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**DEVELOPMENT STRATEGY OF SYARIAH BEACH TOURISM  
IN BANYUWANGI, EAST JAVA**

Oleh

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**Abstract**

This study aims to determine the role of 3 (three) main actors in the development of Sharia tourism (government, managers, academics) and Analyze the development strategy of Sharia beach tourism at the Santen island of Banyuwangi Regency. This research uses a qualitative approach and descriptive approach. Data collection methods use interviews, questionnaires and documentation. While the data analysis method uses descriptive and qualitative methods with SWOT analysis technique steps. The result shows that the role of three actors already contributes to the development of coastal tourism Sharia in Santen Island Banyuwangi though not maximized. Meanwhile, the analysis using techniques SWOT analysis indicates the index position on the analysis of internal factors + **0,691** and the external position index of +**0,593**. The SWOT diagram shows the position of Quadrant I, which is utilizes the maximum power to get and seize opportunities.

**Keywords: Sharia Tourism, SWOT, Strategy & Development**

**INTRODUCTION**

The term Sharia tourism in Indonesia began to be heard in the last decade. In theory, the term Sharia tourism has actually been introduced a long time ago when a conference was held by the world tourism organization in Cordoba, Spain. It discussed the contribution of culture, religion and civilization (UNWTO, 2011). While from the terminology aspects, each country termed Sharia tourism as different as Halal friendly tourism destination, Muslim friendly travel destination, Halal travel, Halal lifestyle, Islamic tourism and others.

During this Sharia tourism is perceived as a tourist activity to the mosque, cemeteries, or places that are only saved. However, travel phenomenon Sharia is increasingly developing into a model new that is more universal like approach to local wisdom; contribute to the community, especially around destinations, containing education and others. Thus, it is not impossible if the Muslim travelers into segmentation new for world tourism.

In Indonesia, the concept of Sharia tourism is still fairly new which started since 2012 in which the government, through the Ministry of

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Tourism of the Republic of Indonesia launched 9 (nine) Province to develop Sharia destination in 2015 and added some provinces as a center of development of Sharia tourism ([www.medanbisnisdaily.com](http://www.medanbisnisdaily.com)) Friday, March 11, 2016. The provinces are West Java, Central Java, East Java, Banten, DKI Jakarta, Yogyakarta, Aceh, West Sumatra, Riau, Lampung, NTB, and South Sulawesi. The way to introduce these province by promoting business in the hospitality, restaurant, travel agency and a spa.

The development of Sharia tourism is no longer focused on supporting only destinations but also well-oriented knowledge-based tourism objects local such as beaches, parks, and others. This is based on the wealth of potential resources owned by each region, as developed in the Regency of Banyuwangi, East Java, which is the Sharia coast that was introduced to the public since 2017. The concept of Sharia beach in Banyuwangi is more emphasis on the Islamic principle where the tourists who came to destination must wear Islamic rules, such as how to dress when swimming, to distinguish between men and women, not allow bringing food and drink that is prohibited by religion and etc. In its

**Vol.15 No.2 September 2020**



development, this Sharia beach tour experiences many problems both from the aspect of community support and the supporting facilities available. In terms of community support, where there are still many people consider Sharia shore tourism to be the same as other shores, in the sense the tourists have not contributed to make the destinations to implement Sharia tourism. Then the supporting facilities are not available. There are still many inadequate, such as prayer room with bad conditions, toilets, clean water, environmental cleanliness, Sharia spas, Sharia hotels and there is not supporting facilities for children such as a playground for children, and various facilities that can be attractions for tourists to visit this Sharia beach tour. The consequence of this condition is the decreasing numbers of tourists come to the Sharia coast in Banyuwangi.

Based on these problems, this study wants to find out the role of three (3) main actors in the development of Sharia beach tourism (government, managers, and academics), and analyze the strategies for the developing Sharia beach tourism in the Santen island of Banyuwangi .

