



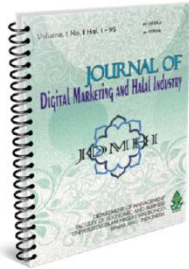
Strategy to Strengthen Halal Tourism

**Azella Nosih Octavia¹, Muhammad Sri Wahyudi Suliswanto^{2*},
Muhammad Firmansyah³**

^{1,2,3}*Universitas Muhammadiyah Malang, Indonesia*

²*International Islamic University Malaysia*

ARTICLE INFO



Article history:

Received 4 June 2023

Accepted 26 October 2023

Published 30 December 2023

Keywords:

Halal tourism, SWOT,
Tenggalek

ABSTRACT

Java Province has many natural tourist attractions, especially in Tenggalek Regency. In Indonesia, the development of tourism with a halal concept is becoming a trend. Several tourist attractions are competing to create or change their tourist attractions into halal tourism so that Muslim tourists who come to visit feel safer. This study aimed to determine the critical aspects of developing halal tourism in Tenggalek Regency. This research method is qualitative, using SWOT analysis. The results of this study indicate that the potential for natural beauty in Tenggalek Regency is an aspect that can positively impact the strengthening of halal tourism and increase regional income because of the many existing opportunities. Strengthening halal tourism in Tenggalek Regency is in quadrant 1, namely in the strengths and weaknesses (SO) strategy, so that strategies to increase visitor attraction can be carried out by improving the quality of tourism by utilizing existing opportunities. Overall, this study provides a strategic framework for the development of halal tourism in Tenggalek Regency, which has broad implications for economic growth, cultural expansion, infrastructure development, stakeholder collaboration, and policy planning.

Introduction

Indonesia is a developing country with diverse ethnic and cultural diversity and abundant resources. Each region can utilize, manage, and develop existing regional resources. Indonesia has the potential for natural beauty

that can be used as an object of economic growth activities, namely through tourism. The tourism sector in Indonesia is a growing and developing industrial sector (Alyani, 2020; Puspitasari, 2011; Rafa'al, 2017; Rizkhi, 2016). A region's economic sector can be created through sectors that have potential as production activities, one of which is through the tourism sector. Although the tourism

* Corresponding author. email: ms_wahyudi@umm.ac.id
DOI: <http://dx.doi.org/10.21580/jdmhi.2024.6.1.16938>

sector is not the most significant contributor to Regional Original Income, it has the potential to help increase it. Regional original income plays a vital role in supporting regional development financing. Increasing regional original income will strengthen regional financial capabilities by utilizing each region's potential. (Herpiana, 2021; Maya, 2018; Pradikta, 2013)

Indonesia has a variety of tourist attractions spread across various regions, one of which is in Java Province, which has many natural tourist destinations, especially in Trenggalek Regency. Trenggalek Regency is one of the regencies in East Java Province that has many tourism objects and quite good tourism potential, especially tourism that favors its natural beauty. This situation is due to the geographical location of Trenggalek Regency, which is in mountainous and coastal areas. Trenggalek Regency has several interesting natural attractions, including beaches, waterfalls, caves, and mangrove forests that coincide in Watulimo District. The population of Trenggalek Regency itself is 734,888 people, and the majority of the population adheres to Islam, so this is one of the supporting factors for the creation of Halal Tourism in Trenggalek Regency (*BPS Kabupaten Trenggalek Dalam Angka*, 2022).

Halal tourism is part of the industry based on Islamic principles and is aimed at Muslim tourists (Mahardika, 2020; Palupi et al., 2017; Surur Fadhil, 2020). Halal tourism is a new

tourism concept that has developed today. The Ministry of Tourism is still developing halal tourism as a national program in Indonesia. The Ministry of Tourism has designated 15 provinces to develop leading Muslim tourist destinations to accelerate halal tourism. The tourism ministry gives the 15 provinces autonomy to manage tourism potential in their regions (Ferdiansyah, 2020; Pratiwi, 2018). With the tourism ministry granting autonomy, the 15 provinces are expected to be able to develop existing halal tourism potential and create attractions in their respective provinces.

In Indonesia, the development of tourism with the concept of halal is becoming a trend, and several tourist attractions are competing to create or change their tourist attractions into halal tourism so that Muslim tourists who visit will feel safer. In this case, it can be seen that halal tourism is dominated by people who adhere to Islam. Trenggalek Regency has an internal and external environment that can be developed into halal tourism. Trenggalek Regency was chosen as the research object because the location has worthy natural potential and can be created. Trenggalek Regency has also begun to apply the principles of halal tourism in its tourism activities, such as trading halal food and drinks and the availability of facilities for worship, such as mosques/prayer rooms that are safe and comfortable.

