

ABSTRAK

Hotel syariah memiliki peranan penting bagi kemajuan pariwisata halal di Indonesia, oleh sebab itu hotel syariah merupakan aktivitas bisnis yang penting untuk diteliti mengingat banyaknya hotel syariah yang bermunculan pada saat ini. Tujuan dari penelitian ini untuk mengetahui implementasi pedoman penyelenggaraan pariwisata syariah berdasarkan Fatwa DSN-MUI No. 108/DSN-MUI/X/2016 di Hotel C1 Sumenep.

Penelitian ini merupakan penelitian kualitatif deskriptif, pengumpulan data dilakukan dengan metode observasi, dokumentasi, dan wawancara kepada informan (manajer marketing Hotel C1, karyawan Hotel C1, serta tamu/pengunjung Hotel C1. Tahap analisis data dilakukan dengan cara reduksi data, display data, dan penarikan kesimpulan, teknik keabsahan data dalam penelitian ini menggunakan triangulasi sumber.

Dari hasil penelitian diketahui bahwa Hotel C1 Sumenep sudah menerapkan prinsip syariah dalam mencegah perbuatan maksiat dibuktikan dengan adanya aturan pada saat tamu *check-in* harus menunjukkan KTP atau buku nikah kedua belah pihak sebagai bukti bahwa memang benar pasangan suami istri, jika diketahui bukan pasangan suami istri maka pihak hotel menolak secara tegas. Hotel C1 Sumenep belum memiliki sertifikat halal dari LPPOM - MUI. Kemudian terkait 7 ketentuan hotel syariah berdasarkan Fatwa DSN-MUI No. 108 tahun 2016 tentang ketentuan hotel syariah, Hotel Syariah C1 Sumenep sudah menerapkan 5 (lima) ketentuan tersebut, dua ketentuan yang masih belum terlaksana yaitu, makanan dan minuman yang disediakan belum bersertifikat halal dari MUI, ketentuan kedua yang belum terlaksana yaitu Hotel C1 Sumenep belum menggunakan jasa Lembaga Keuangan Syariah dalam pelayanannya.

Kata kunci: *Fatwa DSN-MUI, Hotel Syariah, Hotel Syariah C1 Sumenep*

ABSTRACT

Sharia hotels have an important role for the advancement of halal tourism in Indonesia, therefore sharia hotels are an important business activity to research considering the many sharia hotels that have sprung up at this time. The purpose of this research is to find out the implementation of guidelines for implementing sharia tourism based on DSN-MUI Fatwa No. 108/DSN-MUI/X/2016 at Hotel C1 Sumenep.

This research is a descriptive qualitative research, data collection was carried out by observation, documentation, and interviews with informants (hotel C1 marketing managers, hotel C1 employees, and guests/visitors at hotel C1. The data analysis phase was carried out by means of data reduction, data display, and drawing conclusions, data validity techniques in this study using source triangulation.

From the research results it is known that Hotel C1 Sumenep has implemented sharia principles in preventing immoral acts as evidenced by the rule that when guests check-in they must show ID cards or marriage books for both parties as proof that it is true that they are husband and wife, if it is known that they are not husband and wife then the hotel refused emphatically. Hotel C1 Sumenep does not yet have a halal certificate from LPPOM - MUI. Then related to 7 sharia hotel provisions based on Fatwa DSN-MUI No. 108 of 2016 concerning sharia hotel provisions, Hotel Syariah C1 Sumenep has implemented 5 (five) of these provisions, two provisions that have not yet been implemented, namely, the food and drinks provided have not been halal certified from MUI, the second provision that has not been implemented, namely Hotel C1 Sumenep has not use the services of Islamic Financial Institutions in their services.

Keywords: *Fatwa DSN-MUI, Sharia Hotel, Sharia Hotel C1 Sumenep.*