## RESEARCH METHOD

The approach in this study uses qualitative methods. The qualitative approach is the process of research and understanding that base on a methodology investigates a social phenomenon and problems of Human resource. On this method, the researchers emphasize the nature of reality that is built in social, relationship between researchers and subjects studied. (Noor, 2011: 33); Creswell (199: 1); Patilima (2007: 2). The type of approach in this research is descriptive to focus on attention on the actual problem of on processing of research (Noor, 2011: 34)

The research was carried out in the island village Santen Karangrejo district of Banyuwangi, East Java. The subjects in this study were visitors to Sharia beach tourism and related services such as the tourism and culture service, the cooperative and micro business services, and the business community association around

tourism. Data collection methods used: (a) structured interviews r (b) questionnaire distribution and (c) documentation. The data analysis uses SWOT analysis techniques by using the External Factor of Analysis Strategy (EFAS) and Internal Factor of Analysis Strategy (IFAS).

## RESEARCH RESULT

### Overview of Sharia Coast of Banyuwangi Regency

Banyuwangi is one of the districts in East Java with abundant potential resources. In terms of human resources there are more than 1.7 million people with a variety of cultures, religions and languages. Meanwhile, in terms of natural resources, Banyuwangi is blessed with natural resources such as mountains, nature and sea. As regency with a beach length of more than 125 kilometers, certainly Banyuwangi has the potential to make the beach a tourist attraction. This can be seen from more than 64 beach areas that have been developed, both from the government and the community itself.

One of the big phenomena is the innovation of Banyuwangi district government by making Santen Island as a destination/Sharia beach destination and at the same time becoming the first Sharia beach tourism in Indonesia. In 2017, officially the Banyuwangi regency government makes Santen Island into Islamic tourism.

This Sharia beach tourism is located in Karangrejo sub-district, Banyuwangi District, Banyuwangi Regency. Its location is very strategic which is located in the center of the City or is approximately 800 meters from the center of Banyuwangi regency government. The development of the Sharia coast is experiencing problems that need to be handled more seriously, namely the diminishing commitment of the local government, managers and tourists who come to enjoy the beautiful Sharia beach in Banyuwangi.

The ownership of Sharia coastal land is KODIM 0825 Banyuwangi. This means that the management of Sharia beach tourism cannot be directly managed under the coordination of the Banyuwangi district government, but there needs to be coordination between institutions namely

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the KODIM 0825 as the land owner, the regional government (the Tourism and Culture Office), the village head, the community and the local community.

### **Role of three Main Actors (triple- holix)**

To get optimal results in the development of Sharia beach tourism, it is necessary to have a joint commitment between the stake holders with the starting points of the five main stake holders are; (1) the government, (2) academics (3) business, the coordination between the stake holders on an ongoing basis, and seeking synergies to develop Sharia tourism. This commitment includes non-financial and financial involvement. The following is an explanation of the role of each stake holders in Sharia beach tourism in Banyuwangi Regency:

### **The Role of the Banyuwangi Regency Government**

The Banyuwangi Government through various relevant Regional Government Work Units (especially the Tourism Office) has the responsibility in efforts to develop this Sharia beach tourism. As a facilitator, the government is obliged to facilitate the sustainability process of activities in Sharia tourism. As well known by the public that the Sharia beaches in Banyuwangi is the icon and at the same time be a great asset for Banyuwangi in the future.

At the beginning of its construction, the government's commitment was very good, such as the arrangement of open space, construction of places of worship and facilities, the availability of easy access, guaranteed Halal food and drinks, and even security from the municipal police.

However, Throughout observations (in this study 2019) of the Banyuwangi Regency Sharia Coast and studying existing documents, the role of the Banyuwangi Regency Government has diminished, this is evident from the poorly organized tourist conditions, improper prayer rooms, toilets, poor environment dirty and no longer visible to the security of the location, even the shelter is not maintained. Even the big baseball "Sharia beach" has returned to "Santen Beach".

### **The Role of Academics**

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Tridharma Perguruan Tinggi has stated that one of lecturer obligations is to conduct research and community service. In the context of Sharia beach tourism at the Santen Island of Banyuwangi Regency, in fact many researchers have researched and serviced. However, the realization in the development of the Sharia coast has not been implemented well, and even tends to be suspended.

From several studies that have been carried out by academics such as Susanti (2018) which states that the impact of the development of this Sharia coast for the community is to be able to increase income from the community, increase Banyuwangi Regency incomes in tourism (called PAD), reduce unemployment, and give new destination for local people. While Hernanda (2017) with the existence of Sharia beach tourism can be used as a development for the community by producing tourism products. On the other hand, Puspita (2018) found a negative attitude (doubt) for tourists to visit Sharia beach tourism, this is due to the lack of promotion of Sharia beach tourism in Banyuwangi.

