



**Politea : Jurnal Pemikiran Politik Islam**

ISSN : 2621-0312

e-ISSN : 2657-1560

Vol. 4 No. 2 Tahun 2021

Doi : [10.21043/politea.v4i2.12467](https://doi.org/10.21043/politea.v4i2.12467)

<http://journal.iainkudus.ac.id/index.php/politea>

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## **The Strategy of Taiwan Government to Build Muslim Friendly Environment**

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### **Abstract**

This article will discuss the Muslim friendly environment in Taiwan through the concept of Halal Tourism which is used to utilize the tourism industry sector. Taiwan, known as the land of Formosa or beauty, has a strategic location and attractive natural resources. Because of this, Taiwan has the potential to develop the industrial sector in its tourism. On the other hand, the growing Muslim population in the world is increasing quite high, especially in Asia. In line with their Newsouthbound policy, Taiwan wants to take advantage of it by attracting Muslim communities to travel to their country. Based on the results of a survey by the Global Muslim Travel Index 2020, Taiwan is in the third rank of Non-OIC member countries. Taiwanese strategies in their public diplomacy efforts in coordination with non-government actors such as the Muslim community, starting to continue to develop development to manage halal information that is able to bind more and more Muslims.

Keywords: Halal Tourism, Taiwan, Muslim Friendly Environment

### **Introduction**

The Taiwan is a small country on the East Asian Continent, squeezed by 2 developed countries, namely China and Japan. Until now, Taiwan is still faced with issues of sovereignty and borders with China. In addition, Taiwan has open sea borders with countries in Southeast Asia such as the Philippines and Vietnam. It has 4 seasons weather with a country rich in marine products and natural tourism. No wonder this country is also called the Formosa country which means beauty, Taiwan is known as a very multicultural country. Various kinds of foreign nationals like to make Taiwan a place to travel, work and study there. The high interest of foreigners has made it one of the centers of cooperation, especially to attract people from the southern region of Taiwan such as Southeast Asia. One of the opportunities for Taiwan is to face the southern region, namely Southeast Asia which eventually becomes the New South Direction Policy. A form of Taiwan's foreign policy in order to achieve its national interests for countries in Southeast Asia to Australia and New Zealand. Since the foreign policy was implemented. We can easily meet various kinds of residents who work or study there. As a country that has no competition between East Asian countries, forcing Taiwan to expand its cooperative relations with other countries, one of the implementations of this policy, Taiwan takes advantage of the beauty of its country by attracting tourists,

opening scholarships and job opportunities for foreign nationals to come to their country. Interestingly, Taiwan focuses on the Muslim population of the Asian Continent, ASEAN to the continent of Australia, with a total of around 1 billion. Moreover, Taiwan itself already has a Muslim population from Taiwan which has long developed in the region. Seeing this opportunity, Taiwan began to learn about strategies to attract this large Muslim population. Almost every year, Muslim foreigners and native Taiwanese are increasing significantly. This is proof of the establishment of several Islamic organizations there such as the Chinese Muslim Association, PCIM, PCI NU, FORMIIT etc. Because this is likely to force Taiwan to begin to see public services shift to those that attract both indigenous and foreign Muslims. The government is starting to take this focus by building many Muslim-friendly facilities. Halal tourism is one of the phenomena that has emerged from the growth of the halal industry. As the issue of halal advances in the tourism industry, many Muslim and non-Muslim countries are preparing to capture the Muslim tourism market by providing tourism products, facilities and infrastructure to meet their needs. Despite the increasing demand and interest of this so-called concept, there is still little publication and theoretical research in this area. The rise of promotion and development of "halal tourism" which refers to a Muslim Friendly Environment makes every non-Muslim country willing and active in fulfilling the basic needs of Muslims.

