

# The Implementation of Sharia Principles Concept of Hotels: Unisi Hotel, Yogyakarta

Indi Printianto  
Hotel Departement  
Bandung Institute of Tourism  
Yogyakarta, Indonesia  
indilpp2002@yahoo.com

Dyah Wahyuning Tyas  
Hotel Departement  
Bandung Institute of Tourism  
Yogyakarta, Indonesia  
dyah217@gmail.com;

Rosalina Nur Annisa  
Hotel Departement  
Bandung Institute of Tourism  
Yogyakarta, Indonesia  
rosha\_lin@yahoo.co.id

**Abstract**—This study aims to analyze the implementation of six (6) sharia principles at Unisi Hotel in Yogyakarta, Indonesia, and to find out the opportunities and challenges of sharia implementation at Unisi Hotel. Sharia principles in hotel not only in terms of halal consumption (food and beverage) but including all operations of hotel activities such as: entertainment aspects, aspects of business activities, ethical aspects, boundary aspects of relationships, as well as aspects of overall layout referred to as 6 sharia principles in hospitality. This research used descriptive qualitative method. The study focused on Unisi Hotel which is located at Pasar Kembang Street, Yogyakarta. The research sample involved 26 employees from staff level to manager. This *paper* examined primary sources of data in the form of interviews and focus group discussions, as well as observations in the field. From the results of the study, it was concluded that Unisi Hotel have implemented five (5) sharia principles in the hospitality sector while another principle is that entertainment principles cannot be examined because they are not available at Unisi Hotel. Seeing the development of sharia tourism opportunities that have become a lifestyle, the opportunities for developing Unisi Hotel business are very large, therefore the researchers recommend that in order to immediately conduct hospitality service certification for capturing niche markets.

**Keywords**—sharia principles; sharia hotels; sharia hotel opportunities; sharia hotel challenges

## I. INTRODUCTION

Sharia tourism is better known as Halal Tourism. This is new development of tourism. The essence of sharia tourism refers to efforts to get rid of all things that can endanger humans and bring people closer to things that will bring benefits to themselves and the environment based on sharia / Islamic law regulations. Sharia tourism has penetrated into various tourism service sectors such as hotels and restaurants.

The hotel business is a business that provides accommodation in the form of rooms in a building that can be equipped with food and drink services, entertainment activities, or other facilities for the purpose of making a profit. Whereas Sharia Hotel is a hotel that applies the sharia system which in its business activities is not only in halal food and beverages,

but also includes other hotel operations in terms of finance, ethics, entertainment activities, layout, and corporate governance that are in accordance with the principles sharia [1]

Sharia hotels are required to implement all business activities based on the basic principles of sharia. The Sharia Basic Principles in hospitality consist of six (6) principles, among others, namely the principle of consumption, the principle of entertainment, the principle of business activities, ethical principles, principles of boundary relations, and principles of layout. If a hotel business is run on the basis of sharia, then all of these principles must be applied to achieve business goals that can provide benefits for both the internal hotel and external parties [2].

The pioneer of Sharia Hotels in Indonesia, namely Hotel Sofyan which has become the main icon and role model for sharia-based hotel developments in Indonesia. Established since 1993, its existence is now able to compete with other hotels. Hotel Achievement Sofyan conveyed a message to all business people that sharia is not a barrier for someone to get a profit, but business owners will get two benefits, namely world profit and the end. Hotel Sofyan has several hotel branches in various regions in Indonesia including one in the Special Region of Yogyakarta called Hotel UNISI.

Hotel Unisi's operations are carried out by 26 employees consisting of the General Manager and contract staff. The location of the Hotel Unisi is strategically only 200 meters from Jalan Malioboro and right in front of the exit of the train passengers who descend at Tugu Station Yogyakarta.

The development of tourism businesses and sharia hotels also encouraged the emergence of various studies related to the application of Islamic values in the hotel business. But in some studies, the concept of sharia is still limited to the concept of halal which refers to aspects of food and drink, and the availability of places of worship. Indeed, in the hotel industry, hotel operations are not only related to the provision of consumption services, but also other business activities such as the provision of room facilities, entertainment, and hotel

administration. All operational activities must be based on Islamic values.

