

HALAL TOURISM DEVELOPMENT STRATEGY IN LOANG BALOQ BEACH, MATARAM CITY



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Abstract

Halal tourism is currently a new concern in the tourism industry because its growth has increased significantly. The main problem of this research is how the policy direction of the strategy, the implementation of policy direction in the development of halal tourism in Loang Baloq, and the inhibiting factors in implementing the halal tourism development strategy in Loang Baloq Beach. This study aims to find out how the management strategy in developing halal tourism in Loang Baloq. This study uses the descriptive qualitative research method, which is a study that seeks to obtain complete information to obtain information. The observation and interview process is very important in data collection. From observations and interviews, it is expected to be able to explore the problems that exist in the development of halal tourism in Loang Baloq Beach to find out what strategies can be done to develop Loang Baloq Beach tourism in the eyes of local and National as well as in the welfare of local communities. Halal tourism development strategy in Loang Baloq. This includes increasing visitor comfort, and creating a friendly and friendly environment supported by (1) the development of halal tourist destinations including the development of halal tourism objects and the improvement of the development of halal tourism facilities and infrastructure (2) developing the Halal Tourism Industry Program including the development of the halal industry and halal facilities such as halal certificates.

Keyword: Strategy, Development Halal Tourism, Loang Baloq

INTRODUCTION

The development of tourism is currently a trend in several countries is the development of halal tourism. Indonesia is the largest archipelago-shaped developing country in the world with natural beauty, heritage, customs, and abundant Buddhism. These various potentials, if managed properly, can increase the popularity of Indonesian tourism globally, various regions in Indonesia have provided various tourism models, both in the form of playgrounds, sports centers, museums, learning park temples, and many others, including natural tourism that is processed in such a way by humans as well as beaches, waterfalls and other natural attractions, such tours can be found in remote parts of the country stretching from Sabang to Merauke where the tourism sector is a sector that contributes greatly to the economic growth of a country (Rosyidah et al., 2021). Indonesia, which is mostly Muslim in population and also the country with the largest number of Muslims in the world, is currently also focusing on developing halal tourism. Various ways are done so that Indonesia can compete with other Southeast Asian countries in attracting local and foreign tourists (Mira Silfiya, Rudi Hermawan, 2023).

The halal tourism sector is one type of tourism that must be developed (Mira Silfiya, Rudi Hermawan, 2023). The development of the halal tourism sector in Indonesia has increased in recent years. This is in line with support from the central government and also several regional governments. In the ranking of the Global Muslim Travel Index (GMTI) in 2022, Indonesia itself managed to occupy the second position in the halal tourism service sector. Up two ranks from the previous fourth position in 2021, therefore, the development of halal tourism services must be carried out to encourage Indonesia to become a leader in the development of halal and Muslim-friendly tourism in the world. Sandiaga Salahudin Uno, as minister of tourism and creative economy, RI Saying "For halal tourism I hope to focus, because we have succeeded in increasing our position to position 2 now, we have to go to number 1 and of course this additional service or extensional service with the concept of need to have, good to have, and nice to have". The development of tourism that has globalized is what triggers Indonesia to also participate in developing tourism in various sectors (L. N. Safitri et al., 2021).

Halal tourism is currently a new concern in the tourism industry, because its growth has increased significantly (Suryana & Utomo, 2020). This halal tourism is intended for Muslim tourists (Muslim-friendly) but does not close its use for non-Muslim tourists. For example, some things that need to be considered in halal tourism include hotels that provide worship facilities for Muslims, provide halal food and drinks, have swimming pool facilities and spas that are separate schedules or places for men and women (Muawanah et al., 2021). Likewise, transportation service providers are required to provide convenience for Muslim tourists in carrying out worship during the trip, in the form of providing prayer places on board, notification when entering prayer times, provision of halal food and drinks, and Islamic entertainment during the trip (Sayekti, 2019). The concept of halal tourism is to ensure the availability of basic needs of Muslims so that they continue to carry out worship and activities in accordance with sharia law while in the tourist destination (Destiana & Kismartini, 2020).

