

Techonososiopreneur: Development Strategy of Halal Travel Agency (Using VCIT Model)

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Abstract— The potential of Halal Travel Agents business is increasing by considering the increasing position of Indonesia as a country that is the second largest Muslim tourist destination in 2018. Even the Indonesian government in 2019 targets the first rank as a country that becomes a Muslim tourist. In addition, related to the industrial revolution, the process has led to industry 4.0, so that in addition to referring to people's demands for Muslim travel services that are getting better, Halal Travel Agencies also need to carry out various evaluations and developments to run amid the ongoing 4.0 industrial revolution. This type of research is qualitative using a phenomenological with analytical techniques that refer to the VCIT model (Value, Innovation, Culture, Technology). The research results obtained are change the corporate mindset of the first travel agency, there must be more intensive and assertive promotion, education and details about Halal Travel Menu.

Keywords— *Halal Travel, 4.0 industrial revolution, VCIT Model, Development Strategy, Technosociopreneur*

1. Introduction

Industrial developments and changes occur at certain stages which are presented systematically. The 4.0 industrial revolution is now starting to happen. This is evidenced by the emergence of trends that combine automation technology with cyber technology that includes the scope of cyber-physical, Internet of Things (IoT), Cloud Computation and Cognitive Computation. According to MacDougall, industry 4.0 refers to industrial systems that combine Cyber and physical components, which are supported by network and internet, data services and the most sophisticated manufacturing technology [1]. Industry 4.0 has four main characteristics, namely social machines, global facilities and virtual production, smart products, and smart services.

The affected industrial sector is not only manufacturing, but all industrial sectors will also feel the significant impact of changes in the industrial revolution 4.0 including tourism services even though accompanied by various challenges [2]. There are at least 3 types of challenges faced by economic actors in welcoming industry 4.0, namely economic challenges, social challenges, and technical challenges [3]. These challenges indirectly encourage the development of compatible strategies to make business actors able to have superior

competitiveness through technical innovation in accordance with economic and social demands. In other words, economic actors are required to become technosociopreneur figures to face the 4.0 industrial revolution.

Based on the overall explanation above, this study was conducted to test the strategies that can be formulated and applied by the object of this research, namely Halal Travel Agents, to become techonososiopreneur in the face of the 4.0 industrial revolution.

The concept of Halal, meaning permissible in Arabic, is not just applied to food, rather it includes any Sharia compliant products ranging from bank dealings to cosmetics, vaccines and tourism. In tourism, this means offering tour package and destinations that are particularly designed to cater for Moslem considerations and address the Moslems needs. Islamic or Halal tourism, as a form of religious tourism, is commonly associated with Moslem countries when it comes to travel, thus offering great potential for halal tourism products and services [8].

Halal Travel Agents are halal business travel agents who provide services to consumers who want to travel to various destinations, whether in the context of worship, religious tourism, or other tourism activities. Halal in this case does not refer to special tourist or tourism destinations, but rather to users consisting of Muslims who want to fulfill their needs in accordance with the provisions stipulated in Islam, for example regarding halal food or the comfort of resting places that provide worship facilities [4].

Halal Travel Agents have become one of the business sectors that have experienced rapid development on an ongoing basis because it is based on the increasing number of Muslims so far. In accordance with the increase in Muslim demographics, Muslim tourists also have the potential to continue to increase in number. Data cited from the 2016/2017 Global Islamic Economic Report states that Muslim tourists are expected to spend 243 billion US dollars in tourism in 2021. The future potential of the Halal Travel Agent business is increasing given Indonesia's increasing position as the second largest Muslim tourist destination in 2018. Previously, data released by the Global Muslim Travel Index showed that Indonesia became the sixth ranked Muslim tourist destination in the world in 2015 with a score 67.5.

Indonesian rankings then rose to number four in 2016 with a score of 70.6, then rose again to third after Malaysia and the United Arab Emirates (UAE) in 2017 with a score of 72.6, and finally rose to second place after Malaysia in 2018 with a score 72.8.

