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Jaelani, Aan

Faculty of Shariah and Islamic Economic, IAIN Syekh Nurjati  
Cirebon

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## Event and Festival in Cirebon: Review of Shariah Marketing Mix



Dr. Aan Jaelani

Faculty of Shariah & Islamic Economic  
IAIN Syekh Nurjati Cirebon

Jl. Perjuangan By Pass Sunyaragi Cirebon  
45132 Phone: +6282119293321  
Email: [iainanjal@gmail.com](mailto:iainanjal@gmail.com)  
Web: <https://ssrn.com/author=2555293>

# Event and Festival in Cirebon: Review of Shariah Marketing Mix

**Aan Jaelani**

Faculty of Shariah & Islamic Economic, IAIN Syekh Nurjati Cirebon  
Jl. Perjuangan By Pass Sunyaragi Cirebon 45132 Phone: +6282119293321

Email: [iainanjal@gmail.com](mailto:iainanjal@gmail.com)

Website: <https://aanjaelani.net> or <https://ssrn.com/author=2555293>

## Abstract

*This paper reviewed the event and festival tourism held in Cirebon the last few years very heavily promoted. Cirebon as the gate of secret and as a metropolitan city has many tourist attractions and facilities adequate infrastructure as one of the tourist traffic in Indonesia. With the review of documents and trend analysis, the shariah marketing mix approach in the promotion of events and festivals in Cirebon, both in the field of religious and traditions, art and culture, culinary, natural beauty, and the local economy offers a new concept in marketing tourism products which emphasize aspects locality and uniqueness noticed preservation, and also principles of shariah ensure their halal products and values of business ethics in marketing.*

**Keywords:** *event, festival, halal tourism, shariah marketing mix*

**JEL classification:** *L83, M31, O18, Z32, Z33*

## 1. Introduction

Cirebon has lots of potential tourists to visit. Ranging from cultural activities, cultural heritage, to the beauty of nature. Various travel agenda was prepared. There are 26 events that will be held in the city of Cirebon in 2017. Of the number of activities will be held, some of which are national, such as the Festival Kraton Nusantara (FKN) which will be held on September 6 to 11, 2017, Gotrasawala, and activities Nadran and Cap Go Meh in February 2017. As for some other minor activities, events prioritized at the folk festival with cultural centers empower birthday (Prayitno, 2017).

Cirebon is located in the eastern part of West Java province, Indonesia. Cirebon visited by many tourists for its rich natural, cultural, and culinary. Various tourist destinations of Cirebon has a distinctive charm and uniqueness. Tourists visiting Cirebon has increased since the opening of access roads through the Toll Cipali (Cikampek-Palimanan) that shorten travel time from Jakarta (capital of Indonesia) to Cirebon. Tourists come to Cirebon could well come to a variety of tourist destinations.

For example, Cirebon Enchantment Festival held on 2 April 2016 by Kasepuhan Palace Cirebon has introduced three tourist destinations in Cirebon; Cirebon past with Kasepuhan Palace, Cirebon today with Water Park Sunyaragi Cave, and shore excursions. All potential Cirebon, ranging from traditional arts, handicrafts, and culinary shown at the festival. Also, a number of competitions such as photography, decorative paddle boats, as well as “ngejala” (catching fish) in Waterland Ade Irma Suryani. Arief Natadiningrat (2016) adds that the festival was attended by 10 representatives of the palace throughout the archipelago, tourism agencies from 30 provinces in Indonesia, and 20 ambassadors of countries whose citizens have paid a visit to Indonesia. The festival aims to support the government program which targets 20 million tourists in 2019 and in the period 2015-2016, the target rating of 10 million people, as well as the launch of Cirebon Visit Year 2018 program.

Cirebon tourism is part of a tourism market that is *sui generis*, which means that it has a direct or indirect interaction with different markets (labor, services, assets, cultural, and others). Brocklesby and Fisher (2003) asserts that a consumer demand from manufacturers of travel in the form of various types of capital (human, natural or environmental, physical, social, cultural and economic). Consequently, assessing the supply and demand of a tourist area, the eventual impact on the asset allocation that requires a reference or conceptual framework. It also requires an analytical effort of the many variables that will be associated with the tourism industry.

Sirakayaa and Woodside (2005) and Papatheodorou (2001) identified that a combination of different types of capital produces the type of work travel as a form of capital. For example, when deciding on tourist destinations, tourist assess the presence of different capital in a given: human (personal service, easy communication, language, hospitality, environmental health), wildlife, physical (infrastructure, leisure, comfortable settings) , culture (music, art, costumes, religious), social (poverty, drinking water, sanitation, police, security), and economic (prices, exchange rates, interest rates, and credit).

Another important aspect, as confirmed Northcote and Macbeth (2006), that the consumption and production of goods are also having an impact on them and can allow an increase or decrease in share capital. Studies conducted by Blake, et al. (2008), Croes and Vanegas (2008), and Hawkins and Mann (2007) mentioned that the consumption of tourists, in general, will bring social benefits for tourism purposes, because there is a lot of impact on the labor market, income generation and poverty alleviation. Nevertheless, the study by Burns and Holden (1995) and Logar (2009) asserts that the tourist consumption may also have a negative impact. Davies and Cahill (2000) pointed out that the consumption of natural assets without the necessary ecological conscience can create negative externalities on the environment. Likewise, Mathieson and Wall (1986) and Yildirim, et al. (2008) concluded that the cultural interaction can reduce the characteristics of the local culture, which is increasingly valued by tourists all over the world.

The growth of tourist activity combined with infrastructural problems may have more serious consequences, such as an increase in slums and insecurity. New developments can cause environmental problems, changes in the landscape or natural capital, increasing unmet demand for sanitation, drinking water supply, and lack of transportation as a consequence that could interfere with the sustainability of the tourist attractions.

