

THE EFFECT OF DIVERSITY OF HALAL FOOD PRODUCTS AND PROMOTION ON THE INTEREST OF TOURISTS

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Abstract: *The purpose of this study is to reveal the effect of the diversity of halal food products and promotions on tourist interest. The method used in this research is descriptive qualitative research with the type of field research, which was carried out at the Ciplukan Market, Sendang Ijo Mlilir Gentungan Mojogedang Karanganyar. The results showed that: 1). there is a positive and significant influence on the diversity of halal food products on tourist interest in the Ciplukan market of Sendang Ijo, Gentungan Mojogedang. The more diverse halal food products are sold, the higher the interest of tourists to visit the market, 2). There is a positive and significant effect of promotion on tourist interest. The higher or more intensive the promotion carried out, the higher the interest of tourists to come to visit the market, and vice versa, 3). There is a positive and significant influence on the diversity of halal food products and promotions on the interest of tourists in Ciplukan Market. These two variables together can be used as a basis for predicting tourist interest, 4). The diversity of halal food products is a variable that is a larger contribution to visitor interest than promotion. These two variables together can be used as a basis for predicting tourist interest, 4). The diversity of halal food products is a variable that is a larger contribution to visitor interest than promotion. These two variables together can be used as a basis for predicting tourist interest, 4). The diversity of halal food products is a variable that is a larger contribution to visitor interest than promotion.*

Keywords: *tourism, halal food, influence, interest, tourists.*

INTRODUCTION

Today the development of tourism has been so rapid, that tourism has received great attention from the government because it is considered a reliable source of state income. This tourism is not only the responsibility of the state but also the responsibility of the private sector and society in general.[1]

The world is currently being hit by a coronavirus pandemic 19 which has a major impact on all sectors of human life, including the impact on the tourism sector in any part of the world. The tourism sector is a sector that has been greatly affected due to the limited movement of people from one place to another, and this has resulted in a very sharp decline in income in this sector.

However, we are still trying to arouse tourism enthusiasm in the community by prioritizing safety and public health factors, or what is known as CHSE, so that it does not cause a negative impact with the emergence of a new cluster from the tourism sector. During this pandemic, people tend to travel in open places. Seeing natural beauty, culinary tours, and shopping trips, people tend to feel safer when done in the open air, of course, all

of this while still prioritizing health protocols.

Based on the above, the Dongde Valley tourist village made a breakthrough, namely by creating a new tourist destination on vacant land, namely by creating a culinary tourism market selling various traditional foods. This market is a traditional hawker center that is open to the general public but is only open on Sundays.

This traditional hawker market is named Ciplukan Market. This market sells a variety of traditional foods, from snacks to heavy meals. All of the food vendors at this market are natives of the hamlet community, whose traditional shanties are made of wood and bamboo with shingles roofed. The money used to buy merchandise here also has to be exchanged for wood coins first, so it all gives the impression of an old time.

Connoisseurs of this traditional cuisine can visit while enjoying the rural atmosphere that still looks beautiful and the air is fresh, and also accompanied by the strains of Javanese style music and campursari songs that make visitors feel at home in the Ciplukan market which is famous for its delicious taste. The delicious taste, diversity of types of halal food, and the beautiful atmosphere make this ciplukan market more attractive to visitors and this is increasing week by week since it was inaugurated by the Regent of Karanganyar.

The new bustling situation will gradually fade if it is not supported by strong and continuous promotions. Therefore, the WLD Pokdarwis is currently trying to promote both through radio, television, and social media, all of which are aimed at making the Ciplukan Sendang Ijo market widely known by people from various regions and cities. WLD management hopes that with the attractiveness of diverse traditional food products and supported by vigorous promotions, the number of visitors will continue to increase. Based on the observations made by the researchers, the Ciplukan Sendang Ijo market is open every day on average visited by about 6000 tourists. This is caused by a lack of promotion or other factors that influence it.

