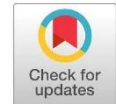


Opportunities and challenges for assisting MSMEs with halal products in Sungsang Village in Banyuasin Regency as a halal tourism destination



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ABSTRACT

Indonesia is one of the countries with the largest adherents of Islam in the world. Indonesia is also a country that has great potential for tourism with halal products. One of the halal tourist destinations in South Sumatra is the fishing village in Sungsang Village, Banyuasin Regency. The Fisherman's Village in the Sungsang area has been used as a tourist destination by the Banyuasin Regency Regional Government, and it has been running well in recent years. The number of domestic and foreign tourists visiting the Sungsang area has reached hundreds or thousands. The research uses quantitative descriptions of MSMEs in the Banyuasin district. The results of the SWOT analysis can be developed into three models based on potential and uniqueness, namely: a tourist village pattern based on the uniqueness of local cultural resources, namely the decorative boat tradition; a tourist village pattern based on the uniqueness of natural resources as a fishing village tourist village and a tourist village pattern based on the uniqueness of industrial creative economic activities. Craft crackers and shrimp *pempek*. Three models of halal tourism development in Sungsang Village, Banyuasin Regency, South Sumatra are supported by several IFAS and EFAS factors with a difference of 0.62, which is positive, namely: creative industry from MSMEs that already have halal certificates for their products, the availability of adequate places of worship in each village, and the existence of annual events in the form of traditional decorative boat competitions. The development of halal tourism in Sungsang Village also has challenges, including limited facilities and infrastructure, accommodation, and transportation access to tourist destinations.

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INTRODUCTION

Indonesia is one of the countries with the largest adherents of Islam in the world. Based on the population data from the first semester of 2020, it was 268,583,016 people, consisting of 135,821,768 men and 132,761,428 women. Meanwhile, based on BPS data projections, South Sumatra has a population of 8,567,923 people, with 8,146,676 Muslims (BPS Provinsi Sumatera Selatan, 2023). Based on this population data, Indonesia is a country that has great potential for tourism with halal products.

Halal tourism is currently experiencing increasing growth (Battour & Ismail, 2016). This increase aligns with the increasing number of Muslim tourists yearly (Bhuiyan et al., 2011; El-Gohary, 2016). From several research studies, data shows that Muslim tourism is estimated to increase by 30% in 2020, with a spending value of up to 200 billion USD (MasterCard & CrescentRating, 2016). To explore the

potential of halal tourism, many countries (both Muslim and non-Muslim) have begun to provide tourism products, facilities, and infrastructure to meet the tourism needs of Muslim citizens. However, in reality, on the ground, there are still many business people and parties involved in the halal tourism sector who are hampered in understanding (both products, facilities, and infrastructure) of halal tourism (El-Gohary, 2016; Han et al., 2019; Mohsin et al., 2016).

Several studies by other researchers reported that Indonesia, with the largest Muslim population and the potential for beautiful natural panoramas, is a special attraction for domestic and foreign tourists. South Sumatra Province has several tourist areas, including religious and culinary tourism. However, not many areas have been explored to become halal tourist destinations. This is an opportunity and challenge for South Sumatra to create opportunities for halal tourist destinations. Local stakeholders must consider several factors to make their area a halal tourist destination (Halal tourism).

One of the halal tourist destinations in South Sumatra is the fishing village in Sungsang Village, Banyuasin Regency. The Fisherman's Village in the Sungsang area has been used as a tourist destination by the Banyuasin Regency Regional Government, and it has been running well in recent years. The number of domestic and foreign tourists visiting the Sungsang area has reached hundreds or thousands. In 2016, the Banyuasin Regency Arts, Culture, Youth and Sports Tourism Office targeted around 1,500 tourists visiting the Sungsang fishing village to be around 1,500 people (Subakti, 2023). This data is an opportunity to develop halal tourism potential in Banyuasin Regency, South Sumatra.