One of Indonesia's leading halal tourism sectors is in West Nusa Tenggara Province (NTB). NTB is flanked by two major Indonesian tourism sectors, namely Bali Island and Komodo Island. This makes NTB a strategic area in developing tourism. In addition to having natural beauty, NTB also has a variety of tribes and cultures (Nasution et al., 2021). West Nusa Tenggara Province is actively introducing and developing the concept of halal tourism in its tourism sector (Lalu Adi Permadi, 2018). This is evident from the real work and seriousness of the Regional Government in the development of halal tourism in Lombok, which is outlined in the Regional Regulation (PERDA) regarding halal tourism in Lombok (Marsaulina Siahaan, Lukmanul Hakim, 2022)

The development of the tourism sector in NTB Province can be seen from the increasing number of tourist visits. In addition, West Nusa Tenggara Province is the region that first received a halal tourism certificate in 2015 (Sarjan, 2019). This is an important concern for local governments regarding how to manage the tourism sector well so that it can trigger tourist arrivals, both domestic and foreign tourists (Marsaulina Siahaan, Lukmanul Hakim, 2022).

West Nusa Tenggara Province (NTB) is the first and only region in Indonesia that has a Regional Regulation (Perda) regarding halal tourism. Based on the Regional Regulation

of West Nusa Tenggara Province Number 2 of 2016 concerning Halal Tourism, tourism development points to 4 (four) pillars, namely; destination, marketing (promotion), tourism industry and institutional. The four pillars of tourism development will be the basic guidelines in the implementation of development in the field of tourism. One of the subsectors that is now a concern in the tourism development sector is Halal Tourism. Halal tourism is a new "icon" of tourism development that must be developed and requires attention, because it is expected to invite and attract tourists, both domestic tourists (Nusantara) as well as foreign tourists (Nasution et al., 2021).

Halal tourism was born in NTB Province based on a juridical basis, namely the NTB Provincial Regulation Number 2 of 2016, the philosophical basis is an effort to realize community welfare and meet the needs of tourists to worship at the destination location in accordance with Islamic law (Dewi, 2022) Tourism on the island of Lombok, West Nusa Tenggara, has begun to make improvements, both in the northern, central, and southern parts. It has its own goals, namely to attract tourists, achieve the prosperity of its people, develop regional potential, and contribute to the National Tourism program pioneered by the Ministry of Tourism, namely "Indonesia WOW" (Word of Wonderful) (Kemenpar, 2019). (Basit, 2022).

The charm of Mataram City holds the allure of cultural and natural uniqueness. Cultural uniqueness is presented in the traditions, customs, culinary, and lifestyle of its people. HIS natural work creates a landscape that is so beautiful, that it is used as one of the 11 Regional Tourism Strategic Areas (KSPD). The tourist attractions set in the KSPD have 8 development scopes based on the Regional Tourism Development Master Plan (RIPPARDA) for 2013-2028, covering Mataram City, Islamic Center, Loang Baloq, Mayura Park, Sekarbela, Narmada Park, Suranadi, and Lingsar. The entry of Loang Baloq Beach as one of the scopes of tourism development in Mataram City makes Loang Baloq Beach very open for investors to build facilities and accommodations there. The government as a public sector has a role and responsibility in building an operational framework, where the public and private sectors are involved in driving the pulse of tourism. That is, the government must translate the tourism policy prepared into a concrete plan related to cooperation with the private sector for the development of Loang Baloq Beach tourist attraction.

The development of Loang Baloq Beach Tourism area strategy requires proper planning of planning alternatives that require priority. Sustainable tourism strategy by involving the government in determining priorities for evaluating tourism strategic procedures (Toha et al., 2021). As a guideline for holding halal tourism in the Loang Baloq Beach area, the government must make a halal tourism development strategy in the Loang Baloq Beach Tourism Area. This strategy can be a solution to existing problems and certainly able to add to the development of halal tourism in the Loang Baloq Beach Tourism area.

Based on previous research from Abdul Basit entitled "Halal Tourism Development Strategy in Kuta Mandalika, Central Lombok Regency" that the results of the study show that the right strategies used are: developing halal tourism destination programs, developing halal tourism marketing programs, developing halal tourism institutions or governance, and developing halal tourism industry programs. (Basit, 2022). while research conducted by Lailatul Azizah "Tourism Development Strategy in Islamic Perspective Using SWOT Halal Tourism Analysis Method (Study on Bromo Tengger Tosari Pasuruan Destination)" that Bromo Tengger Destination is considered to have low competitive power to face threats from other tourist destinations. Therefore, a strategy that can be applied is to carry out a defensive strategy that focuses on the tourist market. Steps that need to be taken include further increasing promotion and information about the Bromo Tengger area as a destination area for 10 priority developers (Tourism Branding Wonderful Indonesian). and propose in the annual tourism program agenda, improve infrastructure facilities and infrastructure (accessibility) and transportation (amenity), and introduce cultural attractions (Azizah, 2021).