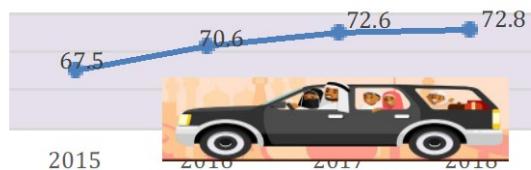


Figure 1. Ranking of Indonesia as a Muslim Travel Destination

The Indonesian government in 2019 is targeting the first rank as a country that is a Muslim tourist destination. To that end, to be the best halal tourist destination in the world, the Ministry of Tourism and tourism stakeholders and Crescent Mastercard Global Muslim Travel Index Rating have prepared 10 leading halal tourist destinations. The 10 main halal tourist destinations are Aceh, Riau and Riau Islands, West Sumatra, DKI Jakarta, West Java, Central Java, Yogyakarta, East Java (Malang Raya), Lombok, and South Sulawesi.

Currently the focus of Halal Travel Agents is indeed on the outbound side because the market is growing rapidly on this side. More and more middle, middle and upper class Muslim communities want to enjoy tourism trips abroad such as Europe, Japan and South Korea but with all the convenience of getting halal food, places of worship make this side a very promising business today.

Halal Travel Agents need to carry out various evaluations and developments so that they can run amid the ongoing 4.0 industrial revolution. In this regard, Halal Travel Agents face two major demands, namely changing the concept of the company to accommodate industry 4.0, while developing a strategy towards techno-sociopreneur to further improve digital-based halal tourism services.

Halal Travel Agent Development is one of the business sectors of Muslim travel agents in Indonesia as if it were two blades that provide both opportunities and threats. Opportunities that arise, namely the potential of Halal Travel Agents business in the future is increasing considering the increasing position of Indonesia as a country which is the second largest Muslim tourist destination in 2018.

However, the potential threat that arises in this case is the possibility of competition between competitors and similar areas of business or even among fellow members or communities of halal travel agents. Whereas in the era of industrial revolution, the process led to industry 4.0, this business group actually needed strong collaboration to accommodate industry 4.0, while developing a strategy towards techno-sociopreneur to further improve digital-based halal tourism services.

Therefore we need a way to change the corporate mindset of "Halal Travel Agents" in the face of the industrial revolution 4.0 and the strategy of developing "Halal Travel Agents" along with supporting factors and barriers to becoming Technosociopreneur in the face of 4.0 industrial revolution.

2. Research Problems

In accordance with the explanation in the background of the research, the formulation of the research problem includes: a) How to change the mindset of the "Halal Travel Agent" company in welcoming the 4.0 industrial revolution? b) What is the strategy for developing "Halal Travel Agents" along with supporting factors and barriers to becoming Technosociopreneur in the face of the 4.0 industrial revolution?

3. Literature Review

Techno-sociopreneur can be understood as an individual or business organization that runs its business by emphasizing the utility of technological aspects and running its business by referring to the concept of social services. Thus, to be able to become a techno-sociopreneur must be able to have the elements to become technopreneur and sociopreneur, and based on business skills.

Along with the increasing increase in halal tourism for Muslim tourists as well as for non-Muslim tourists who are interested in halal tourist destinations, more and more business travel agents also appear that specifically facilitate travel, which is commonly known as Halal Travel Agent. Like other travel agents, Halal Travel Agents provide facilities needed by tourists to enjoy travel to tourist destinations with a halal concept, both in terms of the process of travel, facilities used, status of halal food, to tourist destinations that meet Islamic criteria.

There are actually no standard criteria used by all Halal Travel Agents to categorize tourist destinations or tourist processes that truly meet the requirements of the Islamic religion [5]. However, there are at least 8 criteria that can be used as general references, namely: a) Provision of facilities for worship during the tourist process and in tourist destinations; b) Availability of halal food; c) Separation between men and women who have no official relationship (husband and wife or siblings); d) Absence of alcoholic drinks; e) Prohibition of gambling; f) Prohibition of free sex; g) Use of clothing that is closed and polite by all employees who facilitate travel and tourist destinations; and h) Prohibit women from traveling alone.

