

Analysis Of Halal Tourism Potential Based on the 2019 Halal Tourism Implementation Guidelines of The Ministry of Tourism (Case Study: Jung Koneng Bangkalan Mangrove Park)

Masaulina^{1*}, Maziyatul Mufida², Laili Nur Qomariah³
Faculty of Islam, Trunojoyo University, Madura
Jl Raya Telang PO Box 2 Kamal 69162 Bangkalan East Java
Email: masaulina545@gmail.com

ABSTRACT

*The economic sector is one of the most important factors in supporting a country's progress. There are many ways to improve the economy, one of which is with halal tourism, halal tourism is a tourist attraction that refers to the provision of facilities, security, food, and rules in accordance with the provisions of Islamic law, in 2019 Indonesia occupied the first seat as the best halal tourism in the world according to the global version of the Muslim Travel Index (GMTI) overtaking 130 other registered countries. Therefore, the author sees that the Jung Koneng Bangkalan Mangrove Park has great potential to become halal tourism, to take part in national economic development, and apply the word *hablum minal alam* (human relationship with nature) by becoming a caliph who protects and preserves nature, which is the order of the Ruler of the Universe. This study uses a qualitative descriptive method and uses an empirical approach. The results indicate that the tourism sector of the Jung Koneng Bangkalan Mangrove Park has strong potential to develop into halal tourism, although several sectors still require further development.*

Keywords: Potential, Tourism, Halal.

Introduction

Tourism is one of the drivers of the economy and can increase employment. Halal tourism is currently in high demand. Indonesia, which is recorded as a country with the largest Muslim population in the world, continues to make progress in the development of halal tourism, one of which is the Jungkoneng Mangrove Tourism Park located on Madura Island, especially in Bangkalan, namely Labuhan Village, District Ten of Bangkalan Regency. The purpose of this research is to determine whether Jungkoneng Mangrove Tourism has the potential/opportunity to be used as halal tourism. The method used in this study is a descriptive-qualitative approach with a place observation design. The purpose of this study is to help readers and the public understand halal tourist destinations and their tourism potential.

Previous research conducted by [1], [2] employed a descriptive qualitative research design. This study shares several similarities with the previous research. First, both studies examine the same object, namely Labuhan Mangrove Jungkoneng Tourism in Bangkalan. Second, both apply a qualitative descriptive approach as the research method. However, there is also a key difference between the two studies. The previous research focused on building destination branding. In contrast, the present study is more specifically concerned with efforts to develop Labuhan Mangrove Jungkoneng Tourism as a halal tourism destination and to assess its alignment with the 2019 Halal Tourism Implementation Guidelines issued by the Ministry of Tourism.

Tourism is widely acknowledged as a strategic sector that contributes to economic growth, employment creation, and regional development[3], [4], [5]. In recent years, halal tourism has gained increasing attention as a growing segment of the global tourism industry, driven by rising demand for travel experiences that accommodate Islamic values and the religious needs of Muslim travelers [6], [7], [8]. Halal tourism is not limited to destinations visited by Muslims; rather, it refers to the provision of facilities, services, and destination management practices that are consistent with halal principles, such as halal food, prayer facilities, modest environments, and ethical service standards[9], [10], [11]. As the country with the largest Muslim population in the world, Indonesia has significant potential to strengthen its role in the halal tourism market. This potential is supported by its abundant natural attractions, rich cultural diversity, and the government's commitment to promoting halal-friendly tourism development through various policies and guidelines[12], [13], [14], [15].

One destination that holds potential for halal tourism development is Labuhan Mangrove Jung Koneng in Bangkalan, Madura. This destination offers natural attractions and local resources that may support its transformation into a halal tourism destination. However, the development of halal tourism requires more than tourism appeal alone; it also demands conformity with established standards and implementation guidelines[16],

[17], [18]. Previous research conducted by Elisa Helmalia Helda (2021), entitled “Efforts to Build Halal Tourism Destination Branding in Labuhan Mangrove Jung Koneng, Bangkalan Regency,” used a descriptive qualitative approach and examined the same tourism object. The similarity between the two studies lies in the research setting and methodological approach: both focus on Labuhan Mangrove Jung Koneng Tourism and employ qualitative descriptive methods [19], [20], [21]. Nevertheless, the previous study primarily emphasized destination branding, but it did not specifically assess the destination’s readiness and suitability as a halal tourism destination in accordance with formal policy guidelines [22], [23], [24], [25], [26].