From the research of Riska Destiana, and Kismartini entitled "Development of Halal Tourism on Penyengat Island, Riau Islands Province" that the results of his research are policies that can be a strategy in the development of halal tourism on Penyengat Island is the provision of Muslim-friendly facilities by tourism industry players who will apply this concept to tourist destinations (Destiana & Kismartini, 2020). While the research conducted by Mutiaralinda Sartika Nasution, DKK on "Development of Halal Tourism for Community Welfare in Mataram City" that the results of the research are the development of halal tourism carried out by the Mataram City government is by developing the attractiveness of tourist

destinations, Development of halal culinary tourism, holding various festivals and events regularly every year, crafts and cultural arts. As a form of support for the development of halal tourism. (Nasution et al., 2021).

Research conducted by Nidya Waras Sayekti "Halal Tourism Development Strategy in Indonesia" that the results of the research are there are three primary strategies undertaken by the government to reach this achievement, namely: 1) marketing development; 2) destination development; and 3) industrial and institutional development. Based on the results of the SWOT analysis conducted, four strategies can be carried out by the government in developing halal tourism in Indonesia. These strategies involve elucidating the public and stakeholders about halal tourism, integrating infrastructure development with increased connectivity to tourist destination areas, drafting legislation, and providing the community with guidance and the ease of doing business. This way, the development of halal tourism can have double effects. A good collaboration between the government and various stakeholders is also essential in managing strengths and utilizing opportunities for the development of halal tourism in Indonesia (Sayekti, 2019).

In carrying out halal tourism management, there are obstacles including the application and adjustment to the community and tourists present, for example non-Muslim tourists who will feel fixated with the applicable halal tourism rules (Toha et al., 2021). Other obstacles faced in the management of halal tourism are from the management process carried out, presentation, and availability of raw materials in management (Pinem et al., 2021).

The main problem of this research is how the policy direction of the strategy, the implementation of policy direction in the development of halal tourism in Loang Baloq, as well as the inhibiting factors in implementing the halal tourism development strategy in Loang Baloq Beach. This study aims to find out how the management strategy in developing halal tourism in Loang Baloq.

Based on the above problems, the researcher wants to conduct further research related to the policies and strategies of the Tanjung Samudera Loang Baloq Pokdarwis manager in building halal tourism on Loang Baloq beach, Mataram City.

RESEARCH METHOD

This research uses descriptive qualitative research method, which is a study that seeks to obtain complete information to obtain information (Sugiyono, 2022). Information extracted through in-depth interviews with informants (Local Tourism Managers). The process of observation and interviews is very important in data collection. From observations and interviews, it is expected to be able to explore the problems that exist in the development of halal tourism in Loang Baloq Beach to find out what strategies can be done to develop Loang Baloq Beach tourism in the eyes of local and National as well as in the welfare of local communities.

The scope of the problem or object in this study is Loang Baloq Beach Mataram, using two types of data sources, namely primary data and secondary data. Primary data is the main data obtained directly based on information and explanations obtained from research subjects such as managers, visitors, and traders around halal tourism Loang Baloq Beach Mataram City. In addition to primary data, it also uses secondary data. Secondary data are data that are used as support to provide explanations for primary data sources in the form of books, journals, and documents related to research (Sugiyono, 2022).

In qualitative research, data collection is used using interview and observation methods. An interview is a conversation that leads to a particular problem and a verbal questioning process in which two or more people are physically confronted. Interviews are conducted in depth to managers, traders, the surrounding community to obtain data and information as clearly as possible. In addition to interviews, observation methods will also be used.

This observation is used to collect data by making direct observations on the object to be studied, after that the researcher can describe the problems that occur that can be connected with other data collection techniques (interviews). In this observation, researchers went into the field directly to the Blue Beach of Bangkalan Regency which will be studied (Mira Silfiya, Rudi Hermawan, 2023)

In terms of qualitative data analysis, (Basit, 2022) in (Sugiyono, 2022) stated that data analysis is the process of systematically searching and compiling data obtained from interviews, field notes and other materials so that they can be easily understood, and findings

can be informed to others. Data analysis is done by organizing data, breaking it down into units, synthesizing, assembling it into patterns, choosing what is important and what will be learned and making conclusions that can be told to others.