Cirebon has the slogan "The Gate of Secret" and designated as "metropolitan" by the provincial government of West Java is a tourist destination. Moreover, Cirebon has a diverse culture and tourism owned. Cirebon was chosen as one of the international services, as evidence of progress for the city of Cirebon. By doing so, the international community will know the characteristics of tourism in the city of Cirebon that many have historical value (Jaelani, 2016a). In realizing Cirebon as a tourist destination, then the element of product marketing need to consider the interaction between the tourism industry and other variables. At some sites, tourism suppliers to break away from local problems, resulting imbalance in the allocation of costs and benefits of such activities. In this case, the cost will be transferred to the wider community and the benefits will remain in the hands of entrepreneurs, mostly migrants seeking various types of tourist capital. Only a small portion of the revenue from these activities will be related to tourist sites.

The problem with this type of model is the development of tourist travel market is not sustainable impact, in turn, will jeopardize the tourism industry itself, namely the share capital is insufficient or is not used for the development of tourist sites. On the other hand, Cirebon has a variety of tours with events and festivals held each year and the facilities adequate infrastructure still requires improvement in the governance of tourism and marketing strategy right and systemic, so marketing can encourage travelers to visit Cirebon.

Rowett (2014) states that eight compelling reasons why you need a marketing strategy for your tourism business: to identify your ideal customer, to identify what you want to Achieve from your marketing Efforts, to articulate what sets you apart from competitors, to have an action plan to Achieve your goals and objectives, to better understand your marketplace, to help you focus and hone in on the most important tactics, to measure your return on investment, and to remind you that your in business to stay in business.

Therefore, the concept of tourism marketing in Cirebon requires innovation, one shariah marketing concept that emphasizes ethical values. This is especially important in the development of halal tourism is a trend in some tourist destinations in Indonesia. Therefore, this article will discuss the concept of marketing and marketing mix of sharia in developing tourism events and festivals in Cirebon, so as to increase the attractiveness of tourists visiting Cirebon, as well as provide a new concept in the implementation of the tourism program that fuses aspects of travel kosher emphasize locality and unique, environmentally friendly, and business ethics of Islam.

## **2. Literature Review**

### **a. Marketing Mix concept in Islam**

In view of Farrel (2001), the marketing is the major functional areas in business organizations that provide meeting not only our customers, but also with stakeholders, including the media, investors, regulatory agencies, television stations, trade associations, and others. As according to Kotler and Keller (2009), marketing is an organizational function and a set of processes for creating, communicating, and delivering value customers and for managing customer relationships in ways that benefit the organization and its stakeholders.

The marketing concept of Islam can be analyzed and built on the philosophy that originates in the basic motif of interest in the creation of man. Islam is a complete religion and regulates human life (QS3: 19, QS16: 52, QS98: 5, and QS110: 2). Some verses of the Koran emphasize the importance for the welfare of human life, the only prerequisite human surrender to God as Creator and Ruler of the universe. All aspects of human life, including business and marketing activities, must follow the conditions set by God. In Islam, the marketing is not limited to the sale or imaging to benefit from the goods and services at all levels of business. The main concept in the form of the provision that all activities and transactions considered as worship (QS2: 30), including things that have been described and practiced by Prophet Muhammad., For example, provisions on food that aims to improve human welfare (QS5: 48) (Abuznaid, 2012).

Marketing principles of Islam combine the concept of maximizing the value to the principle of justice for the welfare of the wider community. These principles offer a way to create value and improve living standards in general through commercial activities. Islamic ethics guidelines ensure respect for and freedom of individuals, both bankers and customers. Islamic ethics stipulates that marketing is prohibited from exploiting customers, or in any way to engage in dishonesty, fraud or deceit. Unethical marketing practices as an unfair act, negating the concept of brotherhood and common humanity that forms the core of the vision of Islam (Saeed Ahmad and Mukhtar, 2001). Thus, marketing ethics Islam emphasizes the achievement of an increase in the dignity and uphold human rights.

Arham (2010) argues that the marketing concept of Islam is based on the philosophy to identify the elements in Islam marketing coverage. There are four major characteristics in the marketing of Islam, which is spiritual, ethical, realistic, and humanistic. The Sula and Kartajaya (2006) provides a model of the formation of Islamic marketing are identified as having 4 construction and 17 elements as the core principles of Islamic marketing, as follows:

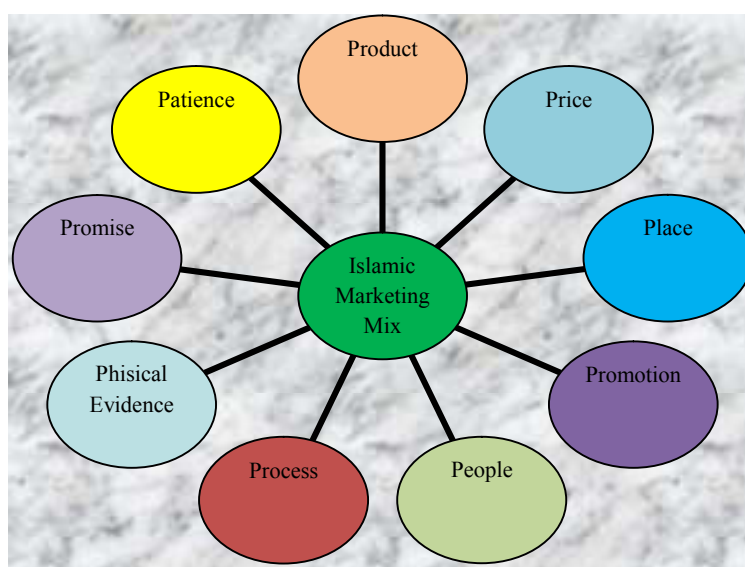
Table 1. Principles of Islamic Marketing