Based on the background of the problem, this study aims to reveal the effect of Halal Food Product Diversity and Promotion on Tourist Interest in Ciplukan Sendang Ijo Market Gentungan Mojogedang Karanganyar, while the benefits of this research are: 1). Contribute to the manager of the Ciplukan Sendang Ijo market in terms of enriching the diversity of food products to increase the interest of tourists to come to the Ciplukan Sendang Ijo Market. 2). Provide input to the manager of the Ciplukan Sendang Ijo market, so that this market is more widely known by the public as a tourist attraction, 3). The results of this study can contribute to the field of halal culinary tourism.[2]

METHODOLOGY

The research to be conducted is including descriptive research. Descriptive research is expository and aims to obtain a complete (descriptive) picture of the existence of certain communities living in certain places, or regarding certain symptoms, or certain legal events that occur in society. In this type of research, researchers usually have obtained initial data about the problem to be studied. This research is to determine, analyze and classify by surveys, questionnaires, case studies, or observation so that science is useful for the development of knowledge and can be applied more to various kinds of problems.[20]

This research will be conducted at Ciplukan Market, Sendang Ijo Mlilir Gentungan Mojogedang Karanganyar, which will be held from March to April 2022. Types and Sources of Data. To get good data, the data collected must have characteristics, namely: A high level of objectivity. The data required must be truly objective and must truly describe the state

of the values of the variables being analyzed. The data must be representative, if the data collected is part of the population, then the amount of data analyzed must represent the characteristics of the population, so the conclusions drawn must be generally applicable to the population.

The error rate is low. In time, the data that will be used as information in decision-making must be actual.[3] In collecting data, several types of data are needed, including Primary data. Primary data is data obtained directly from the party whose data is needed. Primary data in this study was obtained from questionnaires given to respondents[4] Secondary data. Secondary data is data that is not obtained directly from the party whose data is needed. Secondary data from this research were obtained from books and scientific journals.[4]

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Data Validity. A validity test is used to measure whether a questionnaire is valid or not[5] A questionnaire is declared valid if the question can reveal or produce something. The validity test can be known by calculating r_{count} and r_{table} ($n-2$). If $r_{count} > r_{table}$ (2-sided test with sig. 0.05) then the question instrument is significantly correlated with the total score (declared valid). On the other hand, the statement instrument is said to be invalid if $r_{count} < r_{table}$ at a significance value of 5%[5] Product moment correlation formula:

$$r_{xy} = \frac{N\sum xy - (\sum x)(\sum y)}{\sqrt{(N\sum x^2 - (\sum x)^2)(N\sum y^2 - (\sum y)^2)}}$$

Information:

r_{xy} = Correlation coefficient between variables X and Y

$\sum xy$ = The number of multiplications between variables X and Y

$\sum x^2$ = Sum of the squares of X . values

$\sum y^2$ = Sum of the squares of Y . values

$(\sum x)^2$ = Sum of X values then squared $(\sum y)^2$ = Sum of Y values then squared

Reliability test

A reliability test is a questionnaire that is said to be reliable if someone's answer to the question is consistent from time to time. Respondents' answers to this question are said to be reliable if each question is answered consistently or the answers cannot be random because each question wants to measure the same thing. Reliability decision making, an instrument is said to be reliable if the Cronbach Alpha value > 0.60 [5] Cronbach's Alpha formula is as follows:

$$r_{11} = \left(\frac{n}{n-1} \right) \left(1 - \frac{\sum \sigma_t^2}{\sigma_i^2} \right)$$

Information:

r_{11} = Instrument reliability

n = Number of questions tested t^2 = Total variance score for each item σ^2 = Total variance

RESULTS AND DISCUSSION

Diversity of Halal Food Products

Diversity is a variety of things or circumstances[6]while the product is anything that can be offered in the market to get attention, demand, new use, or consumption that can satisfy needs and wants. It includes physical objects, services, people, places, organizations, and foundations[7]The elements discussed in a product are as follows:

Product Quality

A product is a set of tangible and intangible attributes that includes color, price, packaging, public prestige, retailer prestige, and services from manufacturers and retailers that may be accepted by buyers as satisfying their desires. For consumers, buying a product does not only mean buying physical attributes but also paying for non-physical attributes that can meet their needs and satisfy their wants. For a business, what is meant by real products is merchandise that can be seen and touched. Meanwhile, intangible products are things that affect the tangible value of products such as service, friendliness, cleanliness, and others.[8] In the business world, the product is one of the factors that influence purchasing decisions, consumers will prefer companies that provide many choices (diverse) with good quality so that consumers are satisfied. For a company, the product strategy must be programmed properly such as the completeness of the products provided and also providing quality goods so that consumers feel satisfied in shopping.[9]

Price

Price is the amount of money that consumers have to pay to get the product[10]From a marketing point of view, a price is a monetary unit or other measures (including other goods and services) that is exchanged to obtain the right to ownership or use of an item or service. The price offered will be considered by consumers before they decide to buy. Consumers will compare and choose which place can provide a cheaper price with the same quality of goods. Besides that, price is an element of the marketing mix that is flexible, meaning that it can be changed quickly. Price has a major role in the decision-making process for buyers.

