



Halal Tourism Development Strategy for Optimizing Regional Original Income and Economic Growth of the Tourism Sector in Bangkalan Regency, Indonesia

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Abstract

Halal tourism in Bangkalan Regency, Indonesia, is the main focus of regional economic development. This research explores halal tourism development strategies to support local economic growth. Previous studies showed a significant contribution to Regional Original Income (PAD) and economic growth, although there were still challenges such as inadequate infrastructure and lack of promotion. By using a SWOT analysis approach, this study identified the great potential for halal tourism, especially in popular tourist attractions. Conclusions emphasized the need for improving infrastructure, effective promotional strategies, and increasing the quality of tourism services. Collaboration between government, stakeholders, and society is very important to formulate sustainable policies. Future research recommendations include studies on tourist profiles, economic potential analysis, infrastructure evaluation, environmental sustainability, and comparison with other halal tourism destinations. This research is expected to provide deeper insight into the development of halal tourism in Bangkalan Regency, as well as a significant contribution to the economic growth and welfare of local communities.

Keywords: *development strategy, economic growth, halal tourism, optimization*

Abstrak

Penelitian ini mengeksplorasi strategi pengembangan pariwisata halal untuk mendukung pertumbuhan ekonomi lokal di Kabupaten Bangkalan, Indonesia. Studi sebelumnya menunjukkan kontribusi yang signifikan terhadap Pendapatan Asli Daerah (PAD) dan pertumbuhan ekonomi, meskipun masih terdapat tantangan seperti infrastruktur yang tidak memadai dan kurangnya promosi. Dengan pendekatan analisis SWOT, penelitian ini mengidentifikasi potensi besar untuk pariwisata halal, terutama di tempat-tempat wisata populer. Kesimpulan menekankan perlunya peningkatan infrastruktur, strategi promosi yang efektif, dan peningkatan kualitas layanan pariwisata. Kolaborasi antara pemerintah, pemangku kepentingan, dan masyarakat

sangat penting untuk merumuskan kebijakan yang berkelanjutan. Rekomendasi penelitian masa depan meliputi studi tentang profil wisatawan, analisis potensi ekonomi, evaluasi infrastruktur, keberlanjutan lingkungan, dan perbandingan dengan destinasi pariwisata halal lainnya. Penelitian ini diharapkan dapat memberikan wawasan yang lebih dalam tentang pengembangan pariwisata halal di Kabupaten Bangkalan, serta kontribusi yang signifikan terhadap pertumbuhan ekonomi dan kesejahteraan masyarakat lokal.

Kata Kunci: *strategi pengembangan, halal tourism, PAD, pertumbuhan ekonomi*

Introduction

Tourism has become a very vital sector in driving a region's economy, especially in the current era of globalization. Lately, the issue of tourism in Bangkalan Regency, as one of the tourist destinations in Indonesia, has received great interest in a wide range of fields and taken up to pursue economic growth. In order to optimize Regional Original Income (PAD) and accelerate economic growth, halal tourism development strategies are a very relevant and important option to explore (Hidayatullah et al., 2020). The context of halal tourism development strategies in the context of the local economy of Bangkalan Regency cannot be separated from relevant previous research. For example, research by Hidayatullah et al. (2020) shows that the development of halal tourism has a significant impact on increasing PAD and economic growth in areas that adopt this concept. Similar findings were also presented by Rahman et al. (2018), which emphasizes the importance of paying attention to halal aspects in developing tourism destinations to increase the attraction of Muslim tourists.

The research object in this context involves Bangkalan Regency as a developing tourist destination. The potential for halal tourism in Bangkalan Regency is the main focus in order to identify opportunities and challenges that exist in efforts to optimize PAD and economic growth in the tourism sector (Riyadi & Rahardja, 2019). The problems faced in developing halal tourism in Bangkalan Regency are an interesting subject to research. Some problems may include inadequate infrastructure, lack of promotion and marketing, as well as expanding tourism services in accordance with halal tourism principles. By understanding this problem in depth, it is hoped that an effective strategy can be produced to overcome these obstacles and accelerate economic growth through the tourism sector in Bangkalan Regency (Bangkalan District Government, 2023)

