

Date Received : January 2025
Date Accepted : February 2025
Date Published : March 2025

STRATEGY FOR DEVELOPING HALAL TOURISM ON PAHAWANG ISLAND, BANDAR LAMPUNG

Komarudin¹

Sekolah Tinggi Agama Islam Al-Hidayah Bogor (komarudin@staibogor.ac.id)

Abdul Rosyid

Sekolah Tinggi Agama Islam Al-Hidayah Bogor (rosyid.cjj@gmail.com)

Keywords:

Halal tourism,
opportunities,
challenges,
development
strategy.

ABSTRACT

Halal tourism is a rapidly growing sector with significant potential to support regional economic development. Pahawang Island, located in Bandar Lampung, offers stunning natural beauty that attracts tourists; however, the concept of halal tourism has not been optimally developed. This study aims to explore strategies for developing halal tourism in Pahawang Island using a qualitative exploratory approach. Data were collected through in-depth interviews, observations, and document studies involving various stakeholders, including tourism business actors, local government, and Muslim tourists. The findings indicate that the development of halal tourism in Pahawang Island requires improvements in sharia-compliant facilities, halal certification for culinary and accommodation services, and education for the local community and tourism stakeholders regarding the halal tourism concept. Additionally, collaboration between the government, business sector, and local communities is a key factor in successfully implementing halal tourism. With the right strategies, Pahawang Island has the potential to become a leading and competitive halal tourism destination.

A. INTRODUCTION

Indonesia, as one of the largest archipelagic countries in the world, has a vast and diverse population. According to data from the Central Statistics Agency (BPS) in 2024, Indonesia's population reached 281,603,800 people spread across 17,000 islands, with a total area of 1,916,906 km². With a Muslim population of 87% or approximately 250 million people (World Population Review, 2024), Indonesia is the country with the largest Muslim population in the world. This makes Indonesia a potential market and a primary destination for the development of the halal industry, including the rapidly growing halal tourism sector worldwide.

The concept of halal tourism has been receiving increasing global attention due to its contribution to foreign exchange earnings and economic growth. According to the Mastercard Crescent Rating Global Muslim Travel Index (GMTI) 2024, Indonesia was named the "Top Muslim-Friendly Destination of The Year 2024." This achievement is supported by various government initiatives, including the establishment of the Indonesia Muslim Travel Index (IMTI), which aims to enhance Indonesia's competitiveness in halal tourism. This development effort is not only intended to attract international Muslim tourists but also to meet the needs of domestic travelers who prioritize halal principles in their travels.

According to data from the Ministry of Tourism, the number of international tourists visiting Indonesia increased significantly from 7.6 million visits in 2011 to 16.1 million visits in 2019. However, the COVID-19 pandemic that hit the world in 2020 and 2021 led to a sharp decline in tourist arrivals in Indonesia. To mitigate the impact, the government allocated a stimulus of IDR 2.85 trillion for the tourism industry through the Ministry of Finance. This initiative aims to revive the tourism sector, including halal tourism, by increasing the number of Sharia-compliant hotels, halal-certified restaurants, and other facilities supporting the halal tourism concept.

Concrete efforts to develop halal tourism in Indonesia can be observed in the growing number of Sharia-compliant hotels and halal certification in the culinary sector. In 2013, there were 150 hotels in the process of implementing Sharia principles, with 37 hotels already obtaining halal certification. Additionally, among the 2,916 registered food establishments, 303 had been halal-certified, while 1,800 others were in the certification process (Ministry of Tourism, 2015). These statistics indicate that halal-compliant facilities are gaining increasing attention in the tourism industry.

Halal tourism is defined as an additional service that meets the needs of Muslim tourists, including the provision of halal food, prayer facilities, and an environment that supports Muslim travelers' comfort. Indonesia is currently striving to develop a quality tourism strategy, which emphasizes the length of stay and tourists' spending rather than merely increasing the number of visits. This approach aims to ensure the sustainability of the tourism sector while maximizing the broader economic impact on local communities.

One of the potential destinations for halal tourism development is Pahawang Island, located in Pesawaran Regency, Lampung Province. This island boasts extraordinary natural beauty, including white sandy beaches, clear blue seas, and a rich coral reef ecosystem. The destination is famous for snorkeling and diving activities, particularly at Nemo Park, which offers stunning underwater scenery with diverse fish species. Pahawang Island is divided into two main areas: Pahawang Besar, which serves as the tourism hub, and Pahawang Kecil, which offers a more tranquil and natural atmosphere. The diversity of ecosystems and the island's natural beauty make it an

attractive destination for both domestic and international tourists.