The Muslim population of Taiwan is about 300,000, consisting of 60,000 or more citizens and around 250,000 migrant workers, according to the CMA. In the latest Global Muslim Travel Index published by MasterCard and CrescentRating, the nation ranks third highest among non-Organization of Islamic Cooperation countries. The NSP, a key board in the national development strategy of the government, aims to improve Taiwan 's agricultural, business, cultural, educational, tourism and commercial ties with the 10 Southeast Asian Nations Association Member States, six South Asian countries, Australia and New Zealand (MOFA, 2019).

The article uses qualitative research methods. Primary data search is carried out by conducting interviews and observations in a number of tourist destinations, as well as supporting infrastructure for halal tourism. To get an interpretation of the development of halal tourism policies, it is carried out through in-depth interviews with halal tourism stakeholders in Taiwan. The research stage was carried out by conducting a number of secondary data studies based on the literature on halal tourism practices, both in a number of countries with Muslim majority populations and countries with Muslim minority populations. The data collection technique is done by using the technique literature review, namely by collecting data from the literature related to the problems discussed in the form of books, documents, journals, and newspapers or magazines that support research done by the author (Koentjaningrat, 1983) .

Therefore, this paper will discuss **How Does The Strategy of Taiwan to Build Muslim Friendly Environment?**, all the efforts of Taiwan in its descriptive steps in various Muslim-friendly events to public facilities that are the center of halal tourism promotion in Taiwan. Being a Muslim friendly Taiwan is one of the focuses of becoming a Muslim population as an effort to achieve national interests by utilizing its soft power

## Discussion

### *The Muslim Population*

The world's Muslim population is expected to increase by about 35% in the next 20 years, increasing from 1.6 billion in 2010 to 2.2 billion in 2030, according to new population projections by the Pew Research Center Religion & Public Life Forum (Hebberd, 2011). The Muslim population is growing rapidly and is expected to reach 26 percent of the world's population by 2030. The growth of the Muslim population and their increasing disposable income have resulted in a large number of Muslims taking up travel for leisure, business, healthcare and religious reasons. This increase has resulted in Muslim travellers becoming one of the fastest growing travel segments in the tourism industry.

### *New Market on Tourism Industry*

The idea of halal in tourism adds a new spirit to the tourism industry, integrating tourism events, activities and ways of enjoying time away from home in pursuit of fun, entertainment and enjoyment, while making use of the availability of commercial facilities. Thus, tourism is the product of a new social order in Western Europe, which has classic ancient traditions, beginning in the 17th century (Walton, 2020). At the beginning of the 21st century, international tourism was one of the most important economic activities in the world, and the findings from the Arctic to Antarctica are clear. The history of tourism is, therefore, very fascinating and important.

The WTTC (World Travel and Tourism Council) produces reports for 185 countries and 25 geographic or economic regions of the world on the economic and employment impacts of travel & tourism. This report is an important tool to help us equip public and private sector bodies with solid evidence of the enormous economic value Travel & Tourism holds, so that our sector is supported by its policy making and investment decisions. Together with Oxford Economics, the WTTC's latest annual research shows that the travel & tourism sector experienced 3.5 percent growth in 2019, outpacing the global economic growth of 2.5 percent for nine consecutive years. Over the past five years, the industry has created one in four new jobs, making Travel & Tourism the government's best job creation partner. Direct, indirect and induced impacts of Travel & Tourism contributed to 2019: US \$ 8.9 trillion contribution to global GDP 10.3% of global GDP 330 million jobs, 1 in 10 jobs worldwide US \$ 1.7 trillion in visitor exports (6.8% of total exports, 28.3% of global service exports) US \$ 948 billion investment US \$ 948 billion (4.3 percent of total investment) (WTTC, 2020).