Business entities must meet several criteria to be called businesses including industry 4.0, among others: a) Decentralized decision making process; b) Transparency of well-formed information; c) Have a good Computer Network Interoperability (CNI); d) Computer systems with appropriate technical capabilities [6].

4. Method

This research is a qualitative type with a phenomenological approach. The use of a qualitative approach will produce a detailed and broad understanding of the strategies that can be applied by Halal Travel Agents to become Technosociopreneur in the face of the 4.0 industrial revolution along with factors that have relevance to the strategy development process [7].

The phenomenology method is used to obtain an overview of the steps and aspects that must be analyzed to formulate a strategy for Halal Travel Agents to become Technosociopreneur in the face of the 4.0 industrial revolution (Muri, 2016). Research informants are parties

who have knowledge and information about the phenomenon being studied and are willing to provide information to researchers to be used as analytical material in answering the research problem formulation [7]. The informants in this study consisted of 10 people representing five halal travel companies who were members of the Halal Travel Consortium, where each company was represented by 1 person, namely the owner or director / commissioner and 1 customer representative.

As comparative data, researchers also involve other business actors or marketing lecturers and management teams who at least have the latest education in the Bachelor of Marketing field to be consulted on the Focus Group Discussion (FGD) agenda. The unit of analysis in this study is Halal Travel Agents who are members of the Halal Travel Consortium, which is a company engaged in travel agencies that serves trips to places of worship, pilgrimages, or other trips that want halal food facilities and menus during the trip. Analysis to develop a Halal Travel Agent strategy to become a Technososiopreneur is done by referring to the VCIT (Valuation, Innovation, Culture, Technology) model [6]. The VCIT model aims to improve the performance of entrepreneurs to suit the demands of industry 4.0 through achieving SMART goals (Specific, Measurable, Achievable, Realistic, and Timely).

5. Results And Discussion

5.1 Corporate Mindset

The great interest of Muslim tourists to travel who are able to facilitate the needs of Islamic religious services encourages the creation of new business lines from travel agents, which specifically focus on halal tourism. Travel agents are known as Halal Travel Agents (hereinafter referred to as HTA).

In general, HTA stands as a travel agent for Umrah and Hajj, which over time has begun to open other travel routes that aim purely for tourism. The chosen tourist destinations for HTA vary greatly depending on the network coverage of each HTA. Most HTA destinations are outside Indonesia, such as Turkey, Spain, Europe, Morocco, Uzbekistan, Japan, China and others.

Tabel 1
Data of Informant

Name	Age	Profession	Description	Coding
Chery	50	Entrepreneur	Owner of Ceria Holiday	O1
Bambang	49	Entrepreneur	Owner of Elhasan a Travel	O2
Rizal	46	Entrepreneur	Owner of Retali Agency	O3
Imad	37	Entrepreneur	Owner of Royal Agency	O4
Gunawan	45	Entrepreneur	Owner of Talbia	O5
Reyhan	17	Home Schooling Student	Cheria Holiday Consumer	C1
Rifan	46	Employee	Elhasana Tour Consumer	C2
Nia Imaniar	32	Employee	Retali Agency Consumer	C3
Imam	43	Lecturer	Royal	C4

			Indonesia Consumer	
Kusumo	60	Retirement	Talbia Travel Consumer	C5
Amaliyah	37	Lecturer	FGD Participant	F1
Rizky	40	Employee	FGD Participant	F2
Fathul	37	Employee	FGD Participant	F3
Ibom	42	Employee	FGD Participant	F4
Zaki	41	Employee	FGD Participant	F5

To determine how to change the mindset of a "Halal Travel Agent" company in the face of the 4.0 industrial revolution is to see the gap that has occurred in the business process of halal travel since it first began before the industrial revolution 4.0 occurred, until it has happened now. The first thing to know is whether the viewers all understand the halal travel business.

