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***Maqashid Shari'ah* in Digital Tourism: Harmonizing Technology and Local Wisdom in Marine Tourism in Lampung, Indonesia**

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Abstract: *Digital tourism and the use of local wisdom in marine tourism are integral parts of the tourism destination promotion strategy. By utilizing digital technology and local values, the promotion of marine tourism destinations can be carried out more effectively. The use of social media, tourism websites, and various travel applications is a means to expand the reach of information to potential tourists. Lampung has great tourism potential, especially in the marine tourism sector, but requires an integration between digital technology and local wisdom to maximize this potential. This research highlights the importance of harmonization between technological advances and the preservation of local culture in the context of Lampung tourism. The research method used is qualitative descriptive with an interdisciplinary approach of literature study. Thematic analysis and content analysis are used to ensure the validity of the data and draw conclusions. The results of the study show that through the analysis of digital tourism practices and local wisdom, this study emphasizes the importance of maintaining environmental*

and cultural sustainability in the development of Lampung tourism. The integration of Maqashid Shari'ah in digital tourism is expected to bring economic benefits, positive impacts to local communities, and environmental sustainability in the development of marine tourism in Lampung.

Keywords: *Digital Tourism, Local Wisdom, Marine Tourism, and Maqashid Shari'ah.*

A. Introduction

Indonesia is a maritime country with the largest archipelago in the world,¹ which is rich in biodiversity, including the diversity of marine life. This diversity includes the variability of living things from all sources, including terrestrial, oceanic, and other aquatic ecosystems, as well as the ecological complexes that are part of that diversity. In addition, Indonesia has 13,466 islands with a land area of 1,922,570 km² and a water area of 3,257,483 km².² It is located between the Asian and Australian continents and between the Pacific Ocean and the Indian Ocean,³ this strategic position provides Indonesia with enormous natural resource potential and opens up opportunities in several aspects, namely world trade routes, very abundant natural resources, and biodiversity and culture.⁴

The natural panorama owned by most of Indonesia is a potential that can be used to increase people's income while generating foreign exchange for the country, especially in the tourism sector. Indonesia's natural beauty, which includes exotic beaches, majestic mountains, dense tropical forests, and incredible marine biodiversity, attracts millions of domestic and international tourists every year.⁵ Each

¹ Ayu Andriani, *Saya Indonesia, Negara Maritim Jati Diri Negaraku* (Jawa Barat: CV Jejak (Jejak Publisher), 2018), 38; See also Muhlis Hafel, *Menggugat Negara Maritim Konflik Kebijakan di Wilayah Perbatasan* (Sleman, Yogyakarta: Deepublish, 2020), 48.

² Laksamana Muda TNI (Purn) Darmawan, *Menyibak Gelombang Menuju Negara Maritim: Kajian Strategis Mewujudkan Poros Maritim Dunia* (Jakarta: Yayasan Pustaka Obor Indonesia, 2018), 293.

³ Heri Herdiawanto Fokky, Fuad Wasitaatmadja, and Jumanta Hamdayama, *Kewarganegaraan & Masyarakat Madani* (Jakarta: Prenada Media, 2019), 187.

⁴ Vanya Karunia Mulia Putri, "3 Peluang dan Tantangan Letak Geografis Indonesia," *kompas.com*, accessed March 15, 2024, <https://www.kompas.com>.

⁵ Aditya Pramono and Ida Hayu Dwimawanti, "Strategi Pengembangan Obyek Wisata Pantai Di Kabupaten Gunungkidul," *Journal of Public Policy and Management Review* 6, no. 3 (July 3, 2017): 2, <https://doi.org/10.14710/jppmr.v6i3.16741>.

destination offers a unique experience, from diving on the coral reefs of Raja Ampat, enjoying the sunset in Bali, to climbing Mount Rinjani in Lombok.

The utilization of this natural potential can support various types of tourism, such as ecotourism, adventure tourism, and cultural tourism, all of which contribute to the local and national economy. Ecotourism, for example, encourages environmental conservation while providing a source of income for local communities through the management of national parks and conservation areas. Adventure tourism, such as mountain climbing and jungle trekking, also attracts a segment of tourists looking for different and challenging experiences, which in turn increases the demand for local services such as tour guides and accommodation.

Globally, tourism is generally seen as a means to facilitate socio-economic benefits for individuals, communities, and territorial regions. The development, implementation, and management of tourism must be supported by the principles of sustainable development and natural resource management.⁶ This type of tourism provides extensive knowledge about culture, traditional food, fine arts, history, past experiences, and the way of life of diverse people with characteristics in each region. The uniqueness of the nation's culture attracts tourists to visit Indonesia. This is strengthened by the advancement of information technology that continues to develop, making it easier for tourists to access and enjoy the richness of Indonesian culture, making tourism one of the important needs in modern human life.⁷

Digitalization, as a complex concept that involves a number of interconnected processes,⁸ has become increasingly important in the

⁶ Nursaleh Hartaman *et.al.*, "Strategi Pemerintah dalam Pengembangan Wisata Budaya dan Kearifan Lokal di Kabupaten Majene," *Ganaya : Jurnal Ilmu Sosial Dan Humaniora* 4, no. 2 (September 13, 2021): 578–588; See also Anna Carr, Lisa Ruhanen, and Michelle Whitford, "Indigenous Peoples and Tourism: The Challenges and Opportunities for Sustainable Tourism," *Journal of Sustainable Tourism* 24, no. 8–9 (2016): 1067–1079, <https://doi.org/10.1080/09669582.2016.1206112>.

⁷ Hartaman *et.al.*, "Strategi Pemerintah dalam Pengembangan Wisata Budaya dan Kearifan Lokal di Kabupaten Majene," 578–588.