Tabel 1.

Data on Tourism Object Visitors in Trenggalek Regency in 2017-2022

Destination	2017	2018	2019	2020	2021	2022
Pantai Karanggongso	436.474	434.445	368.948	180.362	97.953	238.786
Gua Lowo	28.062	48.349	25.641	5.592	5.881	13.381
Hutan Mangrove				8.380	6.389	18.048

Source: Tourism and Culture Office of Trenggalek

The number of visitors to Kranggongso Beach is higher than other tourist attractions such as Lowo Cave and Mangrove Forest in Trenggalek Regency. This is due to the lack of tourist attractions, but it can be estimated that the number of visitors has the potential to increase with the opening of the Southern Cross route, which is still in process. Therefore, contributions from the regional government and related parties around the location are needed to develop tourism in Trenggalek regency and attract more local and foreign tourists.

It can be concluded that the term halal tourism, namely tourism that wants to provide tourist services and facilities to Muslim tourists that can also be enjoyed by non-Muslim tourists, where at least three basic needs in Muslim tourists, namely the existence of adequate worship facilities and services, a friendly residence for Muslim tourists (sharia hotels), food and beverages with halal guarantees through certification of certain bodies that have the authority to do that, as well as tourist destinations such as natural, cultural, artificial tourism equipped with facilities or infrastructure for worship, such as the existence of mosques or prayer rooms around tourist attractions (Mirfa, 2019; Nuraini, 2019; Rahmi, 2020; Subarkah, 2018).

When viewed from previous studies that have been conducted studies from sharing aspects that discuss the development of halal tourism in East Java, such as research from Nisa (2022), entitled Development of Halal Tourism in East Java with the Concept of Smart Tourism, with the study showing that halal tourism's potential in East Java is promising but needs to be improved by always remembering Islamic values and expecting comfort and tranquility

in East Java, along the way, the second research Priyono (2018), Entitled Halal Tourism Opportunities and Challenges In East Java with the results of research that halal tourism in East Java has the potential to be developed but still needs to be improved in the promotion and branding of halal tourism in East Java, as well as the lack of human resources who are experts in halal tourism. The third research from Jannah (2021) study Management of Halal Tourism Development Strategies in Jombang (Study on the Tomb of Kh. Abdul Wahab Hasbullah), states that religious tourism at the Tomb of KH Abdul Wahab Hasbullah, which is in Jombang, is at a suboptimal point due to less-than-optimal tourism management.

Compared to previous studies, this study is more directed at aspects that need to be strengthened in the development of halal tourism in Trenggalek Regency due to the lack of halal-certified facilities or infrastructure. As is known, Trenggalek Regency is one of the potential areas in the tourism sector and supports halal tourism programs (Fatin et al., 2024). The Regent of Trenggalek Regency in the 2021-2026 Regional Medium-Term Development Planning Meeting (Musrenbang RPJMD) of Trenggalek Regency said that one of his main goals was to revive the tourism sector to attract local and international tourists. This is done by strengthening the brand image of Trenggalek Regency as a halal tourism destination by providing maximum comfort for Muslim tourists, as well as strengthening the promotion and introduction strategy for tourist destinations in Trenggalek Regency so that they are better known and attract more tourists to visit. To analyze the plan for strengthening halal tourism in Trenggalek Regency, the SWOT (Strengths, Weaknesses, Opportunities,

Threats) analysis approach is used. SWOT analysis was chosen because this analysis is a strategic planning tool used to identify and evaluate Strengths, Weaknesses, Opportunities, and Threats in realizing halal tourism in Trenggalek Regency.

Literature Review

Halal is a term derived from Arabic, meaning something permitted. The context of halal refers to things in various aspects of life that are allowed, legitimate, and following religious teachings. Conversely, something that is not allowed and prohibited is called haram. Halal tourism is every object or action permitted according to Islamic teachings to be used or carried out by Muslims in the tourism industry (Battour & Ismail, 2016). In terms of tourism, it is explained that halal tourism is formed based on Islamic principles, where its products and services follow Islamic values (Mohsin et al., 2016). Halal tourism is currently one of the market segments with tremendous and rapid growth and development potential in the future (Sánchez & Moral, 2019). During tourism activities, Muslims want to obey God's will or things that are not permitted by Islamic rules. Therefore, halal, Islamic, or Muslim-friendly tourism reflects this desire and passion in the tourism industry (Wingett & Turnbull, 2017). Mohsin et al (2016) identified the main things to consider in implementing halal tourism: providing halal food, worship facilities, prayer equipment, toilets with running water, public facilities, private recreational services with gender separation, and avoiding non-halal activities. Boğan & Sarıışık (2019) shows that in creating halal tourism, an approach is needed that includes the idea that all types of tourism must follow Islamic principles and rules to get

a halal label. Tourism does not only cover the accommodation aspect but also contains many other activities, including traveling, entertainment, rest, participating in activities, and feeling happy. Therefore, a comprehensive concept evaluation is needed from various dimensions in creating halal tourism.