RESULTS AND DISCUSSION

Loang Baloq Beach Management Strategy

Halal tourism is a new phenomenon in the tourism industry (Dewi et al., 2022). Halal tourism is tourism that prioritizes Islamic values in every activity or activity. Halal tourism is also by some definitions among actors still tend to be foreign because it is not well known by the general public. Halal tourism is more interpreted as religious tourism, namely visits to places of worship to go on pilgrimages or places of worship. Even though halal tourism is not focused on objects only, but there are trips and facilities. Halal tourism objects are also not only focused in the context of Islamic nuances, such as mosques and relics of some Islamic history. Islamic tourism objects apply to all places of worship. Halal tourism gives meaning to the community that the Muslim community must be Islamic wherever and whenever.

To develop the industry of a region, certain strategies and new policies are needed, especially in the field of halal tourism (Toha et al., 2021). In this context, Loang Baloq tourism managers make various efforts in the development of halal tourism. Based on the results of research conducted in Loang Baloq tourism related to the development strategy of halal tourism Loang Baloq tourism through observation, interviews and documentation, so researchers found various facts about the development strategy in the Loang Baloq tourist area that there are two of their efforts in developing halal tourism, namely: a) Developing Halal Tourism Destination Program; b) Developing Halal Tourism Industry Programs.

The two programs above will be developed into a strategy that will be implemented so that the objectives of the development of halal tourism in Loang Baloq Mataram City can be achieved properly. The description of the strategy of the four programs above is:

Developing Halal Tourism Destination Program

Loang Baloq Tourism Management in the development of competitive, sustainable tourism destinations, has a strategic position that is able to increase the development and

development of superior halal tourism which will be the main destination based on Islamic principles. This program is carried out to increase the potential of halal tourism owned by Loang Baloq tourism so that it has an attraction to be visited by Muslim tourists. The strategies used in the development of halal tourism destinations are as follows:

a. **Development of Halal Tourism Objects**

The efforts of Loang Baloq tourism managers in the development of halal tourism objects must be able to create quality halal tourism objects. In this effort, superior objects and activities are also needed in tourist attractions, such as building artificial parks in the Loang Baloq beach area, excavating and designing attractions and entertainment and events to increase the number of visitors.

b. **Halal Tourism Facilities and Infrastructure Development Improvement Program**

The development of halal tourism facilities and infrastructure is carried out by implementing several strategies, carried out by the manager such as the provision of places of worship, food and drinks labeled halal, toilets with clean water that has been guaranteed halal. Because facilities and infrastructure facilities are very important to support the development and development of halal tourism in Loang Baloq Beach. Therefore, the management must pay attention to facilities labeled halal to make it easier for Islamic tourists to visit Loang Baloq Beach.

Developing Halal Tourism Industry Program

For the development of the halal tourism industry, the tourism manager of Loang Baloq Regency issued a halal tourism industry development program. Basically, the programs carried out by the tourism office are in order to improve the welfare of MSMEs in the Loang Baloq Area. There are several strategies used in developing halal tourism industry programs contained in several programs such as:

- a. **Product Development of Halal Tourism Industry** In the halal industry product development program.

The manager has developed the concept of marketing or promoting every halal product owned by MSME players in Loang Baloq. Loang Baloq Tourism managers have been able to ensure halal products in the Loang Baloq area.

- b. The manager provides facilities in the form of halal certificates for MSME actors, etc.

Loang Baloq Tourism Management continues to strive to provide protection for visitors against the guarantee of halal product quality with a strategy of providing halal certificates for restaurant and hotel business actors to maintain visitor trust. but it requires motivation from the government for a drive, desire or interest that is so great inside, to achieve a certain desire, image and goal (Ahadiyah Agustina, 2022)

From the presentation of some of the strategies above is one of the management's efforts in the development of halal tourism in the Loang Baloq area of Mataram City, which can be significant in the management of halal tourism development in Loang Baloq.