Service

Even though various media are available and the implementation of strategies without good service, all of them also cannot achieve the expected goals. Service comes from the word service, serving which means helping, providing everything that other people need. So service is an act or act of serving what others need. Lupiyadi in the marketing management book says that the concept of service can be interpreted as giving something to someone in the form of services.[11]

Promotion

Promotion is an activity carried out by the marketing division so that people always remember the products and services offered. According to Yoeti's opinion in the tourism marketing book, promotion is a tool to inform, persuade, or remind. Still according to Oka

A. Yoeti in the book *Tours and Travel Marketing* said that promotional activities are nothing but a process of how a company conveys messages or information to the target market about various products offered at competitive prices and sold in strategic places, easily accessible to consumers, by persuasion in the hope that the target is willing or willing to make a purchase.[12] This promotion is divided into 2, namely social media promotion and word-of-mouth promotion:

Social media promotion:

According to Gunelius[13], Social media promotion is a form of direct or indirect marketing that is used to build awareness, recognition, memory, and action for brands, businesses, products, people, or other entities and is carried out using tools from the social web such as blogging, microblogging, and social media. networking, social bookmarking, and content sharing. Social media promotion is a process that encourages individuals to promote their websites, products, or services through online social channels and to communicate by leveraging the community. They are much more likely to do marketing than through traditional advertising channels.[14] Similar to Tuten[15] Social media promotion is a form of online fishing that uses the cultural context of the social community including social networks, virtual worlds, social news sites, and various social opinions to fulfill communication purposes. From the above definitions, social media promotion is an interactive marketing communication activity between tourism object managers and tourists to influence tourists to visit the object.[16]

Social media promotion elements

Gunelius[13] four elements are used as variables for the success of social media promotion.

Content Creation. Attractive content is the cornerstone of a strategy in social media marketing. The content created must be attractive and must represent the personality of a business to be trusted by the target tourists

Content Sharing. Sharing content with social communities can help expand a business' network and expand its online audience. Shared content.

Connecting. Social networks allow travelers to meet more people who share the same interests. Extensive networks can build relationships that lead to more business. Honest and careful communication must be considered when doing social networking.

Community building. The social web is a large online community of individuals where there is the interaction between people living around the world using technology. Building a community on the internet that has the same interests can occur with the existence of social networking.

Advantages of social media promotion

Taprial and Kanwar[17] Social media promotion have several advantages that make it more powerful than traditional media.

Accessibility Social media is easy to access because it requires little or no cost to use.

speed, content created on social media is available to everyone in the network, forum, or community once published.

Interactivity, social media can accommodate two or more communication channels

Longevity/volatility, content on social media can be accessed for a long time, or even forever.

Reach, the internet offers unlimited reach to all available content.

Word of Mouth

Kotler and Keller[7]worth of mouth or word of mouth communication is a communication process in the form of providing recommendations both individually and in groups for a product or service that aims to provide personal information. Asseal[6]Explaining word of mouth is personal communication between two or more salespersons. From some of the definitions above, word of mouth refers to the exchange of comments, thoughts, or ideas between two or more tourists, which is a source of marketing.

Types of word of mouth

Silverman[18]There are three different types of word of mouth between tourists, namely:

Expert to expert(at expert to expert level). In this type of expert-to-expert, an expert opinion leader will convey confirmation of the information provided to tourists or other opinion leaders with good word-of-mouth marketing strategies that have been proven true.

Expert to peer(at expert level to comparable). From the type of expert level to equivalent or comparable, an opinion leader will convey confirmation of information through word of mouth from experts to a comparable opinion leader, whether it is seen from the knowledge of information on the products offered.