To realize and provide solutions for security regarding food, tourism, and financial products, an agency or institution must guarantee that all its products are halal. This halal guarantee licensing product integrates institutions formed by the government, in this case, the Ministry of Religion. However, in the process, the extension of Islamic universities is needed to form this institution. To make this happen, universities and local governments must use Sungsang Village as a halal tourism destination in Indonesia. This requires cross-multidisciplinary development to instill halal values in halal processes and products in the area.

Changing the public's perspective on halal tourism is important to guide. One of them concerns the supporting facilities for halal tourism and the process. Halal tourism facilities are also supported by places to eat or sellers of halal food products around tourist locations. Therefore, it is necessary to involve universities, in this case, UIN Raden Fatah, to create a mentoring program for micro, small, and medium enterprise units to establish halal tourism. There is a need to provide education on the supporting factors for halal tourism, one of which is halal food products. The necessary supporting factors for halal tourism are places to eat and food with a halal certificate. This command to eat healthy and safe is by the word of Allah in QS. Al-Baqarah verse 168 says, which means "O people, eat of what is halal and good on earth and do not follow the steps of Satan; because Satan is truly a real enemy for you." It is clear from this verse that a Muslim is required to choose good and halal food. Involvement of stakeholders such as BPOM South Sumatra, as part of the department related to medicinal and chemical products, the Ministry of Religion of South Sumatra Province regarding guaranteeing halal products. The Tourism Department creates a place atmosphere with halal regulations. Collaboration with stakeholders can open opportunities and provide challenges for the people of Sungsang Village, Banyuasin Regency, to create a halal tourism village based on halal MSME products.

RESEARCH METHOD

Methods

This research was conducted in June - October 2023 in Sungsang Fisherman Village, Banyuasin Regency, South Sumatra, with a target sample of supporting factors for MSMEs in Sungsang village in the SEHATI program. This research uses a quantitative descriptive design and in-depth data analysis with numbers. This data type will influence the choice of statistical procedures to be used. Therefore, this research needs quantitative data from questionnaires (Google Forms). Data was obtained from questionnaires/questionnaires distributed to the tourism-aware community and MSMEs in Sungsang Village, Banyuasin Regency, by involving stakeholders from BPOM South Sumatra, Kasi BPJPH Provincial Ministry of Religion. South Sumatra will provide input and understanding about the halal culinary process.

The population of this research is MSME actors in Sungsang Village, Banyuasin Regency. The sample from this research is MSME actors in Marga Sungsang Village to Sungsang IV using a purposive sampling technique, using the provisions of this research sample with quantities of 26 MSMEs.

Data Analysis

SWOT analysis is a tool used to conduct strategic analysis. [Fatimah \(2020\)](#) explains that SWOT analysis is an effective tool for structuring problems, especially by analyzing the strategic environment, often called the internal and external environment. In this internal and external environment, four factors are always faced and must be faced: internal, there are several strengths and weaknesses. Externally, we face many opportunities, chances, and threats. This decade feels like a historic moment for human civilization.

Data Analysis Techniques Data analysis is carried out after data from the entire number of respondents or other data sources has been collected. In this research, data analysis uses the SPSS program. To test the data, the hypothesis was tested with a significance level determined by $\alpha = 5\%$. To carry out quantitative testing, the hypothesis must be formulated as a null hypothesis and an alternative hypothesis, and the results of the statistical calculations of the null hypothesis must be rejected. If the null hypothesis cannot be proven correctly, then the alternative hypothesis can be accepted; otherwise, if the null hypothesis can be proven correctly, then the alternative hypothesis cannot be accepted.

The results of the data validity and reliability tests using the IBM SPSS software program are as in Table 1.

Table 1. Convergent validity and reliability.

			%
Cases	Valid	24	100.0
	Excluded^a	0	0.0
	Total	24	100.0
^a Listwise deletion based on all variables in the procedure.			
Cronbach's Alpha		N of Items	
0.679		24	

The results of data reliability calculations showed that the r count $>$ r table had a relationship in the strong category with a Cronbach alpha value of 0.679.