Nowadays, halal tourism has experienced significant development. It is no longer the exclusive domain of those who are relatively well off financially but has become an inseparable part of human life, especially in the context of social and economic activities (Destiana, & Astuti, 2019; Widagdyo, 2015). This is reflected in the increasingly wider inclusion of various levels of society in enjoying and developing halal tourism. Furthermore, halal tourism has developed into one of the largest

industries in the world (Riadhussyah, 2020), which is characterized by rapid growth in the number of tourist visits and income generated from international tourists. This phenomenon reflects the importance of halal tourism in the global economic context, as well as its potential as a driving force for significant economic growth (Sayekti, 2020). Thus, it is not surprising that halal tourism has become the focus of attention of many countries and regions to exploit its economic potential to the maximum.

Sectoral economic development as seen from the halal tourism sector is one of the sectors that absorb labor (Subarkah, 2018) involving people's economic efforts, attracting tourists, and bringing in foreign exchange. This is the reason why it is important to develop a halal tourism development strategy to accelerate economic growth in Bangkalan Regency (Faraby, 2021). Several studies state that there is a relationship between tourism and economic growth (Yakup, 2019; Yakup & Haryanto, 2019) that can be confronted through two approaches, namely: First, the Keynesian approach regarding multipliers, which treats international tourism as an exogenous component of aggregate demand which has a positive influence on income (Nizar, 2011), and therefore on employment through a multiplier process. However, this approach has received a lot of criticism because it is rather static and does not allow us to conclude the impact of tourism in the long term (Febrianti & Suprojo, 2019).

Second, Lucas' two-sector endogenous growth model approach (Nizar, 2011; Subroto, 2014). whose use for the tourism sector was pioneered by Lanza and Pigliaru (1995). In this model, tourism is associated with conditions of growth rate maximization (Aponno, 2020). If productivity is the main element of growth, assuming technological progress in the manufacturing sector is higher than in the tourism sector, then tourism specialization drives growth. This can happen only if changes in the trade exchange rate between tourism and manufactured goods more than balance the technological gap in the tourism sector.

This condition applies if the elasticity of substitution between tourism and manufactured goods is less than one (inelastic). The halal tourism sector is also an important source of revenue for local governments, namely Regional Original Income (PAD) in Bangkalan Regency. Original Regional Income is used to finance development in Bangkalan Regency to improve the welfare of its people and advance the area (Apridia & Dahruji, 2020); Maskuniswatin et al., 2022; Nasik, 2018).

Method

The approach used in this research was quantitative (Mukhid, 2021), using SWOT analysis (Adityaji, 2018; Rangkuti, 2015). Data testing and analysis were carried out using Microsoft Excel software (Rusli et al., 2021). Strategic factor analysis involves two main components, namely internal factor analysis and external factor analysis. Internal factor analysis was carried out using an internal strategic factor matrix (Internal Strategic Factors Analysis Summary/IFAS), while external factor analysis used an external strategic factor matrix (External Strategic Factors Analysis Summary/EFAS). The stages of preparing the IFAS and EFAS matrices, as well as the SWOT analysis,

were important processes in formulating organizational strategies to achieve certain goals (Nisak, 2013; Rusydiana, 2018; Siregar, 2021).

The preparation of the Internal (IFAS) and External (EFAS) Strategy Factor Matrix begun with identifying strengths, weaknesses, opportunities, and threats in ecotourism-based Tahura management through discussion or library research methods. These factors were ranked based on respondents' opinions and weighted according to their importance, with the sum of the weights not exceeding 1.00. The relative influence of each factor was calculated by multiplying the weight by its ranking (Larasati & Rahmawati, 2017; Narto & Hm, 2020; Rusydiana, 2018). The IFAS and EFAS matrices were used to construct the SWOT matrix, which highlighted the five elements considered to be the most strategic (Narto & Hm, 2020; Suryatman et al., 2021).

