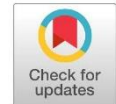


Perceptions and support of the Muslim community towards the development of marine halal tourism



Nur Chairani^{1*}, Mohammad Hidayaturrahman¹

¹Faculty of Social and Political Sciences, Universitas Wiraraja, Jl. Raya Pamekasan-Sumenep Km. 05, Panitian Utara, Patean, Batuan, Sumenep, East Java, 69451, Indonesia

*Corresponding author: nurchairani73@gmail.com

ABSTRACT

Halal Tourism is a culture-based tourism that prioritizes Islamic Principles and Sharia and hopes to build a superior moral personality as its foundation. The research used a qualitative descriptive method to develop marine halal tourism in Indonesia, especially on the island of Madura. Problem-solving methods used interviews, observations, documentation, and literature studies that refer to the Muslim community's perception of marine halal tourism in Indonesia. The results of this evaluation show that by cooperating with the Government of the Tourism Office, the community and other parties in the perception and support of the Muslim community to develop Marine Halal Tourism on the island of Madura and explore the potential of local areas to increase tourist visitor satisfaction to enjoy facility services by Islamic Sharia. In this case, Halal Maritime Tourism can provide positive things for the Muslim community, especially on Madura Island, so that they can maintain their culture and customs to maintain honor, and foreign tourists can also appreciate the local culture on Madura Island.

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INTRODUCTION

Halal Tourism Development in Indonesia still has many problems. One of them is happening in NAD Province and Banda Aceh City. These include inadequate facilities, staff shortages, and lack of public awareness about the development of tourism objects and destinations, the provision of infrastructure, and the dimensions of tourism human resource development. Thus, poor performance indicates that the development of Halal Tourism in Banda Aceh City should be prioritized (Santoso et al., 2021). Human resources are directly related to tourism development, including individuals or groups of human resources combined to meet, serve, or provide tourist travel needs (Rangkuti et al., 2021). To develop Halal Tourism, human resources are needed to manage it (Sina & Zaenuri, 2021). Human resources are also important to pay attention to because they drive economic growth and create new jobs to prosper the community (M. H. Rahman & Wildan, 2023).

Besides the fact that most of Indonesia's population is Muslim and officially recognizes halal culture, there may be non-halal elements and media involved in the process. However, the lack of Halal-certified businesses remains an issue (Darusalam et al., 2024). According to Law No.10 of 2009 concerning tourism in Article 1, paragraph 12, Certification is the process of providing certificates to tourism businesses and workers to improve the quality of tourism products, services, and management. Halal certification provides protection, assurance, and information about the halalness of products and business ethics tools for customers (Tahliani & Renaldi, 2023). The concept of halal covers any goods and services that comply with Islamic law, including food and beverages, travel, and transportation (Hariadi, 2023).

The topic of halal tourism in Indonesia in the last five years has been increasingly interesting, as is known from several studies conducted by many researchers. Halal tourism is a new trend in the

Indonesian tourism industry. However, several things must be done and improved, supported by the Governor's Decree, which stipulates that Bangkalan Regency will become a halal tourism destination in Madura. This also requires commitment and cooperation from community leaders and Kyai from regional leaders to achieve it (Faraby, 2021). Halal Tourism Development in Gampong Ujong Muloh, Indra Jaya District, depends on facilities and public awareness. If one is impossible or inadequate, it will impact halal tourism in Gampong Ujong Muloh (Safitri et al., 2023). The perceptions and readiness of the hotel and restaurant business towards Halal Tourism Development in the Lake Toba area were assessed. The Lake Toba community also depends on farming, fishing, and business. As entrepreneurs of hotels and restaurants and managers of tourist attractions, the community plays an important role in Lake Toba tourism. Although Lake Toba is intended to be one of the Halal Tourism destinations in Indonesia, many people, especially tourism managers around Lake Toba, reject it. The community rejected it because they thought it was against the customs and Batak culture that had existed for a long time (Sidabutar & Octaviany, 2024). External factors such as natural potential, culture and local culture, community friendliness, accessibility, facilities, and price are the strengths of Samosir Halal Tourism Village development. Weaknesses are professional human resources, supporting infrastructure, digital promotion, financial support, community participation, and stakeholder coordination (Haikal et al., 2024). Throughout the world, Indonesia has the largest Muslim population. According to the Indonesia Muslim Travel Index 2019, Lombok is an Indonesian regional destination selected as the "World's Best Halal Tourism Destination" out of ten other halal destinations in Indonesia. To develop Halal Tourism in Indonesia, the following elements can be used: family-friendly destination development, provision of Muslim-friendly services and facilities, halal awareness, and destination marketing programs that can be optimized by utilizing the smart tourism concept, which leverages elements of information, interaction, and personalization for Muslim travelers (Ferdiansyah et al., 2020).