Construct	Element
Islamic Marketing Landscape	Information technology to bring transparency Respect to competitors The emergence of global customers due paradox Develop spiritually based organization
Architectural elements of strategic business	Universally observed market conditions Reach the hearts and souls of customers Building a belief system Commitment themselves with packets on both the content and context To be honest with 4P Create intimacy Using the brand character of a spiritual nature Services must have the ability to change Practice and reliable business process
Shari'ah Compliance Standards	Creating value for stakeholders
Shariah Marketing Companies	Creating a lofty goal Develop ethical corporate culture Measurements should be clear and transparent

Kotler and Armstrong (2006) also confirmed that an effective marketing program combines all the elements of the marketing mix into a marketing program designed to achieve the company's marketing objectives by providing value to customers. The marketing mix includes everything that is done in the company affects the demand for its products. Alizade, Mehrani, and Didekhani (2014) explain that the marketing mix is a set of marketing tools the company uses to achieve marketing objectives in the target market. In view of Rafiq and Ahmed (1995), it was as one of the core concepts of marketing theory. Abul Hassan and Abdul Latiff (2008) explains that the components of the marketing mix may vary according to consumer perception, consumer behavior, characteristics, culture, religion, politics, and habits. Therefore, ethical marketing mix includes the customer has the freedom of decision-making that must be protected from all the elements of coercion.

Abul Hassan and Abdul Latiff (2008) makes an attempt to analyze the five Ps of marketing ethics in the context of marketing specified by the ethics of Islam. Five Ps are product, price, promotion, place, and people. Abuznaid (2012) introduced the concept of the marketing mix of Shariah (Islamic Marketing Mix) the following:

Figure 1. The Nine (9) Ps of Shariah Marketing Mix



## **b. Event and Tourism Festival**

Great strides have been made in recent times to determine the nature and extent of research on the tourism festival and event tourism. Li and Petrick (2006) defines an event and festival tourism as "the activities, planning, and management practices associated with public, themed occasions". Overall, and in the components that are part of that has been widely featured in several times and the kind of article where the art (for example, Formica, 1998; Getz, 2004; Hede et al, 2003). An important development of the emergence of the term "festival of tourism" and "tourism event." Getz (1989) began discussing plans for "tourism festival" in 1989 and the review article in 2008 to define the parameters of a "contest of tourism". Stokes (2004) noted that the perspective used is strategic management, and tourism event is interpreted as the main sectors driven by purpose and economic benefits.

Generic, Lyck, Long & Grige (2012) defines the festival as "an organized set of special events on a specific cultural man-made theme taking place on a specific day or period normally on a specific place of gathering people in a mutual and direct contact to the festival theme ". In view Getz (2008), festivals and tourism events conceived of relationship studies and event tourism. In particular, this relationship is expressed as a collection of links that support a "marketing event for tourists, and the development and marketing event for the purpose of tourism and economic development". Contest tourism has been the subject of a comprehensive article published in the latest volume of *Management of Tourist* written Getz (2008), which outlines the framework for the creation of knowledge and the development of this theory.

Janiskee (1980) explains that the festivals and events can be understood as "formal period or program of fun activities, entertainment, or events that have the character of public festive and celebrate some events or facts that occurred". Characteristics festive and community in this definition is important because of festivals and events have long existed on the cultural practices that are designed significantly as a form of public display, collective celebrations, and community rituals. In fact, according to Turner (1982), people of all cultures recognize the need to set aside a specific time and space for communal creativity and celebration. These practices have been done for centuries. They work with the rhythms of agrarian societies (Rolfe, 1992). Opinions Turner and Rolfe can be used to analyze festivals and tourism events in Cirebon, such as folk festivals featuring the image of cultural, religious practices, and the economic activities of coastal communities.

Researchers have consistently pointed to the fact in the previous period, and festivals and events "summarize the identity of nation states, a pleasant place, and personal identity as well as the heterogeneous nature of the people" (Matheson, 2005). Historical research shows that the festival and the event has a long history as a tourist spot and affect reproduction place as a tourist destination.

Falassi (1987) argued that the current festival periodically renews community life and sanctioning institutions. In the same idiom, Bonnemaision (1990) argues that the term "hallmark event" for function definitions, such as monuments, support and strengthen the image of the established power, whether religious or secular. While Boissevain (1999) asserts that festivals and events have a long sweep of history and realize the various traditions of the past. They have been growing again in the contemporary society, following the decline of the mid 20th century onwards. Opinion Falassi, Boissevain Bonnemaision and can be used to assess the festivals and events in Cirebon organized by the Sultan Kasepuhan and Keratin Kanoman in Cirebon, such as the Festival Kraton Nusantara, Event Muludan and Long amulets, and others.

Their latest Proliferation noted by many researchers, such as Gursoy & Kendall (2006), Manning (1983), Prentice and Andersen (2003), Quinn (2006), and Rolfe (1992), and in collaboration with their tourism potential. One set of demand-driven factors to support their



growth, including the need for socialization and recreation serious growth (Prentice and Andersen, 2003) and a move towards consumption experience (Getz, 2008). On the production side, as discussed consistently in contributing to urban studies and urban geography literature, a contemporary explosion of festivals and events are described in terms of an urban restructuring process. Schuster (2001) found festivals and events staged as something that introduces urban or urban spectacle with the results of economic benefits that increase the profile locations, products and institutions as well as attractive tourist flow, capital, and investment.