After the data analysis was obtained, it is known that the Halal Travel business is basically understood by business people and observers, and many have even been covered by television media and uploaded on the YouTube channel. However, the mindset of business people and the attention given by these observers has not been fully captured by those who are the target market. It seems that the explanatory bulkhead that distinguishes between halal travel or religion-based tourism such as Umrah and Hajj, is still not clearly understood by consumers or consumers as a whole.

For this reason, the first way to change the mindset of a company from a travel agent is to do more intensive and strict promotion and education regarding Halal Travel, so that the public or consumers and potential customers can get a message and differentiate between halal trips and tourism - other religious tourism. The identity of the halal travel brand must also be strengthened to show the characteristics of the halal trip itself.

Tabel 2

Classification of informants understanding about Halal Travel

No	Informant	Degree of Understanding	
		Understand	No Understand
1	Chery	√	X
2	Bambang	√	X
3	Rizal	√	X
4	Imad	√	X
5	Gunawan	√	X
6	Reyhan	√	X
7	Rifan	√	X
8	Nia Imaniar	X	√
9	Imam	X	√
10	Kusumo	X	√
11	Amaliyah	√	X
12	Rizky	√	X
13	Fathul	√	X
14	Ibom	√	X
15	Zaki	√	X

So the second way to change the mindset of a halal travel agency in welcoming the industrial revolution 4.0 is to do a gap analysis of the company's management

patterns and how to react from the company first established which was certainly before the industrial revolution 4.0, where the results were changed. Halal "in welcoming the industrial revolution 4.0 is 1) Understanding the concept and essence of halal travel, 2) Preparing resources, both human, capital, facilities and others, 3) Conducting education and preparation to make the transition from the old era to the industrial revolution 4.0, 4) Implementation of new systems that have been adjusted according to the conditions of the industrial revolution 4.0, 5) Building relationships and cooperation with similar business communities (collaboration), and 6) In relationships built based on the context of religiosity, business essence, based on the size of the classification company and done in a modern way.

5.2 Strategies for Development of Halal Travel Agents Become Technosopiopreneur in Facing the Industrial Revolution 4.0

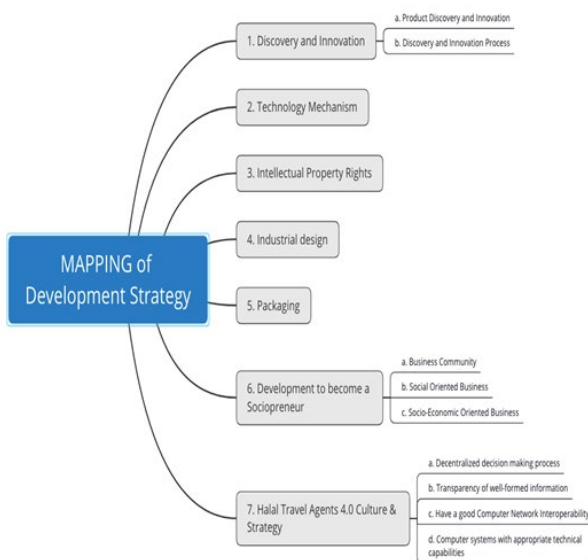


Figure 2. Mapping of Development Strategy

Figure 2 explains the development strategy of a halal travel agent into a technosopiopreneur in the face of the 4.0 industrial revolution. Product inventions and innovations are intended to identify, how the process of a halal business traveler finds the idea of running a halal travel business and how they strive to innovate for the product or service offered. Some informants argue that this is related to, among others, Mr. Cheri as the owner of Cheria Holiday, he stated that the halal travel business is one of the most prospective travel businesses in the current era. This is based on the facts obtained by Cheri while attending the invitation of the top 10 world trips in the Balkans. In discussions at the forum, Airline as the organizer said that Cheria Holiday is one of the travel companies that has a very good sales level in Indonesia, besides that in Europe some companies claiming to be Muslim travel companies are beginning to eat away at Shari 'side, because many of Muslim travel leaders there who do not wear headscarves, are different from tourism leaders from Indonesia. Countries with a non-Muslim base are not hesitant to cooperate with the Ulama Council in their respective countries to discuss standards in accordance with Muslim beliefs. For example, like in