Beyond its natural attractions, the involvement of local communities in maintaining cleanliness and environmental sustainability adds value to Pahawang Island as a halal tourism destination. The concept of halal tourism not only encompasses halal food consumption and prayer facilities but also emphasizes environmental sustainability and ethical tourism services. Therefore, developing halal tourism in Pahawang Island requires strategies encompassing infrastructure, regulations, and education for local communities and tourism industry stakeholders.

Several strategies that can be implemented for halal tourism development in Pahawang Island include enhancing Sharia-compliant facilities, halal certification for culinary and accommodation services, and educating local communities about the halal tourism concept. Enhancing Sharia-compliant facilities can involve the construction of mosques or prayer rooms in strategic locations, the provision of certified halal food, and the availability of family-friendly recreational facilities. Meanwhile, halal certification for culinary and accommodation services aims to assure Muslim tourists that they can enjoy services that align with Islamic principles.

Educating local communities is a crucial factor in halal tourism development. As part of the tourism industry, communities need to understand the standards of halal-based services, including cleanliness, hospitality, and ethical treatment of tourists. Furthermore, collaboration between the government, the private sector, and local communities is key to successfully implementing this concept. The Lampung Provincial Government needs to support halal tourism growth through regulations, incentives, and guidance for tourism business operators.

Enhancing halal tourism promotion at both national and international levels is also an essential aspect. Effective marketing strategies, including digital media campaigns and partnerships with Muslim-friendly travel agencies, can increase Pahawang Island's appeal as a premier halal tourism destination. Additionally, participation in global halal tourism forums and exhibitions can expand market reach and attract Muslim tourists from various countries.

As the halal tourism industry continues to grow, research indicates that Muslim travelers tend to exhibit high loyalty to destinations that comprehensively provide halal services. According to the State of the Global Islamic Economy Report (2023), global Muslim tourist spending is projected to reach USD 225 billion by 2028, with an annual growth rate of approximately 7.5%. This demonstrates the significant potential for the halal tourism sector to continue expanding and contributing to the economy.

With the right strategic measures, the halal tourism industry in Pahawang Island can make a substantial contribution to regional and national economic growth. In addition to increasing local revenue, halal tourism development can create job opportunities for the local community, stimulate the growth of micro, small, and medium enterprises (MSMEs), and strengthen Indonesia's position as a leading destination in the global halal tourism sector. Therefore, this study aims to analyze the strategies for developing halal tourism in Pahawang Island, Bandar Lampung, as well as to examine the opportunities and challenges in its development. Additionally, this study seeks to assess the policies of the Lampung Provincial Government in supporting the development of halal tourism in Pahawang Island.

B. METHOD

This study employs a qualitative approach with a descriptive method to examine the potential and development strategies of halal tourism in Pahawang Island, Bandar Lampung (Creswell, 2014). The descriptive method is used to provide an in-depth depiction of existing conditions and the possible development efforts that can be undertaken (Miles & Huberman, 1994).

A case study approach is selected to comprehensively understand various factors influencing halal tourism development in the region, including the roles of local communities, government, and tourism industry players (Yin, 2018). This research is conducted in Pahawang Island, Bandar Lampung, chosen due to its significant potential as a halal tourism destination, supported by its natural beauty and a predominantly Muslim local culture. The study spans six months, from January to June 2025, covering the stages of planning, data collection, analysis, and report writing.

The data sources in this study consist of primary and secondary data. Primary data is obtained through in-depth interviews with local communities, tourism actors, and relevant government officials (Patton, 2002). Additionally, direct field observations are conducted to understand actual conditions. Secondary data is gathered from documents, reports, articles, books, and previous research related to halal tourism development (Denzin & Lincoln, 2011).

Interviews are conducted using a purposive sampling technique, involving key informants such as local tourism entrepreneurs, Pahawang Island residents, and Muslim tourists who have visited the island (Bryman, 2016). Observations focus on identifying existing tourism infrastructure, tourist activities, as well as natural and cultural potentials that support halal tourism development. Documentation involves collecting photos, videos, and written materials related to the conditions and potential of halal tourism in Pahawang Island.

Data analysis follows three main stages: data reduction, data presentation, and conclusion drawing (Miles et al., 2014). Data reduction involves filtering relevant information and eliminating unrelated data. Data presentation uses tables, diagrams, and narrative descriptions to facilitate interpretation. Conclusions are drawn based on the analyzed data to answer the research questions.