Research conducted by Hadi & Al-Asy Ari (2017) entitled Study of the Potential and Development Strategy of Sharia Beach Tourism (Santen Island Study, Banyuwangi Regency) shows that shari'ah tourism destinations represented by Banyuwangi have many potentials that can be developed, one of which is sharia beach tourism on Santen Island which turns out that its formation only involves the community and local government without central government assistance.

Research Rostiyati (2013) entitled Tourism Potential in Lampung and Its Development Using SWOT Analysis Method shows that Lampung Province has considerable tourism potential because it has complete tourist objects and attractions, namely natural, historical, and cultural. Research from Nisa (2022) The article "Development of Halal Tourism in East Java with the Concept of Smart Tourism" shows that halal tourism in East Java has promising potential but needs to be improved by always remembering Islamic values and expecting comfort and tranquility.

Research from Priyono (2018) The report, Opportunities and Challenges of Halal Tourism in East Java, shows that halal tourism in East Java has the potential to be developed but still needs to be improved in terms of promotion and branding. It also highlights the lack of human resources who are experts in halal tourism. Further research from Jannah (2021), Management Strategy for Halal

Tourism Development in Jombang (Study at the Tomb of Kh. Abdul Wahab Hasbullah) states that religious tourism is at the Tomb of KH. Abdul Wahab Hasbullah, who is in Jombang, is at a suboptimal point due to suboptimal tourism management.

Method, Data, and Analysis

The method used in this study is qualitative. This study involved 35 respondents who were or had visited the tourist location. Trenggalek Regency has an environment consisting of internal and external factors that can be developed into halal tourism. Internal environmental factors include strengths and weaknesses, while external factors concern opportunities and threats. This study surveyed 3 (three) locations, namely Karanggongso Beach, Mangrove Forest Tourism, and Goa Lowo Tourism. The research objects were selected because these locations have feasible natural potential and can be developed in the Trenggalek Regency. Thus, it is expected to be able to increase the interest of local and international tourists, which continues to grow.

To analyze the strategy for strengthening halal tourism in Trenggalek Regency, the SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis approach was used. SWOT analysis was chosen because this analysis is a strategic and comprehensive planning tool used to identify and evaluate the Strengths, Weaknesses, Opportunities, and Threats associated with a business or project. This serves as a framework for understanding internal and external factors that influence the ability to achieve goals and efforts to develop halal tourism in Tranggalek Regency.

SO (Strengths-Opportunity) strategy is created

by utilizing internal strengths to seize existing opportunities. WO (Weakness-Opportunity) strategy is a strategy that aims to minimize weaknesses by utilizing existing opportunities. ST (Strengths-Threats) strategy is a strategy that utilizes strengths to reduce and overcome existing threats. The WT (Weakness-Threats) strategy reduces existing weaknesses and avoids threats.

Identification of Internal and External Factors

Strengths

The tourist environment is well maintained, and the distance between tourist locations is not too far. Its uniqueness and beauty make it worth visiting, as well as security and comfort. There are clean places of worship (mosques/prayer rooms).

Weaknesses

The promotion of halal tourism objects via the internet and social media is less than optimal; not all restaurants have halal certification from the MUI, minimal human resources in maximizing halal tourism management, and minimal education from the government and tourism officers about the concept of halal tourism, minimal internet network at tourist locations.

Opportunities

Accessible roads can help increase regional income, get government support in developing halal tourism, increase the income and economy of the surrounding community, and support the development of transportation service providers.

Threats

Many tourist attractions are competing to create the concept of halal tourism. Tourists

lack knowledge and understanding of this concept. They are far from public transportation centers. Tourists behave negatively, such as littering and scribbling on existing facilities. In tourist attractions, there is a threat of natural disasters that can occur at any time.

Internal and External Factor Analysis Using IFAS and EFAS

Internal and external strategic factor analysis processes strategic factors in the internal and external environment by assigning weight and ranking to each factor. IFAS and EFAS are analyses derived from SWOT analysis, which determine various internal and external factors in a company. According to the questionnaire results from visiting tourists, the results of SWOT analysis data management will show factors that describe the state of tourism in Trenggalek Regency. The data used in this study comes from primary data and secondary data. Primary data is data taken directly in the field, where the data is obtained from the Tourism and Culture Office of Trenggalek Regency, in addition to being taken through methods such as: 1). Data collection through field research using a questionnaire of 20 questions. 2). Observations were conducted by visiting research locations, including the Tourism and Culture Office of Trenggalek Regency, Karanggoso Beach Tourism, Goa Lowo Tourism, and Mangrove Forest Tourism.

