

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan mengukur tingkat kesiapan pariwisata halal di Kota Jambi dengan penerapan Indonesia Muslim Travel Index (IMTI). Metode penelitian yang digunakan adalah deskriptif kuantitatif dengan teknik *purposive sampling* dalam penentuan informan. Sumber data yang digunakan adalah data primer dan data sekunder hasil dari studi pustaka dan observasi. Metode analisis yang digunakan yaitu Teknik analisis scoring melalui ranting poin system yang terdiri dari 5 kelas yaitu Sangat Siap, Siap, Kurang Siap, Tidak Siap Dan Sangat Tidak Siap. Kesiapan dalam penerapan *Indonesia Muslim Travel Index* (IMTI) di Kota Jambi dengan menjumlahkan seluruh skor kesiapan *Indonesia Muslim Travel Index* (IMTI) yang dilihat dari segi *Acess, Communication, Environment, dan Services*. Pada segi *Acess* yang terdiri dari *Air Access, Rail Access, Sea Access, dan Road Infrastructure* dikategorikan Tidak Siap. Kemudian dari segi *Communication* terdiri dari *muslim visitor guide, stakeholder education, market Outreach, Tour Guide, dan digital Marketing* dikategorikan Kurang Siap. Dari segi *Environment* terdiri dari *domestic tourist arrivals, International Tourist Arrivals, Wi-Fi Coverage at Airports, Commitment to muslim-friendly toursm* dikategorikan Sangat Tidak Siap. Serta dari segi *Services* terdiri dari *halal restaurants, Mosque, Airports, Hotels, and Atrraction* dikategorikan Kurang Siap. Dapat disimpulkan bahwa Kota Jambi dikategorikan Kurang Siap untuk mewujudkan pariwisata ramah muslim daerah di Kota Jambi.

Kata Kunci : Tingkat Kesiapan, Pariwisata Halal, Indonesia Muslim Travel Index (IMTI)

ABSTRACT

This study aims to determine and measure the level of readiness for halal tourism in Jambi City by applying the Indonesia Muslim Travel Index (IMTI). The research method used is descriptive quantitative with an purposive sampling technique in determining source person. Sources of data used are primary data and secondary data results from literature studies and observation. The analytical method used is the assessment analysis technique through a nagging point system consisting of 5 classes: Very Ready, Ready, Enough Ready, Not Ready, And Very Not Ready. Readiness in implementing the Indonesia Muslim Travel Index (IMTI) in Jambi City by adding up all readiness scores of the IMTI in terms of Access, Communication, Environment, and Services. Regarding access, which consists of Air Access, Rail Access, Sea Access, and Road Infrastructure, it is caregorized as Not Ready. Then in terms of Communication, consisting of Muslim visitor guides, stakeholder education, market outreach, tour guides, and digital marketing, they are categorized as Ready Enough. From an Environmental perspective, it consists of domestic tourist arrivals, international tourist arrivals, Wi-Fi coverage at the airport, and commitment to Muslim-friendly tourism, categorized as totaly Not Ready. And in terms of Services, it consists of halal restaurants, mosques, airports, hotels, and attractions, classified as Less Ready. It can be said that the City of Jambi is categorized as Less Ready to realize a Muslim Environment friendly in Jambi City.

Keywords : Readiness Level, Halal Tourism, Indonesia Muslim Travel Index (IMTI)