Thailand, they have strong and good halal standards, of course, in collaboration with the Thai Ulama Council (MUT). It also received tremendous support from the Thai government because of the large potential or interest of Muslims in carrying out tourism activities. The process of discovery and innovation is intended to identify, how the process of a halal business traveler looking for ideas to develop business processes. This is generally done when the business environment has undergone this change during the industrial revolution 4.0. In this case, a company engaged in halal travel must have certain criteria so that it can survive, so there are several things that need to be considered in order to innovate the process.

Technology Mechanism. Compliance with new breakthroughs in technology, besides being used to meet the needs and desires of consumers, but also to meet the demands of regulators or the government. Therefore, companies must create a system that is better than the government system, but can still integrate with it. Moreover, if there are competitors who are able to create better ones, the company must have two levels above it. Based on the opinions of the informants, we can draw the red thread that in terms of technological mechanisms, all halal travel companies open themselves to improve in terms of technology. The response is not solely used to meet standards set by the government, but primarily to meet the needs and demands of consumers who have become the target market. The wider the marketing reach of Indonesian halal travel companies, the greater the opportunity for companies to develop.

Intellectual property rights are rights that arise from the results of thoughts that produce a product or process that is beneficial to humans. In this case, every halal travel company that is used as an informant in this study has poured its creativity to meet the needs of the company in navigating the 4.0 industrial revolution, namely by making various systems and applications in accordance with the schemes needed by companies and markets. This extraordinary work must be patented immediately, intelligent thinking that has consumed energy, is full of material sacrifice and involves many parties, is not only easily imitated and tracked by other companies. This step was carried out by Cheria Holiday, where Mr. Cheri said that some time ago he had managed the IPR from his own website, applications and systems, but was still in the process and probably this year had come out.

Industrial design is the scheme of the company's business processes from upstream to downstream. This industrial design is needed to provide a description of how the halal travel business works and what added value will be received if establishing this business and from whether consumers follow or buy the services offered.

Packaging. The way halal travel companies present their products so they can attract consumers. Regarding the packaging of halal travel products or services, each company must have a different packaging. Based on several opinions expressed by the informants of the research above, it can be concluded that in general packaging design that can be used to present products or services from a halal travel business.

The halal travel business to develop into a sociopreneur, companies can establish business

orientation on the following three things: a) Business Community. Business like halal travel is indeed a business that requires the intervention of many parties, so that good relationships are needed with the community and other supporting communities. Based on several informants' opinions, it can be concluded that most of the informants of this study have carried out the concept of community-based business. b) Social Oriented Business. Halal travel business, is a business that not only has the interest to get as much results as possible, but in this business also contains social and religious activities. But the most important thing is to still prioritize its social orientation. Based on the opinions of several informants, it can be seen that not all halal travel companies apply social orientation. For companies that have implemented social orientation can be done in various ways, including: Making a Foundation, Social services, Charitable activities, Free education, Build Pesantren. c) Socio-economic oriented business in this case is intended as a business that seeks to help the parties involved as much as possible, even if it does not eliminate the existing business elements. Of the 5 informants interviewed, only 2 informants were happy to provide a detailed explanation of the socio-economic orientation of halal travel companies. The first opinion was expressed by Mr Cheri as the Owner of Cheria Holiday, who stated that the socio-economic orientation carried out by his company was in the form of training prospective halal travel entrepreneurs.