While secondary data is data obtained from supporting sources, these supporting sources come from books, journals, and articles about Halal Tourism. Furthermore, the data is processed and analyzed to answer research problems, solve real problems, and collect precise data or information that will be compiled and analyzed.

Result and Discussion

The implementation of halal tourism in Trenggalek has the potential to support the development of the economic sector in Trenggalek Regency. Therefore, halal tourism is developed by prioritizing Islamic culture and values as tourist destinations. Trenggalek Regency can be said to be ready to organize halal tourism because most of Trenggalek's population is Muslim. Table 2 identifies internal factors that can be developed to realize halal tourism. Environmental aspects and public facilities can be decisive factors in this process. In addition, the promotion aspect is a weakness, so it needs to be considered.

Table 2.

Internal Factors

Internal Factors	Rating Value)	Status
The environment and attractions are maintained cleanly and well	4	Strength
The distance between tourist sites is not too far	4	Strength
It has its uniqueness and beauty that is worth visiting	5	Strength
It has safety and comfort so it is worth to visit	4	Strength
There are clean facilities for places of worship (mosque/musholla)	3	Strength
Less than optimal promotion of halal tourism objects through social media	3	Debilitation
Not all restaurants/restaurants have halal certification from MUI	3	Debilitation
There are no sharia hotel facilities around tourist attractions	2	Debilitation

Lack of education from the government and tourism officials regarding the concept of halal tourism	3	Debilitation	concept of halal tourism		
Lack of internet network at tourist sites	2	Debilitation	Away from public transport hubs	2	Threat
			There are negative behaviors from tourists, such as littering and doodling existing facilities	2	Threat
			At tourist sites, there is a threat of natural disasters that can occur at any time	3	Threat

Table 3 identifies external factors that can be developed to realize halal tourism. Several aspects, such as accessibility, government support, economy, and transportation services, can be opportunities for realizing halal tourism. In addition, aspects of competition, insight into halal tourism, the distance from public transportation, and community behavior are weaknesses in realizing halal tourism, so they need to be considered.

Table 3.

External Factor

External factors	Rating Value	Status
Easy road access	4	Chance
Can increase regional income	3	Chance
Having support from the government in developing halal tourism	4	Chance
Can increase the income and economy of the surrounding community	4	Chance
Supporting the development of transportation service providers	4	Chance
Several tourist attractions are competing to create the concept of halal tourism	2	Threat
The lack of knowledge and understanding of tourists about the	2	Threat

Based on the analysis of internal strategic factors, external factors can be used to determine the factors that include weaknesses, opportunities, and threats. The following is a table of score calculations on internal factors and external factors in tourism in Trenggalek Regency. The value of the number of weights must be 1, then the weight comes from 1 divided by the sum of the elements of strength/weakness/opportunity/threat and then subtracted by the percentage value of observations. Furthermore, the rating assessment is given based on:

- Rating 1: Bad
- Rating 2: Enough
- Rating 3: Okay
- Rating 4: Good
- Rating 5 : Excellent:

Table 4.

IFAS Factor Score Value

Strengths	Weight	Rating	Score
The environment and attractions are maintained cleanly and well	0.18542274	4	0.7416910
The distance between tourist sites is not too far	0.18410175	4	0.7364070
It has its uniqueness and	0.1833333	5	0.9166667

beauty that is worth visiting			
It has safety and comfort so it is worth to visit	0.1870298	4	0.7481193
There are clean facilities for places of worship (mosque/musholla)	0.1859944	3	0.5579832
Sum	1		3.7008671

Table 5.

Weakness

Weakness	Weight	Rating	Score
Less than optimal promotion of halal tourism objects through the internet and social media	0.17084548	3	0.5125364
Not all restaurants/restaurants have halal certification from MUI	0.18410175	3	0.5523053
There are no sharia hotel facilities around tourist attractions	0.18542274	2	0.3708455
Lack of education from the government and tourism officials regarding the concept of halal tourism	0.18248687	3	0.5474606
Lack of internet network at tourist sites	0.17942387	2	0.3588477
Sum	1		2.3419955

Table 6.

EFAS Factor Score Value

Opportunity	Weight	Rating	Score
Easy road access	0.18542274	4	0.7416910
Can increase regional income	0.18410175	3	0.5523053
Having support from the government in developing halal tourism	0.18702983	4	0.7481193

Can increase the income and economy of the surrounding community	0.18410175	4	0.7364070
Supporting the development of transportation service providers	0.18599440	4	0.7439776
Sum	1		3.5225001

Table 7.