This difference indicates a clear research gap. Although prior research has discussed branding efforts at Labuhan Mangrove Jung Koneng, there remains limited analysis of its potential to develop as halal tourism in accordance with the 2019 Halal Tourism Implementation Guidelines issued by the Ministry of Tourism. Therefore, this study aims to analyze the potential of Labuhan Mangrove Jung Koneng as a halal tourism destination and to evaluate its conformity with the indicators set out in the 2019 guidelines. By addressing this gap, the study is expected to provide a more specific and practical contribution to the discourse on halal tourism development, particularly at the local destination level, while also offering insights for policymakers, destination managers, and local stakeholders in optimizing the development of halal-friendly tourism.

Research Methods

In the observation at the Labuhan Mangrove Jungkoneng Bangkalan Tourism, using a qualitative descriptive method and an empirical approach. In this study, the subjects are trusted people considered the most influential. To make it easier for the researcher to observe the research objectives or social situation, the researcher chooses the core managers, the local community, and visitors as the research targets. Objectives: This research focuses on Jung Koneng Mangrove Tourism, examining how village governments, leaders, and the surrounding community create destinations that influence the community.

Results And Discussion

Jungkoneng Mangrove Marine Tourism Park

Natural beauty and traditions that have the potential to become tourism objects/places are used as opportunities by the people of Bangkalan Regency, one of which is the Jungkoneng Mangrove Marine Tourism Park. The Jungkoneng Mangrove Marine Tourism Park area was once a conserved mangrove forest. It was then developed by the Tourism Awareness Group (POKDARWIS), a PT-fostered group. *Pertamina*.

The name jungkoneng is derived from the name *Bhujju'* (tomb) of jungkoneng, which is next to the tour. The name was taken to become the name of the jungkoneng tour so that the generation in the village always remembers their ancestors.

The fresh air and the scenic beauty of the Jung Koneng Mangrove Marine Tourism Park showcase the natural wonders and can serve as a tourist destination. With only IDR.30,000 in funds, visitors can comfortably enjoy the beautiful scenery and snacks in this Jung Koneng Mangrove. Apart from all that, Jungkoneng Mangrove tourism also offers several complete and comfortable facilities. Some of them include: Parking lots, Public Toilets, prayer rooms, interesting game rides, Gazebo/hut, Park, smart house, lodging/pavilion, wide yard for camping, boats, and diving equipment.

Not only are the facilities interesting, but Jungkoneng Mangrove has also always been the center of several activities, such as camping, afternoon walks, family vacations, and even educational activities that students commonly use.

The Potential of Halal Tourism in Labuhan Mangrove Jung Koneng Bangkalan Economic Potential

From the existence of jungkoneng tourism is very supportive of the economic development of the village and the means of obtaining jobs, there are 6 SMEs which are all run by the market community, the sale of mangrove coffee that has been certified halal where the sales level has been spread both nationally and internationally, the rental of boat equipment and diving equipment, the results obtained from entrance tickets (Based on data, visitors to Labuhan Mangrove Jung Koneng in one month can reach 1000 visitors who come), Profits from sea and land products, profits obtained from the collection and sale of waste.

Marine Potential

Opportunities managed and developed by the local community are coral reef cultivation and seagrass planting. About 200 more coral reefs are laid at a depth of 10 m. This aims to offset climate change, develop marine potential, and reduce marine pollution.