Peer to peer(at a comparable to comparable level). At the comparable level, it explains that the delivery of information provided by opinion leaders through word of mouth to tourists by using available facilities and infrastructure is adequate by looking at the evidence of the facts.

Word of mouth environment

The word-of-mouth environment is Social networks. An opinion leader's extensive social network is very helpful in spreading word-of-mouth communication. This happens because of the influence of strong relationships between individuals who communicate a product, between groups and beliefs, whether it's a social relationship that occurs intentionally or not.[15]

Brand Communities.When a marketer accidentally enters a particular community that results in that person entering their lifestyle which has a large enough influence on certain products that are unique, interesting, and diverse.

Consumer message broad and weblog. Broad consumer messages that cannot be reached at face-to-face meetings force people to follow the use of the internet as a medium that provides widely global information that is happening in the real world and the virtual world that can be accessed using the internet.

Tourist Interest

Tourism development is a coordinated activity to attract tourists and provide all the infrastructure, goods and services, and facilities needed to meet the needs of tourists. A tourist attraction will die if there are no tourists who come to visit. Therefore, the manager of tourism objects must continue to strive to increase the interest of tourists to come to visit. For this research to be more focused, it will be stated in advance what is meant by:

Interest. In the language of interest is a high tendency of the heart towards something. Interest is a relatively permanent trait in a person. Interest has a very big influence on a person's activities because with interest he will do something he likes

Traveler. According to Soekardijo in Purwanti and Dewi, tourists are people who travel from their place of residence without settling in the place they are visiting or only temporarily staying in the place they are visiting.[19]So what is meant by tourist interest in this study is the tendency of people's hearts/desires to visit a tourist place

Relevant Research

The Effect of Diversity of Products and Services on Consumer Loyalty at Asgros Sartika Gemolong Supermarket in Sragen Regency The conclusion of the research states that product diversity influences consumer loyalty. The product diversity variable has a greater influence on consumer loyalty compared to the service variable. Application of Travel Company Promotion Strategy The conclusion of his research states that the implementation of travel company promotion strategy can be implemented through various activities, such as advertisement, personal selling, sales promotion, and publication. The Effect of Service Quality and Promotion on Consumer Loyalty at Kusuma Kartika Sari Restaurant Solo. This is because with the promotion people will get to know the products of the restaurant. If this promotion is carried out continuously, people will be loyal.[19]

DISCUSSION

Research in the Ciplukan Sendang Ijo Market area, with a large sample of 200 respondents, does have its level of difficulty, where in general the tourists who come to the Ciplukan Sendang Ijo Market are those who want to enjoy halal food in a relaxed atmosphere, so many do not want to. disturbed by filling out the questionnaire. However, this can be overcome with patience and understanding that this research aims to provide input for the development of the Ciplukan Sendang Ijo market. Moreover, this research can only be done on Sundays so it takes about 4 weeks.

Ciplukan Sendang ijo Market is under the management of the Dongde Valley Tourism Village (WLD) Pokdarwis which is located in Mlilir Gentungan, Mojogedang, Karanganyar. This market is held to increase the income of the people who live around the market. Therefore, people who live there and are interested in entrepreneurship are allowed to register themselves by mentioning the type of food to be sold. This Ciplukan market is a traditional halal food culinary tourism market. However, in this market, it is also allowed to have contemporary food snacks, and souvenirs, but the portion is only a small portion

Ciplukan Sendang Ijo Market is a traditional food market that was born during the pandemic. Where during the pandemic, tourism in the open is more in demand by the community. Of course, this tour at the Ciplukan Market is carried out with strict health protocols and there is a coving task force at the tourist market which always reminds traders and visitors to continue to take steps to prevent the spread of covid in the market. Although the Ciplukan Sendang Ijo Market was born during the COVID-19 pandemic, the enthusiasm of visitors was very large. Most of them are people who miss traditional halal foods which are rarely found elsewhere. They enjoy a variety of foods casually in the open, treated to the strains of old songs.

The results of this study indicate that the diversity of food products has a positive and significant influence on tourist interest. This is shown by the results of data processing, where the results of the hypothesis test partially vary the diversity of food products (X1)

which shows a significance value of 0.000 so that the hypothesis states that there is an influence between the diversity of food products on the interest of visitors at the Ciplukan Sendang Ijo Market is proven.