Threats

Threats	Weight	Rating	Score
Several tourist attractions are competing to create the concept of halal tourism	0.18542274	2	0.3708455
The lack of knowledge and understanding of tourists about the concept of halal tourism	0.18542274	2	0.3708455
Away from public transport hubs	0.17811816	2	0.3562363
There are negative behaviors from tourists, such as littering and doodling existing facilities	0.18477930	2	0.3695586
At tourist sites, there is a threat of natural disasters that	0.18542274	3	0.5562682

can occur at any time		
Sum	1	2.0237541

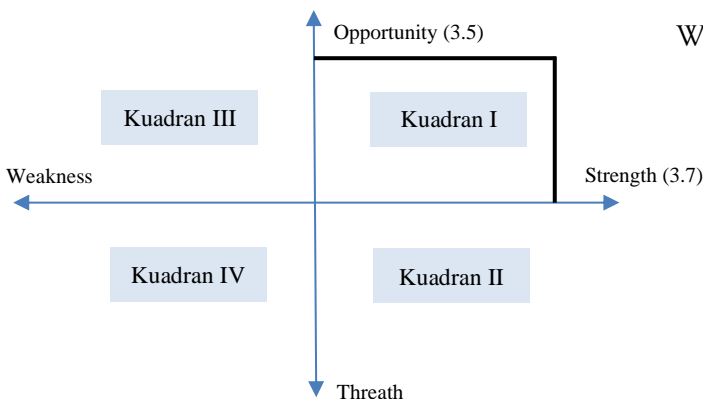
3. SWOT Matrix

The next step is to add up the total results of the IFAS and EFAS calculation tables above, then the score values are produced as follows:

1. IFAS Strength Factor (Strengths): 3.7008671
2. IFAS Factors of Weakness (Weakness): 2.3419955
3. EFAS Factors of Opportunity (Opportunity): 3.5225001
4. EFAS Threat Factors (Threats): 2.0237541

So, the strengths category shows a higher value than the weakness value category, with a difference of 1.3588716. Meanwhile, the opportunity value category shows a higher value than the threat value category, with a difference of 1.498746.

Figure 1.
SWOT Analysis Matrix



Based on the results of calculations and assessments in the SWOT analysis, the strategy for strengthening halal tourism in Trenggalek

Regency is in quadrant I, where Trenggalek Regency has competitive strength (with a value of 3.7) and has the opportunity to improve its competitive position (with a value of 3.5) in realizing halal tourism by implementing a progressive strategy. This strategy is carried out by maximizing advantages by looking at existing opportunities. Furthermore, based on the IFAS EFAS matrix analysis results, a SWOT matrix was prepared to analyze the formulations of strategies for strengthening halal tourism in Trenggalek. Some of the strategies produced through the SWOT analysis that have been carried out can be described as follows:

Strengths:

1. The environment and attractions are well maintained.
2. The distance between tourist sites is not too far.
3. It has its uniqueness and beauty that is worth visiting.
4. It is safe and comfortable, so it is worth visiting.
5. There are clean facilities for places of worship (mosques / musholla).

Weakness:

1. Less optimal promotion of halal tourism objects through the internet and social media.
2. Not all restaurants/restaurants have halal certification from MUI.
3. Lack of human resources in maximizing the management of Halal Tourism.
4. Lack of education regarding halal tourism from the government and tourism officials.
5. Lack of internet network at tourist sites.

Opportunity:

1. Easy road access.
2. Can help increase regional income.
3. Have support from the government in developing halal tourism.
4. Can increase the income and economy of the surrounding community.
5. Support the development of transportation service providers.

Threats:

1. Many tourist sites are competing to create the concept of halal tourism.
2. There is a lack of knowledge and understanding of tourists about the concept of halal tourism.
3. Far from public transport hubs.
4. There are negative behaviors from tourists, such as littering and doodling existing facilities.
5. At tourist sites, there is a threat of natural disasters that can occur at any time.

S-O (Strengths-Opportunity) Strategy:

1. Protecting the environment and improving infrastructure to support the development of halal tourism.
2. Add attraction rides and exciting photo spots that can attract visitors.
3. Increased cooperation between local governments, investors, and communities to develop tourist attractions.
4. Creating an atmosphere of Islamic nuances on the trip (playing religious music).
5. Create and manage better worship facilities.

W-O (Weakness-Opportunity) Strategy:

1. Increase promotion on social media regarding halal tourism in Trenggalek.
2. Make halal certification for food and beverages.