Festivals and events have become part of the "cultural strategy" wider (Gotham, 2002) and are used to regenerate and orientation postproduction economy towards consumption (Zukin, 1995), recreation, entertainment, and tourism supports an "economic practices" (Pine and Gilmore, 1999). Meanwhile, to towns like people trying to get onto the global stage for the first time, festival and events form part of the marketing strategy-locations, driven by the ideology of globalization, localization, and competition between cities. Shin (2004), for example, presents the event as a representative of the cultural festival in South Korea, where the image of the "city of art" is one of the images of standards developed by the local government to reshape the image several cities. For the case of Cirebon, several events and festivals such as the festival of charm Cirebon, commemorate the birth of Prophet integral with the tradition and culture of the palace, and others indicate that these activities become part of the cultural strategy in marketing tourist products in Cirebon. Festival and the event requires the presence of a public and festive, thus creating a local identity and attract the attention of visitors..

### **3. Methodology**

The study of events and festivals in Cirebon using document review and trend analysis (Getz, 2008) to organize events and festivals in Cirebon 2014 to 2016. Data were obtained from the documents and information operations of tourism, such as the Department of Culture and Tourism and Cirebon, palace Kasepuhan and Kanoman, in particular, the organization of events and festivals, and also the actual information from the electronic media record of organizing events and festivals in Cirebon. The documents were classified in terms of segmentation, marketing goals, and travel promotions that include implementation time, institute organizers and participants, and the purpose events and festivals, as well as analyzed the development trend of events and festivals are widely studied by researchers.

## **4. Results and Discussion**

### **4.1. Event and Festival as a Cirebon Tourism Product Branding**

Since the 15th century until now, the image of Cirebon as a tourist destination has been strongly linked with a product of religious and spiritual, unlike other tourist attractions that shows the product of sun and sand (sun and sand), while other parts of Cirebon have to develop and consolidate the types of products tourism, from cultural performances (a variety of art and a work of art) cultural heritage materials (palace, mosques, tombs). However, tourist products in Cirebon associated with institutions that manage tourism and the City and County of Cirebon, still need the right marketing strategy for California as a tourist destination on the basis of elements of different segments of the product (Jaelani, 2016b). This segment is based on the following thematic areas: culture, history, culinary, pilgrimage, nature and the economy. Although the last few years of the organization, institution, or community together with local governments organized tourism activities, which means they represent the image of tourism in Cirebon (Jaelani, Setyawan & Hashim, 2016), and initiating strategic steps that directs Cirebon as a destination travel, especially when the model travel "sun", "natural" and "sand" is entering a crisis and other modes of tourism, such as cultural



tourism, which began to be known, even at the present time is shifted on the model of travel "religious" and "spiritual ", as well as the model of " creative economy ".

As can be seen, this regional product brand reveals a different aspect of the identity of Cirebon, in line with the marketing theory suggests, should be transmitted by the product brand. A brand attached will promote a unique advantage for tourists and direct feel when visiting tourist attractions in the city or region, rather than visiting the town itself.

Kolb (2006) has compiled a question about branding. For example, branding answer the question, "why do I have to visit your city [area]?" Or "why do I have to visit Cirebon?". Therefore, as already mentioned, the brand helps tourism operators to retain experience tourist destination by making a name or a term that refers to the different attributes that combine together.

Over the past few years, both government and private organizations or communities have been working to develop products and brands that meet a specific demand and appreciate the resources existing areas, rather than trying to create new ones. For example, one of the creative industries in Cirebon, "Batik Trusmi", has been able to introduce batik products nationally, such as batik "mega cloudy" as an attraction for the tourists or pilgrims visiting Cirebon.

Despite these efforts is quite successful, growing segment currently detected their product demands associated with religious or spiritual tourism, and this segment is still negligible. It is true that the related products have been created and promoted brands, such as various kinds of fabrics, accessories, and works of art, but has yet to show the maximum results (Kotler, Bowen, & Makens, 2010). In all these cases, however, the existing shortcomings detected when made with reference to the elements of the sacred, spiritual or religious and there are still weaknesses of human resources-related knowledge of strategies meet current demand.

In this context, the need for products to create brand associated with high-quality products that identify Cirebon with past history and culture, in particular, the spread of Islam and its religious heritage and the legacy of a societal existence of multi-ethnic, multicultural and multi-religious. "Cirebon city mayor" that is so popular for a long time may be the brand for products derived from religious tourism in Cirebon, marked by numerous pilgrims are always crowded on the Site Sunan Gunung Jati Cirebon, Mosque Sang Cipta Rasa, and Palace Kasepuhan, Kanoman, Sunyaragi Cave, and others, to be a "magnet" for tourists and pilgrims to visit Cirebon.

The brand is a mental representation of the perceived attributes and benefits of your product or service. It can be challenging as a set of ideas, beliefs, and impressions of people about a particular entity. Visitor behavior when it comes to choosing travel products depends on their image and inherent qualities, such as the experience of nature, broadly based on preconceived images. Therefore Urry (1995) states that the tourists buy mental image created from the destination (which must correspond to reality) than the actual place.

In making a branding of tourism products needed their brand communication and interpretation of cultural and historical elements. As the brand and product, this range needs to be coherent from the standpoint of practicality (criteria of communication, accessibility, time taken), but also with a view that allows it to communicate with a series of criteria related to the reality of the same elements (Hudson, 2008). This fact will connect a travel product to one another and also the region of origin, and therefore improve the understanding of all elements (regional or landscape coherence, history and administrative criteria, and others).

The local government needs to provide information about religious tourism in Cirebon and draw up a route promoted by institutions, managers or other communities in the area and suggested how to combine these will also be mentioned. This will allow tourists not only to

find religious and spiritual heritage but also to gain a deeper knowledge about the area they visit, based on different aspects of identity.