Based on the results of both questionnaires and free interviews that the researchers conducted, it turns out that the tourists from the Ciplukan Sendang Ijo Market still come from the vicinity of the former residency of Surakarta, namely tourists from the Regencies of Karanganyar, Wonogiri, Klaten, Boyolali, Sragen, Sukoharjo, from the city of Surakarta. However, there are indeed some who come from around the district of Semarang, but the percentage is still relatively small.

From the research results, tourists know the existence of the Ciplukan Sendang Ijo Market apart from the stories of friends and relatives who have visited, most of them know from promotions carried out through social media. The results of this study indicate that promotion has a positive and significant effect on visitor interest. This is indicated by the results of data processing, where the results of the hypothesis testing the significance value of the promotion variable (X2) is 0.000 so the hypothesis that there is an influence between promotions on the interest of visitors to the Ciplukan Sendang Ijo Market is proven.

Based on the results of the F test, shows that there is an effect of the diversity of food products and promotion together on the interest of visitors to the Ciplukan Sendang Ijo Market, where the significance value is 0.000. Thus this third hypothesis can be proven. Based on the results of testing the effect of the variable diversity of food products and promotions, either jointly or partially, it shows a statistically significant effect. Moreover, based on the analysis of the determinant coefficient shows a high number of 71.2% both independent variables explain the variation of the dependent variable, so based on quantitative analysis the results can be said to be convincing.

Likewise, qualitatively based on interviews and surveys that have been carried out, it shows that most tourists are interested in coming to Ciplukan Sendang Ijo Market based on the diversity of food sold. From this, it makes sense that among the variables of the diversity of halal food products with a promotion, the influence of the variable diversity of halal food products is more dominant. However, information on the existence and variety of food sold at Ciplukan Sendang Ijo Market is obtained by tourists from promotions. This information can be word of mouth or through social media. Therefore, this promotional factor should not be ignored.

RESULTS

The results of data analysis from this study were obtained through the following tests:

Validity test

Variable X1 (Diversity of Halal Food Products)

Table I. Test the Validity of Variable X1

Correlations

		P1	P2	P3	P4	P5	P6	Score Total
P1	Pearson Correlation	1	.475**	.314**	.454**	.284**	.436**	.739**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000

	N	200	200	200	200	200	200	200
P2	Pearson Correlation	.475**	1	.200**	.429**	.398**	.435**	.720**
	Sig. (2-tailed)	.000		.004	.000	.000	.000	.000
	N	200	200	200	200	200	200	200
P3	Pearson Correlation	.314**	.200**	1	.243**	.351**	.348**	.585**
	Sig. (2-tailed)	.000	.004		.001	.000	.000	.000
	N	200	200	200	200	200	200	200
P4	Pearson Correlation	.454**	.429**	.243**	1	.313**	.391**	.693**
	Sig. (2-tailed)	.000	.000	.001		.000	.000	.000
	N	200	200	200	200	200	200	200
P5	Pearson Correlation	.284**	.398**	.351**	.313**	1	.297**	.635**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	200	200	200	200	200	200	200
P6	Pearson Correlation	.436**	.435**	.348**	.391**	.297**	1	.717**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	200	200	200	200	200	200	200
Total Score	Pearson Correlation	.739**	.720**	.585**	.693**	.635**	.717**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	200	200	200	200	200	200	200

** . Correlation is significant at the 0.01 level (2- tailed).

Table I shows that the significance value of the total score of each question is 0.000, which is less than the significance level (α) of 0.05. Thus, it can be concluded that all questions on the X1 variable (Diversity of Food Products) are valid.
Variable X2 (Promotion)

Table II. X2. Variable Validity Test

Correlations

		P1	P2	P3	P4	Total Score
P1	Pearson Correlation	1	.293**	.385**	.336**	.681**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	200	200	200	200	200
P2	Pearson Correlation	.293**	1	.329**	.369**	.691**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	200	200	200	200	200
P3	Pearson Correlation	.385**	.329**	1	.356**	.721**
	Sig. (2-tailed)	.000	.000		.000	.000

	N	200	200	200	200	200
P4	Pearson Correlation	.336**	.369**	.356**	1	.755**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	200	200	200	200	200
Total Score	Pearson Correlation	.681**	.691**	.721**	.755**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	200	200	200	200	200

** . Correlation is significant at the 0.01 level (2-tailed).

Table II shows that the significance value of the total score of each question is 0.000, which is less than the significance level (α) of 0.05. Thus, it can be concluded that all questions on the X2 (Promotion) variable are valid.