The validity and reliability of the data are ensured through triangulation techniques, including source triangulation, method triangulation, and time triangulation (Denzin, 1978). This study also adheres to research ethics principles, such as obtaining informed consent from informants, ensuring data confidentiality, maintaining honesty, and upholding social responsibility (Silverman, 2013). However, this research has several limitations, including time constraints, data sources, and accessibility to certain remote areas of Pahawang Island.

C. RESULT AND DISCUSSION

Pulau Pahawang, located in Teluk Lampung, Pesawaran Regency, Lampung Province, is a tourist destination that offers extraordinary natural beauty. With its white sandy beaches, well-preserved coral reefs, and abundant mangrove forest ecosystems, the island has become a favorite destination for both domestic and international tourists. Pulau Pahawang consists of two main parts, namely Pahawang Besar and Pahawang Kecil, as well as several small surrounding islands that also have tourism potential. Activities

that tourists can enjoy include snorkeling, diving, mangrove trekking, and fishing. However, this study found that tourism development in Pulau Pahawang still faces various challenges, especially in the implementation of ecotourism principles and the halal tourism concept, which are not yet optimal.

Geographically, Pulau Pahawang has varied topography, with a combination of flat coastal areas and hilly regions. The average air temperature on the island ranges from 28.5 to 32.0°C, creating a tropical climate that supports the growth of marine flora and fauna. Demographically, the majority of the population of Pulau Pahawang comes from the Sundanese ethnic group, with their main livelihoods as fishermen, farmers, and traders. Based on 2023 data, the population of Pulau Pahawang reaches 1,715 people. The life of the people on the island is still rich in local culture, which is a unique attraction for tourists who want to experience tourism based on local wisdom.

The history of Pulau Pahawang can be traced back to the 18th century when Ki Nokoda and Hawang first set foot in this region. Subsequently, the development of settlements increased with the arrival of H. Muhammad bin H. Ibrahim Hulubalang and Ki Mandara from South Sulawesi. Over time, the Lampung and Bugis communities also participated in the development of this region, forming a diverse social structure. In the context of halal tourism, Pulau Pahawang has begun to develop tourism services that cater to the needs of Muslim tourists, such as the provision of halal food, prayer facilities, and Muslim-friendly services. However, this study found that there is no specific regulation governing halal tourism at the national level, although there are fatwas and guidelines issued by the Indonesian Ulema Council (MUI).

Pulau Pahawang has great potential to be developed as a halal tourism destination. Its natural beauty, friendly community culture, and strong local wisdom are the main assets in developing sharia-based tourism. However, this study found that there are several main challenges in developing halal tourism on the island. One of the main obstacles is the lack of facilities that support Muslim tourists, such as adequate prayer facilities, certified halal restaurants, and accommodations that meet halal tourism standards. In addition, the awareness of business actors regarding the concept of halal tourism is still low, so further education and socialization are needed.

In terms of infrastructure, access to Pulau Pahawang still needs to be improved, especially in terms of transportation and waste management. Roads to tourist spots on the island are still inadequate, while sanitation facilities and waste management have not been optimally managed. In addition, the promotion of halal tourism in Pulau Pahawang is still limited, especially in reaching the international market, which has great potential to support the growth of this sector. Therefore, halal tourism development strategies need to be designed with a more comprehensive approach.

Strategies that can be applied in the development of halal tourism in Pulau Pahawang include increasing prayer facilities at every tourist location, developing attractive halal tourism packages, and collaborating with the Ministry of Tourism to obtain halal certification. In addition, the use of social media and the internet can be an effective strategy in increasing the attractiveness of Pulau Pahawang as a halal tourism destination.

To address the existing weaknesses, concrete steps are needed, such as improving halal tourism facilities, providing tour guides who understand sharia principles, and facilitating halal certification for restaurants and hotels. In addition, halal tourism

development efforts can also be directed at strengthening products based on local wisdom, such as halal-compliant local foods and handicrafts from the local community.

In the development of halal tourism, SMEs play an important role in providing local products that can support this sector. Therefore, training and halal certification for SMEs are one of the strategic steps that need to be implemented. In addition, digital marketing can be utilized to expand market reach and increase the competitiveness of local products. Partnerships with halal certification institutions and investors can also help improve the quality of products and services available to Muslim tourists.

Government support is essential in the development of halal tourism in Pulau Pahawang. The government can provide incentives for businesses that implement the halal tourism concept, organize training for the community, and improve infrastructure that supports tourist comfort. In addition, promotion at the national and international levels is also a key factor in attracting Muslim tourists to Pulau Pahawang.