Promotion of tourism, especially religious tourism in Cirebon can be done through the official portal that actively informs sights and market tourism products, making online marketing strategy should be implemented. Among other marketing strategies, Morey & Penarroya (2010) detailing among others by publishing a newsletter (which means having one or more databases final customers and professionals in the sector), the position of the search engine on the website, using social networking media, video and pictures website and so forth, and finally, the management of digital identities (what they say about us on the internet?), and online public relations through professional bloggers, press releases in electronic media, news in local print media, and others).

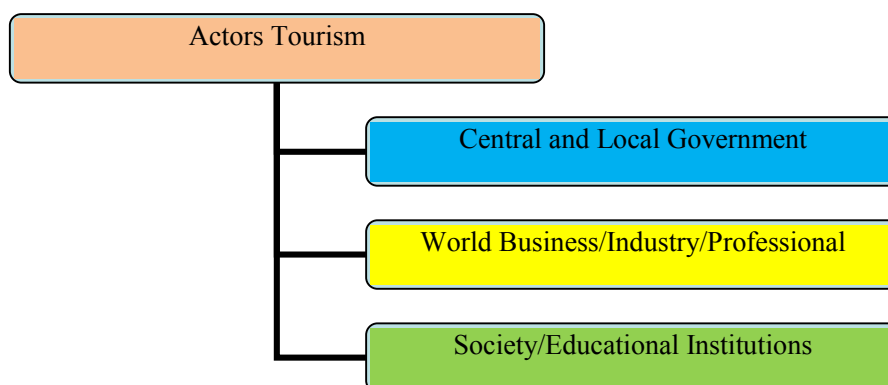
#### 4.2. Tourism Marketing Strategies in Cirebon

In tourism marketing in Cirebon necessary arrangement, because marketing is the management process. Therefore, Nathania (2013) states that there are three stages in the marketing; *First*, the party providing the information. Provision of information can be done by many parties, primarily the information about what he knows. For beginners course is unknown, the area where he lives, or the object of tourist attraction that they have visited. Stages provision of this information can also be done through IT (Information Technology) and the exhibition or exhibitions. *Second*, negotiations. The process of buying or purchasing is done by a reliable negotiator. *Third*, the process of packaging and services to the travelers who have visited the tourist destination. Quality service will provide an evaluation and recommendation for its journey as a repeater or a recommendation for others to visit the area.

In addition, the marketing strategy is also worth noting that the marketing of tourism products can be carried out efficiently and obtain the maximum result of performance marketing. Therefore, marketing efforts can be carried segmentation, which is an attempt to classify the market very heterogeneous market into relatively homogeneous (Jackson, 2013). The position of Cirebon that have a very high diversity of products ranging from religious tourism, historical tourism, cultural tourism, nature tourism, culinary tourism and shopping tourism has a significant opportunity to obtain a very diverse target market anyway. Therefore to review the market to categorize them. Rating market today can be divided into several groups. The group is heavily influenced by sociodemographic and psychographic.

Another important part of the tourism system is the role of tourism actors associated with tourism operation. With reference to the formula, the institutional elements of tourism made up of government, business, community. The role of tourism actors is a key element for the successful management of a tourist attraction (Nathania, 2013).

Figure 2. Three Actors Tourism



The role of the central government, the West Java provincial government, city government and local governments Cirebon evaluated from the constellation of tourism, there is no doubt that the government's role was instrumental in creating and supporting the success rate of tourism in Cirebon. In balancing the other tourism players, the private sector or the business community, educational institutions and professionals, the role of government as a facilitator, regulator, and motivator.

Brown and Essec (1989) put the need to balance the role of government and the private sector in the development of tourism. Brown and Essec (1989) states that policies are relevant to both the public and private tourism sector are designed to give corporate direction for the profit motive, and such as opportunist policies in the public sector are more concerned with the benefit at tourism firm the community and have to play more strategic, coordinating, or leadership role in the development of tourism.

Table 2. Implementations for Three Actors Tourism in Cirebon

No	Actors	Roles of Tourism
1	Central and Local Government	<ul style="list-style-type: none"> <li>- Supervisor, driver, regulator and controller of tourism development</li> <li>- Realizing a conducive climate for tourism businesses</li> <li>- Development of tourism information system</li> <li>- Structuring and infrastructure or public service nature of infrastructure</li> <li>- Structuring and provision of supporting facilities</li> <li>- Popularization and familiarization stepping</li> <li>- Promotion of the development of tourism (destination image)</li> </ul>
2	World Business/Industry/ Professional	<ul style="list-style-type: none"> <li>- Construction, development, management and utilization of tourism potential and supporting facilities</li> <li>- Provision of tourism facilities that support the preservation of religious values, social culture, love of the homeland, and the environment</li> <li>- Development of tourist packages</li> <li>- Realizing stepping in tourism business environment</li> <li>- The development of tourism promotion (product sales)</li> </ul>
3	Society/Educational Institutions	<ul style="list-style-type: none"> <li>- Participation in the development and maintenance of tourism potential</li> <li>- Tourism services</li> <li>- Play an active role in realizing stepping around tourism environment</li> <li>- The provision of labor</li> <li>- The provision of information sources,</li> <li>- Tourism plans.</li> </ul>

West Java provincial government's role in providing assistance to the rehabilitation of historic places like the palace and a mosque in Cirebon provides Cirebon significance for tourism in the future. The role of private or business associated with excellent service to the tourists. The success of a destination can be seen from the level of tourist satisfaction that will affect the number of tourists. Travelers who are satisfied will come back with family, colleagues, or group. Therefore, the role of the world really is instrumental in attracting tourists through services rendered to the satisfaction of tourists.