For the last five years, the Ministry of Tourism of the Republic of Indonesia has prioritized the development of Halal Tourism in Indonesia. According to GMTI 2019 data, it is estimated that the number of Muslim Travelers (*wislim*) will reach 230 million worldwide by 2030. In addition, Indonesia's Halal Tourism market grew by 18% in 2018, and 2.8 million overseas Muslim Travelers visited Indonesia's top Halal Tourism Destinations, generating more than 40 trillion rupiah in foreign exchange. East Java is one of the regions rich in Halal Tourism Destinations that has the potential to develop and become the main destination for local and foreign tourists. With most of the population being Muslim, the road to get there seems smooth. However, the development of Halal Maritime Tourism in East Java has not reached the expected level and is even far from its potential (F. A. Rahman, 2023). Jombang Regency is between the main routes connecting Surabaya and Madiun in East Java. Jombang has many natural and religious tourism locations. In addition, this tourism should be expanded using an application called "Jombang Halal Tourism," which provides information about facilities, prices, and Sharia tourism. This application is expected to increase the value of Jombang Tourism (Fitriana, 2019).

This research seeks to reveal the perceptions and support of Muslim communities in Indonesia, especially on Madura Island. These destinations refer to GMTI standards and consist of Aceh, Riau and Riau Islands, West Sumatra, DKI Jakarta, West Java, Central Java, Yogyakarta, East Java (Malang Raya), Lombok, and South Sulawesi (Makassar and surrounding areas). Because the Government has been promoting Tourism Development for the last 5 years. However, on Madura Island, a Muslim-majority population, awareness of marine halal tourism is still not built. According to the community around the tour, they agree that if this tour is developed and some updates are quite effective, especially in the facilities such as toilets, prayer rooms, playgrounds, etc., the main factor is the limited income of funds. Halal Tourism in Indonesia has greater economic potential as a source of state budget revenue, as is the case in East Java Province. Several tourist attractions in East Java have launched halal tourism programs, resulting in increased tourist visits and great prospects for developing marine halal tourism. East Java has the second largest population in Indonesia after West Java and has more Islamic boarding schools than West Java (F. L. Nisa, 2022). The community expects many things from the development of Halal Maritime Tourism, such as providing tourist facilities and asking the city government to establish regulations governing Halal Tourism (Ismanto & Madusari, 2020). To achieve this goal, the

author will explain the results of field research on "perceptions and support of the Muslim community for the development of halal maritime tourism in Madura."

RESEARCH METHOD

Material

The materials used in this research are taken from the results of interviews and observations, in the form of interview notes that have been conducted by researchers to informants, audio recordings, field notes such as seeing the condition of tourist attractions, as well as observing the situation at tourist attractions such as observing visitors coming, taking photos together, children playing, tourists shopping, and visitors also enjoying halal food and drinks.

Methods

The method used to solve problems in the perception and support of Muslim communities towards halal tourism is carried out in several stages of problem-solving, including observation, problem formulation, data collection, analysis, and conclusions.

1. Observation

Observation is done by looking directly at the perception and support of the Muslim community towards the development of marine halal tourism in Indonesia, including the perception of halal tourism, community support, and monitoring and evaluation. In this case, researchers made direct observations by looking at the state and development of marine tourism on the island of Madura.

2. Interview

Interviews were conducted directly with the head of the tourism office, tourism coordinator, head of *pokdarwis*, manager, visitors, vendors, and surrounding residents regarding tourism to be researched by analyzing and describing findings in the field. Interviews are conducted based on a list prepared with various questions according to the situation at the time of the interview. Researchers chose these informants because this research is related to the development of halal maritime tourism, especially on Madura Island.