Table 1. *SWOT Matrix*

EXTERNAL FACTORS	INTERNAL FACTORS	STRENGTHS (S)	WEAKNESS (W)
		List 5-10 Internal strength factors	List 5-10 Internal weakness factors
OPPORTUNITIES (O)		<i>SO STRATEGY</i>	<i>WO STRATEGY</i>
List 5-10 External opportunity factors		<i>A strategy that uses strengths to take advantage of opportunities</i>	<i>A strategy that minimizes weaknesses to take advantage of opportunities</i>
THREATS (T)		<i>STRATEGY ST</i>	<i>WT STRATEGY</i>
List 5-10 External threat factors		<i>A strategy that uses force to overcome threats</i>	<i>Strategies that minimize weaknesses and avoid threats</i>

Previous Studies

The contribution of halal tourism to economic growth in Bangkalan Regency, especially in the context of Regional Original Income (PAD) and its impact on improving the welfare of local communities, highlights an important aspect of local economic development. Halal tourism, as a part of the tourism industry, has received increasing attention in the last decade. According to Yasin (2016), halal tourism refers to tourism activities that meet Islamic halal standards in the provision of services,

facilities, and products. In the context of Bangkalan Regency, halal tourism involves all aspects of tourist life that are in accordance with the teachings of the Islamic religion, starting from accommodation, food, and drink, to tourist activities that pay attention to religious principles.

Economic growth is the main focus of research regarding the contribution of halal tourism. According to Rahman et al. (2018), the economic growth of a region is often closely related to the development of the tourism sector, and this also applies in the context of halal tourism. Research by Yakup and Haryanto (2019) shows that halal tourism has significant potential to increase a region's Original Regional Income (PAD). With increasing tourist arrivals seeking tourism experiences that are in line with their religious principles, income from the halal tourism sector in Bangkalan Regency can contribute substantially to PAD.

This increase in PAD has a significant impact on the welfare of local communities. According to research by Nasik (2018), income obtained from the tourism sector can be used to improve the quality of infrastructure, public services, and development programs that support community welfare. A study by Prasetyo (2022) shows that the development of adequate tourism infrastructure can create new jobs and increase accessibility, thereby providing equitable economic benefits to local communities.

However, it is important to note that the contribution of halal tourism to economic growth and the welfare of local communities also requires attention to various factors, including the development of quality human resources, environmental sustainability, and effective promotion and marketing. According to Maskuniswatin et al. (2022), a sustainable halal tourism development strategy must pay attention to these aspects to ensure maximum economic benefits for Bangkalan Regency and the welfare of the local community.

The Keynesian approach regarding multipliers can be utilized to assess the long-term impact of halal tourism on income growth and employment generation in Bangkalan Regency. In this context, multiplier analysis can be employed to estimate the effects of halal tourist expenditures on local income growth and the creation of additional job opportunities. With an increase in demand for halal tourism services, new opportunities for local economic growth and enhanced community welfare are expected to emerge.

The application of a Keynesian approach in analyzing the impact of halal tourism on increasing income and employment in Bangkalan Regency reflects the need for an in-depth understanding of local economic dynamics. In a Keynesian perspective, multipliers play an important role in evaluating the economic effects of a sector, including halal tourism. Research by Aghion et al. (2019) shows that a Keynesian approach can be used to estimate the impact of tourism expenditure on economic growth and job creation. In the context of Bangkalan Regency, applying this approach makes it possible to evaluate the contribution of halal tourism to increasing income and employment in a more holistic and detailed manner.

The Keynesian multiplier concept considers the compounding effects of halal tourism expenditure on the local economy. A study by Yakup and Haryanto (2019) shows that increasing spending in the halal tourism sector can stimulate economic activity in various related sectors, such as trade, transportation, and services. With

increasing demand for these goods and services, it is hoped that there will be an increase in income for local business actors, which in turn can create new jobs.

In addition, the Keynesian approach also takes into account the long-term impact of halal tourism expenditure on the economy of Bangkalan Regency. According to research by Nasik (2018), the development of the halal tourism sector can strengthen the local economic structure by creating sustainable sources of income. This will help strengthen people's purchasing power and increase consumption levels, which will ultimately have a positive impact on long-term economic growth.