From the results of the study it is certainly a record and at the same time recommendations for managers, island owners and Banyuwangi district government in an effort to improve the quality and quantity both in terms of services and facilities. This is in line with the findings of researchers in the field that the management of Sharia beach tourism tends to be undirected, such as facilities for places of worship that are concerned, unsatisfactory services and so forth.

### **Public Role**

In the development of tourism in Banyuwangi, the local government has made a policy through the Banyuwangi & policy framework issued by BAPPEDA regarding the direction of Banyuwangi's future development policy related to tourism development is the concept of ecotourism.

The implementation of ecotourism concept has been formulated in the tourism policy of Banyuwangi regency through 3 (three) policies namely (1) Community-based Tourism (CBT), (2) Tourism Event and (3) sustainable and



measurable marketing strategies. Of these three formulations is more directed at the concept of community-based tourism, where the development of tourism is based on the potential of citizens and fully involves citizens, in this case citizens as subjects not objects of tourism. This means that the public has a big role to play in the development and development of the tourism sector in Banyuwangi, especially the Sharia coast.

The manifestation of the role of the public (community) is divided into 3 things, namely the managing community, the investor community, and the general public. The management community is the community directly involved with Sharia beach tourism where there is KODIM 0825 (due to the land belongs to the KODIM), community leaders, associations, and people who live on Sharia beach tourism (Santen Island). The investor community is the community who invested their capital in the development of Sharia tourism. And the general public is a community that enjoys Sharia tourist destinations. Of the three public roles is crucial for the sustainability of Sharia beach tourism itself.

Based on observations and interviews (research time), it can be seen that so far not yet made a meaningful contribution to the development of Sharia tourism. This can be seen from the undirected management model, the decreasing number of tourists visiting the Sharia coast, poorly maintained places, and inadequate facilities and so on.

If referring to the initial concept of Sharia beach tourism development where this Sharia beach, every tourist will get a guarantee of Halal facilities (Halal food and non-alcoholic drinks), a notice of time before worship (Adzan), a place for washing, a place of worship and a separation between tourists men and women are difficult to realize .

**Tourism Development Strategy**

The results of the SWOT analysis can be seen through the IFAS and EFAS matrices . Data

obtains from the results of in-depth interviews and questionnaires. Rangkuti (2009: 18)

**EFAS and IFAS matrices**

The EFAS matrix model of the key factors in external analysis obtained through a questionnaire:

**Table 1: External Factor of Analysis Strategy Matrix at the Banyuwangi Regency Sharia Coast:**

EFAS				
No.	OPPORTUNITIES	Weight	Score	Weight * Value
1	the availability of adequate supporting facilities such as hotels etc.	0.091	3.79	0.344
2	Cheap entrance ticket	0.114	4.21	0.479
3	Sharia beach tourism is easily accessible	0.091	4.21	0.383
4	Good government support	0.068	4.36	0.297
5	There is still little Halal tourism in Indonesia	0.068	4.21	0.287
6	Availability of supporting facilities	0.068	3.93	0.268
7	Tourism market is still a lot	0.045	3.71	0.169
	<b>Total</b>	<b>0.545</b>	<b>28,429</b>	<b>2,227</b>
THREAT				
1	More and more local governments are opening Sharia-based tourism	0.068	3.71	0.253
2	the manager is not serious about managing the tourist area	0.091	3.79	0.344
3	lack of supporting facilities	0.091	3.64	0.331
4	People are allergic to the term Sharia	0.091	3.36	0305
5	Don't have internet marketing techniques	0.045	3.57	0.162
6	expensive ticket	0.045	3.21	0.146
7	many beach tourism options in Banyuwangi	0.023	4.07	0.093
	<b>Total</b>	<b>0.455</b>	<b>25.36</b>	<b>1,635</b>
<b>DIFFERENCE IN OPPORTUNITIES</b>				0, 592
<b>CUMULATIVE TOTAL</b>		<b>1,000</b>		<b>3, 862</b>

Source: processed data 2019

Next, the second step in making the strategy matrix is to use the Internal Factor of