⁸ Bruno Daniotti, Marco Gianinetto, and Stefano Della Torre, *Digital Transformation of the Design, Construction and Management Processes of the Built Environment* (New York: Springer Nature, 2019), 398.

tourism industry. In recent years, the development of new technologies, especially the internet, has spurred changes in tourism business models, allowing adaptation to new forms of marketing. Without the adoption of digitalization, the tourism industry will have difficulty competing with both domestic and foreign destinations. Therefore, digitalization is important for the tourism industry to meet the ever-evolving needs in line with the expectations of consumers or tourists.⁹

The rapid development of information technology in the last two decades has changed various aspects of human life. The emerging Industrial Revolution 5.0 in Japan has had a significant impact on all fields, including tourism.¹⁰ This era is characterized by easy access to information through digital media. Travelers can now plan their trips, from the preparation stage to post-travel, with almost all activities done digitally. Interestingly, this technological advancement has made the tourism industry one of the sectors that has experienced rapid digitalization in recent years.¹¹

Digitalization in the tourism industry not only makes it easier to plan and execute trips for tourists, but also brings great benefits to industry players.¹² Online booking platforms and travel apps allow travelers to compare prices, read reviews, and book services easily and quickly. In addition, technologies such as big data and analytics

⁹ Eva Happ and Ivancsó Zsuzsa, "Digital Tourism Is the Challenge of Future-a New Approach to Tourism," *Knowledge Horizons - Economics* 10, no. 2 (January 1, 2018): 9–16, www.orizonturi.ucdc.ro.

¹⁰ Ina Heliyani, "Wonderful Digital Tourism Indonesia dan Peran Revolusi Industri dalam Menghadapi Era Ekonomi Digital 5.0," *Destinesia : Jurnal Hospitaliti Dan Pariwisata* 1, no. 1 (October 22, 2019): 21, <https://doi.org/10.31334/jd.v1i1.551>.

¹¹ Sukmadi Sukmadi *et.al.*, "Strategi Pengembangan Digital Tourism dalam Meningkatkan Kunjungan Wisatawan ke Desa Wisata Alam Endah Kecamatan Rancabali, Kabupaten Bandung," *Media Bina Ilmiah* 17, no. 6 (January 1, 2023): 1143, <https://doi.org/10.33578/mbi.v17i6.239>; See also Mochammad Henfi Abdul Khoir and Nanda Savana, "Implementasi Digitalisasi untuk Mendukung Pengembangan Desa Budaya Sebagai Daya Tarik Wisata," *Journal of Tourism Planning and Economic Development (JOTPED)* 1, no. 1 (September 1, 2023): 54, <https://www.jurnal.unipi.ac.id/index.php/jotped/article/view/26>.

¹² Marco Valeri, *Tourism Innovation in the Digital Era: Big Data, AI and Technological Transformation* (United Kingdom: Emerald Group Publishing, 2023), 67; See also Vinod Kumar Shukla, Amit Verma, and Jean Paolo G. Lacap, *Artificial Intelligence for Smart Technology in the Hospitality and Tourism Industry* (United States: CRC Press, 2024), 94.

allow tourism companies to understand travelers' preferences and behaviors more deeply, so that they can offer more personalized and relevant services. Therefore, digitalization not only improves operational efficiency and effectiveness, but also creates a richer and more satisfying travel experience for travelers.

Digital tourism is the integration of information and communication technology in the tourism industry to improve tourist experience and operational efficiency.¹³ In Indonesia, digital tourism is one of the effective strategies to promote various destinations and tourism potential through various platforms. The digital tourism trend is a big leap for the tourism sector. Digital tourism is one of the three strategic priorities of the Ministry of Tourism to increase the number of tourists visiting Indonesia. The tourism industry has successfully used internet media to share images of destinations, where tourism websites become a very useful tool to promote tourism by providing important information to visitors.

The increase in tourist visits in Indonesia can be seen from data from the Central Statistics Agency which noted that foreign tourist visits in the first quarter of 2023 cumulatively recorded 2.5 million visits, an increase of 508.87% compared to the same period in 2022. Along with the enthusiasm of the tourism sector in the first quarter of 2023, the government decided to raise the target of foreign tourist visits to 8.5 million visits from the previous 3.5 million to 7.4 million visits.¹⁴

Digital tourism has become a key driver in the transformation of the global tourism industry. However, in adopting digital tourism, it is important to pay attention to local wisdom and cultural diversity and cultural heritage of each destination. Digital technology can be a powerful tool for promoting, preserving, and introducing local cultural wealth and heritage to tourists. Through digital platforms, tourists can explore various unique aspects of culture, such as

¹³ Katerina Berezina, *Information and Communication Technologies in Tourism 2024* (United Kingdom: Springer Nature, 2024), 197.

¹⁴ CS. Purwowidhu, "Kian Melesat di 2023, Pariwisata Indonesia Bersiap Menuju Level Prapandemi," *Media Keuangan*, accessed March 15, 2024, <https://mediakeuangan.kemenkeu.go.id>.

traditional arts, typical cuisines, traditional ceremonies, and more. Nevertheless, it is important for the digital tourism industry to ensure that the promotion and presentation of such cultural wealth is carried out with respect and attention to local cultural sensitivities.

By judiciously utilizing digital tourism, destinations can expand their reach and invite tourists from different backgrounds. However, these efforts must be balanced with respect for cultural diversity and respect for local values. In this way, digital tourism is not only a means to increase tourist visits, but also a tool to promote cross-cultural dialogue, mutual understanding, and appreciation for the rich diverse cultures around the world.

Local wisdom is part of cultural heritage. However, in the cultural system, it is also inseparable from the unique natural environment that can be categorized as natural heritage. In tourism, the combination of the two, namely combined cultural and natural heritage, will produce exotic, unique, and interesting attractions. In fact, currently, the existence of local wisdom has begun to fade and experience the degradation of the heritage of noble values in various community groups. Related to this, efforts to preserve the noble values of local wisdom can be carried out by internalizing them in the management of the natural environment so that it remains sustainable.

Digital tourism has an important role in combining technology and local wisdom for tourism development in Indonesia, especially marine tourism in Lampung. Lampung has marine tourism potential that is rich in marine natural beauty, charming beaches, and underwater biodiversity. By utilizing information and communication technology, marine tourism destinations in Lampung can be widely promoted to potential tourists. However, it is important to ensure that the development of digital tourism also respects and integrates local wisdom in the management and promotion of destinations. For example, involving local communities in management, promoting sustainable activities that are in accordance with local culture, and presenting authentic tourism experiences by paying attention to local values. By harmonizing technology and local wisdom, digital tourism in Lampung can provide a unique, memorable, and sustainable

marine tourism experience for tourists and support sustainable local economic development.

