

# STUDY ABOUT HALAL TOURISM DEVELOPMENT (CASE STUDY ON THE TOURISM INDUSTRY IN BANGKALAN, EAST JAVA)

*by Dosen Uwp*

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## STUDY ABOUT HALAL TOURISM DEVELOPMENT (CASE STUDY ON THE TOURISM INDUSTRY IN BANGKALAN, EAST JAVA)

Moch. Wispandono<sup>1\*</sup>, Faidal<sup>2</sup>, Woro Utari<sup>3</sup>, Rizdika Mardianan<sup>4</sup>

Faculty of Economics and Business, Trunojoyo University Madura<sup>1,2</sup>

Faculty of Economics and Business, Wijaya Putra University Surabaya<sup>3</sup>

Faculty of Language and Arts, Universitas Negeri Jakarta<sup>4</sup>

Email Co: [wispandono@trunojoyo.ac.id](mailto:wispandono@trunojoyo.ac.id)<sup>1\*</sup>

**Abstract:** Tourism development in the region must be based on planning, organizing, developing, and managing clear directions and local wisdom so that all the potential of a tourist destination can be optimally empowered to improve community welfare and local revenue (PAD). One of the most successful tourism development concepts today is related to the development of halal tourism which is carried out jointly between the community, government, and investors. The purpose of this study is focused on analyzing the problems and potentials of natural, historical, religious, and culinary tourism destinations in Bangkalan as a reference for managing sustainable tourism based on halal tourism that is suitable for Bangkalan district. This study uses a qualitative research approach. The use of a qualitative approach with the case study method is related to the aspect of understanding and reviewing the tourism development management process that can generate local revenue (PAD) in Bangkalan district. The results of this study indicate that in managing sustainable halal tourism by taking into account the problems and potential of tourist destinations that can be developed to increase PAD is through tripartite cooperation between the government, the community, and investors. The existence of this collaboration becomes a model of a sustainable tourism development strategy that is a hope for the government and society to improve the economy and economic activity.

**Keywords:** Sustainable Tourism, Halal Tourism, Original Income, tripartite cooperation

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### **4** Introduction

Tourism development in tourist destination areas must be based on planning, organizing, developing, and clear management directions so that all the potential of a tourist destination can be empowered optimally to improve the welfare of the community. Charles Kaiser Jr. And Larry E. Helber (1978) explains the level of tourism planning starting from the development of regional tourism which includes the physical development of tourist objects and attractions. After that is done, it will be seen how the development of the number of tourists visiting. If it turns out to reach the target that has been set, then it is necessary to think about the priority

system for its development. To get optimal results, development in the field of tourism is not only supported by one party but is a collaboration of various parties, both businessmen (private), community (community leaders), and the government.

In the context of economic growth and improving the welfare of the people on the island of Madura, one of the efforts that can be taken is to make Madura towards the development of sustainable tourism based on halal tourism. In this case, it is directed to tourist attractions in villages in particular and cities in general which have tourism potential that can be developed. Village/city potential includes physical and non-physical potential. Physical potential includes human resources, natural resources, climate, and geographical environment. Meanwhile, non-physical potential includes local culture/wisdom, village social institutions and organizations.

Four districts located on the island of Madura have interesting tourism potential, ranging from tours with the theme of history-culture, nature, religious tourism, and culinary tourism. Bangkalan Regency which is one of the regencies on the island of Madura has great potential in the development of the tourism industry. This is because Bangkalan Regency has natural resources and a number of tourist objects which are widely used as a reference for pilgrims (especially religious tourism) from various parts of the world who support the process of developing the tourism industry. In Bangkalan there are 20 tourist attractions consisting of natural, cultural, religious, and culinary tourism. In 2019 the number of tourists visiting Bangkalan reached 2.5 million people (BPS, 2020). Of the number of tourists that much are religious tourists.