Analysis Strategy (IFAS), which is an evaluation matrix of internal factors that contain strengths and weaknesses of the organization. After analyzing the internal environment based on the perception of stakeholders, the final step of this analysis is to create an IFAS matrix. According to David (2002: 169) the IFAS matrix is developed based on the following five steps, namely; 1) Writing down the critical success factors identified in the internal analysis process, 2) giving weights ranging from 0.0 (not important) to 1.0 (most important) for each factor, 3) giving a rating of 1 to 6 for each factor to show the relative importance of these factors for success in the occupied industry, 4) multiplying each weight by rank to determine the total value weighted for each variable, 5) summing the value weighted for each variable to determine the total value weighted in the organization.

Following is the IFAS matrix model of key factors through the questionnaire:

**Table 2 : Internal Factor of Analysis Strategy in the Sharia Coast of Banyuwangi Regency**

IFAS				
No.	POWER	Weight	Score	Weight * Value
1	The only Sharia beach tourism in East Java	0.093	4.00	0.372
2	Easy transportation to tourist sites	0.070	4.21	0.294
3	Having reliable human resources	0.070	4.14	0.289
4	Has a unique characteristic	0.093	4.29	0.399
5	tourism is well known to the public	0.093	4.43	0.412
6	Use of integrated technology	0.093	4.00	0.372
7	good government support	0.047	4.00	0.186
	<b>Total</b>	<b>0.558</b>	<b>29,071</b>	<b>2,324</b>
WEAKNESS				
1	inadequate supporting facilities	0.047	3.93	0.183
2	Lack of cooperation with travel agents / agencies	0.070	3.79	0.264
3	This tourist attraction is not yet known by the market so it does not yet have a good image	0.047	4.07	0.189
4	There is no visionary managerial system to develop this tour	0.093	4.07	0.379

5	Narrow and stuck access	0.047	3.93	0.183
6	the absence of a guide that is always on standby	0.047	3.79	0.176
7	the beauty of a less attractive beach	0.070	3.71	0.259
	<b>Total</b>	<b>0.419</b>	<b>27.29</b>	<b>1,633</b>
<b>Difference in Strength - Threat</b>				<b>0,691</b>
<b>CUMULATIVE TOTAL</b>		<b>0.977</b>		<b>3,957</b>

Source: processed data 2019

Furthermore, after the process of identifying each indicator through EFAS and IFAS, this study uses the SWOT Matrix which is a tool used to develop organizational strategies. SWOT is an abbreviation of Strengths (S), Weaknesses (W), Opportunities (O), and Threats (T) which means strengths, weaknesses, opportunities and threats or obstacles, which can systematically help in identifying external factors (O and T) and factors within companies and organizations (S and W).

#### SWOT Matrix Analysis

Based on the IFAS and EFAS matrices described in the previous chapter, a SWOT analysis can be performed. From the total score scores of the four factors, a matrix calculation is performed as follows:

1. Total Strength Weight Score - Total Weakness Weight Score = 2,324 - 1,633 = 0,691
2. Total Opportunity Weight Score - Total Threat Weight Score = 2,227 - 1,635 = 0.593

**Table 3: Banyuwangi Regency Syariah Beach position index**

No	Description	Score
A	Internal Factor Analysis	
1	Strength of Sharia Coast	<b>2,324</b>
2	Weakness of Sharia Coast	<b>1,633</b>
	Position Index A	<b>0.691</b>
B	External Factor Analysis	
1	Sharia Coast Opportunities	<b>2,227</b>
2	Sharia Coast Threats	<b>1,635</b>
	Position Index B	0.593

Based on the analysis of the internal environment (IFAS) and external environment



(EFAS), the final result of IFAS is 0.691. While the EFAS score is 0.593. The results of the analysis are explained further through the diagram below.

Diagram 1 . SWOT Strategy Analysis



Based on the SWOT diagram above, it is known that a strategy that fits with internal and external conditions is to support an aggressive strategy that is running an S-O strategy (a strategy of using force (S) to achieve opportunities (O)).