This study is a follow-up to previous research related to digital tourism and local wisdom. Among the relevant studies is the research conducted by Sumerta et al., which shows that digital-based tourism marketing is able to increase the awareness of the wider community, especially domestic and international tourists.¹⁵ Likewise, the results of a study conducted by Mustion et al., which found that the tourism industry development model based on local wisdom through digital applications can provide tourism services online, making it easier for tourists to explore the beauty of destinations.¹⁶

In contrast to previous research, this study aims to examine more deeply the digital tourism strategy so that marine tourism can become the main tourism destination in Lampung province. This study also has great significance in integrating the principles of *Maqashid Shari'ah* with digital technology and local wisdom in the context of tourism. This approach ensures that tourism development focuses not only on economic benefits but also on the spiritual and social well-being of local communities. By incorporating local wisdom of Lampung, this study helps preserve and promote the unique cultural heritage of the region, as well as increase the involvement and pride of the local community in the tourism industry.

The application of digital technology in tourism allows marine destinations in Lampung to reach a wider audience through technology-based marketing strategies, such as social media. The purpose of using this technology is to provide comprehensive and engaging information to tourists, while facilitating an interactive travel experience. The study also contributes to the academic literature by providing theoretical and practical models that can be

¹⁵ I. Komang Sumerta *et.al.*, "Pengembangan Pariwisata Pantai Merta Sari Sanur melalui Pemasaran Digital dengan Konsep Tri Hita Karana untuk Mendukung Eco Tourism di Bali," *Jurnal Pengabdian Undikma* 3, no. 3 (November 18, 2022): 426, <https://doi.org/10.33394/jpu.v3i3.5657>.

¹⁶ Seppi Mustion, Putri Diani Sausan, and Milla Febriza, "Pengembangan Industri Pariwisata Sumatera Barat Berbasis Kearifan Lokal melalui Aplikasi 'Sirancak,'" *Edutourism Journal of Tourism Research* 5, no. 02 (December 21, 2023): 265, <https://doi.org/10.53050/ejtr.v5i02.695>.

adopted by other regions, encouraging the development of holistic and inclusive tourism policies and strategies, which uphold local values and environmental sustainability.

To get a comprehensive picture in this study, this study uses a qualitative descriptive method that allows researchers to explore the social situation thoroughly, broadly, and in depth. Data is collected in the form of words,¹⁷ and an interdisciplinary approach is applied by integrating concepts from religious studies (*maqashid shari'ah*), information technology, and cultural anthropology (local wisdom). This approach is important to understand how these three elements can be harmonized in the context of marine tourism in Lampung. In addition, the literature study approach is also used to analyze various academic sources and related documents.¹⁸ The analysis methods used include thematic analysis and content analysis.¹⁹ Together, these techniques help ensure the validity of the data, as well as allow for accurate and reliable drawing of conclusions.

B. Literature Review

1. *Maqashid Shari'ah*

Maqashid shari'ah occupies a very central and vital position in formulating development methodologies in the field of Islamic economics. This is because the theory of *maqashid* can lead the mujtahid to determine the standard of benefit in accordance with the sharia through the nash-nash contained in the Quran and Hadith.²⁰

According to Syatibi, the purpose of *maqashid shari'ah* can be reviewed from two aspects. First, based on God's purpose as the

¹⁷ Uma Sekaran and Roger Bougie, *Research Methods For Business: A Skill Building Approach* (United Kingdom: John Wiley & Sons, 2016), 17.

¹⁸ Muri Yusuf, *Metodologi Penelitian Kuantitatif, Kualitatif & Penelitian Gabungan*, Cet. Ke-1 (Jakarta: Kencana, 2014).

¹⁹ James Drisko and Tina Maschi, *Content Analysis* (New York: Oxford University Press, 2015), 119; See also Hank Prunckun, *Methods of Inquiry for Intelligence Analysis* (United Kingdom: Rowman & Littlefield, 2019), 104.

²⁰ Liky Faizal *et.al.*, "Age Limit for Marriage in Indonesia from The Perspective of Maqashid Sharia," *Analisis: Jurnal Studi Keislaman* 22, no. 2 (December 30, 2022): 297–318, <https://doi.org/10.24042/ajsk.v22i2.14068>; See also Jasser Auda, *Maqasid Syari'ah As Philosophy Of Islamic Law A Systems Approach* (London-Washington: The International Institute Of Islamic Thought, 2008): 2.

creator of sharia. Second, based on human goals that are burdened by shlaw. In the first aspect, which is related to God's purpose in establishing the principles of sharia teachings, God aims for the teachings to be understood and implemented by humans who are burdened by the Shari'a, as well as for them to understand the essence and wisdom of the Shari'a.²¹ Al-Ghazzali stated that if *maslahat* is interpreted as an effort to maintain *maqashid shari'ah*, then there is no reason to reject it. The *maslahat* must be followed and can even be ascertained as an argument.²²

According to Syathibi, Allah sent down the sharia (rule of law) to achieve benefits and avoid harm (*jalbul mashalih wa dar'ul mafasid*). Syathibi then divided this benefit into three important parts, namely *dharuriyyat* (Primary), *hajjiyyat* (secondary), and *tahsiniyyat* (tersier).²³ *Dharuriyyat* includes basic needs that are essential for survival and religion, such as the protection of life, religion, intellect, heredity, and property.²⁴ *Hajjiyyat* includes needs that facilitate and ease the burden of human life without having to reach the level of *dharuriyyat*, such as economic policies that facilitate transactions. *Tahsiniyyat* includes aspects that beautify and enhance life, such as ethics and manners that support social welfare and community harmony.²⁵

Maslahah as one of the approaches in *ijtihad* has an important role in the development of the Islamic economy. Based on *maslahah*, Islamic economics will be easier to adapt to the developments and challenges of the times. *Maslahah* is the core of sharia policies (*siyasah syar'iyah*) in dealing with economic dynamics, as well as in

²¹ Abu Ishaq Al-Syathibi, *Al-Muwafaqat Fi Ushul al-Syari'ah*, Jilid II (Kairo: Mustafa Muhammad, tt.), 2–3.