Several villages in Bangkalan Regency have begun to explore their potential to become tourist villages. For example, Tlagoh Village, which is located in Tanjungbuni District, which has natural potential in the form of beaches and sea water which is (reputedly) efficacious in curing several kinds of diseases as an integrated family tourism into a natural tourism village. Now there are at least 100 residents of Tlangoh Village who live from this tourist spot, starting as coast guards, cleaners, parking guards, entrance guards, ticket sellers, toilet guards, shop guards to shop owners. Labuhan Village, Sepulu District, Bangkalan Regency, which has natural tourism potential in the form of coral reefs and mangrove lands which have been damaged for years without being managed, now that the village government and the community have collaborated with Pertamina Hulu Energi West Madura Offshore (PHE WMO) repair it and turn the village into a tourist village. Before the cooperation program started, 17.5 hectares of mangrove land were badly damaged, and only 0.6 hectares were in good condition. Currently, the park has become an ecotourism area that can bring in both local and international visitors and researchers. The management is the Cemara Sejahtera farmer group from Labuan Village who is a member of the Tourism Awareness Group (Pokdarwis). Initially, mangrove was reforested and training, then a Mangrove Education Park was formed to overcome abrasion in mangrove land.

Although Bangkalan has considerable development potential in the tourism sector, the problems faced are still many, including resources that have not been managed optimally so that the level of welfare and quality of life of the community is still low, community productivity is low, the availability of infrastructure is inadequate, urbanization, the quality of the environment is declining, food sources are threatened with reduction, the lack of accessibility of disadvantaged areas to regional growth centers, and the development of local (village) economic potential is not yet optimal. This problem does not all occur in all villages because each village

has its own characteristics or characteristics. Based on the description of the conditions above, the problems that can be formulated are:

1. What problems arise in tourist destinations in Bangkalan Regency that need to be analyzed for the development of halal tourism?
2. How can the potential resources that be owned contribute to the development of halal tourism?
3. How is the contribution of halal tourism to the PAD of Bangkalan?

To answer the above problems in this study used a strategic management concept approach. Strategic management in tourism development is a step in achieving a goal in tourism activities for a certain period of time. Strategies carried out in the process of developing tourism objects such as objects of marketing, promotion, investment and tourism resources. In the development of halal tourism, it aims to increase the quantity and quality of halal tourism in order to increase the number of visitors who are eligible for tourist destinations. In the development of halal tourism, new innovations related to tourism are also needed in order to compete with tourism in other cities.

Based on previous studies, there is a positive influence on the number of tourists, especially religious tourists, on the PAD of Bangkalan Regency in 2012-2020 (Bima Pawang Alan and Faizal Amir, 2021). The results of other studies also state that the number of tourists has a positive and significant effect on local revenue because the more tourists who come, the consumption of tourism products will increase. This increase in consumption will increase the contribution of the tourism sector and increase local revenue (Jerfi Tri Aprilianto and Susilo, 2016). This is also supported by research conducted by Yulie Suryani (2017) and Melinda Eka Putri (2020) which states the same result that the variable number of tourists has a positive and significant effect on the local revenue of the city of Pariaman. Meanwhile, the results of a different and interesting study to observe is the research conducted by Hanum Isnaini S., Niniek Imaningsih, et al (2021). By using panel data in the period 2006 – 2019 results were obtained which stated that the variable number of tourists had a negative and insignificant impact on Bangkalan Regency's original income ( $p > 0.05$ ). This is due to the lack of infrastructure owned by tourist destinations in Bangkalan district, thus affecting tourism activities which causes the number of tourists to rise and fall. In addition to infrastructure that is still minimal, tourist destinations in Bangkalan Regency also have not utilized their natural resources (SDA) to be managed as well as possible which can increase tourist attraction from various regions to visit Bangkalan Regency. The results of this study are in line with the research findings of Zuli Indah A., and Ani S.R (2021) which stated that the high number of tourists at the tomb of Syaikhona Kholil Bangkalan (reached 4,780,000 people in 2018) did not provide a significant contribution to PAD and the income of the district community. Bangkalan.

