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## **Human Resource Preparation in Sharia-Inn at Malang City (Case Study Multi Sites Hotel Syariah 99 by VRV and Aurila Homestay Syariah)**

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### ***Abstract***

*In 2019 Indonesia was chosen as the world's best halal tourism in the world, so the government made the development of halal tourism is a priority program. Sharia-inn have the highest points in the assessment of halal tourism. Sharia-inn is basically not much different from conventional or non-sharia inn, but sharia-inn does not only provide overnight services. Sharia-inn also offers services and benefits that are more than just lodging in general, such as the provision of worship facilities, the presence of the holy Quran in each room, and the atmosphere of Islamic cultures that are applied to provide a more Islamic circumstance. This paper discusses the human resource preparation of sharia inn in Malang, precisely at Hotel Syariah 99 by VRV and Aurila Homestay Syariah, mainly examining the recruitment, selection, and training processes. By conducting interviews, observations, and documentation, this paper shows that the preparation of human resources in sharia inn is not much different from the preparation of human resources in conventional inns. The difference found in the human resource preparation process is only in the employee selection process in the form of a requirement that prospective applicants must be Muslim. Furthermore, in training activities that provide insight into Islamic culture adopted by sharia inn.*

***Keywords: Sharia-inn, Recruitment, Selection, Training***

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## **INTRODUCTION**

Tourism is a potential business sector in the world. Along with the rapid advancement of transportation and telecommunications technology, tourism has become the industry with the most progressive and lucrative growth to be able to become a contributor to the national income of a country (Komalasari, 2017). The increasing number of tourism destinations and investment has encouraged this sector to become the main sector in foreign exchange earnings, employment, and business and infrastructure development. Various strategies were launched to compete in the tourism industry. Attracting new market segments is one of the tourism business strategies. Muslim tourists are a fairly large specialized market for the tourism industry. The provision of tourist facilities that support Muslim tourists has finally begun to be introduced as halal tourism. Halal tourism is the provision of tourism products and services that meet the needs of Muslim tourists according to Islamic teachings (Mohsin et al., 2016). Halal tourism itself is well received by many countries, not only countries that have a majority Muslim population adapting halal tourism, but countries that have a non-Muslim majority population also adapting halal tourism such as Thailand, Japan, and South Korea.

In Indonesia, tourism industry is the second largest foreign exchange contributor after the palm oil industry or Crude Palm Oil (CPO). The tourism sector contributes greatly to the Indonesian economy. Apart from being one of the largest contributors of foreign exchange, the tourism sector is able to absorb 16.1 million workers (BPS, 2019). Since the Indonesian government adopted the halal tourism, the government immediately stated that the development of halal tourism in Indonesia is one of the priority programs of the Ministry of Tourism by appointing the provinces of Aceh, West Sumatra and West Nusa Tenggara as the focus of halal destinations. Considering that Indonesia is a country with the largest Muslim

population in the world and Indonesia has many excellent destinations that are much favored by tourists, both foreign tourists and domestic tourists.

After making various efforts to develop halal tourism since 2015, Indonesia was finally chosen as the world's best halal tourism destination in 2019, which was crowned by the Global Muslim Travel Index (GMTI) which outperformed 130 destinations from around the world. In the 2019-2024 Indonesian Sharia-Economic Masterplan, it is stated that there are 10 national priority halal tourist destinations in 2018 in Indonesia, namely, Lombok, West Nusa Tenggara, Aceh, Riau and Riau Islands, DKI Jakarta, West Sumatra, West Java, Central Java, Yogyakarta, East Java, and South Sulawesi. Aceh and Lombok, West Nusa Tenggara are destinations that have developed halal tourism for foreign Muslim tourists quite well. However, other halal tourism destinations are still in the development stage and need to be given more attention from the government.