²² Abu Hamid al-Ghazali, *Al-Mustasfa Fi 'Ilm al-Usul al-Fiqh* (Beirut: Dar al-Kutub al-'Ilmiyyah, 2000), 285.

²³ Muhamad, *Ekonomi Mikro Islam*, Edisi Revisi (Yogyakarta: BPFE, 2016), 118; See also Al-Syathibi, *Al-Muwafaqat Fi Ushul al-Syari'ah*, 3.

²⁴ Delima Sari Lubis and Aliman Syahuri Zein, *Pengantar Ekonomi Islam* (Medan: Merdeka Kreasi Group, 2022), 151; See also Nirwan Nazaruddin and Farhan Kamilullah, "Maqashid As-Syariah terhadap Hukum Islam Menurut Imam As-Syatibi dalam al-Muwafaqat," *Jurnal Asy-Syukriyyah* 21, no. 1 (June 9, 2020): 114, <https://doi.org/10.36769/asy.v21i1.101>.

²⁵ Moh Mufid, *Ushul Fiqh Ekonomi dan Keuangan Kontemporer: Dari Teori ke Aplikasi* (Jakarta: Kencana, 2018), 209.

social and political contexts. Public benefit (*maslahah ammah*) is the basis of muamalah in the perspective of Islam, which does not only focus on material benefits and benefits like in conventional economics. *Maslahah* in the field of muamalah can be found through human reason and thinking through the process of ijtihad.²⁶

Maqashid shari'ah, as the main goal of Islamic law, has a crucial role in the field of Islamic economics. The principles of *maqashid shari'ah*, such as the protection of religion, soul, intellect, heredity, and property, are the foundation for formulating fair and sustainable economic policies and practices. In the economic context, *maqashid shari'ah* serves to ensure that economic activities are not only oriented towards material gains, but also pay attention to the moral and welfare aspects of society. Thus, the application of *maqashid shari'ah* in Islamic economics can help create a balanced economic system, which prioritizes social justice, equitable distribution of wealth, and protection of individual and community rights.

2. Digital Tourism

Tourism is part of a dynamic service sector, facing global competition, and characterized by continuous change. Therefore, innovation is very important in creating and maintaining a competitive advantage.²⁷ In the digital era, technology plays a key role in the transformation of the tourism industry. The use of digital platforms for marketing, online booking, and more efficient customer service has become the new standard.²⁸ Technologies such

²⁶ Moh Mufid, *Filsafat Hukum Ekonomi Syariah: Kajian Ontologi, Epistemologi, dan Aksiologi Akad-akad Muamalah Kontemporer* (Jakarta: Prenada Media, 2021), 34; See also Abdul Ghafur, *Falsafah Ekonomi Syariah* (Jakarta: Rajawali Press, 2020), 65.

²⁷ Daiva Labanauskaitė, Mariantonietta Fiore, and Rimantas Stašys, "Use of E-Marketing Tools as Communication Management in the Tourism Industry," *Tourism Management Perspectives* 34 (April 1, 2020): 100652, <https://doi.org/10.1016/j.tmp.2020.100652>.

²⁸ Vincentius A. M. Kusuma, Zainal A. Sahabuddin, and Posma S. J. K. Hutasoit, "Strategi Digital Marketing pada Usaha Mikro dan Menengah (UMKM) di Masa Pandemi Covid-19 melalui Pendekatan Pemberdayaan Ekonomi Rakyat," *Jurnal Cafeteria* 3, no. 1 (January 12, 2022): 24–35; See also Dhini Sembiluh and Wahyu Sulistiadi, "Analisis Implementasi Pemasaran Digital di Rumah Sakit pada Pandemi Covid-19: Literatur Review," *Media Publikasi Promosi Kesehatan Indonesia (MPPKI)* 5, no. 3 (March 9, 2022): 224–232, <https://doi.org/10.56338/mppki.v5i3.2135>.

as augmented reality (AR) and virtual reality (VR) allow travelers to explore destinations virtually before traveling,²⁹ while mobile apps and social media make it easy to access information and interact directly with service providers. Digital innovation not only improves the traveler experience, but also helps industry players in collecting data and analyzing trends for more targeted strategies. Thus, the integration of digital technology is a vital element in encouraging the growth and competitiveness of the tourism sector at the global level.

Digital tourism is a modern approach in the tourism industry that utilizes digital technology to promote destinations, provide information, and facilitate tourism services.³⁰ Through various interactive online platforms, digital tourism makes it easier for tourists to find information, plan trips, and book accommodation, transportation, and tourism activities.

Digital tourism is one of the effective strategies in promoting various destinations and Indonesia's tourism potential through various interactive online platforms. This system makes it easier for tourists to get information and make reservations for various available tourism elements, such as hotels, travel agents, and others. Digital tourism is not only introducing, but also spreading the beauty of tourism widely to increase the number of foreign tourists visiting Indonesia.³¹

E-tourism has principles that are aligned with its use in increasing tourism development. This principle includes three elements that are prerequisites for e-tourism, namely Information and Communication Technology (ICT), Tourism, and Business, as

²⁹ Arif Prambayun, Della Oktaviany, and Yunita Fauzia Achmad, "Analisis Potensi Virtual Reality sebagai Strategi Pemasaran Pariwisata Kota Pagar Alam," *Jurnal Teknik Informatika Dan Sistem Informasi* 9, no. 1 (September 16, 2022): 2644, <https://doi.org/10.35957/jatisi.v9i3.1341>.

³⁰ Farid Pardamean Putra Irawan and Ali Imron Firdaus, *Model E-Tourism Local Wisdom Desa Eduekowisata : Desa Pogalan* (Jawa Tengah: Penerbit Pustaka Rumah C1nta, 2023), 5.