3. Documentation

Documentation is done by collecting data from several informants who have been interviewed.

Data Analysis

Data analysis is carried out after all existing data has been collected and obtained through interviews, observations, and documentation. Data analysis using descriptive qualitative to determine the perception and support of Muslim communities towards marine halal tourism in Indonesia.

RESULT AND DISCUSSION

Muslim Community Perceptions of Halal Maritime Tourism

The perception of the Muslim community towards marine halal tourism in Madura is quite positive and accepts the presence of marine halal tourism in their place. This was revealed by Mohammad Hasim, manager of Camplong Beach Tourism, Sampang Regency, Madura. According to him, marine halal tourism has occurred in the tourist attractions he manages.

"I think halal tourism depends on us or the surrounding community. So, I think here, too, what does it mean that there is a mosque? I think it is Islamic here; there is no uncovering. Alhamdulillah, for almost 30 years we have been here, no one has exposed their aurat when traveling." (Interview with Mohammad Hasim in Sampang, Madura, 2024).

Herman Suryansyah, manager of Lombang Beach Tourism, Sumenep Regency, Madura, stated the same thing. He says nothing has become an arena for immorality so far in Sumenep, especially in the beach area. Both visitors and managers still maintain manners when traveling, no one opens the *aurat*, and no one gets drunk or drinks alcohol when traveling to Lombang Beach.

"Alhamdulillah, Sumenep is strong with its eastern customs. If there is a free sale of drinks in Bali or Sumenep, thankfully, there is none. So, for tourism, it is just a matter of choosing; it is free, but

in Sumenep, there are restrictions on eastern customs that limit clothing and do not drink alcohol." (Interview with Herman Suryansyah in Lombang, Madura, 2024).

Eriyanto, Chairman of the Tourism Awareness Group, Talang Siring Beach, Pamekasan, Madura, said he agreed with marine halal tourism in his area. This will also erase the negative image of beach tourism, which has been identified as immoral. The marine halal tourism program will be able to change the negative image of tourism to a more positive one.

"Here in tourism, we have always had a negative connotation. This means that tourist attractions continue to be labeled as places for perverts or places to do things that are not. We want to change that. We here at Pokdarwis are actively mobilizing; if we are here, it is real, meaning that tourist attractions are not strange places. Halal marine tourism can drive a positive image of tourism on the beach here." (Interview with Eriyanto, Chairman of the Tourism Awareness Group in Pamekasan, Madura, 2024).

Muslim Community Support for Halal Maritime Tourism

Muslim communities in Madura support the existence of marine halal tourism in the coastal areas of Madura. This was conveyed by visitors to beach tourism in Sumenep Regency, Madura. This was conveyed by Lina, one of the visitors to Lombang Beach in Sumenep, Madura. Lina said she agreed and supported the existence of marine halal tourism in her area.

"Agreed, that's good. For those who are far away, not only from Sumenep, yes, from far away also from outside can be applied." (Interview with Lina, Lombang beach visitor, Sumenep, Madura, 2024).

Other people also stated the same thing, strongly agreeing that marine halal tourism exists in Madura. As conveyed by Riyadi, one of the visitors to Talang Siring Beach in Pamekasan, Madura. Riyadi fully supports marine halal tourism in Pamekasan because it will make the traveling atmosphere more comfortable. Besides being happy, no one will commit immorality in tourist attractions.

"The point is, don't let the children's playgrounds be used as indiscriminate places. The manager must be able to be picky in providing services to visitors; for example, if they are not polite, they are not allowed to enter so that there is no immorality in our tourist attractions." (Interview with Riyadi, Visitor of Talang Siring Beach in Pamekasan, Madura, 2024).

Another beach tourism visitor, Firdaus, who regularly travels to Camplong Beach tourist sites in Sampang, Madura, also stated that he supports marine halal tourism. That way, it will be expected to increase tourist visits to the beach area, increasing the welfare of traders around the beach tourist sites.

"It is possible. Yes, implement it by making it more beautiful, comfortable, cool, coupled with music events and the welfare of sellers." (Interview with Firdaus, Visitor of Camplong Beach in Sampang, Madura, 2024).