RESULT AND DISCUSSION

The research showed that 24 MSMEs had a variety of food and beverage products provided by the local community. Of the MSMEs identified, only 2 have halal certificates, and 22 do not yet.

Opportunities for a halal tourism village in Sungsang Village in Banyuasin Regency

The research results carrying out inventories and interviews can be seen as opportunities for business actors who provide food and drinks for tourists. The results can be seen as follows:

1. Legal Standing

From a formal legal perspective, 37.5% of business actors in Sungsang Village have business identification numbers (NIB), and the remaining 62.5% do not yet have business identification numbers (NIB). The results of observations on 24 business actors by asking whether their business had a business permit number (NIB) showed that not many of them had one.

2. Product halal certification

Business actors, in this case MSMEs in the Sungsang Region, already have business permits (NIB). Food consumption for tourists attending also needs to be considered regarding food safety. Business opportunities that can be developed from existing MSMEs are seen to

maintain the halalness of a product because of the data collected. It was found that only 8.3% of business actors have halal certification for their food products. For this reason, halal product process assistance officers are needed to accompany these business actors in obtaining halal certification services from the halal product guarantee administration body (BPJPH). Based on the research results, 91.7% of products from MSMEs have not been certified halal by the Halal Product Guarantee Agency. This is an opportunity to develop so that tourists are confident in the halalness of the tourist destination they are visiting.

At each event held in Sungsang Village, all business actors receive good income to improve their welfare. The information obtained is that every event organized by the government or local community brings in many visitors from outside. The large number of visitors impacts the increased sales assets of the products available to business actors. From the respondents' answers, it was found that 95.8% had increased product consumption by people who came to see the tourist activities and needed food and souvenirs typical of Sungsang Village.

Having a halal certificate for each product can increase the income or welfare of the breech community, and this is by research from [Nusran et al. \(2018\)](#) explains halal awareness so that the best solution that can be realized for halal awareness is to design a system that can formulate the basis for halal food security for the entire community so that they feel that the products marketed in Indonesia are products that are guaranteed to be safe, healthy and halal.

3. Tourism Events and Product Improvement

Another opportunity to develop as a tourist destination in Sungsang Village is the annual national event organized by the Banyuasin Regency Government or the local Village Government. Several events have been held, including the Sungsang Decorative Boat Festival. The Sungsang Fisherman's Decorative Boat Festival in Banyuasin Regency, South Sumatra, is held annually. This is done to increase the economy and tourism in Banyuasin Regency. This fishing float event in the Sungsang ecotourism village, Banyuasin II District, has become an attraction for domestic and foreign tourists. This activity impacts sales of food products from MSMEs in Sungsang Village. Data obtained from business actors in the local area gave a response of 95.8% that this event increased the selling power of their MSME products to tourists.

4. Improving The Community Economy Through MSME Income

Economically, the community's income and welfare increase with tourist festival events such as decorative boats. Increased economic income, especially for food product business actors (MSMEs). All positive responses from the community regarding the annual official agenda from the local government were welcomed by business actors. The data collected shows that 83.3% of people's income has increased and can fulfill their daily needs with the potential of a tourist village.

The regular annual tourism agenda provides opportunities for the community and business actors to improve their businesses. It can be seen from the information that 83.3% gave a good response that the existence of tourist destinations and other tourist agendas will impact increasing the number of people's livelihoods there.

Opportunities and competition for halal tourism in Indonesia remain open in the global market. The global halal tourism market is one of the important economic sectors that continues to grow. Indonesia has an increasing demand for halal food products, halal restaurants, and sharia/halal-based accommodation/hotels. This also aligns with the tourism potential and halal food products in Sungsang Village, Banyuasin Regency, South Sumatra. As the largest Muslim population in the world, this creates a great opportunity to become the center of the global halal tourism market.