Variable Y (Travelers Interest)

Table III. Y . Variable Validity Test

Correlations

		P1	P2	P3	P4	P5	Total
P1	Pearson Correlation	1	.299**	.432**	.465**	.421**	.742**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	200	200	200	200	200	200
P2	Pearson Correlation	.299**	1	.274**	.361**	.429**	.665**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	200	200	200	200	200	200
P3	Pearson Correlation	.432**	.274**	1	.378**	.301**	.673**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	200	200	200	200	200	200
P4	Pearson Correlation	.465**	.361**	.378**	1	.391**	.742**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	200	200	200	200	200	200
P5	Pearson Correlation	.421**	.429**	.301**	.391**	1	.714**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	200	200	200	200	200	200
Total Score	Pearson Correlation	.742**	.665**	.673**	.742**	.714**	1

	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	200	200	200	200	200	200

** . Correlation is significant at the 0.01 level (2-tailed).

Table III shows that the significance value for the total score of each question is 0.000, which is less than the significance level (α) of 0.05. Thus, it can be concluded that all questions on the Y variable (Tourist Interest) are valid.

Reliability Test

Variable X1 (Diversity of Food Products)

Table IV. X1. Variable Reliability Test

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.771	.852	7

Table IV shows that the value of Cronbach's Alpha is 0.771. Thus, it can be concluded that the variable X1 (Diversity of Food Products) is reliable because the value of Cronbach's Alpha is greater than 0.6.

Variable X2 (Promotion)

Table V. Test of X2. Variable Reliability

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.783	.829	5

Table V shows that the value of Cronbach's Alpha is 0.783. Thus, it can be concluded that the variable X2 (Promotion) is reliable because the value of Cronbach's Alpha is greater than 0.6.

Variable Y (Travelers Interest)

Table VI. Y . Variable Reliability Test

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.780	.850	6

Table VI shows that the value of Cronbach’s Alpha is 0.780. Thus, it can be concluded that the variable Y (Travelers Interest) is reliable because Cronbach’s Alpha value is greater than 0.6.

Multiple linear regression

Table VII. Multiple linear regression

Coefficients

Model	Unstandardized Coefficients		Standardize d Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIEW
1 (Constant)	1.301	.600		2.168	.031		
Diversity_Product_Food	.653	.035	.775	18,757	.000	.848	1.179
Promotion	.183	.051	.150	3,623	.000	.848	1.179

a. Dependent Variable: Interest

Based on Table VII, the regression equation is obtained as follows: $Y = 1.301 + 0.653 X_1 + 0.183 X_2$

Interpretation:

If Tourist Interest is not influenced by the variable of product diversity and promotion, then the value will be at 1.301. For every 1 unit increase in the product diversity variable, the value of the tourist interest variable will increase by 0.653. For every 1 unit increase in the promotion variable, the value of the tourist interest variable will increase by 0.183

Hypothesis testing

Partial Test (t). A partial test is used to determine whether each independent variable affects the dependent variable. Partial test results are presented in Table VII. A partial test is done by comparing the value of the t count with the t table. If t arithmetic is greater than the t table then q H0 is rejected.

Partial Test of Product Diversity Variables with Tourist Interests

H0: product diversity variable does not affect tourist interest

H1: variable product diversity affects tourist interest

Table VII shows that the product diversity variable obtained a t value of 18,757. thus, the value of the t count is greater than the t table. In addition, as seen from the output significance value, the significance value for the product diversity variable is 0.000 which is less than 0.005. This means that H0 is rejected, which means that the product diversity variable affects tourist interest

Partial Test of Promotional Variables with Tourist Interest

H0: promotion variable does not affect tourist interest

H1: promotion variable affects tourist interest

Table VII shows that the promotion variable obtained a t value of 3,623. thus, the value of the t count is greater than the t table. In addition, as seen from the output significance value, the significance value for the product diversity variable is 0.000 which is less than 0.005. This means that H0 is rejected, which means that the product diversity variable affects tourist interest

Simultaneous Test (F)

The F test is used to test whether the independent variables together affect the dependent variable. The F test is performed by comparing the significance value of the output results with the level of significance. If the output significance value is less than the significance level, then H0 is rejected. The results of the F test analysis are presented in table VIII.