Table 4: SWOT Matrix

<b>IFAS</b>	<b>Strength (S)</b> 1. The only Sharia beach tourism in East Java 2. Easy transportation to tourist sites 3. Having reliable human resources 4. Has a unique characteristic 5. tourism is well known to the public 6. Use of integrated technology 7. good government support	<b>Weakness (W)</b> 1. inadequate supporting facilities 2. Lack of cooperation with travel agents / agencies 3. This tourist attraction is not yet known by the market so it does not yet have a good image 4. There is no visionary managerial system to develop this tour 5. Narrow and stuck access 6. the absence of a guide that is always on standby 7. the beauty of a less attractive beach
<b>EFAS</b>	<b>Strategy (SO)</b> 1. need for enhancement and repair facilities such as facilities for children 2. need to improve the quality of HR management 3. need more intensive promotion 4. the use of social media to introduce it to the public . 5. Need to coordinate between each person responsible	<b>Strategy (WO)</b> 1. Improved services 2. Need to strengthen services through bureaus / agents 3. Socialization to the community 4. Planting a good image about Sharia 5. Need to expand access such as the road to Islamic tourism 6. More attractive beach management. 7. Service improvement

4. good government support 5. there is still little Halal tourism in Indonesia 6. availability of supporting facilities 7. tourism market is still a lot	(government, KODIM, community and managers. 6. The government facilitates with third parties for development	8. The government facilitates with third parties for development
<b>Threats (T)</b> 1. More and more local governments are opening Sharia-based tourism 2. the manager is not serious about managing the tourist area 3. Pans facilities d U kung less 4. People are allergic to the term Sharia 5. Don't have internet marketing techniques 6. expensive ticket 7. many beach tourism options in Banyuwangi	<b>Strategy (ST)</b> 1. need to strengthen the identity of Banyuwangi Sharia beach tourism 2. an increase in the quality of HR Managers 3. improvement of facilities that are more attractive / attractive 4. promotion through social media 5. need institutional strengthening / including management of Sharia tourism. 6. The government facilitates with third parties for development	<b>Strategy (WT)</b> 1. need to strengthen the identity of Banyuwangi Sharia beach tourism 2. Improved services 3. Need to strengthen services through bureaus / agents 4. Socialization to the community 5. Planting a good image about Sharia 6. Need to expand access such as the road to Islamic tourism 7. More attractive beach management. 8. Service improvement

Seeing the results of the SWOT matrix, shows that Sharia beach tourism in Banyuwangi is in diagram I, or is in an aggressive strategy where the strategic steps that need to be taken by all stakeholders (community, investors or government) are 1) improvement the facilities such as facilities for children. 2) need to improve the quality of HR managers. 3) need more intensive promotion. 4) the use of social media to introduce it to the public. 5) It should be coordination among each pen a nggungjawab (government, military district command, association and manager . 6) The government facilitates the third party development.

**CONCLUSIONS AND RECOMMENDATIONS**  
**Conclusion**



Based on the results of the study it can be concluded that:

1. To obtain the results a maximum in efforts to the development of Sharia beach tourism in Banyuwangi it is necessary the collaboration of the main actors at the starting point of the three main actors are; (1) Commitment of academics, managers and government, continuous coordination between the three actors, as well as seeking synergy to develop Sharia tourism. This commitment includes non-financial and financial involvement. In financial terms, financing of Sharia beach tourism development programs can be done through: APBD, investment, through the APBD, Corporate Social Responsibility (CSR), R & D funds (Business), or research fund allocation (Scholar). Whereas non-financially can be in the form of faster and more efficient public administration, the commitment of educators to provide the best possible material, or the support of business actors to provide mentoring to related parties / stakeholders; (2) Forming knowledge space for Sharia beach tourism by creating a medium for exchanging information, knowledge, skills, technology, experience, preferences and market location, as well as other information
2. SWOT analysis techniques indicate the index position in the analysis of internal factors + 0, 691 and the external position index of + 0, 593. So that the SWOT diagram that looks at the position lies in Quadrant I is a quadrant that utilizes the maximum power to get and seize the opportunities that exist. This Sharia Tourism means having great opportunities and being able to utilize its strengths to obtain these opportunities.

### Recommendation

Sharia beach is one of the leading tourisms in Banyuwangi Regency, but its presence is increasingly eroded by increasingly competitive competition. Therefore, increasing the role of the Banyuwangi Regency Government on the sustainability of tourism is very necessary

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because the benefits will return to the community and the local government itself. Therefore, the problem faced can be immediately resolved.

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