According to [Mamduh et al. \(2024\)](#), the government and certification bodies are very important in supporting MSMEs in obtaining halal certification. In facilitating and making regulations, the government regulates laws and regulations related to halal certification and the institutions authorized to issue them. The steps that need to be taken by stakeholders to create a Sungsang Tourism Village that contains elements of sharia (Halal and Tayyib) to achieve competition in the global halal market include:

1. Natural Resource Wealth (SDA)

The wealth of natural resources in Banyuasin II Sungsang Village is very large and abundant, along with other riches such as fisheries or fishing villages and good agriculture. This has the potential to be an opportunity to create halal food products from local MSMEs. This data is supported by a research report by Istiqlal (2023), which states that Indonesia has natural resource potential for the halal industry, which provides a competitive advantage in the global market. Indonesia has great potential to create a market with natural wealth and time efficiency for its customers.

2. Large Domestic Market Potential

As a producing country, Indonesia also has huge consumer potential for halal products. Palembang has 8,657,000 people, and Indonesia has a population of 275,774,000 people, with the majority of the population being Muslim. This population demographic has great potential as a domestic consumer of halal products. The research results of Aulia & Hidayat (2017) and Azam & Abdullah (2020) explain that the large domestic market potential benefits Indonesia, especially South Sumatra, in increasing the competitiveness of domestic products compared to domestic halal products' competitiveness in the Islamic world market.

3. Infrastructure Development

It is necessary to build comprehensive halal infrastructure facilities to create a halal ecosystem in Indonesia, especially in Sungsang Village, Banyuasin Regency, South Sumatra. Developing good halal infrastructure facilities requires several facilities such as prayer facilities (mosques), accommodations that provide prayer equipment, and halal restaurants. Indonesia has taken several steps to develop halal infrastructure, including the Halal Product Guarantee Agency (BPJPH) regulations governing the halal certification process and tourism standards. This is in line with Mubarok & Imam (2020) research report, which states that developing a strong halal infrastructure will provide consumers with a high sense of trust and increase the competitiveness of halal products in Indonesia's halal ecosystem market.

Challenges of halal tourism village in Sungsang Village in Banyuasin Regency

Road access, public facilities, and security are other challenges that need attention. This is necessary because halal tourism is a type of tourism that requires Islamic principles (Widodo et al., 2022). Halal tourism aims to provide tourists with experiences with Islamic values and the beliefs of Muslim tourists. Implementing Islamic values allows them to enjoy and carry out their tourism activities without violating religious teachings (Abdullah & Susanto, 2019).

Sungsang Village has great potential to become a tourist destination in South Sumatra as a halal tourist destination. However, you need to prepare well for this challenge. This potential is supported by the majority of the tourist population being Muslim. Therefore, Muslim tourists can be offered a rich experience of Muslim culture, history, and the natural beauty of fishing villages, which have an annual agenda. According to data from the Indonesia Halal Tourism Association (IHTA), since 2019, around 7.8 million Muslim tourists visited Indonesia.

The results of a research report by Ismawati et al. (2022) found that Islamic Fintech can solve the challenge of halal financing, which is quite profitable in developing the halal tourism industry. The researchers explained that Islamic Securities Crowdfunding could help increase access to financing for local entrepreneurs who cannot meet financing requirements from conventional financial institutions in developing halal tourism in Indonesia.

One of the challenges Sungsang Village faces in developing halal tourism in Indonesia is the potential for halal culinary delights. Sungsang Village has a variety of culinary delights that serve high-quality halal food so Muslim tourists can enjoy local food, such as delicious shrimp pempek, without worrying about violating religious principles. The same thing was also expressed in Ismawati et al. (2022). Research shows that halal food gives tourists a sense of security and allows them to enjoy halal culinary offerings without fear of violating Islamic teachings.

From the results of the research conducted, there is still minimal information on how the local community responds to creating halal culinary delights in their area regarding mandatory halal product regulations, so this creates a challenge for LP3H. Only 50% of the public understands the procedures

for halal certification for the food products produced. This is still not well-socialized. Information regarding the halal certification obligations, which will be implemented on October 17, 2024, is minimal; only 50% of business actors (MSMEs) know the information.