In 2018, Malang City was declared a halal tourism destination which was initiated by the Mayor of Malang, Sutiaji as well as academics and MUI (Permana, 2018). Malang city, which is famous for its national park and theme park destinations, is expected to develop halal tourism well. Many factors greatly support the development of halal tourism in Malang City, in addition to good natural resources and tourist attractions which are quite popular in 2019 BPS Malang City stated that the number of foreign tourists visiting Malang City was 16,286 and 5,170,523 domestic tourists (BPS, 2020).

Accommodation is something that must be highlighted if a country wants to sell its tourism. Accommodation has a very strong role with tourism, because it is almost impossible when traveling but not having a place to stay or stay. In the Global Muslim Travel Index (GMTI) the accommodation or lodging sector is included in the facilities sector, and here becomes 40 percent of the considerations for evaluating halal tourism. Halal tourism also requires a special accommodation or lodging component, and the accommodation required is a hotel or lodging that is in accordance with sharia. The government through the Regulation of the Minister of Tourism and Creative Economy makes guidelines for the implementation of sharia accommodation, the sharia referred to here is the principles of Islamic law as regulated by fatwas and or has been approved by the Majelis Ulama Indonesia (MUI). Sharia accommodation or hotel itself is the provision of accommodation in the form of rooms in a building that can be equipped with food and drink services, entertainment activities and or other facilities on a daily basis with the aim of obtaining profits that are carried out according to sharia principles (DSN-MUI, 2016).

Given that the Global Muslim Travel Index (GMTI) stipulates that accommodation is a top priority in halal tourism, it suppose to be that the development of Shariah accommodation should be maximized. In Malang City, there are many hotels and inns that have been labeled with Sharia, but it is not only the number that needs to be developed but the quality of service and management must also be considered. Aspects of management, every business must have good management so that the company can operate as desired without any obstacles and to maintain the quality of its products (Tjiptono, 2008). Given the role of human resource management is very important for companies in managing and utilizing employees so that they can function productively to achieve company goals. Business actors are required to prepare good human resources which include recruitment, selection, and training.

## RESEARCH METHODS

This study uses a qualitative descriptive approach with the type of case study research and multi-site design. Sugiyono (2015) suggests qualitative research as a research

method based on the philosophy of post positivism, used to examine the condition of natural objects, where the researcher is the key instrument, data collection techniques with triangulation, data analysis is inductive or qualitative, and qualitative research results emphasize more meaning of generalization. A multisite design (multisite study) is carried out if the researcher encounters several sites in the same context and background. For example, the same level, the same organizational characteristics, the same main program, or the same economic and socio-cultural background (Hasiara, 2018).

The location of this research is located in Malang City, East Java Province. Malang City, which is one of the cities in East Java Province which is designated as a halal tourist destination in Indonesia. In 2022, there will be 80 inns and hotels with sharia labels in Malang City. In this study, the researchers chose 2 sharia-labelled accommodation in the city of Malang as research locations, namely; 1) Hotel Syariah 99 by VRV Malang which is located at Mayjen Panjaitan No. 191, Penanggungan, Kec. Klojen, Malang City, East Java, 2) Aurila Homestay Syariah, having its address at Mertojoyo Blok A No.4, Merjosari, Lowokwaru, Malang City, East Java.

The data sources of this research consist of primary data sources and secondary data sources. Primary data sources are obtained directly through observations and field notes or in-depth interviews. Primary data were obtained by researchers as participant observers through direct observation and interviews with the sharia inn manager.

## **RESULTS AND DISCUSSION**

### **Human Resource Preparation**

In the interview process, informants were asked about the process of preparing human resources at sharia accommodation which includes the recruitment, selection, and training processes.

#### **a) Recruitment**

Here are some responses from informants during interviews:

HR Hotel Syariah 99 recruitment process by VRV

“... the employee recruitment process, because we are still relatively new here and still pioneering so for the recruitment process we prefer to be closed, we only inform people we already know, because we can reduce costs. For recruitment activities we only hold when there is the need for the vacant position.”