Overview of the market's impact on the halal industry. More and more travel agencies promoting Muslim packages, especially through tourists from the Middle East (known for their high purchasing power) generate more income (Nurrachmi, 2019). In addition, Islamic tourism provides many job opportunities for local people, especially those promoting the Islamic way of life. For example, in the hotel industry, the industry employs hijab workers as female employees in the hotel industry. In society, Islamic tourism can be a factor or a medium to improve relations between Muslims around the world. According to the Prophet Muhammad (SAW), the Koran and the Sunnah, the promotion of Islamic tourism through the media can provide information about the meaning of Islamic teachings.

The main thing about the promotion of Islamic tourism, the aim is to give Muslims and non-Muslims a better understanding of Islam and spiritual traditions. From an environmental perspective, Islamic tourism is less harmful to the environment, as products are usually associated with controlled places, such as visits to mosques, halal food and high hygiene considerations, which are very specific in Islamic teachings. Other suggests that destination marketers and managers must consider effective strategies related to the characteristics of Islamic destinations, tourist satisfaction and destination loyalty (Namin, 2013). In addition, marketers must pay attention to the culture of the Islamic state when designing travel and travel packages. The hotel manager must pay attention to Islamic architecture when designing the hotel. The main aim of promoting Islamic tourism is to enable Muslims and non-Muslims to better understand Islam and spiritual traditions.

### *Taiwan Halal Certification*

In recent years, the halal tourism market has undergone major changes. At the beginning of this decade, companies, hotels and tour operators have provided a functional service - Halal Travel 1.0 that meets the needs of Muslim tourists. These products include halal food, waterproof toilets and prayer facilities. Driven by the fast pace of digital and technological transformation, Muslim travel has entered a new phase, defined by experience and connectivity - Halal Travel 2.0. Halal Travel 2.0 uses technologies such as artificial intelligence, augmented reality, and virtual reality to further integrate Muslim travelers into the digital age.

Crescent Rating halal tourism development goals define five categories that can help further develop the halal tourism industry (CrescentRating, 2020). The goal of developing halal tourism provides an overall framework that can be used as a blueprint for the tourism industry. Organizations and partners can use this objective to guide their growth strategies in the halal tourism sector.

Five Halal Travel Development Goals include:

- Integration, Diversity and Faith: Enabling Muslims to become active citizens of the global community while remaining spiritual.
- Heritage, Culture and Connections: Connect Muslim travelers with each other, with local communities, and with the heritage and history of their chosen destination.
- Education, Insights and Capabilities: Increase understanding among communities. Increase academic and industrial knowledge that can increase the capabilities of stakeholders.
- Industry, Innovation and Trade: Create new opportunities to increase trade through tourism and promote growth in various sectors.

In QS. Al-Baqarah verse: 168 which determines that Allah SWT requires us to eat food that is lawful and good from what is on earth. Furthermore, QS Al-Baqarah, verse 173 stipulates: that food that is forbidden to eat is carcasses, blood, pigs and animals that are slaughtered without mentioning the name of Allah SWT. This requirement raises the desire of Muslims to always check whether the product is labeled halal and therefore always pay attention to the products they buy and consume (Hartati, 2019).

In a legal journal, the importance of an affirmation of an institution is important to increase public trust. According to Jhering, interest is something that determines the law, especially the public interest (Tanya, 2010). Therefore, law or halal institutions are tasked with arranging in a balanced and harmonious manner between these interests. One of the balances and harmony that needs to be arranged by the interests of the product user and the business actor who owns the product. This is intended to protect consumers for the products they use or consume so that they do not arise any concerns over consuming food and or beverage products. So, in achieving the goal of protecting consumers to get a sense of security for the products they consume, there must be actions from business actors to provide protection in the form of certifying their products as halal products for consumption by Muslim consumers (Rahayu, 2020).