Besides halal food, Sungsang Village offers many tourist destinations such as Sembilang Park, fishing villages, beaches, and river tourism. Therefore, government support is needed to fulfill the needs of Muslim tourists for halal culinary consumption. The research results regarding the support of the district government or village government to assist the business community (MSMEs) in halal certification of food products as one of the halal culinary delights supporting halal tourism still appears lacking. The role of government felt by the community was 58.3%, which explained the support and information provided by the local government to support MSMEs in halal certification of their food products.

Several examples of what banks have done to support halal tourism in Sungsang Village. MSMEs that already have products that have been certified halal are assisted by one of the state-owned companies, namely Bank Mandiri, in the transaction process between business actors and halal tourism actors. This can be seen from Figure 1. Using barcode technology such as QRIS speeds up the payment process so Muslim tourists do not need to be afraid of not having cash and can pay digitally.



Figure 1. Image of BUMN/banking support in developing the Sungsang Halal Tourism Village destination in Banyuasin Regency using digital technology services from Bank Mandiri.

The community knows the importance of halal food products for tourists visiting Sungsang Village. Therefore, the community responded positively to their desire to carry out halal certification of their products; this can be seen from the answers given, namely that 95.8% of the community agreed and desired to carry out halal certification of their food products. This challenge is of concern to the relevant agencies. Hence, the halal certification of food products makes it a halal culinary center for tourists supporting halal tourism programs in Indonesia and South Sumatra.

Halal tourism pattern or model that the people of Sungsang Village, Banyuasin Regency, can develop

Increasing halal tourism is an alternative to general tourism development in Indonesia. This aligns with the global halal tourism development trend, which is becoming universally part of the Islamic economic industry. Development in the tourism sector is part of national development, which aims to expand opportunities for people to become entrepreneurs and create jobs. This is in line with the vision and mission of the Ministry of Tourism and Creative Economists. One of its missions is to solve the national economic crisis through a double economic effect and sustainable tourism development, all of which lead to the interests of external communities and improve the quality of life of the Indonesian people and nation.

The tourism concept generally does not provide many facilities for houses of worship that provide *mukena*, *sarong*, Al-Qur'an, halal restaurants, and sharia/halal accommodation. Usually, public tourist trips do not provide the facilities these tourists need. If Muslim tourists want to pray, the accommodation

must provide these facilities, such as prayer mats, mukenas, and Al-Quran. This strengthening is needed by Muslim tourists, especially in new places. Therefore, a halal symbol or label is needed in every place.

Sungsang Village is currently a major tourist attraction. Namely, rural areas have unique elements of traditional customs and the particularities of people's daily lives inherent in rural community culture, whether related to livelihood activities, religion, or other forms of activity.

1. The tourism village pattern is based on the uniqueness of natural resources as a fishing village tourism village. This pattern is recommended because the Sungsang village area has a unique location in the river basin that leads to the Bangka Strait, producing many natural marine resources for fishermen/sailors. Apart from the beach/river, the Sungsang area also has Sembilang National Park, so the village has the potential for beautiful views and landscapes to attract tourists.
2. The tourism village pattern is based on the unique creative economic activities of the cracker and shrimp pempek craft industry. The Sungsang fishing village tourist village has marine resources such as fish, squid, and shrimp, which are processed by making cracker and pempek food products. Shrimp pempek and shrimp crackers are the main tourist attraction in the village. Sungsang Village is unique and attractive as a tourist destination through its unique creative economic activities, which have grown and developed from local community household industrial activities such as shrimp pempek and shrimp crackers. Apart from that, a special type of shrimp paste is also made. Almost every house in Sungsang Village has this creative business to support halal tourism in halal culinary arts, making the national event a success, namely the art of decorative boats.

Analyzing opportunities and challenges for halal tourism development in Sungsang Village, Banyuasin Regency

Indonesia has great potential and opportunities to increase halal-based tourist destinations. This opportunity is available in its development because most of Indonesia's population is Muslim. The natural and cultural potential is rich with diversity and ethnic languages, which can attract the interest of Muslim and non-Muslim tourists from various countries. This aligns with the research report by [Muhajir & Al Hasan \(2021\)](#), which looked at Indonesia's natural potential and opportunities. Likewise, Sungsang Village has tourism potential and opportunities such as the Sembilang Park nature tourism, fishing villages, and Malay culture with its decorative boat events.