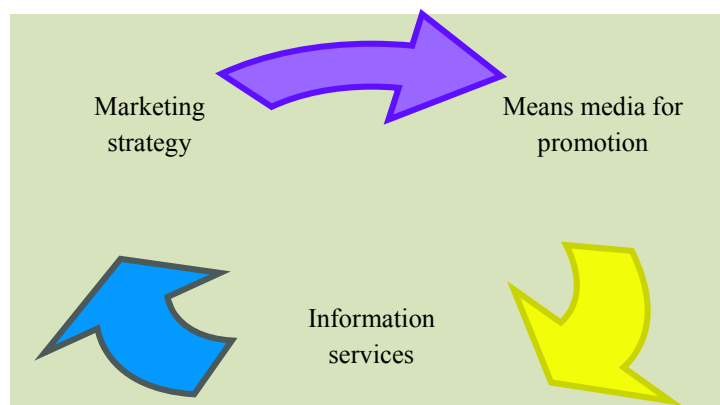
Tasks and role of the business community in the success of tourism in Cirebon include Aston Cirebon efforts in responding to the challenges and opportunities to prepare tourism Cirebon hotel facilities for tourists and cooperate with the palace as a major form of support for the increase in tourist visits in Cirebon.

While the role of the public may be in the attitude of hospitality and create security as the most important part of tourism. To achieve this goal the role of the community is needed to safeguard the security and creating a sense of comfort for tourists visiting a destination. Efforts to involve the community in the construction of a tourist area is absolutely necessary to create security and hospitality. Cooperation of the "pedicab drivers", the manager of the

traditional vehicle tricycle, as illustrated Jaelani (2016b), when did pick up the tourists from Europe in the port of Cirebon to Keraton Kasepuhan as forms of sociability society are themselves involved in the success of tourism, and simultaneously earn revenue from the tourists.

The tourism development strategy as an effort to empower the tourism potential in Cirebon such as: first, the marketing strategy. Promotional activities in the short term more emphasis on information regarding tourism activities in Cirebon for the tourists in the country and abroad .; second, the means of media for promotion through the crisis center (press conference, press release and website services), media center (personal service, correspondence informal sector, local TV); and third, information services (print promotions, promotional -online, audio-visual promotion).

Figure 3. Tourism Development Strategy in Cirebon



As of the review of the marketing mix in Islam, can be applied opinions Damirchi & Shafai (2011) and Abuznaid (2012), as summarized in the following table:

Table 3. Shari'ah Marketing Mix for Tourism Products

No	9 Ps of Marketing Mix	Markets
1	Product	Strict adherence to shariah, do not use God's name in branding and labeling, halal (original and in accordance with the law), labeling is accurate, no packaging is expired, do not compromise the safety, does not damage the mind, there is no product obsolescence, the value of having durability, environmental impact , no laissez faire, delivery
2	Price	Fear God in pricing (God is the maker of the price), fair approach to social welfare, maximization of these are not a priority, no cheating, no price is not fair, no manipulation, no price predator, no hoarding, no shift and swap rates
3	Place	Adherence to Islamic law (sharia), there is no deception to the people on the street, there is no unnecessary delay, there is no compulsion, channels created not burden customers, not beoperasi during Friday prayers, avoid places that suspicious.
4	Promotion	Compliance with the shariah, women are not used to attract or lure customers, there is no use of language and behavior suggestive, do not use women in ads, no concealment of facts and information, there is no behavior sale manipulative, no sexual attraction, no oath on God's name, attributes no exaggeration, no false statements, no ads that contain deception, no ads "sexual", the disclosure of errors and defects.
5	People	Adherence to Islamic law (shariah), polite, friendly, smiling, honest, decent clothing and appearance, a familiar atmosphere, no deception, no lie to customers, no coercion, respect private property, avoid actions and suspicious behavior.
6	Process	Compliance with the shariah, shook hands only with men, greeting, Islamic

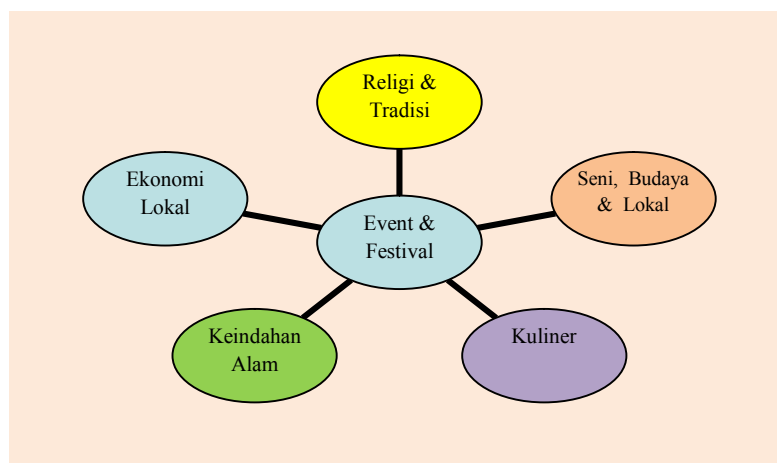
		hospitality, no bribes, no sexual harassment, honesty, fairness, respect for the customer, do not press buyers, no fraud, no coercion, marketing information is correct, no forced sales techniques, do not swear in the name of Allah, there is no exploitation of the monopoly, no fraud transactions, efficient staff interaction, timeliness of customer waiting time, on time.
7	Physical Evidence	Compliance with the shariah, no gambling halls, there are places of worship in the corporate and business locations, stationary engraved with the name of Allah, Islamic architecture, the verses of the Qur'an, hadith, wisdom and aphorisms on the walls, there are pictures of the founders (not must), no documentation and evidence of credit, there are goods as collateral and guarantees for credit payments.
8	Promise	Adherence to Islamic law (shariah), fulfilling the promise, there is no fraud, timeliness, promotion management, there is a relationship marketing, good communication, persuasion passive.
9	Patience	Adherence to Islamic law (shariah), being patient with all kinds of customers, good communication skills, listening to customers, contains benefits

Thus, the development of tourism products in Cirebon through marketing strategies shariah-focused on localities and authenticity, the uniqueness and distinctiveness of art and culture, religious practices, culinary and natural circumstances as the excellence and reliability of tourism that should be preserved, also emphasizes the principles of shariah as an operational base in the marketing of tourism products, such as adherence to the provisions of Islamic law, the entire product can be measured in terms of halal (Jaelani, 2017), based on Islamic ethics in marketing and fulfillment of the needs of tourists, infrastructure provision noticed environments, and services that emphasize principles honesty and friendly (Zarrad & Debabi, 2015).