Hypothesis:

H0: Product diversity and promotion together do not affect tourist interest. H1: Product diversity and promotion together affect tourist interest

Table VIII. Simultaneous Test (F)

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	627,548	2	313,774	246,434	.000a
	Residual	250,832	197	1,273		
	Total	878,380	199			

Predictors: (Constant), Promotion, Diversity_Product_Food

Dependent Variable: Interest

Table VIII shows that the output significance value is 0.000 which is less than the 0.05 significance level. Thus, H0 is rejected, which means that the product diversity and promotion variables together affect the tourist interest variable

Coefficient of Determination (R2)

This test is intended to determine whether the independent variables taken as factors that influence the dependent variable are significant, as seen from the results of the calculation of the coefficient of determination. In other words, the R2 coefficient test is to find out how far the variable of tourist interest in visiting the Ciplukan market is explained by two independent variables, namely product diversity and promotion together. This test is also intended to determine how precisely the independent variables included in the model can explain the dependent variables. The results of the simultaneous influence test are as follows:

Table IX. Coefficient of Determination

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. An error of the Estimate	Durbin-Watson
1	.845a	.714	.712	1,128	2,024

Predictors: (Constant), Promotion, Diversity_Product_Food

Dependent Variable: Interest. The calculation shows that the value of Adjusted R2 is 0.712, which means 71.2% of the two variables can explain the variable interest of tourists from the Ciplukan market, while 28.8% is explained by variables outside the model.

Normality test. The normality test is useful for testing whether in the regression model, the dependent variable and the independent variable have a normal distribution or not.

The normality test in this study uses distribution on the PP plot graph. The results of the normality test are presented in Figure III.

Normal P-P Plot of Regression Standardized Residual

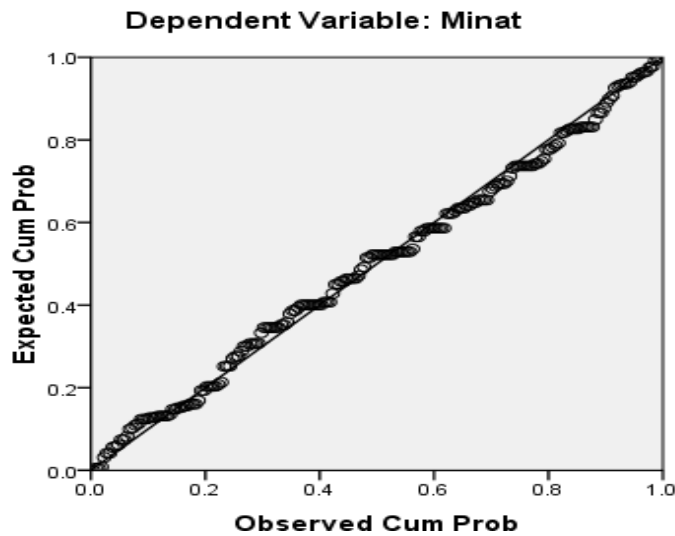


Figure I. Normality Test

Based on Figure III, it can be seen that the data follows the direction of the diagonal line. This shows that the data is normally distributed. So it can be concluded that the regression model meets the assumption of normality.

Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another observation. If there is no clear pattern, and the points spread above and below the number 0 on the Y axis, there is no heteroscedasticity. The results of the heteroscedasticity test are presented in Figure IV.