### *Chinese Muslim Association & Halal for Taiwan Sinchung*

The Chinese Muslim Association carried out various volunteer activities in Taiwan, which Muslims saw as a good thing. Each mosque and all its respective affairs are run by a separate board of directors, while the administration of scholarships and lectures is regulated by the Islamic Education and Culture Foundation which is affiliated to this association. As the oldest Muslim organization or institution in Taiwan. The Chinese Muslim Association is also tasked with Issuing Muslim Friendly Tourism Certifications, Muslim Friendly Restaurants, Muslim Restaurants, offering Muslim Friendly Tour Guide training courses and organizing an International Muslim Friendly Tourist Admission Program (Center, Taiwan External Trade Development Council, 2021). The overall task is almost the same as the MUI in Indonesia.

CMA is frequently tasked with assisting central and local governments in developing Islamic-related goods, services, and facilities (Today, 2020). Establishing halal food standards, offering Muslim-friendly tour guide training programs, and organizing Hajj, Saudi Arabia's annual pilgrimage to Mecca, are just a few of the initiatives. In carrying out its duties, CMA is served by the government through some regular funding or subsidies (Iman, 2020). Evidence that the program implemented by CMA is supported by the government. Whether in the field of tourism, industry or population. The synergy between the government and the CMA is an important effort in the progress and development of the needs of Muslims in Taiwan. However, in foreign affairs, CMA established an institution under its auspices, namely the Taipei Grand Mosque. Focus on relationships in Muslim countries, TGM has developed or advanced human resources and networks (Center, Badan Sertifikasi Halal Taiwan, 2021). TGM will take advantage of Taiwan's international policies and incorporate numerous international networks to assist certified Halal product manufacturers as they face a large Halal consumption market, such as the Arab world and Southeast Asia promote their sales through strong marketing, B2B, exhibition platforms, and government subsidies, thus helping to increase international sales of Taiwanese Halal products through concerted efforts. This is a step closer to realizing our supporters' vision of "Halal Convenience."

CMA has halal certification criteria that are adjusted to the MUI, namely the Indonesian ulama council in the form of a halal guarantee system. CMA also adopted the halal quality system from JAKIM or the Malaysia Islamic Progress Position. As a Southeast Asian Muslim

axis, the relationship between various halal institutions carried out by the CMA gives a belief to Muslims in Taiwan. In its implementation, this organization implements a halal application map that is almost the same in several Muslim countries for example. prepare documents, submissions, audits to the process of selecting halal raw materials. but unfortunately, in this management they only focus on raw materials and tools. this continues while they are able to create Halal which is included in the field of financial management and reporting.

CMA is approving more and more each year Restaurants. They ensure the standard remains high by reviewing the Muslim-operated establishments at least every other year, and the non-Muslim ones at least once a year (Chung, 2020). So far until 2019 there have been more than 200 hotels and restaurants throughout Taiwan that have received certification from the two institutions (Suwanti, 2021). Some have received a halal certificate, while some have just been trained as Muslim friendly. Most restaurants and hotels with Muslim friendly status have separated the cooking process but because the cooks are not Muslim, they cannot qualify for halal certificates.

Most Halal certificate holders can comply with the agreements signed with us, the certification body, based on our experience. Because there is little confusion or violation of the Halal agreement as a result of negligence, ignorance, or carelessness, legal or corrective action is required. However, prevention is much preferable to cure. They decide also focus on 1) to ensure 'Halalness' for all Muslim customers everywhere; 2) to protect the Halal integrity of local certification bodies from mistakes or mishandling by scapegoats; 3) to prevent the repercussions of such mistakes, which could harm the interests of other law-abiding businesses; 4) to allow the sharing of each Mosque's limited resources in the Sharia and technical fields.

With the synergy between these halal institutions, Taiwan is increasingly accelerating the progress of its Muslim friendly environment. Chinese Muslim association as a halal institution which is also the oldest Muslim organization and the Taipei grand mosque which facilitates halal certificates for restaurants and hotels. and the Taiwan Halal Integrated Development Association which focuses on major manufacturing fields which have become Taiwan as a trade center for business people who also have an interest in the halal industry. Furthermore, this development has been proven by the presence of Taiwan as the third position in the 2019 global Muslim travel index ranking.