Land potential

Many aspects are developed in the Jungkoneng Mangrove Park, including;

1. Mangrove tree maintenance
2. Piapi Plant: the roots become herbs, the leaves become anoints, and the fruit becomes one of the mangrove coffee mixtures

Academic potential

1. The existence of a smart house that has a mini library, consisting of around 500 books, and also provides an e-library application, which is a contribution from the student service
2. There are several special trainings, such as: SAR Training (Core Members), Screen Printing Training (Community), Training on making handicrafts from marine life (Community)
3. There are catering packages for visitors

Efforts to Make Jung Koneng Mangrove Park a Halal Tourism

Halal tourism is part of the tourism industry that provides tourist services grounded in and referencing Islamic components. Islamic tourism is essentially a new interpretation of *pilgrimage* that elaborates on aspects of religious motivation and *leisure tourism*. Halal tourism is generally (*leisure tourism*) used by Muslim tourists, with support for the availability of tourism services and products in accordance with Islamic provisions and for the comfort needed to carry out worship.

4 concepts must be available in halal tourism: 1) the availability of food and beverages that are guaranteed halal, 2) some facilities are suitable and comfortable for purification. 3) The availability of facilities that make it easier to worship. 4) Products and services in the halal tourist attraction business are conducive to a halal lifestyle

To analyze the potential of halal tourism, the researcher matched it with standardization references based on the guidelines for the implementation of halal tourism by the ministry of tourism in 2019, there are several indicators and also criteria that must be met, some of these indicators include regions, tourist attractions, public facilities, tourism facilities, accessibility, investment, and government support. Looking at some of the indicators and criteria above, the following results were found:

1. Government support

Table 1. Government support

Yes	Indicator	Location Conditions
1.	The commitment of the provincial and district/city governments, in the form of policies that support halal tourism destinations	There is no commitment from the provincial government and the regency/city government in support of the transformation of this tourism into halal tourism.

2. Tourist Attractions

Table 2. General Tourist Attraction Bagan Places of Worship

Yes	Indicator	Location Conditions
1.	Places of worship are in clean and well-maintained condition	Yes.
2.	Bright enough lighting	Now available
3.	Has comfortable and good air circulation, such as air conditioning or fans	there
4.	The availability of Qibla directions, the availability of prayer time schedules, and the Qur'an	There is, except for the prayer schedule.
5.	Availability of male and female space dividers	there
6.	The availability of ablution places with clean and well-maintained conditions	there
7.	Separate ablution places between men and women	None
8.	The availability of prayer equipment, such as mukenah and prayer mats, that are well-maintained and clean	there
9.	Availability of clean and adequate water for ablution	there
10.	Availability of proper ablution used water drains	there
11.	The availability of tools/facilities from the ablution place to the prayer place (such as several sandals for ablution) if the ablution place is separate from the place of worship	None

3. General tourist attractions in the Tourist Attractions section

Table 3.General tourist attractions in the Tourist Attractions section

Yes	Indicator	Location Conditions
1.	The availability of a choice of beach attractions and bathrooms that are separate between men and women, and have visitor rules related to clothing that is appropriate to wear when entering the tourist area.	No provisions related to fashion

4. Public Facilities

Table 4. Places of Worship/Prayer Rooms

Yes	Indicator	Location Conditions
1.	Places of worship are in clean and well-maintained condition	Yes.
2.	Lighting is bright enough	Now available
3.	There is comfortable and good air circulation, such as air conditioning and fans	there
4.	Availability of Qibla directions, prayer schedule, and the Qur'an	There is, except for the prayer schedule
5.	Availability of male and female space dividers	there
6.	There are ablution places and clean and well-maintained conditions	there
7.	Separate ablution places between men and women	None
8.	The availability of prayer equipment, such as mukenah and prayer mats, that are well-maintained and clean	there
9.	Availability of clean and adequate water for ablution	there
10.	Availability of proper ablution used water drains	there
11.	The availability of tools/facilities from the ablution place to the prayer place (such as several sandals for ablution) if the ablution place is separate from the place of worship	None

Table 5. Public Facilities of the Toilet

Yes	Indicator	Location Conditions
1.	Means of purification with water	there
2.	Urinals are a barrier between one and the other (if there is a urinal)	None
3.	The urinal has a shower bidet button (if there is a urinal)	None
4.	The toilet has a hand shower	None
5.	Toilets are clean and maintained	there