However, it is important to note that the Keynesian approach also has limitations in analyzing the impact of halal tourism in Bangkalan Regency. According to research by Nisak (2013), Keynesian approaches tend to ignore specific aspects of the tourism sector, such as environmental sustainability and cultural sustainability, which are also important to consider in analyzing the economic impact of halal tourism. Thus, this literature review illustrates the importance of using a Keynesian approach in analyzing the impact of halal tourism on income and employment in Bangkalan Regency. However, a holistic and integrated approach is also needed to understand the long-term impacts and non-economic aspects of halal tourism development in the region.

The development of halal tourism in Bangkalan Regency faces unique challenges as efforts are made to harness existing tourism potential. The main challenges include a deep understanding of the needs of Muslim tourists, adaptation of tourism infrastructure and services, and adherence to strict halal standards. Effective strategies need to be formulated to overcome these obstacles.

Regarding the uniqueness and challenges in developing halal tourism in Bangkalan Regency, it shows that there are unique aspects that need to be considered as well as a number of challenges that must be faced in the process of developing the tourism sector. The uniqueness of halal tourism in Bangkalan Regency can be seen from the richness of Islamic culture and heritage which is a special attraction for tourists who want a tourism experience that is in accordance with the principles of the Islamic religion (Yakup & Haryanto, 2019). However, apart from this uniqueness, there are a number of challenges faced, including limited adequate tourism infrastructure, lack of effective promotion and marketing, as well as regulatory obstacles related to halal certification for tourism service providers (Apridia & Dahruji, 2020).

One of the main challenges in developing halal tourism in Bangkalan Regency is the limited tourism infrastructure that can support optimal growth of the sector. According to Maskuniswatin et al. (2022), infrastructure such as transportation, accommodation, and other supporting facilities are often inadequate in Bangkalan Regency, thereby limiting the potential for halal tourism development. Apart from that, the lack of effective promotion and marketing is also an obstacle to increasing the attractiveness of halal tourism in the region (Nasik, 2018). Insufficient promotion can hinder the increase in the number of tourist visits and investment in the tourism sector.

An effective strategy to overcome the challenges in developing halal tourism in Bangkalan Regency needs to pay attention to several key aspects. First, increased investment is needed in developing tourism infrastructure that can support the growth of the sector (Rahman et al., 2018). Investments in transportation infrastructure, accommodation, and other supporting facilities will increase accessibility and comfort for visiting tourists. Apart from that, more aggressive and targeted promotional and

marketing efforts are also needed to increase public awareness and tourist interest in halal tourism in Bangkalan Regency (Prasetyo, 2022). Effective promotion can be done through various media, including digital and social media, as well as collaboration with travel agents and other tourism industry players.

Technology and innovation play a pivotal role in the advancement of halal tourism in Bangkalan Regency, significantly influencing tourist attraction and local economic growth. Through the integration of technological solutions such as online booking platforms, mobile applications for halal food discovery, and virtual tours of halal-friendly attractions, the accessibility and convenience for Muslim travelers are greatly enhanced. Additionally, innovations in halal certification processes and digital marketing strategies tailored to Muslim markets contribute to raising awareness and attracting more visitors to the region. This influx of tourists not only stimulates the tourism sector but also fosters economic growth by generating revenue for local businesses, creating employment opportunities, and encouraging further investment in infrastructure development to support the burgeoning halal tourism industry in Bangkalan.

The role of technology and innovation in developing halal tourism in Bangkalan Regency illustrates the importance of adopting modern technology and innovation in strengthening tourist attraction and encouraging local economic growth. Technology and innovation have become key factors in advancing the halal tourism sector in various tourist destinations. According to research by Rahman et al. (2018), the use of information and communication technology (ICT) can increase operational efficiency, improve services to tourists, and expand the reach of the halal tourism market.

The application of technology also plays a role in improving tourists' experiences in exploring halal tourism destinations. According to research by Jamaludin et al. (2021), mobile applications and online platforms can provide accurate and easily accessible information about halal tourism destinations, including information about accommodation, halal places to eat, and tourist activities that comply with Islamic principles. Thus, the use of this technology can increase the attraction of tourists who are looking for tourism experiences that are in line with their religious beliefs and values.