Halal for Sinchung is more targeting Muslims who come from Indonesia. as the center of their management. Furthermore, they carry out many halal audits and joint training with LPPOM MUI. This is a form of their strategy because of the dominance of the Indonesian Muslim community. as well as the popularity of Indonesia as a Muslim majority country, many Taiwanese people will easily believe in halal production managed by the Sinchung institution. Having the same working principles as CMA in implementing the Halal Assurance System, Halal for Sinchung also provides education to business actors who want to get halal certification. The following is the Halal assurance system that was conveyed by representatives of the LPPOM MUI (Amalia L. , 2020).

Certification body and a consulting company such as Sinchung. Just like CMA and THIDA, the auditors are obliged to be Muslim, the atmosphere is different in Sinchung.

because in other administrative departments they also employ non-Muslims. Sinchung will escort a business institution to get halal certification from a local institution. However, because their relationship with LPPOM is stronger, they eventually get business actors to get the Halal Label from the Indonesian Ulema Council. In the auditing process they will check the administration of the completeness of the raw material documents submitted by the business actor if they are a food business actor. After that, Sinchung will qualify and provide options and guidelines for halal food according to MUI standards. After this process, Sinchung will hold a "visiting business" to the restaurant. After that, the audit process will be carried out repeatedly until the halal label recommended by Sinchung can be approved by the MUI as their market strategy which relies on the existence of a halal institution in the largest Muslim country. Uniquely, in Taiwan itself, it turns out that not only local residents are able to apply for this, foreigners can also get a halal label for their business. According to Ari as an auditor at Sinchung for Halal, Indonesian restaurants can get free halal labels from MUI. Even the local government was present in the auditing process (Setyawan, 2021). Many of the halal business people, they get subsidies from the government to get the halal certification.

### *Taiwan Problem on Building Halal Tourism*

Food as a primary need should be fulfilled properly. However, as a Muslim, halal and good food is something they must also fulfill. My experience while in Taiwan in looking for halal food only relies on halal raw materials. It means I won't eat all of the pork products. Until when we arrive at a supermarket that provides ready-to-eat food, or processed snacks, we will open a translation application and take photos using our mobile technology. As long as there is no writing *Zhūròu* (猪肉) which means pork, *Zhūròu yóu* (猪肉油) means pork oil, or all the writings *Zhū* (猪) which means pork. In addition, if we are looking for food in a restaurant that does not have a halal logo, then we must show a certificate made by Muslims there, which contains an explanation in Chinese that we are Muslim and what we cannot eat. Language barrier became one of the initial difficulties when we visited Taiwan.

The existence of a centralized halal restaurant should make it easier for every Muslim. But in reality, this is a challenge for Muslims who live far from the city center. Wufeng Village, to go to a halal restaurant takes quite a long time, about 30 minutes to downtown Taichung, one of the districts in Taiwan. With relatively high cost depending on the distance and the transportation policy in each region. Fortunately, in Taichung they waived the fare for travelers 10 kilometers from the bus stop where they boarded the bus. Then it can be said that access to halal food is still difficult, and only beneficial for Muslims who have free time. In addition to the city center and the area closed to tourism. Finding halal food can be found in Muslim centers such as mosques. However, the number and position of mosques also determines the same as halal restaurants that are available in the city center, around markets or areas that are high in human activity. After arriving in the city center, we will easily find a halal Muslim restaurant there.

One of the other ways to access halal food is by using the keyword "Halal". Unfortunately, the use of these halal keywords will result in a small amount. Because every restaurant is written in Chinese automatically on access in the folder application. This

difficulty will be faced when we do not know Mandarin. because only a few restaurants want to change the name of their restaurant by inserting the word halal.