One of the results of the study shows that the management carried out at the Madani Syariah Hotel Yogyakarta is in accordance with Islamic ethical principles. Hotel management is also managed quite well and applies a halal guarantee system. In running a sharia-based business, the hotel has calculated the risks that might occur by applying sharia principles. They believe that a business that is in accordance with sharia will bring goodness and blessing [3]. Related to the criteria for sharia hotels there are also results of research at Sofyan Hotel Jakarta, where nearly 100% of Sofyan Hotels have implemented the Sharia Hotel Criteria namely Hilal Criteria 2 in terms of products, services, and management [4].

In contrast to the two sharia hotels described earlier, the results of other studies show that the Arini Syari'ah Surakarta Hotel is legally-formal and cannot be considered a Shari'ah-based business institution, because it has not received halal certification from the National Shari'ah Council-Indonesian Ulema Council (MUI) like other Shari'ah hotels, but practically it can be said as a Shari'ah hotel, because it has carried out the Shari'ah principles that exist in religious teachings. These principles are embodied in hotel rules or policies in their entirety. Among them: uphold honesty, hospitality, responsibility, non-discrimination, trust in aspects of service and of course there is no practice of usury and so on [5].

In the fact, society excites sharia hotel model because more that moslem society trust with comfortable, safety, and clean service aspect in sharia hotel. Based on this background, so reseacher excited for observation research about "The Implementation of Sharia Principles in UNISI Yogyakarta Hotel".

#### *Problem Statement*

Based on these background, the research have two problems to find solve. There are:

1. How the implementation of sharia principles in Yogyakarta UNISI Hotel?
2. What are opportunities and challenges on implementation of sharia principles in Yogyakarta UNISI Hotel?

## II. LITERATURE REVIEW

### *A. Definition of Sharia Hotels*

Sharia Hotel is a hotel that applies the sharia system which in its business activities is not only in halal food and beverages, but also includes other hotel operations in terms of finance, ethics, entertainment activities, layout, and corporate governance that are in accordance with the principles sharia [1].

Sharia Hotels are hotels that provide financial services and transactions based on sharia principles as a whole, not only limited to providing halal food and drinks but also for health, safety, environment, and the benefits of the economic aspects perceived by the public regardless of race, belief or culture[6].

It means provide tour package and lodging according to tourist demand [7].

### *B. Basic Principles of Sharia in Hospitality*

Based on previous research that discusses the provisions of sharia hotels, as well as an in-depth study of the texts of the Al-Qur'an and Hadith, concludes that there are six (6) basic principles of sharia that must be applied in the sharia operational system [8]. The basic principles of sharia include:

#### *1. The Principle of Consumption in Islam and its Application in Hotels*

Sharia Hotels may not provide food, drinks, drugs, and cosmetics that is harmful to the body and mind, containing khamr (alcohol) and intoxicant, substances of pigs, impurities that come out of living things.

#### *2. The Principle of Entertainment in Islam and its Application in Hotels*

In terms of entertainment, sharia hotels provide entertainment facilities must be in accordance with Islamic values, do not contain elements of danger (elements of pornography) and have bad consequences for humans. Including the provision of hotel decoration facilities, sharia hotels cannot display all forms of paintings and sculptures of living things that serve as a symbol of trust.

#### *3. The Principles of Business Activities in Islam and its Applications in Hotels.*

Aspects related to the principle of business activities include rental business activities, financial administration, investment activities, and employee recruitment. All these aspects must be based on Islamic law.

#### *4. The Principles of Ethics in Islam and its Application in Hotels*

In the principle of ethics in Islam, several aspects that must be applied by sharia hotels include examples of greetings, ethics of hotel staff who want to clean guest rooms, ethics in marketing sharia hotels and dress ethics for both men and women.

#### *5. The Principles of Relationship Restrictions in Islam and its Application in Hotels*

In this principle regulates the relationship of social interaction that occurs between guests and guests with staff in the hospitality area. Suppose a female staff serves female guests and male staff serves male guests.

#### *6. Layout Principles in Islam and its Application in Hotels*

The important thing also for sharia hotels is how sharia hotels arrange the layout of their hotels. What is meant here is how to place room positions for Muslim guests, the position of toilets in sharia hotels, and so on.