³¹ Heliany, "Wonderful Digital Tourism Indonesia dan Peran Revolusi Industri dalam Menghadapi Era Ekonomi Digital 5.0," 21–35; See also Kemenparekraf, "Strategi Digital Tourism dalam Menggaet Wisatawan," Kemenparekraf/Baparekraf RI, accessed April 13, 2024, <https://www.kemenparekraf.go.id>.

well as support from the government. The objectives of e-tourism are: Facilitating services to customers in the field of tourism electronically and connected; Providing information to customers about tourist attractions available at home and abroad; Promoting Indonesian culture directly through electronic media; Providing convenience to customers to obtain tourism services according to their financial capabilities electronically; Providing convenience to customers in using electronic services; and Provide wider employment opportunities.³²

A digital tourism strategy not only helps introduce tourism destinations to a global audience, but also enhances the traveler experience by providing easy access to reviews, recommendations, and customer service in real-time. Digital tourism also allows destination managers and industry players to collect data and analyze tourist preferences and behaviors, so as to develop more effective and personalized marketing strategies.

Referring to the various opinions above, it can be understood that digital tourism plays an important role in expanding the reach of tourism promotion, improving operational efficiency, and attracting more foreign tourists to visit. This in turn contributes to the economic growth and sustainability of the tourism sector.

3. Local Wisdom

Local wisdom is a collection of knowledge that includes best practices learned from previous generations as well as from the experience of interacting with the environment and other community members in a place. Local wisdom is used to effectively solve various problems and challenges that may arise. Local wisdom comes from local customary values, religious values, and culture that are naturally formed in a community group to adapt to the surrounding environment.³³

³² Jerry Wilson, "Potensi Implementasi Digital Tourism/E-Tourism dalam Meningkatkan Tingkat Hunian pada Homestay di Kabupaten Humbahas Desa Bakti Raja," *Jurnal Akademi Pariwisata Medan* 7, no. 2 (August 2, 2019): 11–24, <https://doi.org/10.36983/japm.v7i2.45>.

³³ Sugiyarto and Rabith Jihan Amaruli, "Pengembangan Pariwisata Berbasis Budaya dan Kearifan Lokal," *Jurnal Administrasi Bisnis* 7, no. 1 (2018): 45, <https://doi.org/10.14710/jab.v7i1.22609>.

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Local wisdom is local concepts, values, and views that are wise, full of wisdom, and good value, which are part of life and are respected by members of the community.³⁴ In the field of anthropology, there is the term local genius introduced by Quaritch Wales. Local genius itself refers to local concepts that are wise, full of wisdom, and good values, which are lived and followed by members of the community.³⁵

Local wisdom is knowledge, belief, understanding, insight, customs, or ethics that guide human behavior in living in an ecological community. In other words, local wisdom is not only limited to human relationships, but also includes broader vertical and horizontal relationships, such as relationships between creatures (humans and humans and humans and the environment), as well as spiritual relationships (humans and their beliefs).³⁶

Referring to the various opinions above, it can be understood that local wisdom is a cultural heritage, knowledge, values, and traditional practices owned by a certain community or society. It encompasses a wide range of aspects of life, such as ways of life, natural resource management systems, spiritual beliefs, art, and traditions. Local wisdom is usually inherited from generation to generation, and is an integral part of the identity and cultural sustainability of a region.³⁷ More than just traditions, local wisdom also reflects human adaptation to the natural environment and the values that govern social interaction in society.³⁸

³⁴ Muhammad Amsal Sahban, *Kolaborasi Pembangunan Ekonomi di Negara Berkembang* (Makassar: Sah Media, 2018), 154.

³⁵ Patta Rapanna, *Membumikan Kearifan Lokal Menuju Kemandirian Ekonomi* (Makassar: Sah Media, 2016), 4.

³⁶ Ramang Demolingo *et al.*, "Sustainable Tourist Villages Management Based on Javanese Local Wisdom 'Memayu Hayuning Bawono' Best Practice of Desa Wisata Pentingsari, Yogyakarta," *International Journal of Tourism & Hospitality Reviews* 7, no. 2 (November 17, 2020): 41–53, <https://doi.org/10.18510/ijthr.2020.725>; See also A. Sonny Keraf, *Etika Lingkungan Hidup* (Jakarta: Penerbit Buku Kompas, 2010), 85.

³⁷ Aditya Amarta Putra and Fakhri Azhar, "Menghormati Kearifan Lokal dengan Mengintegrasikan Hak Ulayat Masyarakat Adat pada Strategi Pembangunan dan Konservasi Berkelanjutan," *Kultura: Jurnal Ilmu Hukum, Sosial, dan Humaniora* 2, no. 6 (May 26, 2024): 243–253, <https://doi.org/10.572349/kultura.v2i6.1567>; Yenny Febrianty *et al.*, "Peran Kearifan Lokal dalam Membangun Identitas Budaya dan Kebangsaan," *El - Hekam* 7, no. 1 (October 3, 2023): 168–181, <https://doi.org/10.31958/jeh.v7i1.10591>.

³⁸ Asrul Hamid, *et al.*, "Kearifan Lokal Dalihan Na Tolu Sebagai Pilar Toleransi Beragama Pada Masyarakat Tapanuli Selatan," *Jurnal Ilmu Sosial Dan Humaniora* 13, no. 1 (April 30, 2024): 132–143.

Local wisdom includes a deep understanding of the local environment, traditional agricultural practices, herbal medicine systems, customary traditions, and ways to adapt to climate or natural change. In addition, local wisdom also includes values such as mutual cooperation, togetherness, justice, and respect for nature and ancestors. Local wisdom consists of five dimensions, namely: Local Knowledge; local values; local skills; local resources; and local decision-making mechanisms.³⁹

Local wisdom has a very important role in the development of tourism in an area because it reflects its unique cultural identity and natural wealth.⁴⁰ It contains knowledge about the environment, traditional practices, and cultural values that are an attraction for tourists who want to experience an authentic experience. For example, traditional agricultural practices or herbal medicine systems can be an interesting educational tourist attraction for tourists who want to learn about local wisdom and understand the relationship between humans and nature.