#### 4.3. Variety Event and Festival in Cirebon

Here are some of the festivals and events held in the county and the city of Cirebon as a form of marketing and dissemination of tourist products so as to strengthen potential as a tourist destination Cirebon in West Java. Events and festivals are held in Cirebon can be grouped into five types, namely events and festivals of religious and traditions, local arts and culture, culinary, natural beauty, and the economy.

Figure 4. Event and Festival Tourism in Cirebon



Below are descriptions of events and festivals in Cirebon in 2014 - 2016 are grouped according to the segmentation of tourism.

### a. Events and Festivals of Religions and Traditions

Event and festivals of religious and traditions are generally held every year in Cirebon. Types of events and festivals, activities, and goals can be seen in the following table:

Table 4. Event and Festival of Religion & Tradition

Name of Event/ Festival	Place & Time	Activities	Aims
Festival of Arts and Culture Coastal (Pesisiran)	<ul style="list-style-type: none"> <li>- Palace Kasepuhan and Gunungjati Cirebon.</li> <li>- Activities: festival palace tradition and customary title "Haul Sunan Gunung Jati.</li> <li>- On October 7 to 10, 2014.</li> </ul>	<ul style="list-style-type: none"> <li>- Organizer: Ministry of Tourism and Creative Economy through the Directorate General Economics-Based Creative Arts and Culture, Kasepuhan Palace, and the City of Cirebon.</li> <li>- Participants: 5 provinces in the North coast of Java, namely Banten, Jakarta, West Java, Central Java and East Java.</li> <li>- Event: Seminar, Degree of Arts and Culture, as well as Creative Products Exhibition and Culinary Coastal</li> </ul>	<ul style="list-style-type: none"> <li>- Development program of creative space and support creative zone, particularly the northern coast of Java.</li> <li>- Thanksgiving Pesisiran by lifting tradition and gave birth to the creation of art and culture.</li> <li>- Preservation and development of arts and culture</li> <li>- Strengthening of the palace as a creative space through the exchange of ideas with the seminar, the title of art and culture, as well as the exhibition of creative products.</li> </ul>
"Nadran and Alms Earth", Village Community Gunungjati	<ul style="list-style-type: none"> <li>- The main square and roundabout Kejaksan Astana Gunungjati Cirebon</li> <li>- On November 15, 2014</li> </ul>	<ul style="list-style-type: none"> <li>- Organizer: Disbudparpora District and the Province for the purpose of preservation of cultural assets travel.</li> <li>- Activities: earth alms and prayers are with the sultan of Kanoman and Kasepuhan, Gegesik mask dance performances, lion dangdut, Bayalangu brai art, puppets, puppet show, music and art.</li> </ul>	<ul style="list-style-type: none"> <li>- Preservation of cultural assets annual travel that involves various elements as the promotion of tourism.</li> <li>- Ritual of Gunungjati community celebration to God in order to harvest and catch fish better.</li> </ul>

### b. Event and Festival of Local Arts and Culture

Event and festival of local arts and cultural held every year and the temporal in accordance with the needs of development and tourism marketing. This activity aims not only to preserve the culture in Cirebon but also the promotion of local arts and culture products to increase tourist visits.

Table 5. Event and Festival of Arts and Culture Local

Name of Event/ Festival	Place & Time	Activities	Aims
Gotrasawala	<ul style="list-style-type: none"> <li>- Water Parks Goa Sunyaragi, Kasepuhan Palace, Square complex Funeral Sunan</li> </ul>	<ul style="list-style-type: none"> <li>- The conference of the director of the festival and the international media in the field of tourism.</li> <li>- Gotrasawala Ensemble in Sunyaragi.</li> <li>- Gotrasawala Performing Arts: art</li> </ul>	<ul style="list-style-type: none"> <li>- Forum festivals and seminars to introduce the rich diversity of art and culture of West Java high quality to the international market.</li> <li>- Introduce and market products West Java arts high quality international world to strategically and systematically.</li> <li>- Making of West Java, Cirebon City in particular as the main area of cultural</li> </ul>