Loang Baloq Tourism Products

Tourism area is an area that offers tourist destinations that can be offered to tourists who come, (Pinem et al., 2021), The selection of products or services, namely a tourist destination is able to focus attention on people who are interested in visiting, and strengthen tourist attraction so that tourists can make decisions to visit tourist destinations as a selection of products or services (Dharmmesta & Handoko, 2012; Mulyani, 2018; (I. Safitri et al., 2020).

Tourism products have differences from various products and services in other fields. Understanding tourism products involves more complex components because they are not limited to a product itself, but also how tourists can access it and get it (Sasongko et al., 2020). In this case, of course, Loang Baloq tourism has its own products to attract visitors, including: *panggung* activities. This stage will be used every day to do zumba gymnastics by tourists, as well as used to conduct local, national and international events. Next mini zoo, then according to the data we received from the managers in the next few months, rides such as water ducks, canoes, on the beach will also be prepared boats for tourists who want to

enjoy marine tourism in the middle of the sea. Then there is the pony, but the horse is still not operating because it is still being cared for, possibly in the next few weeks the horse will be ready to operate (Isbahi, 2023). According to (Pinem et al., 2021), this tourist product can later create the uniqueness and characteristics of the tourist site. This will be a positive experience for tourists who in the future will increase tourists coming back and increase the number of tourists.

This is one of the products in Loang Baloq Beach, which is an artificial park for children. Here is a place for visitors, especially for children to play, and has provided a variety of special games for children.

While this is one of the products, namely a pond or lake whose plan for the next few months is to provide water ducks, prepared for visitors to enjoy tours in the middle of the lake with water ducks, the water duck procurement plan is mature in preparation, just wait for the next stage.

Community Participation in Management of Halal Tourism at Loang Baloq Beach

Communities in development areas must also continue to be encouraged to identify their own goals and direct tourism development to improve the fulfillment of the needs of local communities. The strategy of implementing participation is achieved by involving the community in sharing information, formulating goals, determining policies, allocating funding sources, operating programs and distributing benefits obtained later (Anugrah et al., 2021). Human resources are presented as something that has potential, quality, and skills. Each member of society has the obligation to determine the appropriate goals and strategies to realize the expectations that have been prepared before (Salsabila & Fauzi, 2021).

Community participation in tourism development is the participation, involvement, and commonality of community members in a particular activity. Community participation at every stage of development is the most important component in efforts to grow independence and the empowerment process. Nevertheless, the participation of local communities in all stages of development from planning, implementation and supervision is often overlooked, so the role of government in tourism management is dominant. In fact, Wearing & Donald (2002) emphasized that local communities are equally important with the

government and the private sector as one of the stakeholders in tourism development. (Adiyoso, 2009; Urmila, et al., 2013), (Mulyan & Isnaini, 2022).

Participation is important for the community to benefit from ecotourism development (Damanik 2013; Moscardo et al. 2017; (Kaharuddin et al., 2020). According to (Rozalinda et al., 2019). Tourism management is one of the potential people's content, as well as improving welfare and improving the community's economy, the Loang Baloq community as a whole still does not participate much in tourism development activities and is still indifferent to tourism activities. This condition occurs because people do not understand the concept of halal tourism. The lack of community participation is because the community does not understand and is ready to engage in tourism management so that socialization is needed from the government on tourism management (Anugrah et al., 2021). Another factor causing the lack of public participation in tourism management is the absence of pioneers who are able to invite the public to participate in halal tourism management.

Inhibiting Factors

Of course, in every activity that we plan does not always run smoothly, this is also what is obtained by the managers in the development of halal tourism in Loang Baloq, including:

Garbage. One of the environmental issues that often occurs in the tourism sector is the problem of waste, especially plastic waste whose volume will increase as many tourists visit. Handling waste problems must have awareness from various parties, especially the surrounding community, in accordance with what is mandated by law number 10 of 2009 states that the obligation to preserve tourist attractions is an obligation for everyone. In addition, everyone is also obliged to participate in helping to create a safe, orderly, clean atmosphere, behave politely, and preserve the environment of tourism destinations (Istimal & Muhyidin, 2023). This also happens to Loang Baloq tourism which until now is still not taken care of in this garbage problem so that garbage is still scattered around the beach.