The number of Halal restaurant still on count. However, an alternative step if we want to find a halal restaurant is to look at the halal application or website that contains information related to halal that the restaurant has registered with them. Besides that, our way to find out which restaurant is halal is to look for the name of the restaurant that is identical to Muslim countries, many of which are halal certified. Restaurants that are halal-certified in Taiwan and Muslim-friendly include a Turkish restaurant, an Indian restaurant, a Thai restaurant, and a Taiwanese beef noodle restaurant.

The absence of an application or database that can be accessed quickly by Muslims when looking for halal restaurants as their primary need is one of the initial problems in the Taiwanese halal industry which is used to form a Muslim friendly environment.

On other hand the problematic of halal restaurants continues when we find halal restaurants in conditions that don't comfort for Muslim. There are 3 things that become new issues when we arrive at the halal restaurant.

- A halal restaurant that is not in the area of high Muslim travelers, immigrants or the center of a mosque. like in the market of a village in Taichung, we can still find halal restaurants that are side by side with non-halal restaurants. or access when we go to the restaurant through many conditions that are not friendly to Muslims, such as liquor stores and non-halal restaurants.
- The restaurant does not sell non-halal food, but still sells liquor and etc. for just some chases (Amalia F. A., 2021).
- Sometimes there is doubt that the restaurant still provides two types of food, namely halal and non-halal, but this is only an assumption of Muslim fears. because each restaurant has been audited, we can transparently see the list of menus available. Likewise with the name of the restaurant which is equipped with "Halal" or has the halal logo on it on the building part of the restaurant.

The price of Halal food itself is more expensive than food that is not made in halal restaurants. Experience when it comes to traditional restaurants or Indonesian restaurants as a foreign owned restaurant. If a box of rice with side dishes costs 60 NTD (New Taiwan Dollar), or around Rp. 30,000 more will be found than in Indonesian rice and side dishes restaurants with an average price of 100 NTD or Rp. 50,000. This becomes expensive because the restaurant uses a lot of imported raw material products from Indonesia. This is also felt by traditional halal restaurant owners. they find it difficult to find halal raw materials because the supply is still more difficult to find around them.

With high prices it will be problematic for residents or tourists who use the currency exchange rate from a country that is not higher than Taiwan. Taiwan itself is a developed country in terms of education and technology. Then it would not be strange if many chose maids to Taiwan. however, when compared to other East Asia countries. Taiwan is classified as cheaper than the cost of living in Korea and Japan. Related to this, the next chapter will be discussed. If we go back to the price of food in a restaurant which is relatively expensive.



Muslims in Taiwan will turn to cook by themselves and keep a stock of food items. Such as kitchen spices, instead of meat such as nuggets, cut meat, or other vegetables.

Finding halal products is almost as difficult as finding a halal restaurant. Every Muslim who goes shopping to supermarkets or shops needs to be careful and look for these foods, which on average are still on the same shelf as other non-halal products. My experience is looking for halal products at PX Mart, Save and Safe, Carrefour. Furthermore, every Muslim needs to search first through various kinds of halal websites to see the availability of the product if it can be found in what kind of supermarket and its location.

Whether looking for halal products or halal restaurants, or halal processed food, there are still difficulties that will be faced similar to one another. Another Muslim alternative they can choose products derived from vegetable fats. In this era the need for vegan and vegetarian products is quite high. Therefore, vegan and vegetarian products will not contain meat, be it pork, pork oil or chicken and beef which are not cut according to existing halal procedures. There are even shops that sell Indonesian seasoning products, all of which have received a halal label from the MUI, but because all products are sold on an import basis, it will be more expensive for people who want to cook with halal ingredients.

Other Muslim needs that Taiwan is building after halal food are places of worship and Muslim friendly toilets that provide water for washing. The existence of these two places becomes even more important when prayer time arrives. Because Muslims can easily not always do their prayers when they are in an area. In addition, mosques are a special need for male Muslims on Fridays. The Friday prayer service should be carried out in a mosque with a variety of other acts of worship. Such as sermons, and congregational prayers. In addition, the existence of mosques is evidence of acceptance between communities and freedom in carrying out worship. Besides that, it is a characteristic of the existence of a developing Muslim existence.