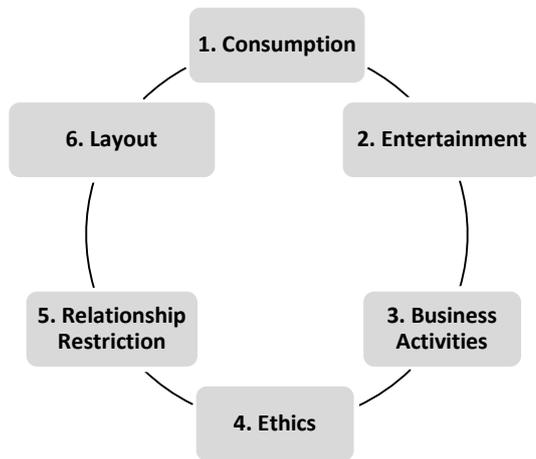


Fig. 1: Basic Principles of Sharia in Hotel Business

### III. METHODOLOGY

#### A. Research Design

This research are field research with qualitative descriptive, is the research have to produce descriptive data such as description from observation people on the real life.

#### B. Research Sampling

The sample are people on hotel operational activites from General Manager, Operational Staff, and guest room. Total people are 26 employees.

#### C. Type and Data

Type data are primary such as in-depth interview and focus group discussion with all peoples from operational staff and guest room.

#### D. Analysis Method

This research use qualitative descriptive approach with objective are to understanding about experience subject research, such ase behavior, perception, motivation, and activities that over all describe with descriptive analysis on sentence and natural context. Descriptive analysis is sistematically, factual, and accurate to explain about facts and a character object population. On the context, sistematically based on Tourism Ministry Regulation Number 2, 2014 about guidelines for implementation sharia hotel business, [4].

The sampling data techniques used a qualitative descriptive analysis are in-depth interview, observation, and review documents. Interview can do three subject session consist of General Manager, Staff Standarization and Corporate Sales, and Human Resource Development Head Office. This is done face to face.

The data analysis techniques used in the form of data reduction, presenting, and conclusion drawing/verification [9]. The next step is test the validity of the data using triangulation techniques with other ways and time various. Triangulation consist of source, techniques and time.

### IV. FINDINGS

#### A. Analysis of The Implementation of Consumption Sharia Principles Concept in UNISI Hotel

The application of the principle of consumption of sharia, especially food at UNISI Hotel in accordance with sharia compliance, starting from the available raw materials has received a Halal Guarantee Certificate, how to process food, the sanitation, and the pantry condition has been built with relying on health and safety standards.

In principle, UNISI Hotel implements halal quality assurance system by identifying halal food on raw materials that have been certified halal from the production process to packaging with a halal-certified logo from the Indonesian Ulema Council (MUI). The halal guarantee system starts from raw materials, production equipment to the presentation of halal kitchen.

#### B. Analysis of The Implementation of Entertainment Sharia Principles Concept in UNISI Hotel

Entertainment of UNISI Hotel facilities do not offer many activities. The available entertainment is sharia karaoke with a collection of songs that have been selected (filter) and the original song is in an open space. Islamic / religious music is usually voiced from the speakers of each floor, and recitations of the Koran at a certain time, while the sound of the call to prayer is called from the mosque of UNISI Hotel.

As for special TV channels that have Islamic nuances from cable TV connections, but private and national TV broadcast screening specifically for Muslims is still not available. In principle 84.6%. UNISI Hotel does not provide entertainment facilities that lead to pornography and porno-action or immoral acts, while the assumption of 15.4% is brought by hotel guests who stay both from mobile phones and other electronic devices even though there are restrictions in the hotel rules that apply.

#### C. Analysis of The Implementation of Sharia Business Activities Principles in UNISI Hotel

In the aspect of cooperation with sharia financial institutions, the results of descriptive data processing showed that 100% of respondents (totaling 26 employees) expressed the opinion that the hotel cooperated with sharia financial institutions. But in reality in terms of cooperation with financial institutions, Yogyakarta UNISI Hotel not only cooperates with Islamic financial institutions but also uses conventional financial institutions such as Mandiri Bank. This is done primarily to conduct transactions that use debit and credit cards which can only use EDC (Electronic Data Capture) machines that are connected to conventional banks. However, after transaction then the administration of the UNISI Hotel immediately transferred to Islamic bank accounts so as not to cause usury.