So, support from the community can be an attraction for tourists who visit the Marine Halal Tourism location. This support also requires security to be maintained and maintained so that it can make tourism popular in the Muslim community. However, it is also seen from all Muslim communities that they must be friendly and still respect other religions. This can increase the thick customs in Islam so that all visitors view Halal Bahari Tourism very well. By supporting Halal Maritime Tourism, the Community has made a safe, comfortable, and relaxing place for Muslim Travelers. In addition, this support aims to increase the Community's Awareness of the importance of applying Islamic values in everything, such as running a business and working as a Tourist waiter.

Inputs on Marine Halal Tourism on the island of Madura are encouraged to be maintained and monitored, especially when foreign tourists are entering the island of Madura to be warned to wear closed clothes to look polite. Halal Bahari Tourism is also seen in special children's toy facilities for swimming so that they feel comfortable traveling and in terms of service to visitors to make them feel more comfortable. In addition, Halal Bahari Tourism must also be seen from the cleanliness of the tourism area so that it remains beautiful and good to be seen by visitors who come. To achieve this, Marine Halal Tourism must consider fairness and equality for all parties, including local communities, tourism workers, and local businesses. In addition, Natural and Cultural Resources must be managed sustainably.

The Mastercard Crescent Rating Global Muslim Travel Index (GMTI) 2018 shows that Indonesia is ranked second as a Halal Tourism destination worldwide this year. The study also shows that the

Muslim travel market will continue to grow. Fazal Bahardeen, CEO of CrescentRating and HalalTrip, estimates that the Halal Tourism market will reach US\$ 220 billion by 2020. This market is projected to grow, especially in Asia, and could reach US\$ 300 billion by 2026 (Rahmi, 2022). From these data, Halal Tourism has many opportunities and excellent prospects for development. It is a very important industry to improve. If it meets the requirements of Halal Tourism and is Muslim-friendly, Indonesia will become one of the choices for Halal Maritime Tourism. The number of foreign Muslim tourists in Indonesia increased by an average of 18 percent from 2015 to 2017, from 2 million (2015), 2.4 million (2016), and 2.7 million (2017), according to data from the Ministry of Tourism. In addition, the Ministry of Tourism reported that thirteen Provinces, namely Aceh, West Sumatra, Banten, Riau, Lampung, DKI Jakarta, West Java, Yogyakarta, East Java, Central Java, South Sulawesi, West Nusa Tenggara (NTB), and Bali, have developed the capacity to become Halal Destinations (Fadhlan & Subakti, 2022).

Madura, as an area that has a Muslim Majority Population, has Marine Halal Tourism Potential that is good enough to be developed. As found in 3 regencies on the island of Madura, the condition of Halal Bahari Tourism there is unique, and several facilities are still suitable for use, such as worship facilities, toilets, bathrooms, restaurants, and playgrounds. In this case, it can open job opportunities. For example, the price of food and drinks at tourist attractions also changes, benefiting merchants and workers, such as entrance ticket sellers, security guards, garbage managers, etc. This is also not limited to building Halal Tourism, increasing the local economy and income. In addition, it can also improve the economy. In terms of community income, the increase in tourism will certainly have an impact, especially with the increase in visitors. related to the emergence of other industries around the tourism location, such as inns or homestays managed by the surrounding community. When more and more people go to Sharia tourist attractions, there will be opportunities for the movement of the Tourism Sector. This will impact the local economy by creating new jobs, encouraging local businesses, and increasing local revenue (Nasrulloh et al., 2023).

According to the Big Indonesian Dictionary, "*perception*" means the direct response (reception) of something or the process of someone knowing some things through their five senses (Kemendikbud RI, 2023). Perception perception is a way of looking at something or understanding the results of processed thinking power called perception. Perception is related to external factors that are responded to through the five senses, memory, and mental power (A. H. Nisa et al., 2023). This study shows that people's perceptions of Marine Halal Tourism Destinations on the island of Madura are very positive, especially if they comply with Islamic Sharia and offer additional value. This shows that people's perceptions of Halal Maritime Tourism destinations are very important and influence tourists' decisions to visit tourist sites.