Collaboration. The role and collaboration of stakeholders is very important in tourism development because when stakeholders can carry out their respective roles effectively and collaboratively, it will have a maximum impact on the progress of tourism in the place. The importance of the role of stakeholders can also maximize government performance related

to tourism aspects, The community can depend on other stakeholders, moreover they can collaborate with each other in developing tourist areas for the better (Sitorus, 2020), This is also what is still needed in the development of halal tourism in Loang Baloq Beach.

Discussion

Loang Baloq Beach is located in Tanjung Karang Village, Sekarbela District, Mataram City, West Nusa Tenggara Province. The name loang baloq itself comes from the tomb or petilasan on the island of Lombok located on the east coast which is a spreader of Islam on the island of Lombok who came from the middle east, namely Sheikh Gauz Abdurrazak. The meaning of loang baloq itself has multiple interpretations or meanings among the wider community. For the general understanding of the community, Loang in Sasak language which means hole, while Baloq in Sasak language which means crocodile. So Loang Baloq in Indonesian means crocodile hole. However, according to Mr. Janali as the caretaker of Loang Baloq Tomb said that Loang in Sasak language means hole, while Baloq means Great-grandfather, thus he said the correct diction is bebalog which means crocodile, and the correct mention is Loang Bebalog and the interpretation of loang baloq itself is more inclined to the crocodile hole because in the area of the tomb there were many crocodiles in ancient times and overgrown with a banyan tree that had a hole where the crocodile dwells which is said to be hundreds of years old.

In addition to natural tourism, Loang Baloq is used as historical tourism and religious tourism where there are three sacred tombs, including the tomb of Maulana Sheikh Gauz Abdurrazak, the tomb of the sea grandfather, and the tomb of orphans. Until now, pilgrims have come to make pilgrimages and pray.

Loang Baloq has fulfilled the 4 components that must be owned by a tourist attraction, such as:

- a. Attractions, designed based on the characteristics and authenticity of Loang Baloq tourist attraction, as for tourist attractions which are divided into three areas, namely:
 - 1) First, the Beach Land Area where the Loang Baloq Land Area can be used as a variety of tourist activities, such as Sightseeing, beach ball, outbound, camping, and culinary tours by serving local nuances typical of the Sasak tribe;
 - 2) Second, the Sea Area at Loang Baloq tourist attraction which can be used as a variety of tourist

- activities such as swimming, water sports, banana boats, canoes, and fishing; 3) Third, the Muara Area is in the tourist attraction of Loang Baloq with the availability of facilities such as duck boats to surround the estuary and enjoy the natural beauty around.
- b. Accessibility, Loang Baloq tourist attraction is located in the center of business and government of the capital city of West Nusa Tenggara province, namely Mataram City. This makes the location of Loang Baloq Beach very strategic and easy to reach. Because to get public transportation is also very easy because public transportation is available such as taxis, and motorcycle taxis can even use online transportation.
 - c. Amenities, as a tourist attraction located in the center of Mataram City, there are supporting facilities such as toilets, berugak / bale bengong and restaurants around the loang baloq tourist attraction area.
 - d. Ancillary, the role of local people who are required to have skills and knowledge in the field of tourism to escort and create creative ideas in the sustainability of tourism activities in Loang Baloq and can provide excellent service to tourists visiting Loang Baloq.

CONCLUSION

Based on the explanation above, it can be concluded that the halal tourism development strategy in Loang Baloq includes increasing visitor comfort, creating a friendly and friendly environment supported by (1) the development of halal tourist destinations including the development of halal tourism objects and increasing the development of halal tourism facilities and infrastructure. (2) Developing the Halal Tourism Industry Program includes the development of the halal industry and halal facilities such as halal certificates.

Loang Baloq tourism has its own products to attract visitors, including: panggugung activities. This stage will be used every day to do zumba gymnastics by tourists, as well as used to conduct local, national and international events. Furthermore, the mini zoo, then according to the data we received from the managers in the next few months will be built rides such as water ducks, Canoe, on the beach will also be prepared boats for tourists who want to enjoy marine tourism in the middle of the sea. Then there is a pony, but the horse is

still not operating because it is still being cared for, possibly in the next few weeks the horse will be ready to operate.

The Loang Baloq community as a whole still does not participate much in tourism development activities and is still indifferent to tourism activities. on Loang Baloq tourism which until now has not been taken care of in this garbage problem so that garbage is still scattered around the beach. And collaboration is still needed in the development of halal tourism on Loang Baloq Beach.

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