More than that, local wisdom also teaches about sustainability and respect for nature. The wise use of natural resources and the application of environmentally friendly principles are an integral part of local wisdom. By introducing the concept of responsible tourism and respecting culture and the environment, the tourism sector can become a driving force for environmental preservation and local economic sustainability. By making wise use of local wisdom, tourism can provide economic benefits to local communities while promoting cultural and environmental preservation. It is not only about attracting tourists, but also about empowering local communities to preserve and strengthen their cultural heritage and environment.

³⁹ Patta Rapanna, *Membumikan Kearifan Lokal Menuju Kemandirian Ekonomi* (Makassar: Sah Media, 2016).

⁴⁰ Mamik Indrawati and Yuli Ifana Sari, "Memahami Warisan Budaya dan Identitas Lokal di Indonesia," *Jurnal Penelitian Dan Pendidikan IPS* 18, no. 1 (May 13, 2024): 77–85, <https://doi.org/10.21067/jppi.v18i1.9902>.

C. *Maqashid Shari'ah in Digital Tourism: Harmonizing Technology and Local Wisdom in Marine Tourism in Lampung*

The presence of the internet has brought significant changes in technological advancements. The internet provides convenience for people in various aspects of life with more practical, easy, and fast principles. Therefore, it is not surprising that this technology is widely adopted by people in various areas of life, including education, trade, and tourism.

Internet technology allows for faster and more efficient access to information, which is very beneficial in the field of education. In the trade sector, the internet has changed the way we transact through e-commerce, allowing for online shopping and selling of goods, providing convenience and a wider range of choices for consumers and merchants. In the field of tourism, the internet as a form of digital technology plays an important role in promoting tourist destinations, facilitating travel bookings, and providing easy access to reviews and recommendations from tourists, including the location of tourist attractions, cultural diversity, the beauty of tourist destinations, and the available facilities.

Digital developments have become the main driver in changing the face of tourism and the economy in various regions in Indonesia, including Lampung. The province has witnessed the positive impact of digital technology advancements in recent years. With the increasing access to the internet and the adoption of digital technology, Lampung has experienced significant changes in various aspects of life.

Lampung Province is in a strategic position as a crossing route and resting place for people who want to visit various regions in Sumatra by land. In addition, Lampung is also very close to the island of Java, especially Jakarta and surrounding cities. The existence of many beaches that offer beautiful panoramas makes marine tourism attractions in Lampung Province one of the tourist destinations that are in demand.

In the marine tourism sector, Lampung has utilized digital technology to promote the natural beauty of its oceans, marine

activities, and its marine tourism potential to both local and foreign tourists. Through social media platforms, tourism websites, and travel applications, information about marine tourism destinations, diving activities, snorkeling, surfing, and other marine tourism packages can be easily accessed by tourists. In addition, online travel booking is also becoming increasingly popular, making it easier for tourists to plan and book their trips to marine tourism destinations in Lampung. Thus, digital technology has become an effective means of driving marine tourism and introducing Lampung's marine wealth to the world.

The potential of marine tourism owned by Lampung is very worthy to be used as a leading tourist destination. This is supported by its geographical condition which consists of a cape and a bay with relatively small waves and white sandy beaches, so it is relatively safe to carry out marine tourism activities. Meanwhile, the potential of its tourist attractions is also supportive, with sloping beaches, dolphin attractions, coral reefs, and other attractions both naturally and artificially formed, all of which add to its natural beauty.

The results of field data tracing show that community participation is the main driver in the development and progress of tourism, especially marine tourism in Lampung Province. Marine tourism in Lampung involves various parties, including the government, the private sector, and local communities. Community involvement brings a variety of positive impacts to local communities, including economic improvement, cultural preservation, and environmental conservation.

The active role of the community is also an integral part of an effective tourism promotion strategy. Local communities act as tourism ambassadors by sharing stories, photos, and videos about the beauty and richness of marine tourism in Lampung through social media and other digital platforms. Authentic content from locals is often more engaging and more trusted by potential tourists.

In addition, the community is involved in training programs to develop digital and marketing skills. With this knowledge, they can help promote tourist destinations through blogs, vlogs, and social

media, as well as participate in broader digital marketing campaigns. Collaboration with local and national influencers also increases the visibility of marine tourism destinations in Lampung. Meanwhile, the organization of local events and festivals that highlight the uniqueness of Lampung's culture and marine tourism can be promoted digitally to attract domestic and international tourists.

Community-led conservation efforts, such as beach cleanup and coral reef conservation, are promoted as part of a sustainable tourism campaign, which is in line with the principles of local wisdom in maintaining harmony with nature. Local wisdom teaches the importance of protecting the environment as an integral part of human life. Tourists are increasingly interested in destinations that preserve the environment, in accordance with the values of local wisdom that are upheld. In addition, satisfied tourists often provide positive reviews and recommendations through online travel platforms, which can improve the reputation of marine tourism destinations in Lampung and provide support for conservation efforts carried out by local communities.

By integrating community participation in tourism promotion strategies, Lampung can optimize its marine tourism potential in accordance with the principles of local wisdom. Local communities are not only beneficiaries, but also agents of change who actively promote and maintain the beauty of their tourist destinations. Local wisdom teaches the importance of preserving and preserving natural and cultural heritage, which is reflected in the efforts of local communities to participate in the promotion and preservation of their tourist destinations. This reflects the concept of sustainability in tourism development which is in line with upheld local values.

Tourists in marine tourism activities are usually inseparable from three main goals, namely: to see, to experience, and to enjoy the beauty of the beach panorama. If these three goals can be achieved, it will foster a pleasant experience for tourists, so it is hoped that they will want to visit again.