In this perception, the Ministry of Tourism and Business should improve the public's understanding of Halal Maritime Tourism sites. The surrounding community will have the opportunity to develop tourism in various fields, such as transportation, property, restaurants, souvenirs, arts, etc., to attract Tourists or Visitors from various regions, both within the province and outside the province, even to foreign regions such as the Middle East and other areas where the majority of the population is Muslim (Rosita et al., 2023). It is proven that Travelers' Perception is positively correlated with the decision to visit a Halal Tourism venue; in other words, the better the Travelers' Perception, the more likely they will visit the venue so that this Marine Halal Tourism can be developed properly in the future (Cupian et al., 2023).

Community support for Marine Halal Tourism is very important in the development of Marine Halal Tourism in Indonesia. The community has a key role in the tourism program set by the government. Community control and support are factors in its success. Halal marine tourism, by Islamic principles, requires community support to improve the quality of the tourism experience and community welfare. In this case, Community Support for Marine Halal Tourism is a significant factor in increasing Marine Halal Tourism Growth. In this case, it can also improve the economy of residents so that it is not difficult to find employment.

In its support, Halal Maritime Tourism can influence Positive Support in the Development of Halal Maritime Tourism, which is very important to increase tourism in the Madura Island area. With Government support, Tourism Development will run well because it has received assistance or support from the local government (Siregar et al., 2023). In this case, the government is expected to provide

monetary and non-material support, such as priority tourist destinations, regular programs, and tourism promotion outside Madura (Hidayat & Dzulkarnain, 2024). Most informants believe the local government can lead all stakeholders in Madura Island's halal maritime tourism area.

In Indonesia, Halal Maritime Tourism is highly favored by the public, especially on the island of Madura, where most of the population is Muslim and is filled with Islamic boarding schools and Kyai. They agree with the Marine Halal Tourism idea and believe its development is very important. With many Indonesians being Muslim, there is a high likelihood that they will support the development of halal tourism that follows Sharia principles. Residents have an important role to play in managing the Halal Bahari Tourism Village, especially as most of the island's population are Muslims and follow the teachings of Islam daily. It should not be difficult to incorporate the concept of Halal Tourism into a Tourism Village, so that it can help sustainable Tourism Growth, which positively impacts the surrounding community, including the Economy (Nasrulloh et al., 2023). The regional economy will be greatly influenced by an increase in the tourism sector, which will enable the growth of local businesses, the creation of new jobs, and the development of new businesses, as well as employment and income diversification. This shows that the Tourism Sector and the Economy are strongly linked. Most people believe tourism can be a strong, crisis-proof, and easy-to-develop Economic driver. Moreover, tourism, especially Sharia Tourism, has the potential to help overall economic growth.

When traveling, traders around the tourist area and visitors must follow the rules and regulations of Islamic Sharia. Tourists are expected to maintain politeness and friendliness and should not speak harshly in front of everyone. According to Law No.10 of the Year 2009 on Tourism in Article 25, paragraphs 3-4, every tourist must maintain environmental order and security and prevent all acts that violate decency and activities that violate the law. The merchants who sell around also have a Code of Conduct according to the recommendations of the tourism manager, such as neat arrangements, not littering, serving visitors when they want to buy a product, and so on. According to Law No.10 of 2009 concerning Tourism in Article 26, paragraph 7, Tourism entrepreneurs must prioritize the use of local community products and domestic products and provide opportunities for local labor. This means that we, as Madurese people, must introduce our local products to be more famous to others. Such as Madurese specialties and local products such as *Keris*, *Clurit*, *Odheng*, and *Batik* Shirts managed by the Madurese themselves; this is also very influential for foreign tourists visiting to know the typical products on Madura Island.

In addition, another form of support is that local communities and *Pokdarwis* who contribute to building tourism must also maintain it so that it is well maintained, such as Sharia Hotels, facilities must follow Sharia principles, especially in terms of products or menus served. This also applies to ancillary facilities, such as bedrooms, clean and sanitized floors, bathrooms that comply with Sharia requirements, and the provision of clean, pure, and purifying water, not replaced by tissue for washing tools (Rosadi, 2023). Muslim Friendly Tourism not only prioritizes clean, healthy, safe, and comfortable tourist attractions but also offers services that help travelers find places of worship, halal or Haram-free food, Halal Souvenirs, and family-friendly Sharia Hotels and Lodgings (Febrianty & Rulindo, 2024). If the quality and service of tourist attractions continue to be improved, it will positively impact the tour. By improving the quality and service, the tour will have a good image in visitors' eyes (Sari et al., 2024).