Furthermore, in terms of employee recruitment, UNISI Hotel not only limits Muslim employees but also recruits non-Muslim employees. However, based on the results of an interview with the General Manager of the UNISI Hotel, stated that: "UNISI hotels provide opportunities for non-Muslim communities to work as employees at hotel, provided that non-Muslim employees will be placed in all departments except in the specialized Food and Beverage department for Muslim employees only.

*D. Analysis of The Implementation of Sharia Relationship Restrictions Principles in UNISI Hotel*

Regarding relations between men and women, based on the results of a questionnaire to 26 employees, almost 96.2% of employees can be concluded that the UNISI Hotel has implemented sharia principles where that male employees not only served male guests but also female guests. This is because of the limited number of female employees so that they cannot focus their work if female employees are only specifically serving female guests or vice versa.

However, all employees have limitations in interactions with guests of the opposite sex. Hotel employees limit themselves to seeing and touching the opposite sex both fellow employees and hotel guests.

*E. Analysis of The Implementation of Ethics Sharia Principles Concept in UNISI Hotel*

Based on the results of the questionnaire distributed to all employees as respondents, information was obtained that all employees (100% of respondents) were Muslim and all employees agreed to greeting and grooming (appearance) as a standard of hospitality industry in sharia principles that have been applied in UNISI Hotel. Assalamu'alakum's speech is a standard greeting when meeting anyone, plus the application of culture 3 S (Smile, Greetings, Sapa). Furthermore, for the implementation of operational tasks at the UNISI Hotel, Standard Operation Procedures (SOPs) and implementing policies (Policy and Procedure) have become standard reference for hotel operations that refer to sharia ethical principles.

Guests staying at the UNISI Hotel are not as Muslim as they are, according to Staff at the Front Office, about 10% of guests staying are not Muslims. For the Check in process, the same rule is applied, that is, it must be able to show an identity card or a photo that the guest is a legitimate partner or muhrim.

*F. Analysis of The Implementation of Layout Sharia Principles Concept in UNISI Hotel*

Based on the results of questionnaires and interviews and FGDs with respondents, data was obtained that the UNISI Hotel had adequate facilities for worship in the mosque located on the 3rd floor and in the guest rooms, with complete worship equipment and good washing facilities, for example Qibla

direction signs, prayer rug, Qur'an book, type of water tap suitable for ablution.

For the layout of the bedroom has been designed easier toilet layout that makes it easy for hotel visitors because its affordable in each floor and parking area.

Based on the results of the questionnaire conducted by all respondents (100%) stated that: religious facilities were adequate, the Qibla direction was appropriate, the washing facilities and linguistic arrangements were in accordance with Islamic sharia, and there were mosques that were easily accessed and clean.

*G. Opportunities, Challenges and Suggestions for Hotel Business Activities in Yogyakarta Unisi Hotel*

*Opportunities and Challenges for Business Activities in Yogyakarta UNISI Hotel*

In carrying out a business activity that have to based on sharia principles, UNISI Hotel is also faced with several challenges. Based on the results of the FGD and questionnaire with several employees, several opportunities and challenges were obtained by UNISI Hotel which can be seen in Table 1. as follows:

TABLE 1. THE OPPORTUNITIES AND CHALLENGES FOR BUSINESS ACTIVITIES IN YOGYAKARTA UNISI HOTEL

Opportunities	Challenges
Wide market share for married couples	Guests who stay overnight are required in the form of muhrim couples
Wide market share for Muslim tourists	Many tourists are less interested in staying at a sharia hotel
Halal tourism has become a tourism trend in the world	Hotels only sell halal products
Hotel UNISI is located in the tourist area of Yogyakarta	Low occupancy rates due to the many strict rules in staying
Hotel UNISI is strategically located in the center of tourism and shopping in Yogyakarta	The location of the hotel is adjacent to the Prostitution Market place
Hotel UNISI is one of the "brand new" concepts of sharia hotels	Limited hotel facilities, such as unavailability of ballrooms, meetingrooms and swimming pools
Limited competition for sharia hotels	More and more competitors, the emergence of new conventional hotels
	Hotel guests do not understand the concept of sharia hotels