Another alternative for comfortable worship is a prayer room. Even distribution of the number of *Musholla* is still returned to the local government or their respective institutions. For example, a building manager, a campus institution, or even a shop that sells ASEAN import product such as the ASEAN MARKET index or CLC. Mosques and prayer rooms are the gathering places for Muslims. In fact, Muslims can still worship easily even at some big celebrations.

### *Taiwan Strategy to Build Muslim Friendly Environment*

The role of the Muslim Community is of course the driving force for the development of Muslim Friendly Environment. The Chinese Muslim association as the oldest Muslim community that has even issued a halal certification is proof of this. After that, the construction of the first Muslim mosque called the Taipei Grand Mosque in the 1975s (Tsai, 2021). The existence of a Muslim community is a medium for all forms of Muslim needs to be conveyed to the government. The first Muslim community, CMA, is a Muslim organist that co-exists with the government. The community which was initially led by a general as discussed in the previous chapter has a strategic role. However, in this chapter we will discuss the Muslim community which does not play a role as a halal certification body, but as educational

advice, advocacy, promotion of existing halal needs. Until now, there are around 44 Muslim communities registered in Halal Taiwan (Taiwan, 2016). Including the Chinese Muslim association that has the task of certifying. For non-certification bodies, there are local and foreign ones. PCIM (Muhammadiyah Special Branch Leader), PCINU (Nahdlatul Ulama Special Branch Leader), FORMMIT (Taiwanese Indonesian Muslim Student Forum), IMTIDA (Int'l Muslim Tourism Industry Development Association.). IMSA is a Muslim association authorized by NTUST (Taiwan Tech). As a foreign community, while the local ones are only small Muslim groups in each mosque affiliated with the Taipei grand mosque. If we look at the role which is similar to the distribution of groups in a country it is the same as the Chinese Overseas concept (Libraries, 2020). It has contributed meaningfully to regional development. Organization is as a system of cooperative activities of two or more things that are intangible or indiscriminate, mostly about togetherness issues (Rosdiana, 2019)

The existence of the Muslim community will be very useful in sharing information about Islam for the local and non-local community (Nirwana, 2019). Furthermore, Halal values and Islamic culture will quickly be conveyed to the public. One of the forms they do is by holding education in the form of seminars, introducing halal products through events, disseminating information on halal tourism and the industry in Taiwan through social media.

The Taiwanese government is present as one of the main actors in the effort to build this Muslim Friendly Environment apart from the Muslim community, and halal institutions. The real holders of the policies of both of them are in the vortex of the government. The high increase in the number of Muslims in the world has made the government use its soft power in the form of public diplomacy as an effort to branding its country. with public diplomacy we can understand the ways in which governments, private groups and individuals how they influence the attitudes and opinions of others or the government in such a way as to have an influence on their foreign policy decisions (Cristin Fariani, 150)

Among other things the government has done is in seeking the construction of public facilities in the form of buildings of worship. The following lists are some that were built by the government in order to create a Muslim friendly environment. In several places the government collaborates with various groups, either managed by the government directly or by the private sector, and other government agencies. This is an important part of attracting the attention of the world's Muslim citizens. Among public diplomacy is to influence other people's mind and will. With the calculation of scores in the development of the Global Muslim travel index by Mastercard and Crecenting, it can help collect data and facts in the field. The number of mosques is the second most important criterion after the existence of halal food, followed by other Muslim facilities. It is the government's strategy that they have been building and implementing so far.