The strategy of involving the community in the promotion of Lampung marine tourism can pay attention to the goals mentioned

above. Local communities can be part of the promotion of marine tourism destinations by becoming resource persons or assisting in the creation of promotional content that displays the natural beauty and local activities in Lampung. In the era of digital marketing, these contents can be distributed through various online platforms such as social media, tourism websites, blogs, and vlogs. Thus, through digital marketing, tourists can feel and enjoy the beauty of Lampung's beaches and local life more deeply through authentic and interesting content. This can increase the interest of tourists to revisit and help expand the reach of Lampung's marine tourism promotion online. Digital marketing is one way to introduce tourist destinations. It can be used to build, improve, and maintain the reputation of tourist destinations on all digital platforms through sustainable tourism programs. The sustainable tourism program aims to stimulate economic development by increasing the capacity of the community to manage tourism businesses and increase income through the introduction of creative and productive activities in the tourism sector by bringing out the characteristics of each region (local wisdom).

Local wisdom that is sourced from the cultural and religious values of the people of Lampung needs to be explored and preserved as a cultural heritage that is the hallmark of each marine tourism destination in Lampung. This local wisdom is reflected in various activities of the local community, such as environmental conservation efforts, beach cleaning traditions, and coral reef conservation activities that are carried out from generation to generation. By strengthening these local values, Lampung can enrich the tourist experience and maintain the sustainability of its marine tourism. This is evidenced by a significant increase in the number of tourists coming to Lampung Province since 2022. Indonesian tourist visits increased from 2,937,395 people in 2021 to 4,597,534 in 2022. Meanwhile, the number of foreign tourists increased from 1,757 people in 2021 to 7,014 people in 2022. This shows the growth and development of the tourism sector in Lampung Province, after recovering from the downturn due to the impact of the Covid-19 pandemic.

Compared to Bali, Java, and several other provinces in Indonesia, the tourism sector in Lampung is still less competitive. Although the potential, beauty, and wealth of tourism in Lampung Province are not inferior to other regions if managed properly. Tourism management still needs better management, including marketing strategies, as well as improving supporting facilities and infrastructure. This is important considering the many marine tourism destinations in Lampung Province that offer extraordinary beauty.

Several marine tourism destinations in Lampung offer stunning beauty. Pahawang Island is known for its stunning beaches and stunning underwater scenery, and is a popular snorkeling destination. Tegal Mas Island is also suitable for snorkeling. Banana Island Beach offers the beauty of coral reefs, dolphin attractions, and natural white sand. Kiluan Bay enchants with dolphin dancing amidst the natural panorama of the bay and its inviting underwater beauty to dive. Tanjung Setia Beach is a place for international surfing events with big waves, white sand, and a diversity of marine animals. Marina Beach has beautiful rocks, soothing coconut trees, and white sand that adds to its charm. Kedu Beach Color is popular because it faces west, it is perfect for enjoying the sunset.

To increase tourist visits, the implementation of a good strategy is very important, especially for marine tourism destinations in Lampung. Intensive promotion of beach beauty, underwater wealth, and various marine tourism activities through digital platforms can attract tourists. With informative and interesting content about Pahawang Island, Tegal Mas Island, Pisang Island Beach, Kiluan Bay, Tanjung Setia Beach, Marina Beach, and Kedu Warna Beach, tourists will be more interested in visiting Lampung. In addition, the development of tourism infrastructure such as transportation facilities, accommodation, and other tourist facilities is also important to improve the comfort of tourists during their visit. Through an integrated strategy, it is hoped that tourist visits to marine tourism destinations in Lampung can continue to increase, have a positive impact on the regional economy, and promote the natural beauty and local wisdom owned by Lampung.

The use of digital marketing in marine tourism in Lampung as a marketing strategy is a breakthrough in introducing tourist destinations to the wider community. Digital marketing can be used in building, enhance, and maintaining the reputation of tourist destinations in Lampung on all digital platforms through sustainable tourism programs. Digital marketing strategies are carried out through several steps, namely: creating and optimizing content on websites that display the beauty and advantages of tourist destinations; and optimizing the use of social media by establishing partnerships, for example with MSMEs or other sectors that can support the existence of these marine tourism destinations so that they can be widely known by the public.

The results of field data tracing show that Marine Tourism in Lampung utilizes technologies such as Mobile Augmented Reality, Virtual Reality (VR), Internet of Things (IoT), and wearable devices to support promotional activities in the tourism sector. The use of IoT makes it easier for tourists to get information about tickets, the availability of lodging places (hotels), and prices. The use of digital technology allows for an easy, fast process, and reduces errors in ordering and payment. In addition, the use of IoT also helps tourism service providers in monitoring the needs of tourists, so that they can provide satisfactory services according to tourist expectations.

Mobile Augmented Reality (AR) is a technology that inserts cyber information into the real world, where people's habits of often using smartphones while traveling encourage their use. AR provides benefits such as guiding trips with interactive maps to make it easier for tourists to navigate, making the travel experience more interesting by learning about the environment around the destination through smartphones, providing education about historical sites, and improving marketing and advertising.

In addition, the strategy of utilizing social media and digital platforms by Marine Tourism in Lampung involves the use of social media such as Instagram, Facebook, Twitter, and TikTok to promote the beauty of marine tourism in Lampung. By creating engaging visual content, such as photos and videos that showcase natural scenery, marine activities, and local culture, it can attract the attention

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of social media users and increase awareness of these tourist destinations. Collaboration with local and international influencers who have an audience interested in ecotourism and culture will help expand the reach of the promotion. In addition, the strategy of utilizing social media and digital platforms by Marine Tourism in Lampung involves the use of social media such as Instagram, Facebook, Twitter, and TikTok to promote the beauty of marine tourism in Lampung. By creating engaging visual content, such as photos and videos that showcase natural scenery, marine activities, and local culture, it can attract the attention of social media users and increase awareness of these tourist destinations. Collaboration with local and international influencers who have an audience interested in ecotourism and culture will help expand the reach of the promotion. In addition, the development of an official website and a user-friendly mobile application will provide complete and always updated information about tourist destinations, facilities, tour packages, and local cultural elements, making it easier for tourists to plan their visit.