## **2. Research Methods**

This research is a qualitative research using the case study method considering that the case study is a method to understand, examine, and interpret the meaning obtained from the phenomenon under study, which in this case is a case study to examine the impact of halal

tourism development on PAD and the variants in it. While the data analysis used descriptive analysis, with the data analyzed in the form of data from in-depth interviews, observations, library data and documents, books, scientific journals and literature related to the theme of the study. The type of data used in this study is qualitative data obtained from primary and secondary data sources. Primary data sources, namely document data originating from primary sources through in-depth interviews with selected informants, which are used as the main material in the study. Meanwhile, secondary data sources are document data whose material is not directly related to the issues disclosed but is related. Secondary sources function as a complement to primary sources that can enrich research. With this technique, research is carried out by examining written objects in the form of scientific journals, reference books, and other documents relevant to the discussion of this research. The unit of analysis used in this research is the institution and the individual. The institutions that are used as the unit of analysis in this research are the local Pokdarwis, and business actors who are equipped with data from the Culture and Tourism Office, the Bangkalan Regency Ministry of Religion, Bangkalan MUI, and community leaders. The research location is a tourist destination in Bangkalan Regency, Madura, East Java.

Checking the validity of the data using the triangulation technique of data sources is carried out by comparing the results of observational data with data from interview and results from related documents (results of previous research). While data analysis through data reduction, data presentation and drawing conclusions.

### **3. Result And Discussions**

In developing tourism in Bangkalan, there are many factors that need to be studied because they affect the success or failure of the development. Bangkalan has a lot of tourism potential that can be developed which includes nature tourism, religious tourism, historical tourism, to culinary tourism. Based on data from the Bangkalan Regency Culture and Tourism Office, the number of tourist attractions has increased from 20 tourist attractions in 2017 to 25 tourist attractions in 2022. The Bangkalan Regency Government continues to promote the introduction of tourism objects there. In addition, it also conducts the development of new tourist destinations which each year experience a significant increase even though some of these new tourist objects are not yet widely known by the public.

The development of halal tourism, which is an integral part of the development of tourism in Bangkalan, is part of the effort to create an Islamic tourist attraction while at the same time caring for the traditions and culture of the Bangkalan people, which has been known to be religious and has a strong Islamic culture. As a form of commitment in advancing the local economy, without having to injure the moral values, traditions and customs that exist in Bangkalan, the tourism development policy in Bangkalan cannot be separated from the tourism pillars contained in regional regulations, namely tourism development, marketing, industry and tourism. institutional.

#### **Problems in Halal Tourism Development**

The implementation of the above regional regulations has not maximally provided the effect of increasing welfare for the Bangkalan people, and has even created new problems in the lower

classes of society. This is due to the problems faced by the tourism industry in Bangkalan, including:

1. Institutional Issues

The urgency of the existence of institutions in the tourism sector is that institutions can act as a forum as well as a driver in facilitating and developing community participation in the tourism sector (Damanik & Triambodo, 2013). In the institutional development of tourist destinations, it is necessary to have proper initial planning in determining the proposed program or activity, especially in the Tourism Awareness Group (Pokdarwis) in order to be able to increase the knowledge and skills of the community through the program that is run (Sastrayuda, 2010). Findings obtained in the field indicate that among the Pokdarwis formed by the community, about 10% of the existing Pokdarwis have not received legality from the Bangkalan district government so that they can limit the space for their activities to develop the tourism they manage. In addition, there are quite a number of village heads who do not welcome the existence of Pokdarwis so that it can hamper the work programs they have prepared. Meanwhile, the third institutional problem is that the Pokdarwis organizational management has not been running well, which is reflected in: (1) the composition of the management in the Pokdarwis organizational structure is filled by personnel who are not yet competent in their fields, (2) some of them have complete personnel but are not active in management; and (3) lack of experience in organizing and organizational members tend to have different goals and objectives that require institutional strengthening. In addition, in some tourist villages there is dualism of similar groups, because Pokdarwis did not show any significant changes then in the community another group with the same name appeared with a different name.

2. Human Resources (HR) Issues

Among the HR problems found in this study are the lack of professional cadres; limitations in the use of advances in digital technology for tourism development; Human resource capabilities (related to knowledge, skills, and attitudes) are low which is indicated by not many people who have the knowledge and ability to operate computers and the internet, as well as lack of knowledge about management systems and accurate tourism promotion strategies. Due to the limited capacity of human resources, the packaging of products and tour packages offered is less creative and attractive. The promotion or marketing that is carried out is not optimal, the management and the local community have not maximized the information system and social networks, so there are still many people who do not know certain tourist objects; tourism management that has not been maximized. Judging from the traders who sell in places that are not appropriate (disorderly), and there are still many visitors who park carelessly and untidy.