3. The lack of existing facilities and infrastructure makes the government support the construction and improvement of facilities.
4. Providing education to tourism actors about halal tourism.
5. Improve facilities in tourist places to increase the comfort of tourists.

S-T (Strengths-Threats) Strategy:

1. Creating the hallmark of tourism itself.
2. Providing education to tourists who visit about halal tourism.
3. Build small bus stops and work with local transportation providers.
4. Inform tourists and the public about the importance of cleanliness in Islamic values for mutual safety and comfort.
5. Create water catchment areas and greening to anticipate flooding.

W-T (Weakness-Threats) Strategy:

1. Increase information so it is not monotonous and less competitive.
2. Establish cooperation with the government to obtain halal logos and certifications.
3. Build facilities that are still not available.
4. Inviting the tourism-aware community to carry out social activities and education about halal tourism and the importance of maintaining cleanliness in tourist attractions.

Discussion

There are still many obstacles to strengthening and developing halal tourism. This is also revealed by research from **Wulandari & Indahsari (2021)** Which states that the development of halal tourism is still

experiencing several obstacles and challenges in various regions of Indonesia. Therefore, the right strategy is needed to strengthen halal tourism. Halal tourism in Trenggalek supports the idea that all restaurants follow Islamic law and have halal certification. This is in line with the research from Pratiwi (2018) which states that halal certification is one of the supporters of halal tourism because Muslim tourists tend to choose and trust products and services with halal logos. However, many restaurants still do not have halal certification. This is one of the weaknesses that must be addressed to strengthen halal tourism in Trenggalek Regency.

Preserving nature and the environment can also support the development of halal tourism. This is in line with the research from Fahham (2017) which states that Sharia tourism destinations are directed at efforts to realize public benefit, enlightenment, refreshment, and tranquility, maintain trust, security, and comfort, realize universal and inclusive goodness, and maintain cleanliness, nature preservation, sanitation, and the environment. In addition, creating the characteristics of the tourist destination itself can increase its attraction to tourists. This is in line with the research from Burnita (2021), which states that a good and exciting tourist attraction must have natural beauty, uniqueness, attractiveness, and facilities that support enjoyment.

The following strategy is to increase the introduction and promotion of tourist destinations on trending social media such as Instagram, TikTok, and Facebook about halal tourism. This is in line with the thinking of Sayekti (2019), which states that in marketing, the government develops marketing concepts based on destination, origin, and time. Then,

it is promoted through branding, advertising, and selling, as well as media development through endorsers, social media, and public media. This is related to halal tourist destinations. In order for tourists to be more comfortable when visiting, it must be equipped with adequate facilities, and facilities that are not yet available must be constructed, such as the addition of cellular telephone and internet networks at tourist sites. This is in line with the thinking of Marina et al. (2023), which states that a product development strategy can be done by building currently unavailable facilities while still based on sharia guidelines so that Muslim tourists feel more comfortable and safer when visiting.

Conclusion

This study uses SWOT analysis to create or find a strategy formulation for strengthening halal tourism in Trenggalek Regency. Based on the results of the analysis and discussion that have been carried out, it can be concluded that the potential for natural beauty in Trenggalek Regency is one of the potentials that can have a positive impact on Strengthening Halal Tourism in Trenggalek Regency and can also increase regional income because of the many opportunities that exist. Positive results were obtained based on the SWOT analysis involving the calculation of IFAS (strengths and weaknesses) and EFAS scores (opportunities and threats). This shows that strengthening halal tourism in Trenggalek Regency is in quadrant 1, which is between the strength and opportunity (SO) strategy. This strategy focuses on increasing tourist attraction by improving quality to exploit existing opportunities. There are still obstacles and shortcomings in efforts to strengthen halal tourism. Several inhibiting factors in the

strategy of enhancing halal tourism in Trenggalek are the lack of human resources and creativity in maximizing its management and the lack of internet networks at tourist locations.

The results of this study contribute to the theoretical understanding of halal tourism by exploring various dynamics in Trenggalek Regency, such as geographical factors, culture, and government regulations that influence the development of halal tourism. This study also provides a framework for analyzing what approaches can be applied to understanding various factors in the development of halal tourism. This study also shows that halal tourism can increase economic growth if supported by effective government policies in developing public facilities, accommodation, and other supporting systems to attract more tourists. The government can also build partnerships with business actors and the community to create a more cohesive and attractive tourism environment. In addition, this study highlights the importance of halal certification for business actors because the community has begun to be aware of the halal status of a good or service.