HR recruitment process for Aurila Homestay Syariah

“It is open to the public, so in the past, besides OYO helping to find workers, we also posted job vacancies pamphlets here. We recruit new employees when there are vacancies.”

From several statements regarding recruitment at sharia lodgings, it was found that there were differences in the methods in the recruitment process between Hotel Syariah 99 by VRV and Aurila Homestay Syariah. The process of recruiting human resources at sharia inns is not much different from the process of recruiting human resources at conventional inns, both use an open and closed process, the existence of a sharia label does not affect an inn/company in using methods in the recruitment process. The selection of recruitment methods is based on the needs and capabilities of each company. Recruitment activities in the two research objects are not carried out regularly but are carried out only when there are vacant positions.

#### **b) Selection**

Selection process in Hotel Syariah 99 by VRV

“For the selection process for prospective employees, those who already have a hospitality background and indeed I know them do not go through the selection process. But for the inexperienced, we selected first. Perhaps the first qualifications that can be used are age,

gender, educational background, appearance, and religion. The selection stage is only after prospective applicants send their application along with their CV, we will invite you for an interview.”

#### **Selection process in Aurila Homestay Syariah**

“For the selection process, we are looking for applicants who are under 30 years old. For housekeeping only men and male and female receptionists may apply. Minimum education background is high school and if you have experience it will be an added value. The next process is that after the applicants have sent their application letters, we will select them according to the criteria and then we will invite them for the interview stage.”

From the statements above, the two sharia lodgings carry out a human resource selection process using two stages. In the selection process carried out by the two lodgings, the same applies to the non-scientific stage, and if the prospective workforce has conformed to the general requirements set by the applicant, they will be invited for a direct interview. However, Hotel Syariah 99 by VRV provides special conditions because Hotel Syariah 99 by VRV has been certified as a Hilal 2 sharia hotel by DSN MUI.

#### **c) Training**

##### **Training in Hotel Syariah 99 by VRV**

“For the training process we are doing on the job training, considering that most of the employees here are experienced, so later on, we urge those who have experience to be able to teach their juniors. In this training, we urge our senior employees to provide insight into the Islamic culture that we apply here.”

##### **Training in Aurila Homestay Syariah**

“For training, we were given an option from OYO whether we need a trainer. Because we are new here, we have never been in the world of lodging, so I as the person in charge here chose to be assisted by OYO. So OYO sent 2 people as trainers, 1 receptionist and 1 housekeeping. Furthermore, because OYO is here for 1 month they provide on the job training”.

From these statements, the training carried out at the two sharia lodgings has similarities, both using the on the job training method. However, during the training activities at Hotel Syariah 99 by VRV, the provision of Islamic cultural insights implemented by Hotel Syariah 99 by VRV was emphasized.

## **CONCLUSION**

Based on the results of the study, several conclusions were found as follows: The existence of a sharia lodging label does not affect the recruitment process. The human resource recruitment process is carried out in accordance with the capabilities of the inn itself in the form of financial capabilities and capabilities in the recruitment process, and employee recruitment is carried out periodically only when there are vacant positions. In the selection process for human resources at Hotel Syariah 99 by VRV which has been certified as a sharia hilal 2 hotel by DSN MUI, there are special requirements in the form of prospective applicants having to be Muslim because in the rules by DSN MUI which state that employees must wear clothes that are in accordance with Islamic law. However, the selection process for human resources at Aurila Homestay Syariah which has not been certified as a sharia hotel by DSN MUI does not have special requirements for prospective applicants to be Muslim. In the selection process there are 2 stages carried out, starting with initial selection through screening of application letters sent by applicants, then direct interviews with prospective applicants. The process of training human resources for sharia lodging in Malang city uses the on the job training method which is carried out during the probationary period of new

employees. Training activities focus on how the work will be the next responsibility for the employee and understanding of the company culture. The training program is only conducted for new employees and there is no regular training program for all employees. The process of preparing human resources at sharia inns in Malang is not much different from the preparation of human resources in conventional or non-sharia inns.

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