Halal Travel Agency 4.0 is a travel business that bases its operations on halal and cultural concepts & strategies that fit industry criteria in the 4.0 industrial revolution. These criteria include: a) Decentralized decision making process. Indicators or characteristics of halal travel companies that have become Halal Travel Agents 4.0 are decentralized decision making processes. Therefore it will be identified whether halal travel companies have implemented a decentralized decision-making process. Almost all halal travel companies that became informants in this study have implemented decentralized decision making, but not for the Talbia Agency, Mr. Gunawan said that currently every company applies a centralized pattern. b) Transparency of well-formed information. Indicators or characteristics of halal travel companies that have become Halal 4.0 Travel Agents are transparency of well-formed information. Therefore, it will be identified whether halal travel companies have implemented an established information transparency process. Based on the results of the interview, it can be concluded that all halal travel companies that are used as research informants appear that all have implemented transparent information presentation patterns. c) Have a good Computer Network Interoperability (CNI). Indicators or characteristics of halal travel companies have become Halal 4.0 Travel Agents, which have good Computer Network Interoperability (CNI). Therefore, it will be identified whether halal travel companies already have good Computer Network Interoperability (CNI). Based on interviews, almost all halal travel companies that became informants in this study had good CNI except Elhasana as stated by Mr. Bambang that currently Elhasana does not have good Computer Network Interoperability (CNI). d)

One indicator or characteristic of a halal travel company that has become a Halal 4.0 Travel Agent is having a computer system with appropriate technical capabilities. Therefore, it will be identified whether halal travel companies already have computer systems with appropriate technical capabilities and based on the results of interviews, it can be concluded that most halal travel companies used as research informants seem to have a technically sound computer system good ability.

Refer to each of the opinions expressed by different informants regarding the company Travel Strategy & Corporate Culture 4.0, A matrix that summarizes each of these opinions can be presented so that the company can know the aspects and criteria needed. in Travel Agency 4.0 Culture & Strategy companies, complete as follows:

Table 3
Halal Travel Agents 4.0 Culture & Corporate Strategy

No	Criteria	Ceria	Elhasana	Retali
1	Decentralized decision making process	√	√	√
2	Transparency of well-formed information	√	√	√
3	Have a good Computer Network Interoperability (CNI)	√	X	√
4	Computer systems with appropriate technical capabilities	√	X	√

Sequel Table.....

No	Criteria	Royal	Talbia
1	Decentralized decision making process	√	X
2	Transparency of well-formed information	√	√
3	Have a good Computer Network Interoperability (CNI)	√	√
4	Computer systems with appropriate technical capabilities	√	√

Sequel Table.....

No	Criteria	Summary
1	Decentralized decision making process	The decentralized majority
2	Transparency of well-formed information	All transparent
3	Have a good Computer Network Interoperability (CNI)	The majority have good CNI
4	Computer systems with appropriate technical capabilities	The majority have computer systems with appropriate technical capabilities

Table 4 illustrates that although Travel Agency 4.0's cultural criteria & strategies have not been fully met by the companies used as informants in this study, data shows that most halal travel companies have met these criteria, only Elhasana is in culture & Strategy to become an Agent company Halal 4.0 trips still lack a lot and need to pursue other similar companies that already have them.

The halal travel business, is one of the lines of business that is quite influenced by changes in the business era in this industrial revolution 4.0, a real example is when ordering tickets, lodging, promotional activities and others currently using a digital basis, websites and taken off track.

Halal Travel Agent Development Strategy Becoming a Technososiopreneur in Facing the Industrial Revolution 4.0 will be formulated using the VCIT model. The VCIT model aims to improve the performance of entrepreneurs to suit the demands of industry 4.0 [6]. According to the concept supported [6] by the opinions of business people, consumers and observers, it can be explained that the efforts that can be made by Halal Travel companies to be able to navigate the era of industrial revolution 4.0, namely developing strategies related to increasing corporate value.

Company value is the core of corporate culture that must be in harmony with the wishes of shareholders and can be accepted by all members of the company, and must be maintained credibility. Increasing company value means increasing harmony and acceptance of values in the company [6].

