The number of visitors per day reaches 1000 people and on weekends can reach 5000 people. Taman Mas Kemambang Purwokerto is included in the UPTD Lokawisata Baturraden which includes: Baturraden Lokawisata, Area/Ex Indrapana, Bukit Bintang Area, Lower Parking Area, Mandala Wisata, Taman Mas Kemambang, UMKM Center and View Tower of the Soedirman Guerrilla Complex. (Peraturan Bupati Kabupaten Banyumas Nomor 47 Tahun 2021 Tentang Perubahan Kedua Atas Peraturan Bupati Banyumas Nomor 59 Tahun 2018 Tentang Pembentukan Kedudukan Susunan Organisasi Tugas Dan Tata Kerja Unit Pelaksana Teknis Pada Dinas Pemuda Olahraga Kebudayaan Dan Pariwisata Kabupaten Banyumas, 2018)

On this tour, facilities such as toilets look clean and have been separated between men's toilets and women's toilets. Trash bins are available which are separated between organic and inorganic at several points, but there are no prayer rooms and food and beverage sales facilities.

Mas Kumambang Park as a tourist destination in Banyumas Regency does not yet have a CHSE certificate from the Ministry of Tourism and Creative Economy because it is still in the process of submitting it to the Ministry of Tourism and Creative Economy.

3.4.4 Wayang Sendang Mas Banyumas Museum

The Sendang Mas Puppet Museum is a puppet museum located in the city of Banyumas, precisely on Jl. Gatot Subroto No. 1 Banyumas. This museum is located in the Banyumas district complex (Ex Pendapa Banyumas Regency). It was established on December 31, 1983 and is now managed by the Sendang Mas Cultural Foundation. The main collection is puppets in Banyumasan puppets, especially the figure of Bawor which only exists in Banyumasan puppets. In addition, there is a collection of ancient objects found around Banyumas district. The name Sendang Mas itself is an acronym of Banyumas Artisan Art.

The museum collection is not only in the form of puppets that reflect the trajectory of history, but also a number of puppet show aids such as blencong as a lighting device, gamelan as a standard wayang musical instrument, calung as a Banyumasan gagrag musical instrument up to pakeliran or screen. A number of collections of the Sendang Puppet Museum include Banyuma Gagrag Puppets Past and Present, Yogyakarta Gagrag, Krucil Puppets, Prajuritan Puppets, Kidang Kencana Puppets, Purwa Golek Puppets, Golek Menak Puppets, Sulu Puppets, Beber Puppets, Purwa Skin Puppets, Sulu Puppets, Puppets Golek Purwo, Wayang
Golek Menak, Wayang Krucil, Wayang Beber, Gamelan Slendro, Calung/ Angklung, Calligraphy Javanese Letters, Wayang Suki/Adam Marifat, Banyumas Tempo dolu, and many more. In addition, there are objects from Tosan Aji, library and archeology books that exhibit a number of relics of equipment made from stone and wood raw materials. (asosiasimuseumindonesia, 2023) The entrance ticket to the museum is Rp 1000. The number of visitors who come is less than 100 people every day.


On this tour, facilities such as toilets look clean and have been separated between men's toilets and women's toilets. Trash bins are available which are separated between organic and inorganic at several points, but there are no prayer rooms and food and beverage sales facilities.

The Sendang Mas Puppet Museum has been registered with the Ministry of Tourism and Creative Economy as a tourist destination in Banyumas Regency and already has a CHSE certificate with a certificate number, namely SRT/IL.04.02/2414/M-K/2021. (kemenparekraf, 2022)

**Figure 3**

*The Pangasar Soedirman Museum has been verified by the Ministry of Tourism and Creative Economy CHSE*

Source: Prepared by the authors
3.4.5 Baturraden Lokawisata

The Baturraden Lokawisata tourism object is located in the village of Karangmangu, Baturraden District, Banyumas Regency, 15 km from the direction of Purwokerto. It is a tourist attraction managed by the Department of Youth, Sports, Culture and Tourism of Banyumas Regency. Management is carried out directly by the Baturraden Lokawisata Technical Implementation Unit (UPT) which has the task of managing and developing the Baturraden Lokawisata. Its easy-to-reach location makes it easy for tourists to carry out tourism activities. Lokawisata Baturraden is bordered by pine and resin forests belonging to Perum Perhutani BKPH Banyumas east and the Terunggulan and Ancient Serayu Rivers. Baturraden Lokawisata is an area of hills, ravines and rivers with a partly sloping and partly steep/steep slope. Baturraden Lokawisata has an area bordering: North: Ex-Casidean Area of Pekalongan, South: Karangmangu Village, Baturraden District, East: Limpakuwus Village, District Donate/Plantation Agency, West Side: Dukuh Kalipag, Ketenger Village, Baturraden District.