Apart from that, innovation in developing halal tourism products and services also has a significant impact on local economic growth. According to research by Yakup and Haryanto (2019), developing unique and different halal tourism products can attract the attention of tourists and increase income from the tourism sector. With innovation in product and service development, Bangkalan Regency can expand its halal tourism market share and increase the contribution of the tourism sector to the local economy.

However, it should be remembered that the adoption of technology and innovation in halal tourism also raises several challenges. One of them is the digital divide that still exists in several regions, which can hinder access to and use of technology for halal tourism businesses in Bangkalan Regency. Therefore, efforts are needed to ensure that technology and innovation can be accessed and utilized equally by all tourism industry players

Promotion and marketing play integral roles in enhancing the image and appeal of halal tourism in Bangkalan Regency, directly contributing to increased tourist visits and tourism income. Effective promotional campaigns highlighting the unique halal-friendly offerings of the region, such as certified halal accommodations, dining options, and cultural experiences, serve to attract Muslim travelers seeking destinations that cater to their religious preferences. Through targeted marketing efforts across various channels, including social media, travel websites, and specialized halal tourism platforms, awareness of Bangkalan's halal tourism potential is heightened among key demographics. As a result, tourist arrivals to the region surge, leading to a boost in tourism-related revenue streams. Moreover, positive word-of-mouth generated by satisfied visitors further amplifies the reputation of Bangkalan as a premier halal tourism destination, perpetuating a cycle of increased tourist visits and economic prosperity for local businesses and communities.

The role of promotion and marketing in improving the image and attractiveness of halal tourism in Bangkalan Regency highlights the importance of effective communication strategies in strengthening identity and attracting tourist interest. Promotion and marketing have a crucial role in building a positive image of halal tourism destinations in Bangkalan Regency. According to Nasik (2018), good promotions can help create awareness and interest among tourists in certain destinations, while effective marketing can expand market reach and increase the attractiveness of the destination.

Research by Yakup and Haryanto (2019) shows that appropriate promotion and marketing can help in building a positive image of halal tourism destinations in Bangkalan Regency. Promotional strategies that target the right market segments, such as local and international Muslim communities, can increase their awareness and interest in the potential of halal tourism in the region. In addition, integrated marketing through various channels, including social media and collaboration with travel agents, can also expand the reach of promotions and create attractive tourism experiences for tourists (Prasetyo, 2022).

The importance of promotion and marketing in increasing tourist visits is also reflected in research by Rahman et al. (2018), which shows that effective promotions can increase the number of tourist visits and contribute to local economic growth. With the increasing number of tourist visits, it is hoped that there will be an increase in income from the tourism sector, which in turn can have a positive impact on the economic development of Bangkalan Regency (Apridia & Dahruji, 2020).

However, challenges in promoting and marketing halal tourism in Bangkalan Regency also need to be considered. Lack of budget, skilled human resources, and coordination between stakeholders often become obstacles to implementing effective promotional and marketing strategies (Maskuniswatin et al., 2022). Therefore, collaborative efforts are needed between local governments, the tourism industry, and local communities to overcome these challenges and increase the effectiveness of halal tourism promotion and marketing in Bangkalan Regency.

Results and Discussion

1. Change in Population

Changes in population in Bangkalan Regency are an important phenomenon to understand in the context of tourism development. Data from the Bangkalan Regency Population and Civil Registration Department (2022) shows that in 2021, the population will reach 1,083,192 people with a male-to-female sex ratio of 97.44. Apart from that, high population density is also a characteristic of this area, with Galis sub-district being the most densely populated area reaching 71.96 people/km² (Dispendukcapil Bangkalan Regency, 2022).

The population of the region Bangkalan Regency experiences changes from year to year. In 2021 the population in Bangkalan Regency will be 1,083,192 people. Meanwhile, the 2021 sex ratio figure for the male population to the female population is 97.44. Population density in Bangkalan Regency in 2021 reached 859.58 people/km² with Galis District being the area with the highest density level reaching 71.96 people/km².