Source : analysis of researchers, 2018

#### H. *Suggestions for Business Activities in Yogyakarta UNISI Hotel*

To support the existence of the development of the UNISI Hotel business based on sharia principles, there are also some suggestions from the internal and external parties of the company. The results of discussions with employees and guest comment data from the UNISI Hotel website have several suggestions including:

- a) Parking and Lobby are expanded.
- b) Adding a room for a restaurant anticipates the buildup of guests.
- c) Human Resource aspects prioritize excellent service according to sharia standards.
- d) Provided meeting room space.
- e) A smoking area is provided (at the request of hotel guests).
- f) Need the decorate Islamic nuances in each corridor and bedroom (without reducing the standard aesthetics of the hotel).
- g) Products and processing of food and beverage sold still maintain halalness.
- h) Marketing through electronic media needs to be improved (radio, web, etc.)

#### V. CONCLUSION

Based on the results of observations and research in the UNISI Hotel directly, some conclusions can be drawn as follows:

- a. UNISI Hotel has implemented the principles of hospitality based on Islamic sharia.
- b. Of the 6 sharia principles, what is not much excavated is the Entertainment Principle because the UNISI Hotel does not provide this facility.
- c. In the consumption principle, it is stated that the Halal Certificate as the basis of the Halal Guarantee System is still in the process of issuing LPPOM MUI, and it is expected that within 2 months it will be published.

- d. The principle of business activities and boundaries of relations is carried out according to the basis of Islamic sharia. The application of this principle is based on the habits and culture or life style of Muslims in daily life
- e. The principle of finance (finance) applies a financial basis based on sharia economy, in which cash flow is carried out through sharia-based banking to avoid harm. More specifically because the UNISI Hotel is one of the business units of the UII Waqf Board.
- f. The implementation of the UNISI Hotel sharia-based layout is based on the provisions of the MUI fatwa that are adapted to the basis of the life of Muslims, starting from the direction of Qibla, spatial planning to aesthetics / beauty and cleanliness from unclean in every area or space.

#### REFERENCES

- [1] M. R. Janitra, *Hotel Syariah: Konsep dan Penerapan*. Depok: PT Raja Grafindo Persada, 2017.
- [2] Z. and F. A. R. Samori, "Establishing Shariah Compliant Hotels in Malaysia: Identifying Opportunities, Exploring Challenges," *Establ. Shariah Compliant Hotel. Malaysia Identifying Oppor. Explor. Challenges*, vol. 2, pp. 95–108, 2013.
- [3] S. Rohmah, "Penerapan Nilai-nilai Etika Bisnis Islam di Hotel Madani Syariah Yogyakarta," Universitas Islam Negeri Sunan Kalijaga, 2014.
- [4] A. and A. G. S. Pratomo, "Analisis Konsep Hotel Syariah Pada Hotel Sofyan Jakarta sebagai World's Best Family Friendly Hotel," *J. Sains Terap. Pariwisata*, vol. 2, pp. 354–367, 2017.
- [5] M. Ulfa, "Analisis Penerapan Prinsip Syariah di Hotel Arini Syariah Surakarta," Universitas Muhammadiyah Surakarta, 2012.
- [6] and Z. Ahmat, Nur Hidayah Che, Ridzuan, "Customer Awareness Toward Syariah Compliant Hotel," in *International Conference on Innovation, Management and Technology Research (ICIMTR)*, 2012.
- [7] and A. R. Sripasert, Piangpis, Chainin, "Understanding Behaviour and Needs of Halal Tourism in Andaman Gulf of Thailand: A Case of Asian Muslim," *J. Adv. Manag. Sci.*, vol. 2, 2014.
- [8] R. Sofyan, *Bisnis Syariah Mengapa Tidak? Pengalaman penerapan pada bisnis hotel*. Jakarta: PT Gramedia, 2011.
- [9] Sugiyono, *Metode Penelitian kuantitatif Kualitatif dan R&D*. Bandung: alfabeta, 2007.