Supporting and inhibiting factors need to be formulated in strategic efforts. Strategy formulation includes various analysis, planning, and strategic choice activities that can increase the company's chances of achieving its goals. Preparing a strategy for developing a tourist area is a strategy selection activity based on an analysis of the location of the tourist area and selecting a strategy from a SWOT analysis. Based on [Kusnadi & Hanafi \(1999\)](#), the strategy selection criteria are as follows:

1. Strategy must adapt to the external environment
2. Strategy implies a competitive advantage
3. The strategy is consistent with other organizational strategies

Therefore, based on the IFAS-EFAS SWOT analysis matrix model theory by [Wiswasta et al. \(2018\)](#), an analysis table can be created, as shown in Tables 2 and 3. For strategic factors between the strengths and weaknesses of the internal factors, as shown in Table 2, the SWOT analysis shows a score of 3.62. These results show more optimized strength.

The results of Table 3 show that the score is 3.00 in the average category, so the difference between (S-W) and (O-T) is 0.62. The score has a positive impact on developing the potential of the Halal Tourism Village by strategically assisting MSMEs in obtaining halal product certificates from the food and beverage production provided. The strategy concept is analyzing the internal and external environment to analyze SWOT (strengths, weaknesses, opportunities, and threats) to identify skills that match opportunities to determine the company's product market strategy. The strategy concept used by researchers in this research is the SWOT analysis strategy concept (strengths, weaknesses, opportunities, and threats) ([Kurniasih et al., 2021](#)).

Table 2. SWOT -IFAS analysis strategic factors table.

	Strategic Factors	Significant Level	Quality	Rating	Score
Strength	Local MSMEs available	3	0.12	4	0.48
	Availability of the self-declare program	4	0.16	5	0.80
	Has distinctive Food Industry Products	3	0.12	5	0.60
	Have a national event	2	0.08	3	0.24
	Has tourism potential	3	0.12	3	0.36
Weakness	Not many MSMEs have SH	3	0.12	4	0.48
	Accommodation	3	0.12	2	0.24
	Transportation Access	2	0.08	2	0.16
	Information on the Self Declare program from BPJPH	2	0.08	3	0.24
	Total	25	1		3.62

Table 3. Strategic Factors for SWOT Analysis -EFAS.

	Strategic Factors	Significant Level	Quality	Rating	Score
Opportunity	MSMEs that already have SH	4	0.15	3.5	0.54
	MSMEs may not sell products that do not have SH	3	0.12	4	0.46
	Accommodation	3	0.12	3	0.35
	Access information	2.5	0.10	3	0.29
	Transportation Access	2	0.08	3	0.23
Threats	Lack of interest in tourist purchasing power	3.5	0.13	3	0.40
	Sanctions for MSMEs that do not have halal product certificates	3	0.12	3	0.35
	Reduced MSME income	3	0.12	2	0.23
	Reduced production of MSMEs	2	0.08	2	0.154
	Amount	26	1		3.00

Opportunity Factor

Elements that can be analyzed as supporting factors in creating a halal tourist destination in Sungsang Village, Banyuasin Regency, are as follows:

1. Halal Culinary from MSMEs

One of the supporting factors for the creation of halal tourism in Sungsang Village, Banyuasin Regency, is the availability of restaurants that have halal certificates. The research results show that 53% of business actors already have halal certificates for the food products they serve. The data collected shows several places to eat, including halal and tayyib, although they are still simple.

2. Worship Place Facilities

Another facility that supports the realization of a halal tourist village in Sungsang Village is the availability of mosques in every village. There are several representative mosques for guests visiting Sungsang Village, which provide comfort for Muslim tourists who are carrying out their worship.