Table 2. *Number of population in Bangkalan Regency in 2021*

No	SUBDISTRICT	TOTAL POPULATION			Population density
		M	F	M+F	
11	BANGKALAN	43,391	44,552	87,943	69.79
22	SOCAN	31,872	32,937	64,809	51.43
33	BURNEH	31,866	32,153	64,019	50.80
44	KAMAL	24,230	25,315	49,545	39.32
55	AROSBAYA	24,196	24,455	48,651	38.61
66	GEGER	41,410	42,178	83,588	66.33
77	CLAMPIS	28,370	29,562	57,932	45.97
88	TEN	22,999	23,855	46,854	37.18
99	CAPE EARTH	27,129	28,173	55,302	43.89
110	COCK	37,300	37,962	75,262	59.73
111	KWANYAR	25,980	26,778	52,758	41.87
112	LAMB	19,120	19,851	38,971	30.93
113	LATERITE	35,754	36,751	72,505	57.54
114	TRAGAH	15,457	15,873	31,330	24.86
115	BLEGA	29,515	29,802	59,317	47.07
116	MODUNG	22,903	24,293	47,196	37.45

117	KONANG	28,120	28,406	56,526	44.86
118	GALIS	44,949	45,735	90,684	71.96
AMOUNT		534,561	548,631	1,083,192	859.58

Data source: Dispendukcapil Bangkalan Regency 2022

Population density is the ratio between the number of residents and the area. Gross density is the ratio of population to total area. The population in 2021 is 1,083,192 people with an area of 1,260.14 Km² so in 2021 the gross density in Bangkalan Regency will be 859.58 people/Km². The highest density is in Galis District at 2,479 people/Km² and the lowest is Tragah District at 24.86 people/Km².

Table 3. *Development of regional income in Bangkalan Regency in 2012 – 2020*

Year	Income (Million Rupiah)	area	Development
2012	2,085,885.48	-	-
2013	2,180,542.43		4.54
2014	2,575,129.14		18.10
2015	2,697,572.26		4.75
2016	2,822,831.39		4.64
2017	2,960,986.54		4.89
2018	3,102,725.52		4.79
2019	3,257,069.05		4.97
2020	3,434,466.29		5.45

Source: Bangkalan Book in Numbers

2. Regional Income and Sector Contribution:

Bangkalan Regency's regional income also shows a positive growth trend from year to year. Data from the Bangkalan Book in Numbers shows that regional income increased from 2012 to 2020, indicating continued economic growth. However, the role of the tourism sector in contributing to Regional Original Income (PAD) still needs further attention, especially in identifying potential and development strategies (Bangkalan Book in Figures).

Meanwhile, the sector that had the lowest contribution to GRDP from 2012 to 2013 was the mining and quarrying sector with a contribution of around 1.2-1.5 percent, and from 20014 to 2020 it was the electricity, water, and gas sector with around 0.8 percent. the same every year.

Table 4. *Internal Factor Matrix*

Internal factors	Weight	Ratings	Score
Strength			
Blue Beach, Lighthouse and Klampis Beach are tourist attractions with a comfortable and calm atmosphere	0.084	3	0.253
Blue Beach, Lighthouse and Klampis Beach have natural beauty	0.083	3	0.248
Pantai Biru Beach, Lighthouse and Klampis Beach are characterized by culinary tourism	0.092	4	0.369
It is often a destination for domestic tourists	0.088	3	0.265
Weakness			
it hasn't been kept clean	0.081	3	0.244
There are no cultural events being held yet periodically	0.077	2	0.153
do not yet have adequate facilities	0.082	2	0.163
not yet officially managed by Governmentlocal	0.078	2	0.157
do not yet have accommodation facilities Adequate	0.079	3	0.236
do not yet have clean public toilets for tourists	0.082	3	0.245
External Factors			
Opportunity			
Communities around tourism get a new source of income	0.120	3	0.359
There is the participation of the surrounding community in helping	0.114	3	0.341
As a source of PAD for Bangkalan	0.106	4	0.424
As a source of increasing Bangkalan's economic growth	0.107	4	0.429
Threat			
Tourist dissatisfaction when at tourist attractions	0.108	4	0.432
There are many tourist destinations in Bangkalan Regency that are better than the three tourist attractions mentioned above	0.116	3	0.347
Covid-19 pandemic	0.115	3	0.345

3. SWOT Analysis for Halal Tourism:

SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis can be a useful tool for understanding the internal and external factors that influence the development of halal tourism in Bangkalan Regency. This process can help identify the strengths and weaknesses of the object of analysis, as well as the opportunities and threats that exist in the external environment. Through SWOT analysis, effective strategies can be formulated to overcome challenges and take advantage of existing opportunities (Pickton & Wright, 1998).