5. Tourism facilities

Table 6. Tourism area services in places of worship

Yes	Indicator	Location Conditions
1.	The worship room is in a clean and well-maintained condition	Yes.
2.	Lighting is bright enough	Now available
3.	Have good air circulation with air conditioning or a fan	there
4.	There are instructions for the direction of the qibla, as well as the schedule of prayer times and the Qur'an.	There is, except for the prayer schedule.
5.	Male and female space dividers are available	there
6.	There are ablution places and clean and terawatt conditions	there
7.	The place of ablution is separated between men and women	None
8.	Prayer equipment in the form of prayer mats and mukenah is available, clean	there
9.	Clean and adequate water is available for ablution	there
10.	Good ablution water disposal available	there
11.	There are facilities available from the place of ablution to the place of prayer (e.g., some provision of several sandals for ablution or other facilities) if the place of ablution is separate/distant from the place of worship.	None

Table 7. Tourism area services in the toilet section

Yes	Indicator	Location Conditions
1.	Means of purification with water	there
2.	There is a barrier between one urinal and the other (if there is a urinal)	None
3.	The urinal has a shower bidet button (if there is a urinal)	None
4.	The toilet has a hand shower	None

5.	Toilets are clean and maintained	There
----	----------------------------------	-------

Table 8. Food and beverage services (e.g., restaurants, cafes, food services)

Yes	Indicator	Location Conditions
1.	Availability of halal-certified eateries, cafes, and restaurants	No, only mangrove coffee that has been certified halal

6. Investment

Table 9. Investment Climate

Yes	Indicator	Location Conditions
1.	The opening of an investment climate that supports the growth of halal tourist destinations	If you look at the investment climate in the growth of halal tourism, it has great potential; however, there has been no follow-up on this.

7. Government support

Table 10. Policy

Yes	Indicator	Location Conditions
1.	The structural function of the organization or team that has the authority to implement halal tourism	There
2.	Budget allocation to develop halal tourism	There
3.	There is support from both the provincial government and the regency/city government in halal tourism business certification in the form of subsidies, partial or all halal certification costs, according to regional financial capabilities.	There is no support from either the provincial or local governments in the realm of halal certification.
4.	The existence of facilities and socialization of training and debriefing of human resources	there

Table 11. Construction

Yes	Indicator	Location Conditions
1.	There is supervision and guidance on the implementation of halal tourist destinations.	None
2.	The existence of clear and accurate data on halal tourism destinations	None

Based on the analysis above, it can be seen that it turns out that Jung Koneng Mangrove Tourism still has shortcomings in terms of facilities and support that are not in accordance with the halal tourism standards that have been issued by the Ministry of Tourism and Creative Economy 2019, with the following details:

- a. In terms of support from the Department of National Policy and Development, Jungkoneng Marine Tourism Park has not received a commitment from the local government to support the achievement of the goal of making Jung Koneng Mangrove Labuhan tourism into a halal tourism, has not received a budget for the development of halal tourism, has not received support from the government for the application of halal certification, has not received halal socialization and monitoring of the implementation of tourist destinations and there is no database Accurate halal tourist attractions.
- b. In terms of tourism area services in the place of worship, the Jung Koneng Mangrove does not have a separate ablution place between men and women, and there is no prayer schedule.
- c. In terms of public facilities in places of worship (musholla), there are still no partitions for men and women, and the toilets do not have hand showers or even urinals.
- d. In terms of general tourist attractions, in the tourist attractions section, there are no provisions or information on how to dress in accordance with Islamic law.
- e. In terms of tourism services, the food and beverage category (e.g., restaurants, cafes, and catering services), there are no restaurants and cafes that are halal-certified; only mangrove coffee is halal-certified.

However, the application for a Halal certificate has not been submitted because there are still many areas for improvement. The manager of the Labuhan Mangrove Marine Tourism Park, Jung Koneng, still adheres to religious standards. Jung Koneng mangrove port tourism is still working to achieve its goal as a halal tourist destination; the management has not developed a positioning for halal tourism, and there is also a lack of positioning for tourism supervision. Because there is still a lack of facilities and repairing them requires a lot of funds, the efforts that can be made are to address the shortcomings above.