3. National Event "Decorative Boats"

Apart from culinary delights, an annual tourism agenda has also been created and carried out by the Banyuasi Regency government for the Sungsang Village Community. Annual events such as the Decorative Boat competition in the waters of the Sungsang River are a special attraction for domestic and foreign tourists to watch the event.

There are several other attractions that Sungsang Village has as supporting factors in creating a halal tourist village, including:

1. Sungsang I Village, there is the Fishermen's Village, a center for souvenirs typical of the Sungsang area. There is also a Sungsang market, Culinary, Homestay, Selfie Object, and a place to auction fish from fishing boats. There is also a beautiful river walking tour and a hunting location for those of us who love sunrises or sunsets in Sungsang I village; it is very beautiful to see this, precisely in the Marga Sungsang village area. There is also the Sungsang pier
2. Sungsang II Village, there are religious tourism destinations, namely Keramat Island, Alangan Tikus Island, Religious Cemetery, Coastal Beach Tourism and Sunset and Sunrise Selfies, Mangrove Forest Tourism, estuary crocodiles, Bungin River Village Tourism, and Homestay.
3. Sungsang III Village has a central souvenir house, religious tourism at the grave of Buyut Moneng, Sungsang Cultural Arts Edutourism, Sungsang Maritime History Edutourism, and Puyung Island.
4. Sungsang IV Village, there are typical culinary delights, homestays, and religious tourism at KH's grave. Egypt, Cruise Ships, Estuary Crocodiles, Fisherman's Village, Pier, Sembilang National Park, and Sembilang Hamlet tourist village.

Challenge/Obstacle Factors

1. Infrastructure

The facilities and infrastructure factor is a challenge in developing halal tourism in Sungsang Village. Most of Sungsang Village is water area. Road facilities are still limited, so motorbikes or pedicabs are used as modes of transportation. It will be difficult for four-wheeled vehicles to get to several tourist locations because there are not many road accesses for four-wheeled vehicles.

Parking facilities are also limited because it is difficult for four-wheeled vehicles to reach tourist destinations, so a protected parking area is needed. For example, four-wheeled vehicles cannot go to the tourist pier, so they park outside the entrance to Sungsang Village.

2. Accommodation

Apart from supporting factors, some factors hinder tourism development in Sungsang Village. One of them is the limited accommodation facilities that are halal certified. There are also culinary attractions typical of Sungsang, such as the Cek Diah relaxing hut, sunset spot, and Sungsang pier, which has a two-star hotel. For this reason, several houses provide homestays for Muslim tourists visiting Sungsang Village.

3. Transportation

Transportation is also necessary to support halal tourism in the Sungsang area. The available land public transportation is private vehicles provided by travel. Apart from vehicles, water transportation is also provided by the local community. Sometimes tourists are more comfortable bringing personal vehicles. Private four-wheeled vehicles also cannot reach the location; therefore, there is local transportation to get to certain locations, such as pedicabs or motorbike taxis.

CONCLUSION

There are 24 business actors (MSMEs) identified as supporting halal tourism who can support the creation of a halal tourism ecosystem in Sungsang Village. Of the 24 business actors in the inventory, only 8.3% of MSMEs already have halal product certification through the self-declare route. In developing halal tourism in Sungsang Village, Banyuasin Regency, three models can be developed based on the SWOT analysis results based on potential and uniqueness. The tourism village pattern is based on unique local cultural resources, namely the decorative boat tradition. Tourism village pattern based on unique natural resources as a fishing village tourism village. Tourism village pattern based on unique creative economic activities in the cracker and shrimp pempek craft industry. Three halal tourism development models in Sungsang Village, Banyuasin Regency, South Sumatra, are supported by several IFAS and EFAS factors with a difference of 0.62, which is positive, namely: Supporting factors include creative industries from MSMEs that already have halal certificates for their products, the

availability of adequate places of worship in every village and the existence of annual events in the form of traditional decorative boat competitions and apart from that, the development of halal tourism in Sungsang Village also has factors that become challenges in its development, including limited facilities and infrastructure, limited accommodation and limited transportation access to tourist destinations.

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