The Role of Toilets in Tourism: One of the obstacles faced in developing halal tourism in Bangkalan Regency is the availability of adequate facilities and infrastructure, including clean public toilets. Clean public toilets are an important factor in creating a positive experience for tourists so fixing and upgrading these facilities can improve the image and attractiveness of tourism (Hossain & Raihan, 2020).

Influence of Tourist Satisfaction on Tourism Growth: Tourist satisfaction has a significant impact on tourism growth. By improving the quality of tourism services and facilities, as well as paying attention to tourists' hopes and expectations, we can increase the level of tourist satisfaction. This has the potential to attract more tourists and increase visits and tourism income in Bangkalan Regency (Dabholkar & Walls, 1999; McDougall & Levesque, 2000).

SWOT analysis explores internal strengths and weaknesses, as well as opportunities and threats of an object of analysis. The SWOT process that encourages discussion among group members from various disciplines of expertise encourages the development of its use as a participatory planning method that involves multiple perspectives (Pickton & Wright, 1998). Scolozzi et al., (2014) used SWOT analysis to support conservation and environmental policies by considering factors that are assumed to influence the success and failure of conservation and protection efforts in densely populated areas. Furthermore, SWOT can be used to identify internal and external factors that influence biodiversity conservation and the sharing of environmental services using social, economic, and environmental indicators.

The results of these calculations show that the main strengths of halal tourism in the northern route of Madura are Blue Beach, Lighthouse, and Klampis Beach which have the characteristics of culinary tourism, but the main weakness is that they do not have clean public toilets for tourists. This means that these three beaches can encourage PAD through culinary tourism.

A region can increase its Original Regional Income (PAD) by developing the various potentials that the region has. One way to increase PAD is by developing the potential of tourist attractions. Development here is a process, method, and act of developing or developing gradually and regularly that leads to the desired target. Development here means the act of developing tourism objects owned by the region in order to increase local revenue. The process of increasing Original Regional Income is closely related to the efforts made by the local Regional Government, so with these efforts, it is hoped that Regional Original Income will increase.

In order for the growth of halal tourism in these three places to be higher, it is necessary to improve supporting facilities and infrastructure, including clean toilets. Toilets are a symbol of service, a symbol of devotion, and a marker of modern civilization. Without clean and good toilets, the perception of service will collapse and the beauty of the three beaches will collapse. Toilets are an indicator of tourism so they must be adequate, meet water needs, and clean according to the standards of foreign guests. You can implement the "Clean Literacy Movement" program, which is basically a program that aims to raise awareness among tourist attraction managers in general, and local governments in particular, regarding the appropriate condition of public toilets to be provided at tourist attractions so that they can support the needs of visiting tourists. visit the tourist attraction.

The development of these three beaches has an important impact on the lives of the people around tourist attractions. From an economic perspective, it is useful in reducing unemployment and poverty as well as contributing to local original income. This means that development on these three beaches can help provide employment opportunities, including tourism service activities, MSMEs, and others. The main challenge is innovation in tourism development. The challenge for future tourism development is to increasingly innovate tourist attractions. If the management continues to innovate, domestic and foreign tourists will increase.

Next, it provides information related to the results of the SWOT External Factor Evaluation (EFE) calculation. The EFE matrix is used to find out how much influence external factors have on tourism development in these three places. The total value weighted in this matrix is the total result of multiplying the weight and rating of each external strategic factor.