Conclusion

Jungkoneng Mangrove Marine Tourism Park. The Jungkoneng Mangrove Marine Tourism Park area was once a conserved mangrove forest. It was then developed by the Tourism Awareness Group (POKDARWIS), a PT-fostered group. *Pertamina*. The Jungkoneng Mangrove Harbor marine tourism park is often used for activities such as family vacations, camping, and student-organized educational events.

There are many Halal Tourism Potentials in Labuhan Mangrove Jung Koneng Bangkalan, starting from Marine Potential, with coral reef and seagrass cultivation, Land Potential, with tree maintenance, Economic Potential, and Academic Potential, with the formation of Smart Houses, special training, and Catering Packages for visitors.

Jung Koneng Marine Tourism Park still has facilities that are still incomplete (adequate) according to the 2019 Ministry of Tourism and Creative Economy's halal tourism standards. The Halal certificate has not been registered because many facilities still need improvement. Still, they are committed to turning the Jung Koneng Mangrove Marine Tourism Park into a Halal tourism destination. The effort that can be made is by completing the shortcomings in various aspects.

References

- [1] M.Battour, "Halal tourism: exploring innovative marketing opportunities for entrepreneurs," *Journal of Islamic Marketing*, vol. 13, no. 4, pp. 887–897, 2022, doi: 10.1108/JIMA-06-2020-0191.
- [2] I.Berakon, "An expansion of the technology acceptance model applied to the halal tourism sector," *Journal of Islamic Marketing*, vol. 14, no. 1, pp. 289–316, 2023, doi: 10.1108/JIMA-03-2021-0064.
- [3] N.Zulvianti, "The Influence of Environmental and Non-Environmental Factors on Tourist Satisfaction in Halal Tourism Destinations in West Sumatra, Indonesia," *Sustainability Switzerland*, vol. 14, no. 15, 2022, doi: 10.3390/su14159185.
- [4] M.Battour, "AI-enabled technologies to assist Muslim tourists in Halal-friendly tourism," *Journal of Islamic Marketing*, vol. 14, no. 5, pp. 1291–1309, 2023, doi: 10.1108/JIMA-01-2022-0001.
- [5] M. F.Said, "Exploring halal tourism in Muslim-minority countries: Muslim travellers' needs and concerns," *Journal of Islamic Marketing*, vol. 13, no. 4, pp. 824–842, 2022, doi: 10.1108/JIMA-07-2020-0202.
- [6] P. M.Ekka, "Halal tourism beyond 2020: concepts, opportunities and future research directions," 2024, doi: 10.1108/JIMA-09-2022-0260.
- [7] Y. D.Lestari, "Effect of destination competitiveness attributes on tourists' intention to visit halal tourism destination in Indonesia," *Journal of Islamic Marketing*, vol. 14, no. 4, pp. 937–965, 2023, doi: 10.1108/JIMA-12-2020-0368.
- [8] B. M.Wibawa, "Discovering the importance of halal tourism for Indonesian Muslim travelers: perceptions and behaviors when traveling to a non-Muslim destination," *Journal of Islamic Marketing*, vol. 14, no. 1, pp. 61–81, 2023, doi: 10.1108/JIMA-07-2020-0210.
- [9] M.Abdullah, "Asymmetric efficiency and connectedness among green stocks, halal tourism stocks, cryptocurrencies, and commodities: Portfolio hedging implications," *Resources Policy*, vol. 81, 2023, doi: 10.1016/j.resourpol.2023.103419.
- [10] L.Santoso, "Halal tourism regulations in Indonesia: trends and dynamics in the digital era," *Ijtihad Jurnal Wacana Hukum Islam Dan Kemanusiaan*, vol. 22, no. 1, pp. 73–94, 2022, doi: 10.18326/ijtihad.v22i1.73-94.
- [11] M. K.Rahman, "Does the perception of halal tourism destination matter for non-Muslim tourists' WOM? The moderating role of religious faith," *International Journal of Tourism Cities*, vol. 8, no. 2, pp. 478–496, 2022, doi: 10.1108/IJTC-12-2019-0207.
- [12] D.Hariani, "The competitiveness, challenges and opportunities to accommodate the Halal tourism market: a Sharia-law tourism destination perspectives," *Journal of Islamic Marketing*, vol. 15, no. 3, pp. 919–942, 2024, doi: 10.1108/JIMA-05-2023-0147.
- [13] L.Adnani, "The role of innovation and information sharing in supply chain management and business performance of halal products in tourism destinations," *Uncertain Supply Chain Management*, vol. 11, no. 1, pp. 195–202, 2023, doi: 10.5267/j.uscm.2022.10.007.
- [14] M.Battour, "The current state of published literature on halal tourism and hospitality: a bibliometric review," *Journal of Islamic Marketing*, vol. 15, no. 4, pp. 963–989, 2024, doi: 10.1108/JIMA-02-2023-0054.
- [15] A. S.Sofyan, "Crisis and disaster management for halal tourism: a systematic review," *Tourism Review*, vol. 77, no. 1, pp. 129–145, 2022, doi: 10.1108/TR-08-2020-0390.
- [16] D.Suhartanto, "Millennial loyalty in Halal tourism: a destination-based analysis," *Current Issues in*