Suggestion

Based on the results of the SWOT analysis in the table above, several strategies can be carried out by the government so that halal tourism in Trenggalek Regency is always known and has its appeal, so several appropriate strategies are always needed to be able to develop halal tourism in Trenggalek Regency. Several strategies that the government can carry out are maintaining environmental sustainability and the beauty of nature and improving supporting facilities and infrastructure such as enjoyable game rides and photo spots, sharia-standard hotels, separate bathrooms/toilets for men and

women, and also internet networks for all operators so that tourists who visit feel more comfortable while traveling.

Furthermore, the government can conduct socialization with local restaurant owners or MSMEs to carry out halal and Thoyyiban certification; this activity requires cooperation and support from the Ministry of Tourism and the Majelis Ulama Indonesia (MUI) to be able to carry out Halal certification for local tourism actors. Increasing promotion and information on social media regarding Halal Tourism branding in Trenggalek Regency must also be done. This promotional activity relies not only on social media such as Instagram and Facebook but also through YouTube and TikTok content, which have recently become famous and very influential in promoting halal tourism in Trenggalek Regency. In addition to promotion, socialization to the surrounding community, business actors, and all parties related to this tourism activity about things that are prohibited and allowed in the halal tourism concept also needs to be done.

References

- Alyani, F. (2020). Pengaruh Jumlah Objek Wisata dan Jumlah Hotel Terhadap Pendapatan Asli Daerah (PAD) di Kabupaten/Kota Provinsi Sumatera Barat. *Jurnal Ecogen*, 3(2), 212. <https://doi.org/10.24036/jmpe.v3i2.8763>
- Battour, M., & Ismail, M. N. (2016). Halal tourism: Concepts, practises, challenges and future. *Tourism Management Perspectives*, 19, 150-154. <https://doi.org/10.1016/j.tmp.2015.12.008>
- Boğan, E., & Sarıışık, M. (2019). Halal tourism: conceptual and practical challenges. *Journal of Islamic Marketing*, 10(1), 87-96.

- <https://doi.org/10.1108/JIMA-06-2017-0066>
- BPS Kabupaten Trenggalek Dalam Angka. (2022).
- Burnita, T. (2021). Strategi Pengembangan Objek Wisata Halal Dalam Peningkatan Perekonomian Masyarakat (Studi pada Objek Wisata Barbate Aceh Barat). *Frontiers in Neuroscience*, 14(1), 1–13.
- Fahham, A. M. (2017). Tantangan Pengembangan Wisata Halal Di Nusa Tenggara Barat. *Aspirasi: Jurnal Masalah-Masalah Sosial*, 8(1), 65–79.
- Fatin, A. D., Devina, F., & Musleh, M. (2024). Kolaborasi Stakeholder dalam Pengembangan Pariwisata Berkelanjutan di Desa Wisata Pandean Kecamatan Dongko Kabupaten Trenggalek. *Jurnal Administrasi Publik*, 15(1). <https://doi.org/10.31506/jap.v15i1.22207>
- Ferdiansyah, H. (2020). Pengembangan Pariwisata Halal Di Indonesia Melalui Konsep Smart Tourism. *Tornare*, 2(1), 30. <https://doi.org/10.24198/tornare.v2i1.25831>
- Hadi, F., & Al-Asy Ari, M. K. H. (2017). Kajian Potensi dan Strategi Pengembangan Wisata Pantai Syari'ah (Studi di Pulau Santen Kabupaten Banyuwangi). *Jurnal MD*, 3(1), 99–116. <https://doi.org/10.14421/jmd.2017.31-07>
- Herpiana, Y. A. (2021). Strategi Pengembangan Wisata Pantai Prigi Guna Meningkatkan Perekonomian Kabupaten Trenggalek Dalam Perspektif Ekonomi Islam. *Journal Information*, 10, 1–16.
- Jannah, L. A. (2021). Manajemen Strategi Pengembangan Halal Tourism di Jombang. *REVENUE : Jurnal Ekonomi Pembangunan Dan Ekonomi Syariah*, 04(01), 14–23.
- Mahardika, R. (2020). Strategi Pemasaran Wisata Halal. *Mutawasith: Jurnal Hukum Islam*, 3(1), 65–86. <https://doi.org/10.47971/mjhi.v3i1.187>
- Marina, N., Marini, Y., Arnita, V., & Ridha, M. (2023). Potensi Wisata Halal Tepi Sungai Terhadap Perekonomian Masyarakat di Desa Suka Jaya Batubara. *NUSANTARA: Jurnal Ilmu Pengetahuan Sosial*, 10(1), 133–137.
- Maya, S. (2018). Analisis Pertumbuhan dan Efektifitas Penerimaan Pajak Hotel dan Restoran Terhadap Pendapatan Asli Daerah Kota Palu. 43(1), 119–128.
- Mirfa. (2019). Implementasi Perda Syariah Terhadap Penerapan Pariwisata Halal di Pantai Tanjung Bira Kabupaten Bulukumba. *Αγαπη*, 8(5), 55.
- Mohsin, A., Ramli, N., & Alkhulayfi, B. A. (2016). Halal tourism: Emerging opportunities. *Tourism Management Perspectives*, 19, 137–143. <https://doi.org/10.1016/j.tmp.2015.12.010>
- Nisa, F. L. (2022). Pengembangan Wisata Halal Di Jawa Timur Dengan Konsep Smart Tourism. *Journal of Islamic Tourism, Halal Food, Islamic Traveling, and Creative Economy*, 2(1), 13–26. <https://doi.org/10.21274/ar-rehla.v2i1.5470>