In fact, the Taiwanese government is free to all halal actors, both from the perspective of the Muslim community and halal businessmen. That way, the government only needs to complete its presence in several sectors that must be under government control, such as buildings and public facilities. The rapid development of halal-processed restaurants and foods that will be brought under below is a form of the government economy that really relies on the market. So it's not surprising that when we come to a supermarket to buy halal

products, we can still find halal products that don't even come from Taiwan's halal certification institute. While, they have gone through the process of verifying the importer or exporter company which is integrated with THIDA's existence.

When analyzing the findings above, the government is trying to accelerate the need for halal. The existence of a mosque in every city / regency. Liberation of business people from providing products, food, and halal tourism. Besides that, by not limiting the activities of the Muslim community in worship and communicating with each other between communities. Then, what is the position of the government as the unit that makes the rules.

Government policies that are able to attract other Muslim communities are not very visible and may be the same as some other Muslim countries. One of the reasons is the ease of obtaining a residence permit or visa. For some Muslim citizens of the Middle East, they get this. quoted by one of the news, the government hopes that this rule can work effectively to attract the world's Muslims. Meanwhile, the rules that the government has implemented as a domestic policy are the provision of free tax for business people with certain achievement criteria, such as the high number of Muslim visits and Muslim tourists. In addition, the opening of the facilities proposed by the Muslim community was carried out fairly without any discriminatory treatment from certain parties. Even the government itself is often present in audits of halal product procedures, and several inaugurations of places of worship.

The government's strategy in striving for public diplomacy is not rigid and seems so open. Returning to its principles, public diplomacy is an effort between the government and other actors to achieve the interests of the state. The influence of the advancement of the halal industry in Taiwan is supported by the role of the Muslim community which often provides knowledge and information regarding the facilities and products of the halal products that are available in Taiwan. In this way, the government and the Muslim community carry out their roles in accordance with their capacity in building Muslim Friendly Environment in Taiwan. However, these two roles need to be followed by clearer and more comprehensive policies in the Taiwan area in building the halal industry.

## **Conclusion**

The main opportunity for Taiwan is how they can continue to optimize all tourism managers, the government, campuses, and the community to understand the concept of halal which can improve the country's economy. With the existence of this New Southbound Policy, Taiwan should really maximize various opportunities to welcome the increasing number of Muslims. Classical problems that arise such as language barriers should not really prevent all existing business parties from advancing their business. Moreover, the Muslims they are targeting are the world's Muslims who they started with Muslims in the Asia Pacific region.

In addition, there is the opportunity to have Taiwan as an option from other Muslim communities who want to feel they are foreigners. because Taiwan is cheaper than other halal country countries. Taiwan is good enough in attracting tourists in general, so it is better if Taiwan starts to specify its steps to Muslims. Especially with the large Muslim population and

the synchronous participation of the government and halal institutions, which can make Taiwan even better in building halal tourism to make Taiwan a Muslim-friendly country.

Challenges for the Taiwanese government include marketing, making policies that are beneficial for Muslim actors who live or want to go to Taiwan such as free visas or giving them convenience in accessing Halal tourism, halal food, mosques etc. However, this will be a special challenge because Taiwan is not a country based on religious law or closely related to religious elements like other Muslim countries. The openness of the country to various groups is of utmost importance to the Muslim population. In addition, Taiwan has challenges to compete from countries that have already implemented Halal tourism with its innovations and policies. In fact, one of the visions and missions of non-OIC countries towards halal is to become halal as a true industry and business for the interests of a country. However, it is important for Taiwan to stick to Islamic principles that are not detrimental from the point of view of Islamic law. therefore, the competition for halal tourism may feel even stronger. The need for synergy between the government and the Muslim community is the only best way to become a brand for a country.

The world's Muslim population is a significant number for business people or a country. Halal regulations are a unique concern for every country to attract Muslims to travel or so that they can become part of the resident population. Halal tourism is a new brand in terms of the tourism industry that has given birth to various innovations for Muslims. Each country competing, whether they are OIC and Non-OIC countries, they have various special modes to increase their Halal tourism so that they are included in the category of Muslim Friendly Environment

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