	Gunung Jati - 30 October to 1 November 2015	and folk festival, rituals, crafts and culinary of coastal areas in Cirebon, Indramayu, Majalengka and Kuningan.	tourism. - Stimulating creativity of the community in the fields of art, science and culture, to strengthen the position of West Java as one of the main areas in the creative industry in the homeland.
Fashion Carnival, Cirebon Festival 2015	Tuparev road, kedawung subdistrict, Cirebon 5 April 2015	- Anniversary Cirebon to 533. Attended by several ambassadors, businessmen, and several ministers; - Form 120 talent of Cirebon and 80 the talent of Jember Fashion Carnival.	- Promotion of tourism Cirebon to increase the number of tourists and local kunjungan excursions. - Promotion of the type of new qualified travel and entertainment magnet for tourists. - Supporting the growth of the creative economy based on local excellence. - Type of activity: carnival fashion, exhibition and tourism potential of the region, cultural carnival, carnival floats, performing arts, and the welcome dinner. - Participants dressed in batik "Mega Clouds", designed by fashion designer Dynand Fariz
Arts Degree Pasanggrahan (Gelar Seni Pasanggrahan)	Water Parks of Cave Sunnyaragi, October 4, 2015	- Appearance Cirebon arts, such as dance masks wanderer, dance berokan, tayuban, and Sintren.	- Preserving the art of Cirebon. - Increase in the number of tourist arrivals in Cirebon, especially in Sunnyaragi Cave.
Exhibition "Napak Jagat Cerebon"	Subdistrict Palimanan, 7 November 2015	Art show original traditions of Cirebon, such as kuda lumping, Tarling, genjring acrobat, bodoran and other traditions.	- The promotion of the traditional arts of Cirebon through various performances and exhibits displayed in the area of the District court palimanan, such as the collaboration of traditional art with modern art, and the art of music. - Promotion of local wisdom in the form of original culture of Cirebon..
Festival puppetry, Cirebon District Level	Stage Culture Disbudparpora in Sumber, May 26, 2015	- Participants: 18 mastermind - Jury competition: Askadi Sastra Suganda, puppeteers Munasa, and puppeteer Mansur.	Media development and test capabilities for the young puppeteer, intermediate puppeteers, and beginner puppeteer, and strengthening of knowledge for the mastermind in the staging, as well as facilities and infrastructure for the preservation of leather puppet prototype.
Religious Music Festival	Pataraksa, Sumber, 24 to 27 March 2015	Participants: 85 Qosidah music group, Qosidah Modern, Gembyung, Salawatan, and Brai	Anniversary of Cirebon to 533 and the fostering of religious music groups.
KONTAC or Song Contest Tarling Cirebon	Pataraksa, Sumber, March 23, 2015	Participants: 25 participants secondary levels throughout Cirebon	- Commemoration of the anniversary of Cirebon to 533 - Increased the spirit of regionalism for the students in the development of the art of local music.

### c. Events and Festival of Culinary

Cirebon has a unique and diverse culture, traditions, and culinary. Event and festival of culinary held in Cirebon can be seen in the following description:



Table 6. Event and Festival of Culinary

Name of Event/Festival	Place & Time	Activities	Aims
Processed Food Festival	Hajj Dormitory Watubelah, Cirebon, June 9 to 10, 2014)	- Event: race food processing - Participants: 150 participants from vocational school, college, mothers PKK, General, and Dharma Women.	- Preservation of culinary Cirebon - Increased creativity and innovation communities in making processed foods with raw materials of fruits and vegetables

#### d. Event and Festival of Natural Beauty

Cirebon surrounding natural beauty and surrounded by mountains, hills and the sea is the main attraction of tourists. Events and festivals aiming to promote the natural beauty of nature.

Table 7. Event and Festival of Natural Beauty

Name of Event/Festival	Place & Time	Activities	Aims
Event of Greening in the Context of Development Pilot Hill Nature and History Manengteung (Ajimut)	Waled, Cirebon, January 20-22, 2015	Greening, bazar, race Pildacil (preachers kids), coloring, fashion show, qiraat Quran, and socio-drama	Greening and pioneering in the development of nature tourism and travel history Ajimut hill, and to increase public interest.

#### e. Event and Festival Local Economy

The economic potential of Cirebon one of which produces local products as a form of creative economy and entrepreneurial society, such as Trusmi batik, rattan, and others. Some events and festivals of local economic organized events and other festivals in Cirebon.

Table 8. Event and Festival of Local Economy

Name of Event/Festival	Place & Time	Activities	Aims
Batik Fashion Carnival and Tourism Exhibition	Pataraksa, Sumber, March 28, 2013	- Exhibition: stand batik, hotels and restaurants, travel agencies, beauty salons. - Participants: 40 booths of Kanoman, OPD in Cirebon, Bandung, Sumedang, Indramayu, Solo, and others	- The promotion of tourism, especially batik and strengthening of Cirebon as a tourist destination. - Formulation of the annual agenda of tourism in West Java
Exhibition of Tourism and Regional Potential	GOR Ranggajati, Sumber, April 3, 2015	- Participants: 50 booths displaying tourism potential of Cirebon regency tourism, such as batik, souvenirs, handicrafts, accommodations, and others. - Activities: tourism fairs and traditional art performances area	Promotion of tourism and increase the number of tourists visiting Cirebon
Events of Nok	The Radiant	Selection and provision of	Increasing the role of youth (Nok and

and Kacung in Cirebon	Hotel, Area Tourism Gronggong, Cirebon, June 20, 2014	material knowledge and mental development of youth tourism	Kacung) as Tourism Ambassador, preservation of local culture, as well as the promotion of tourism potential in Cirebon
Rattan Design Competition	Aston Hotel, Cirebon, September 30, 2015	Competition in the countryside and the furniture and handicrafts	<ul style="list-style-type: none"> <li>- Increase the motivation of the rattan industry in design innovation quality rattan production and increasing the competitiveness of the rattan industry in Cirebon competitive in the international and domestic markets.</li> <li>- Development and rattan furniture industry in order to produce quality products, globally competitive and environmentally friendly</li> <li>- Achieve of Kampung Rotan Tourist in Galmantro, the village of Tegalwangi Cirebon.</li> </ul>

## 5. Conclusion

Cirebon has a diversity of travel to events and festivals held annually and adequate infrastructure facilities. To increase tourist visits, marketing strategy Islam can be used as a solution in developing events and religious festivals and traditions, arts and local culture, cuisine, natural beauty, and the economy in Cirebon. Tourism development strategy can be done by optimizing marketing strategies through the promotion of tourism, media vehicles for sale such as crisis centers and media centers, and information services. Marketing of tourism products in the view of Islam in Cirebon emphasize aspects of the locality and authenticity, which is unique and distinct local preservation notice, and also the principles of sharia ensure their halal products and values of business ethics in its development.

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