- Nuraini, E. (2019). Potensi dan Prospek Wisata Syariah Dalam Meningkatkan Ekonomi Daerah (Studi Kasus: Kota Bandung). 108.
- Palupi, M., Romadhon, R. W., & Arifan, N. (2017). The importance of optimization of Halal tourism: A study of the development of Halal tourism in Indonesia. *Proceedings of the 29th International Business Information Management Association Conference - Education Excellence and Innovation Management through Vision 2020: From Regional Development Sustainability to Global Economic Growth*, May, 3083-3092.
- Pradikta, A. (2013). Strategi Pengembangan Obyek Wisata Waduk Gunungrowo Indah Dalam Upaya Meningkatkan Pendapatan Asli Daerah (Pad) Kabupaten Pati. *Economics Development Analysis Journal*, 2(4), 246-256.
- Pratiwi, S. R. (2018). Strategi Komunikasi dalam Membangun Awareness Wisata Halal di Kota Bandung. *Jurnal Kajian Komunikasi*, 6(1), 78. <https://doi.org/10.24198/jkk.v6i1.12985>
- Priyono, O. A. (2018). Halal Tourism Opportunities And Challenges In East Java. *Ulumuna: Jurnal Studi Keislaman*, 4(2), 118-133. <https://doi.org/10.36420/ju.v4i2.3479>
- Puspitasari, I. (2011). Analisis Kontribusi Sektor Priwisata Terhadap Pendapatan Asli Daerah Kota Batu Periode Tahun 2011-2015.
- Rafa'al, M. (2017). Gaya Komunikasi Pemasaran di Pemerintah: Promotion Mix Destinasi Tujuan Wisata Kabupaten Raja Ampat. *Jurnal Studi Komunikasi (Indonesian Journal of Communications Studies)*, 1(1), 46-61. <https://doi.org/10.25139/jsk.v1i1.63>
- Rahmi, A. N. (2020). Perkembangan Pariwisata Halal Dan Pengaruhnya Terhadap Pertumbuhan Ekonomi Indonesia. *ISLAMICONOMIC: Jurnal Ekonomi Islam*, 11(1), 1-22. <https://doi.org/10.32678/ijei.v11i1.226>
- Rizkhi, C. (2016). Peran Sektor Pariwisata Terhadap Penyerapan Tenaga Kerja dan Pendapatan Asli Daerah di Kabupaten Banyuwangi Pada Tahun 2010-2014. In *Fakultas Ekonomi Universitas Jember (Vol. 51, Issue 1)*.
- Rostiyati, A. (2013). Potensi Wisata Di Lampung Dan Pengembangannya. *Patanjala : Jurnal Penelitian Sejarah Dan Budaya*, 5(1), 144. <https://doi.org/10.30959/patanjala.v5i1.185>
- Sánchez, A. V., & Moral, M. M. (2019). Halal tourism: state of the art. *Tourism Review*, 74(3), 385-399. <https://doi.org/10.1108/TR-01-2018-0015>
- Sayekti, N. W. (2019). Strategi Pengembangan Pariwisata Halal di Indonesia. *Kajian*, 24(3), 159-171.
- Subarkah, A. R. (2018). Potensi dan Prospek Wisata Halal Dalam Meningkatkan Ekonomi Daerah (Studi Kasus: Nusa Tenggara Barat). *Jurnal Sosial Politik*, 4(2), 49. <https://doi.org/10.22219/sospol.v4i2.5979>
- Surur Fadhil. (2020). Wisata Halal; Konsep

dan Aplikasi. In Alauddin University Press.

Wingett, F., & Turnbull, S. (2017). Halal holidays: exploring expectations of Muslim-friendly holidays. *Journal of Islamic Marketing*, 8(4), 642-655. <https://doi.org/10.1108/JIMA-01-2016-0002>

Wulandari, R. D., & Indahsari, K. (2021). Strategi Pengembangan Pariwisata Halal di Indonesia. 1st E-Proceeding SENRIABDI 2021, 1(1), 329-343.