- Tourism*, vol. 25, no. 9, pp. 1467–1480, 2022, doi: 10.1080/13683500.2021.1924635.
- [17] N.Akter, “The moderating role of perceived behavioral control in predicting Muslim tourists’ halal tourism intention: a developing country perspective,” *Journal of Islamic Marketing*, vol. 14, no. 7, pp. 1744–1767, 2023, doi: 10.1108/JIMA-10-2021-0336.
- [18] Slamet, “The contestation of the meaning of halal tourism,” *Heliyon*, vol. 8, no. 3, 2022, doi: 10.1016/j.heliyon.2022.e09098.
- [19] A.Al-Ansi, “Two decades of research on halal hospitality and tourism: a review and research agenda,” *International Journal of Contemporary Hospitality Management*, vol. 35, no. 6, pp. 2017–2055, 2023, doi: 10.1108/IJCHM-12-2021-1515.
- [20] A. P.Marlinda, “Halal tourism as a strategic option for South Korean tourism,” *Journal of Islamic Marketing*, vol. 14, no. 5, pp. 1276–1290, 2023, doi: 10.1108/JIMA-03-2021-0074.
- [21] E.Sthapit, “Memorable Halal Tourism Experience and Its Effects on Place Attachment,” *International Journal of Hospitality and Tourism Administration*, vol. 25, no. 3, pp. 575–601, 2024, doi: 10.1080/15256480.2022.2135666.
- [22] A. K.Jaelani, “Land Reform Policy in Determining Abandoned Land for Halal Tourism Destination Management Based on Fiqh Siyasa,” *El Mashlahah*, vol. 14, no. 1, pp. 211–238, 2024, doi: 10.23971/el-mashlahah.v14i1.8051.
- [23] B. D.Suseno, “Halal supply chain and halal tourism industry in forming economic growth,” *Uncertain Supply Chain Management*, vol. 11, no. 4, pp. 1433–1440, 2023, doi: 10.5267/j.uscm.2023.8.003.
- [24] A. A. T.Hasan, “Factors influencing halal tourism destinations revisit intentions among Muslim travelers of Bangladesh: the mediating role of emotional attachments,” *Journal of Islamic Marketing*, vol. 15, no. 3, pp. 720–744, 2024, doi: 10.1108/JIMA-02-2023-0045.
- [25] B.Rhama, “The halal tourism – alternative or mass tourism? Indications of traditional mass tourism on crescent rating guidelines on halal tourism,” *Journal of Islamic Marketing*, vol. 13, no. 7, pp. 1492–1514, 2022, doi: 10.1108/JIMA-07-2020-0199.
- [26] A.Manan, “HALAL TOURISM: A PROPOSED SHARIA MODEL FOR IMPLEMENTATION,” *Jurnal Ilmiah Peuradeun*, vol. 11, no. 1, pp. 81–100, 2023, doi: 10.26811/peuradeun.v11i1.784.