Improving the quality of education is a necessity for improving the quality of human resources in Bangkalan Regency so that they can compete in the field of technology and can be introduced again to all potential resources in Bangkalan Regency through technology in the current modernization period.

3. Community Support Issues

Community involvement affects the progress of tourism objects. With the participation of the village community, it will make it easier for the tourism program to be developed. The

partnership and participation that exists with the local community has an effect on improving the village economy which automatically improves the economy of the community itself.

Community participation for the implementation of the Pokdarwis work program as a whole still needs to be improved so that the program created will have a significant and positive impact on the movement of the village economy and community welfare. Meanwhile, another problem is that the scale of productive economic business is still relatively small, so it cannot be utilized to support increasing the income of the local community. It is seen; In addition, there is still a lack of awareness and response of local communities to the development of tourist villages as an effort to improve the community's economy and the unavailability of supporting facilities (places) for the community to discuss and express ideas for developing tourist villages.

#### 4. Capital Problems

There are no reliable tourist destinations in Bangkalan. This will affect investors reluctant to help optimally capital. In addition to limited capital assistance from investors, the Bangkalan regional revenue and expenditure budget (APBD) is still not sufficiently supportive for tourism development in Bangkalan. The budget provided is still minimal compared to other activities or developments. This will have a significant impact on infrastructure, management and marketing. Among the spirits of successful work programs and policies is budget support. Without a budget it is impossible for the program to run.

#### 5. Infrastructure Problems

Road access to the location is not yet feasible. The roads are narrow and many are damaged which often causes accidents. If access to tourist sites is bad, visitors are lazy to come. Moreover, the signposts to the location are only small and are not placed in strategic places. if there is only one signpost, visitors can get lost. The facilities provided are also very lacking. Starting from trash cans, lack of toilets, gazebos that are not safe, food and beverage vendors, which there are only a few. Whereas adequate facilities can increase the number of visitors and visitors will be satisfied.

### **Halal Tourism Development Potential**

Various potentials owned by Bangkalan district for the development of halal tourism based on the results of this study are:

#### 1. Natural Potential

The natural potential in Bangkalan district is diverse, starting from the charming beach scenery, both on the north coast of Madura and the beaches in the south of Madura. This is due to the geographical position of Bangkalan which is surrounded by the sea. In addition to beach tourism there are also other types of natural attractions such as cliffs, hills, and others. In addition to natural potential in the form of scenery that is no less interesting, tourism is agricultural products in the form of various fruits ranging from salak fruit, guava fruit, melon fruit, srikaya fruit, and many more.

#### 2. Cultural Potential

One of the cultures owned by the Bangkalan district government which is quite well known but needs to be managed and increased in frequency is the Karapan Sapi performance.

Karapan sapi is an icon of the island of Madura because karapan sapi has become a tradition in Bangkalan. Apart from being a tradition, karapan sapi is a prestigious and proud activity for the Bangkalan community in particular, and the Madurese community in general. Cow racing has become a popular cultural attraction because in addition to maintaining and preserving a culture that has existed since hundreds of years ago, cow racing can also be an attraction for tourists to visit and see this cow racing attraction.

### 3. Religious Potential

In Bangkalan there is the tomb of a great scholar who is already well-known among scholars at home and abroad. This figure by the scholars in Java, especially the kiai of Nadhlatul Ulama (NU), is called Syaichona. Syaichona itself means the Supreme Master, a person who is respected as the teacher of the scholars. This call is not kidding because of a figure whose full name is Al-'Aalim Al-'Allaamah Asy-Syekh Al-Hajji Muhammad Kholil bin Abdul Lathif al-Bangkalani al-Maduri al-Jawi ash-Syafi'I or with the first name Muhammad Cholil, so respected. The breadth of his knowledge and influence is not only respected by Nahdliyin, but also by scholars throughout Indonesia because of the breadth of knowledge he has. In addition to the teacher of the Ulama of the Archipelago, he is also considered a teacher of Bung Karno. (Muhammad Rifa'I, 2010). Every day hundreds of Muslims who make a pilgrimage to the tomb of Sheikh Kholil in Bangkalan city.