In their input, the community suggested that the clothes used when visiting tourist sites should cover the *aurat*, which means not showing the body, clothes should not be tight, clothes should be by Islamic Sharia and not contain elements prohibited by Religion. This can greatly influence the surrounding community to maintain dress ethics properly and correctly. The way people dress shows a victory on the island of Madura because most of the population is Muslim, and it is filled with Islamic boarding schools. In addition, this can encourage the growth of halal maritime tourism on Madura Island because this type of Tourism can prioritize Islamic Principles in every aspect of its life and ethics in the way it looks at others (Siregar et al., 2023). Tourism managers need to increase the number of trash bins with attractive displays, such as images of various motifs that differ from other tours (Indriani et al., 2023). In addition, special officers are needed for tourism cleaners, especially in the local community, so this tourist attraction can benefit the local community. So, waste can also reduce the risk of natural disasters such as heavy rain; many piles of waste in rivers and coastal areas will cause flooding if not immediately planned.

In terms of Tourism, Tourism is very important for the development of a region because it improves the economy and welfare of the community. Bima Regency, an attractive tourism destination in Indonesia, faces many challenges and opportunities when managing the Tourism sector. These challenges include natural and cultural resource management, infrastructure development, and local community empowerment (Akhyar & Syarif, 2024). To develop Human Resources in the Tourism Sector, the Bulukumba District Government uses an inclusive approach that involves the Community as a key stakeholder. In addition, tourism development highlights the importance of involving Local Communities in the decision-making process, planning, and implementation of tourism programs (Ahmad et al., 2024). Thus, the prospects for developing Halal Maritime Tourism on the island of Madura are positive and good. Therefore, the government is challenged to seriously involve the public in Marine Halal Tourism Development and as the main person in charge of development.

So, the hope for Halal Maritime Tourism's future development on Madura's island is based on local wisdom. So that Tourism Development will still get support from the community. Community support will be the government's main capital in building the tourism sector, such as marine tourism in the Sumenep District. In addition to playing an important role in building a friendly and inclusive culture of Halal Maritime Tourism, the community also serves as ambassadors who promote Indonesian Halal Maritime Tourism to the Global level. As seen in Menggoro Tourism Village, many parties must support the idea of Halal Maritime Tourism, including the village, regional, and central governments, which are responsible for determining how the development of Halal Maritime Tourism can improve the welfare of the local community and preserve the environment and culture (Deliana, 2023). With Community Support, Halal Maritime Tourism in Indonesia has great potential to become one of the leading sectors that can benefit all levels of society.

Implementing marine halal tourism depends on the acceptance and support of the surrounding community because of its emancipative nature. Thus, local communities are important in planning, monitoring, and implementing halal tourism. The local community has the same importance as the government both at the village and regional levels, and the private sector is one of the stakeholders in implementing the Halal Bahari Tourism Village concept. Marine Halal Tourism is now in high demand by the public along with the increase in knowledge about Halal Tourism, religious sensitivity, and the number of Muslim Travelers, which opens opportunities for the Tourism industry (Mahqdalena & Razali, 2023). So, this support is motivated by the Positive Perception of Muslim Communities on Madura Island towards Tourism Development. They consider that Halal Maritime Tourism is more in line with the culture and beliefs of the Muslim community, for example, in the context of dress and clothing, which is not too open. That's why people on the island of Madura are very supportive. The support comes from culture and the belief that Halal Maritime Tourism will be by their religion and culture.

CONCLUSION

Muslim communities, especially in the Madura region, perceive marine halal tourism positively. Because marine halal tourism will reduce or be able to erase the negative image of beach tourism in Madura. In addition to having a positive perception, they also support the existence of marine halal tourism, hoping that it can provide comfort for visitors and improve the welfare of traders and communities around tourism. Practically, this research can be used to make marine halal tourism program policies in the Madura region, both by the Ministry of Tourism of the Republic of Indonesia and the district Government in Madura. This research has limitations on the research location in the Madura area only, so, in the future, further research needs to be done on a wider scale, namely on a scale throughout Indonesia.

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