Beautiful marine tourism destinations open opportunities for people to increase economic empowerment. With the development of beach tourism, business opportunities are open for local people as travel agents, hotel or restaurant employees, they can even establish lodgings (Homestays), and MSMEs by selling Lampung seafood products so that it makes it easier for tourists to find souvenirs that they will take home. With great business opportunities, it is hoped that the income of local communities and tourism business actors will experience a significant increase. This increase in income brings benefits to the community in meeting their needs *daruriyah* (primary), *hajiyyah* (secondary), and *tahsiniyah* (tertiary). The achievement of meeting needs is not only limited to utility, but also *maslahah*, namely obtaining benefits and blessings in consuming and using them, which is important. The essence of *maqashid shari'ah* emphasizes its main purpose, which is the benefit of humans, both in this world and in the hereafter.

Digital tourism in Lampung provides a new picture of how technology can optimize the tourism experience and improve overall benefits. By utilizing digital platforms, tourists can explore the

natural beauty, culture, and local wisdom of Lampung from a distance. In addition, digital tourism also provides opportunities for local communities to be actively involved in the tourism industry, either as service providers, business actors, or even as promotional agents through their digital content. In this context, the benefits are reflected in increasing the income and welfare of the local community, preserving culture and the environment, and sustainable economic development. With digital tourism, Lampung can expand its attractiveness as a sustainable and highly competitive tourist destination in the digital era. The community through activities in the tourism sector can benefit when physical needs are met and get blessings when consuming goods and services. Another impact is the increase in the country's foreign exchange from the tourism sector which contributes to development. Therefore, socialization and approaches from local governments to the community about the role and benefits of tourism need to be carried out.

On the other hand, the construction of infrastructure facilities also needs to be considered in order to compete with other tourist destinations, so that tourists who come feel comfortable. Local wisdom that is sourced from cultural and religious values, such as mutual cooperation and community cooperation, is a rich cultural heritage that is characteristic of Indonesian society. This needs to continue to be explored and preserved as part of distinguishing the area from other regions, by upholding social and religious norms. By paying attention to these values, the tourism sector, especially marine tourism in Lampung Province, can realize the goals of *maqashid shari'ah*. The essence of the purpose of sharia is to realize the benefits for human beings and eliminate evil, while the main points are to pay attention to the basic values of Islam, both the Qur'an and the hadith.

Al-Ghazali and al-Syathibi put forward five main elements that are the purpose of shari'a, namely: maintaining and preserving religion (*al-din*), life (*al-nafs*), akal (*al-'aql*), descendants (*al-nasl*), and property (*al-mal*). Referring to the concept of *maqashid shari'ah* above, the development of marine tourism in Lampung Province using digital tourism and local wisdom is very closely related to *maqashid shari'ah*, especially in the context of life to meet the needs

of life. This is because poverty can bring us closer to *kufr*. The fulfillment of the needs of life causes humans to have a strong mindset, thus strengthening religion which is an integral part of efforts to achieve sharia goals, especially in maintaining religion, reason, and life.

Referring to the opinion above, although there is no direct explanation in the Qur'an and Hadith regarding the use of digital tourism and local wisdom, the theory of *maqashid shari'ah* has the ability to achieve the aims and objectives of sharia so that it can formulate the use of digital tourism more effectively and efficiently by considering various aspects in policies related to cultural preservation (local wisdom). This is the background to the importance of implementing *maqashid shari'ah* in the tourism sector in Lampung Province.

Digital tourism in Lampung, from the perspective of *maqashid shari'ah*, is the implementation of a concept that harmonizes modern technology with religious principles and human benefits. In this context, digital tourism is not only a means to introduce the natural beauty and culture of Lampung widely through digital platforms, but also a forum to achieve the basic goals of Islamic law. Some points that need to be understood are as follows:

First: digital tourism in Lampung brings significant economic benefits, in line with *maqashid shari'ah* in safeguarding property. Through digital promotion, local businesses can expand their market reach and increase revenue, thereby helping to meet the primary, secondary, and tertiary needs of the local community. *Second:* digital tourism can be an effective means of education and da'wah, in accordance with the principles of *maqashid shari'ah* to maintain religion. Through digital content, visitors can learn about Lampung's local cultural values and wisdom, which reflect the diversity and Islamic values reflected in the local culture. *Third:* digital tourism can promote the preservation of the environment and natural resources, in accordance with the purpose of preserving life (*hifz al-nafs*) and protecting the environment (*hifz al-hayah*). Through the use of environmentally friendly technology and conservation promotion, digital tourism can help in the preservation of Lampung's nature and

marine ecosystem. *Fourth*: digital tourism can also be a means to strengthen human relations and expand cross-cultural understanding, in accordance with the purpose of preserving offspring (*hifz al-nasl*) and maintaining social justice (*hifz al-'ard*). By interacting through social media and digital platforms, tourists can share experiences with each other and enrich their understanding of the culture and social values of the people of Lampung.

Thus, digital tourism in Lampung is not only about utilizing modern technology, but in line with the principles of *maqashid shari'ah* in promoting the benefit of the people and maintaining the blessings and preservation of nature and culture. Through the application of the principles of *maqashid shari'ah*, digital tourism can be a means to increase the economic empowerment of local communities, maintain cultural values and local wisdom, and spread education and da'wah in accordance with Islamic teachings. In addition, by paying attention to the benefit aspect, digital tourism can also help in preserving the natural environment and providing sustainable benefits for future generations.

D. Conclusion

The results of the study show that the application of *maqashid shari'ah* in digital tourism reveals the importance of harmonizing technology with local wisdom in marine tourism destinations in Lampung. Lampung has great potential in the tourism sector, especially marine tourism, but to maximize it, integration between digital technology and local wisdom values based on Islamic principles is needed. This finding highlights that the use of digital technology in the promotion of Lampung tourism has had a positive impact by expanding information about the marine tourism destination through social media, tourism websites, and various travel applications. However, alignment with the principles of *maqashid shari'ah* requires more than just the use of technology. Local wisdom such as environmental conservation, beach cleaning traditions, and coral reef conservation must also be considered as an integral part of Lampung's tourism development. This emphasizes the importance of maintaining environmental and cultural sustainability in tourism

development. By integrating *maqashid shari'ah* values, Lampung can achieve harmony between technological advances and the preservation of local wisdom in the development of its marine tourism, bringing economic benefits, positive impacts to local communities, and environmental sustainability.

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