### 4. Potential for Special Area Development around the foot of the Suramadu Bridge (KKJSM)

The development of KKJSM on the Madura side is a form of development that benefits the tourism world in Bangkalan which has the potential to increase Bangkalan's PAD. One of the important factors in accelerating infrastructure development in KKJSM is the availability of funding. The government opens the widest opportunity for the private sector to enter various projects being auctioned off. The government also opens up opportunities for Government and Business Entity Cooperation (PPP) funding, considering that the Government's ability is very limited in infrastructure financing.

In KKJSM, a halal industrial area and Indonesia Islamic Science Park (IIS) will be developed as an effort to accelerate development in the area. The Bangkalan Regency Government is ready to facilitate and follow up through instruments such as regional regulations, providing land in the KKJSM area on the Madura side of approximately 600 hectares as well as supporting needs. other. This area of land is used for various needs, namely for educational facilities to be built, covering an area of 20%, Islamic finance vehicles covering an area of 30%, and tourism facilities covering 50% of the total land area provided by the Bangkalan Regency Government. The Islamic nuanced recreation park, which will become a pioneer in Indonesia, will be developed by the East Java Provincial Government in collaboration with the developers who built the Jatim Park. In addition, to complete the arena, there will also be a halal culinary center and an augmented reality museum that tells the story of Wali Songo.

The development of halal tourism in Bangkalan is part of the effort to create a tourist attraction with Islamic nuances while maintaining the traditions and culture of the Bangkalan people, which has been known to be religious. This development is also a form of the government's commitment to promote the local economy, without having to injure the moral



values, traditions, customs that are firmly held by the community. The Bangkalan government can explore the potential (resources) if it has not been explored and is still new which can increase and influence economic development so as to increase growth and development in the Bangkalan Regency area.

Studies of A. Muhaddam Faham (2017), Muhamamd Djakfar, et al (2017). Also Surwandono, et al (2020), it is interesting to observe the problems and challenges of implementing halal tourism, namely: First, there is a need for synergy in understanding the concept and definition of halal tourism among stakeholders. Second, efforts are needed to convince the public about the urgency of developing halal tourism. Third, it is necessary to prepare human resources who have massive halal competence. Fourth, there is a need for adequate infrastructure support for better development. Fifth, it is necessary to accelerate halal certification for hotels and restaurants. Sixth, there is a need for synergy between stakeholders in the halal certification process which is not yet good. Seventh, halal tourism must have a clear legal and ethical footing that will color its development paradigm. Eighth, it is necessary to clarify the concept and definition of halal tourism. And ninth, tourism is a human need, so halal tourism must be inclusive.

Various agencies such as MUI, DPRD and also tourism managers have been very enthusiastic about the implementation of halal tourism. It is hoped that this will have a significant impact on economic growth. Several things have been done by relevant agencies, such as the DPRD has formulated a draft regional regulation on halal tourism in Bangkalan. From the MUI side, it has often directed the realization of the halal tourism regulation to be immediately implemented. However, MUI can only direct the rest of the Bangkalan PemKAB to be able to execute the plan.

Halal tourism policy with the attachment of Islamic identity is not something that is opposed by the people of Bangkalan. However, when halal tourism is only limited to attaching symbols of development and halal tourism destinations that do not or have not involved the local community, it will actually trigger new problems in the development of halal tourism. Therefore, it is necessary to cooperate with the community and understand their needs not only from the financial economy but also social needs, culture, and values that are believed by them.

### **Contribution to PAD Bangkalan Regency**

To measure the influence of tourism on the economic life of the local community, it must be identified through the amount of tourist expenditure which includes tourist expenditures ranging from tourist consumption while in tourist attractions to returning home or staying at tourist sites. The calculation of tourist expenditure is important to show the real value of tourism for an area, to describe the specific influence of tourism on the local economy such as households, local community businesses, the regional economy and so on.

Tourist spending is a process of consumption of goods and services carried out by tourists during their travels. According to Yoeti (2008) in simple terms, tourist consumption or expenditure is goods or services purchased by tourists in order to meet their needs, desires, and expectations while they are in the tourist area visited.