Scatterplot

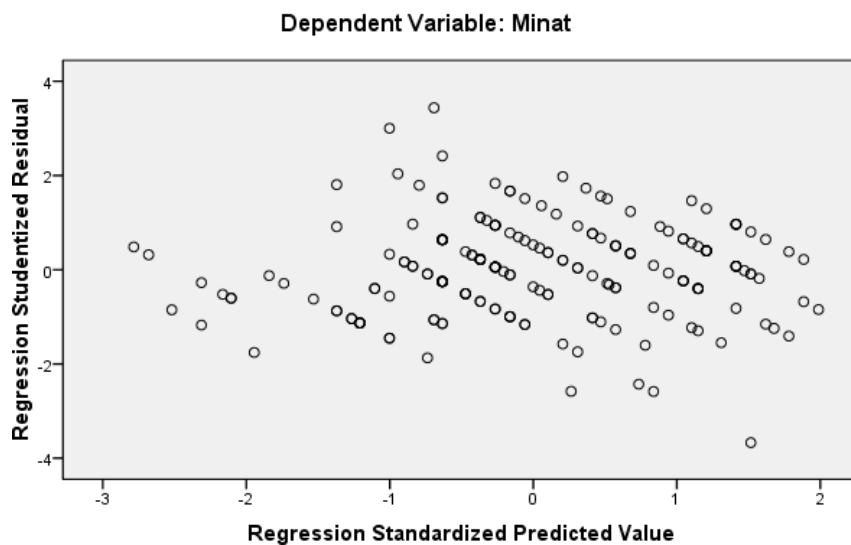


Figure II. Heteroscedasticity Test

Based on Figure IV, it can be seen that there is no clear pattern and the points are spread above and below the number 0 on the Y axis. This indicates that the data in this study does not occur heteroscedasticity.

Multicollinearity Test

The multicollinearity test is useful to test whether the regression model found a correlation of independent variables. The way to find out whether there is a deviation in the multicollinearity test is to look at the Tolerance and VIF values of each independent variable. If the Tolerance value is > 0.10 and the VIF value is < 10 , then the data is free from multicollinearity symptoms. The results of the multicollinearity test are presented in Table VIII. Table VIII shows that the Tolerance value of each independent variable is greater than 0.10 with the respective Tolerance value for the product diversity variable of 0.848 and promotion of 0.848. The results of the calculation of the VIF value of each independent variable are less than 10 with the respective VIF values for the product diversity variable of 1.179 and the promotion variable of 1.179.

CONCLUSION

From the results of the data analysis that has been described in chapter IV, several conclusions can be drawn as follows: 1). there is a positive and significant influence on the diversity of halal food products on tourist interest in the Ciplukan market of Sendang Ijo, Gentungan Mojogedang. The more diverse the halal food products that are sold, the higher the interest of tourists to visit the Ciplukan market. Vice versa, the fewer kinds of menus that are served, the lower the number of people visiting Ciplukan Market. 2). There is a positive and significant effect of promotion on tourist interest in Ciplukan Sendang Ijo Market, Gentungan Mojogedang. The higher or more intensive the promotion carried out, the higher the interest of tourists to come to visit Ciplukan Market. Vice versa, the lower the promotion, the lower the interest of tourists to come to Ciplukan Market. 3). There is a positive and significant influence on the diversity of food products and promotions on tourist interest in Ciplukan Sendang Ijo Market, Gentungan, Mojogedang. These two variables together can be used as a basis for predicting or predicting tourist interest. 4). Diversity of halal food products is a variable that is a larger contribution to visitor interest than promotion. These two variables together can be used as a basis for predicting or predicting tourist interest. 4). Diversity of halal food products is a variable that is a larger contribution to visitor interest than promotion. These two variables together can be used as a basis for predicting or predicting tourist interest. 4). Diversity of halal food products is a variable that is a larger contribution to visitor interest than promotion.

While the suggestions are, as follows: 1). With the discovery of a positive and significant influence on the diversity of halal food products on tourist interest, it can be suggested to the manager in this case Pokdarwis to provide input to traders so that each stall creates new menu creations so that it can attract visitors' interest. 2). With the discovery of a positive and significant effect of promotion on tourist interest, it is suggested to the manager to further increase promotion by mobilizing all social media. Because social media can reach people wherever they are, both domestically and abroad to further increase the number of tourists who come. 3). With the finding of a positive and significant influence on both variables of food product diversity and promotion on tourist interest, it is recommended for managers to maximize this to increase tourist interest in visiting the Ciplukan market, Sendang Ijo, Gentungan, Mojogedang. 4). From the results of the study, it is known that the variable diversity of halal food products has a more dominant influence than the influence

of the promotion variable. This should be taken into consideration for managers to provide input to traders to be more creative in creating their menus so that the merchandise is more diverse and also increases the taste so that it attracts more tourists.

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