Based on external factors, these three beaches are a source of economic growth in Bangkalan Regency. Globally, the halal tourism sector has become one of the sectors with the most dynamic and fastest growth throughout the world. The rapid growth in the tourism sector has attracted the attention of policymakers in Bangkalan Regency to launch tourism as a key sector to encourage economic growth. A well-developed tourism sector can help create new jobs, increase tax revenues and gross regional income, and provide support for other sectors economically. The spillover effect triggered by tourism increases demand for capital goods and raw materials which drives economic growth in various sectors such as transportation, communications, hotels, handicrafts, consumer products, services, restaurants, and others.

It should be noted that tourists are dissatisfied when they are at tourist attractions. Tourist dissatisfaction is a tourist's response to an evaluation of the perceived discrepancy between previous expectations (or other performance norms) and actual perceived product performance. Engel (in Tjiptono, 2004: 161) stated that tourist dissatisfaction is a post-purchase evaluation where the alternative chosen at least provides the same results or exceeds the tourist's expectations, while dissatisfaction arises if the results obtained do not meet the tourist's expectations. Tourist satisfaction is something that is the hope of tourist destinations so if tourists are not satisfied, it can worsen tourist conditions.

In marketing, the emphasis is on tourist satisfaction, which in the field of tourism marketing is tourists. Tourist satisfaction is the positive, neutral, and negative feelings of tourists regarding the value received from tourism service products. This means that satisfaction is an individual's perception, in this case the home, of the performance of a product or service which is linked to their expectations of the product or service itself. Tourists who receive product performance that is lower than their expectations are certain to be disappointed and dissatisfied. Meanwhile, tourists who get the same or better product performance as their expectations will be satisfied or very satisfied.

Elements of satisfaction and dissatisfaction arise from the gap between expectations and reality that occurs when tourists use tourism products which include attractions, information, public facilities, human resources (HR), services, cleanliness, and accessibility. Furthermore, expectations regarding the quality of tourism products according to what tourists receive influence tourist satisfaction as a predictor that influences tourist loyalty (Dabholkar & Walls 1999; McDougall & Levesque, 2000).

This means that tourist loyalty reflects satisfaction that is not only seen from transactions or repeat purchases, but several characteristics include making repeat purchases regularly, making other transactions in the same place, referring others, and not being influenced by competitors to move. Satisfied tourists are tourists who will share their satisfaction with producers or service providers. Even satisfied tourists will share their experiences with other tourists. This will be a reference for the company concerned.

Tourists who feel very satisfied will become regular tourists for a long time and they are not very sensitive to price, not only that, they will convey their satisfaction with the company to other people, just imagine if a company provides poor service to tourists, then it is certain that these tourists will look for other companies and become tourists from other companies (competitors) that provide satisfaction to these tourists, this will cause a decrease in sales and in turn will reduce profits and even losses (Kotler, 2002).

Conclusion

The potential for halal tourism in Bangkalan Regency, especially at Biru Beach, Lighthouse, and Klampis Beach, is a huge chance with their natural beauty and culinary riches. However, there are still several weaknesses in infrastructure and services that need to be renewed, such as cleanliness and availability of public facilities. The development of halal tourism in Bangkalan Regency had a positive impact on Regional Original Income (PAD) and local economic growth. However, there are still challenges in increasing tourist visits and the quality of tourism services. Tourist dissatisfaction is one of the threats to developing halal tourism in Bangkalan Regency, especially related to inadequate facilities and services. The use of SWOT analysis has helped identify strengths, weaknesses, opportunities, and threats in the development of halal tourism in Bangkalan Regency. However, a more targeted and sustainable strategy is needed to optimize tourism potential. The contribution of halal tourism to economic growth and community welfare in Bangkalan Regency is very significant. However, continuous efforts need to develop halal tourism to maximize potential and overcome existing

challenges.

This research is limited by the availability of relevant and recent data related to halal tourism in Bangkalan Regency. More detailed data, such as traveler profiles, preferences, and visit patterns, can help in deeper analysis. Limitations in access to research facilities and infrastructure, such as direct survey facilities in the field and limited time to collect primary data, can affect the depth of analysis and validity of findings. This research focuses more on economic and tourism aspects, so it does not cover social, cultural, and environmental aspects as a whole. These limitations may limit a comprehensive understanding of the impacts and implications of halal tourism development.

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