Several types of halal tourism in Bangkalan (such as culinary tourism: Duck Sinjay, Labuhan Mangrove Tourism Park nature tourism) contribute to Bangkalan's PAD through

increased tax revenues, such as from the restaurant tax sector, entertainment tax and parking levies. This finding is reinforced by the results of previous studies which state that there is a positive influence on the number of religious tourists on the PAD of Bangkalan Regency in 2012-2020 (Bima Pawang Alam, and Faizal Amir, 2021). That is, when there is an increase in the number of tourists to Bangkalan, it will have an impact on increasing PAD through various taxes and levies collected.

On the other hand, the results of the study show that the number of tourists at Syaichona Kholil's tomb is very high (reaching 4,780,000 people in 2018-2019) but has not made a significant contribution to PAD and the income of the people of Bangkalan Regency. This is caused by: (1) most tourists come from outside the city who come there in groups using buses or private vehicles so that the expenditure on transportation modes using vehicles and people (drivers) in Bangkalan is not carried out, (2) most of the tourists who came from out of town did not stay in Bangkalan because the purpose of their pilgrimage was to visit various places in Madura, and the time of their visit at the tomb of Syaichona Kholil was quite short (less than one day). (3) most of the tourists come from low-income communities, so they try to save money by bringing food supplies from their place of origin (home). (4) limited pocket money so that tourists also save on buying souvenirs or souvenirs, (5) parking, toilets, and donations are fully managed by the Syaikhona Kholil Bangkalan grave foundation.

Based on a number of assumptions and the results of the calculation of tourist visits, the potential tourist expenditure of Rp. 365,096,400,000. From the tourist expenditure of that amount, the potential PAD obtained is Rp. 11,634,520,000. Thus, it can be concluded that there is great potential from tourists to the income of the people and PAD of Bangkalan Regency which so far have not been managed optimally.

Overall it can be described the potential PAD of Bamgkalan Regency from the tourism sector as shown in the following table

Table 1.

Potential Contribution of Tourist Expenditures to Bangkalan Regency's PAD in 2019

No	Iterms	Calculation	Results
1	Lodging	10% x 47,800,000,000	Rp. 4,780,000,000
2	Restaurant	8% x 20,793,000,000	Rp. 1,663,400,000
3	Parking	10% x 4,110,800,000	Rp. 411,080,000
4	Ticket	1% x 4,780,000,000	Rp. 4,780,000
<b>Total</b>			<b>Rp. 6,859,260,000</b>

Source: secondary data, processed.

Based on the table above and taking into account the number of tourists who visited as many as 961,151 people during 2020-21 with the assumption that the PAD of Bangkalan Regency in 2020-21 generated from the tourism sector was Rp. 2,339,441,534. The sharp decline in PAD was due to the COVID-19 pandemic during this period, which had a major impact on the number of tourist visits.

#### **4. Conclusion**

Bangkalan has the potential as a tourism center for Madura because it is located on the western tip of the island of Madura, which is close to Surabaya and which is connected to the Suramadu National Bridge and has the potential for natural resources, human resources, culture, and infrastructure that can be developed and offered to tourists and investors. Based on this, the development of halal tourism in Bangkalan Regency can be concluded as follows: (1) regional or geographical uniqueness; the social conditions of the people who are known to be religious and uphold culture originating from religious values, as well as the availability of facilities and infrastructure need to be considered for their development, (2) From several aspects evaluated it was found that infrastructure and tourist attractions have the greatest relative importance. Thus, the development of halal tourism must place this as the main key of development, (3) Bangkalan Regency has three potentials for developing halal tourism destinations: nature tourism, culinary tourism and religious tourism, (4) The results of the study show that religious and culinary tourism occupies the first and second order of the weight of development importance. In other words, in the halal tourism sector, the development of religious and culinary tourism has the potential to provide added value to the regional economy in Bangkalan Regency. For this purpose, sustainable tourism management based on problem solving and the potential of tourist destinations becomes a necessity. While the recommendations that can be given are the need to create synergy through tripartite cooperation between the community, government, and the private sector (investors) accompanied by the support of rules/regulations related to halal tourism that need to be managed in a transparent and easy-to-understand manner. Assistance is also needed regarding Pokdarwis capacity building as an efficient and sustainable tourism manager, support for strengthening capital and increasing active community participation in various programs or activities to stimulate the local economy.

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