The object of visit in the Baturraden complex consists of several family recreation complexes that have attractions that are the main attraction, namely hot springs, water bicycle pools, swimming pools (waterpark), slide pools (waterbooms), botanical gardens, the Sendang Mulya Valley. with a natural fountain (natural cascade), and the Gumawang River waterfall and a museum that holds the skeletons of typical fauna in Indonesia. Apart from that, in this location there are also flying fox facilities and other children's games. From an economic perspective, the revenue received by the Banyumas Regency Government through the Baturraden Lokawisata at the end of 2018 reached 8.47 billion with a total of 640,000 visitors. (visitjawatengah.jatengprov, 2022)

Baturraden Lokawisata is included in the Baturraden Lokawisata UPTD which includes: Baturraden Lokawisata, Area/Ex Indrapana, Bukit Bintang Area, Lower Parking Area, Tourism Mandala, Mas Kemambang Park, UMKM Center and View Tower of the Soedirman Guerrilla Complex. (Peraturan Bupati Kabupaten Banyumas Nomor 47 Tahun 2021 Tentang Perubahan Kedua Atas Peraturan Bupati Banyumas Nomor 59 Tahun 2018 Tentang Pembentukan Kedudukan Susunan Organisasi Tugas Dan Tata Kerja Unit Pelaksana Teknis Pada Dinas Pemuda Olahraga Kebudayaan Dan Pariwisata Kabupaten Banyumas, 2018)

The facilities and infrastructure at Lokawisata Baturraden are good enough and the number is sufficient, such as one mosque unit and three prayer rooms and ninety two trash can units. For food and beverages, stalls are available that sell but do not yet have a halal certificate. This also includes hotels or inns where there is no specific sharia hotel available.
Lokawisata Baturraden has been registered with the Ministry of Tourism and Creative Economy as a tourist destination in Banyumas Regency and already has a CHSE certificate with a certificate number, namely SRT/IL.04.02/2264/M-K/2021. (kemenparekraf, 2022)

Implementation of the CHSE certificate in Tourism Development in Banyumas Regency based on the data that has been obtained, namely:

1) Taman Andhang Pangrenan Purwokerto, which is an alternative recreation area with a type of tourist attraction business, has been registered with the Ministry of Tourism and Creative Economy as a tourist destination in Banyumas Regency and already has a CHSE certificate with a certificate number, namely SRT/IL.04.02/2124/M-K/2021. (kemenparekraf, 2022);

2) The Panglima Besar General Soedirman Purwokerto Museum, which is a historical tourist attraction in Purwokerto, has been registered with the Ministry of Tourism and Creative Economy as a tourist destination in Banyumas Regency and already has a CHSE certificate with a certificate number, namely SRT/IL.04.02/2513/M-K/2021. (kemenparekraf, 2022);

3) Taman Mas Kemambang Purwokerto, which is known to be child-friendly, is in the process of submitting a CHSE certificate to the Ministry of Tourism and Creative Economy. So that until this report was made there was no CHSE certificate. Even so, Taman Mas Kemambang Purwokerto has implemented the principles of CHSE;

4) The Sendang Mas Banyumas Puppet Museum is a puppet museum located in the city of Banyumas whose collection of ancient objects found around the Banyumas district already has a CHSE certificate with a certificate number, namely SRT/IL.04.02/2414/M-K/2021. (kemenparekraf, 2022);

5) Lokawisata Baturraden is one of the objects of the family recreation complex which has attractions that are the main attraction, namely hot springs, water bicycle pools, swimming pools (waterparks), slide pools (waterbooms), botanical gardens, the Sendang Mulya Valley with natural cascades, and the Gumawang River waterfall as well as a museum that holds skeletons of typical fauna in Indonesia have been registered with the Ministry of Tourism and Creative Economy as a tourist destination in Banyumas Regency and already have a CHSE certificate with a certificate number, namely SRT/IL.04.02/2264/M-K/2021. (kemenparekraf, 2022) Results are presented in a systematic way. The narration in the results contains information extracted from the data, rather than narrating the data as it is. Clarify the narrative with illustrations (tables, figures, etc.). Illustrations must be referred to in the text, where processed data is
presented, not raw data (data reduction if necessary).

4 CONCLUSION

The results of the study show that the CHSE certificate or Cleanliness, Health, Safety, Environmental Sustainability has been applied to four tourist objects in Banyumas Regency. Meanwhile, one tourist object (Maskumambang) is in the submission stage. Why is a CHSE certificate needed because it can increase the competitiveness of tourist objects and can describe the readiness of tourism objects in welcoming tourists.

In developing halal tourism in Banyumas Regency, there must be political will for the Banyumas Regency Government, application of halal industry regulations, provision of infrastructure and facilities, provision of human resources, and sufficient budget allocation. Overall, the tourism object infrastructure managed by Banyumas district has partially met the requirements for halal tourism.

The CHSE certificate has been integrated with the values of cleanliness in Islam because cleanliness is part of faith in Surat al-Baqarah verse 222 and the hadith at-tohur satrul faith (cleanliness is part of faith). The value of health is reflected in the maqosid syariah dhoruriyah (hidzun nasfs) protecting the soul or health, in Islam the soul is highly protected in the verse saying that whoever kills one soul is like killing the whole soul al quran surah ql-Baqarah verse 201. Security (comfort) is a right that need to be protected both in the context of peace and in the context of war, protection of rights is a fundamental value for all citizens. And safety in Islam is not only in this world but also in the hereafter, the ultimate safety. Environmental sustainability is a link in the natural concept of God, humans and the environment. The concept of theo anthropocentrism, management of nature that is centered on collaboration with divine ethical values, because Islam says that damage to nature and the environment is caused by human activities according to the letter al-Qoshosh verse 77.

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