Through the data retrieval process, it is known that the strategies that can be done so that the value of the company increases, namely:

Table 4
Group Coding Value Added

No	Coding/Theme	Informant
1	Travel is based on the history of Islam	Informant of O4, O2, F5, C1
2	Set a minimum limit of participants, under other competitors	Informant of O2, K3
3	Customizing and by request travel menus	Informant of O2
4	The chosen route is Islamic value	Informant of O5, O4
5	Create new programs based on user input (polling & voting)	Informant of O1
6	Make concepts, themes, routes and narratives that are able to provide a difficult experience to forget (the journey of life of the prophet, who migrated from one country to another, tadzabur alam, objects inherited from the prophet and friends)	Informant of O4

Culture is a combination of intellectual capital, career, and 6-K aspects, namely how companies design business strategies to achieve the set targets, know when to implement plans that have been formulated carefully, various things about products or services to be produced, distributed, and shared by the company, knowing the vision and mission and company values that underlie the formulation of business strategies, knowing the parties that are most appropriate to carry out the work or tasks that exist and know the most appropriate place to produce and distribute products or services.

Based on this, the cultural strategies that can be developed by halal travel companies are:

Table 5
Group Coding Culture

No	Coding/Theme	Informant
1	Culture that adheres to the values and Islamic law	Informant O5, K1, F4
2	Togetherness and family culture	Informant of O2, O4
3	Culture is adaptive to technology	Informant of O1, O2, O3, O4, O5, F2, F5
4	Culture is adaptive to the global era	Informant of O3
5	HR must know the Culture of the country to be addressed, and the tourists served	Informant of O5
6	Decentralized culture of decision making	Informant of O1, O2, O3, O4
7	Transparency Culture	Informant of O1, O2, O3, O4, O5

Furthermore, the component of the VCIT strategy model that can be developed by halal travel companies is related to innovation, where based on data extraction information is obtained that the development of innovations that can be done is:

Table 6
Group Coding Innovations

No	Coding/Theme	Informant
1	Add foreign and domestic destinations	Informant of O1, O2, O3, O4, O5, K1, C2, C3, C4
2	Add distention of tourism to a country that is predominantly non-Muslim	Informant of O1, O2, O3, F1
3	Arrange tour trips based on themes or historical values	Informant of O1, O2, O3, F5, F5
4	More developing into Inbound & Outbound	Informant of O2, O4, O5
5	Creating a digital application	Informant of O1, O2, O3, O4, F4, K3
6	Innovation in marketing patterns	Informant of O1, O2, O3, O4, O5
7	Innovation in marketing media	Informant of O2, O4

The existence of innovations that tend to involve technology, so this must also be a serious concern for every halal travel company, some strategies that can be developed to integrate technology into the company's operations are as follows:

Table 7
Group Coding Technology Integration

No	Coding/Theme	Informant
1	Make technology more practical according to consumer demand	Informant of O1
2	Online media optimization	Informant of O2
3	Technology development based on consumer and regulator demand	Informant of O3
4	Create applications that reach widely and in accordance with regulator policies	Informant of O4
5	Create applications that are integrated into social media	Informant of O5
6	Patented technology that has been made	Informant of O1, O3

To formulate a strategy that can be used to develop a halal travel agency to become a technososiopreneur in the face of the 4.0 industrial revolution, it will be carried out using the VCIT Model approach as follows:



Figure 3. Halal Development Strategy Model Halal Travel Agency Becomes Technososiopreneur in the Face of Industrial Revolution 4.0

6. Conclusion

Based on the analysis of the results and discussion presented in the previous chapter, the research conclusions that can be taken are: The first way to change the corporate mindset of a travel agency is to have stronger and more firm promotions and education and more details about this Halal Travel. the second way to change the mindset of a halal travel agency in welcoming the industrial revolution 4.0 is to do a gap analysis of the management pattern of the company and how it reacts from the company first established which was of course before the industrial revolution 4.0, which changed the mindset "Halal Travel Agency "in welcoming the industrial revolution 4.0 is 1) Understanding the concept and essence of halal travel, 2) Preparing resources, both human, capital, facilities and others, 3) Educating and preparing to make the transition from the old era to the industrial revolution 4.0, 4) Implementation of a new system that has been adjusted according to the conditions of the industrial revolution 4.0, 5) Building relationships and cooperation with similar business communities (collaboration), and 6) In relationships built based on the context of religiosity, business essence, based on company size classification and implemented of company size and carried out in a modern way.

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