In addition to economic aspects, the development of halal tourism in Pulau Pahawang must also consider environmental sustainability. Some steps that can be taken to preserve the environment include coral reef conservation through transplantation programs, better waste management, and mangrove forest preservation by involving local communities in reforestation programs. In addition, educating tourists about the importance of maintaining cleanliness and environmental sustainability can be a preventive effort in reducing the negative impacts of tourism activities.

Overall, Pulau Pahawang has great potential to become a leading and sustainable halal tourism destination. With support from various parties, including the government, community, and private sector, the island can be developed into a destination that is not only attractive to Muslim tourists but also provides economic benefits to the local community and preserves the existing environment.

D. CONCLUSION

The findings of this study indicate that the development of halal tourism in Pulau Pahawang, Bandar Lampung, holds significant potential. However, it still faces various challenges, such as the lack of supportive regulations, limited halal infrastructure, and the low understanding of the halal tourism concept among the community and business actors. Therefore, a comprehensive strategy is needed to optimize this potential.

The appropriate strategy for developing halal tourism in Pulau Pahawang includes several key aspects. First, strengthening halal regulations and certification by establishing clear policies regarding halal tourism standards and encouraging halal certification for restaurants, accommodations, and other tourism facilities. Second, developing halal infrastructure, such as providing adequate prayer facilities, proper ablution areas, and accommodation services that align with sharia principles. Third, enhancing human resource capacity through training for tourism operators, guides, and local communities to understand and implement halal tourism principles. Fourth, optimizing digital marketing by leveraging social media, websites, and halal travel platforms to promote Pulau Pahawang as a Muslim-friendly tourist destination.

With the synergistic implementation of these strategies by the government, community, and tourism industry stakeholders, Pulau Pahawang can develop into a leading halal tourism destination in Indonesia. This will not only enhance the

competitiveness of regional tourism but also positively impact economic growth and the sustainable welfare of the local community.

E. RECOMENDATION

To support the development of halal tourism in Pulau Pahawang, the local government and policymakers need to formulate specific regulations that accommodate halal tourism standards, including policies for halal certification for business operators. Additionally, budget allocations should be directed toward building and improving halal tourism infrastructure, such as prayer facilities, ablution areas, and accommodations that align with sharia principles. Synergy between the government, academics, the tourism industry, and the local community is also essential for the effective and sustainable management and promotion of halal tourism.

Tourism industry players are expected to actively participate by obtaining halal certification for culinary businesses, accommodations, and tourism services to build trust among Muslim tourists. Furthermore, providing Muslim-friendly facilities, such as certified halal food, prayer time information, and a tourism environment that supports the needs of Muslim travelers, should be a priority. The development of attractive halal tourism packages, including eco-tourism based on Islamic values, can also serve as a draw for both domestic and international tourists.

The community and MSMEs (Micro, Small, and Medium Enterprises) play a crucial role in supporting halal tourism by enhancing their understanding of this concept through training and education. They can also seize economic opportunities by developing local halal products that can attract tourists. Additionally, maintaining cleanliness, environmental sustainability, and a welcoming attitude toward tourists is essential to ensure Pulau Pahawang builds a positive image as a halal tourism destination.

From a marketing and promotion perspective, the use of digital media such as social media, tourism websites, and halal travel platforms should be optimized to increase Pulau Pahawang's visibility as a halal tourism destination. Events or halal tourism festivals can also be organized to attract Muslim tourists and strengthen the branding of halal tourism in the region. Collaborations with influencers, Muslim travel bloggers, and halal travel agencies can serve as effective strategies to expand market reach and boost tourist visits.

With the proper implementation of strategies and synergy among various stakeholders, the development of halal tourism in Pulau Pahawang can be optimized, bringing positive impacts to regional economic growth and the sustainable welfare of the local community.

REFERENCES

- Aliasar, A. (2020). Strategi Pengembangan Industri Halal Indonesia dalam Menghadapi Dinamika Perekonomian Global. Kneks.
- Fathoni, M. A. (2020). Potret Industri Halal Indonesia: Peluang dan Tantangan. *Jurnal Ilmiah Ekonomi Islam*, 6(3), 428–435. <https://doi.org/10.29040/JIEI.V6I3.1146>
- Halal dan Implikasinya Bagi Bisnis Produk Halal di Indonesia Warto, S. (2020). Sertifikasi Halal dan Implikasinya Bagi Bisnis Produk Halal di Indonesia. *Al Maal: Journal of Islamic Economics and Banking*, 2(1), 98–112. <https://doi.org/10.31000/ALMAAL.V2I1.2803>
- Produk Halal, P., Astuti, M., Kunci, K., Hidup, G., & Sitasi, C. (2020). Pengembangan Produk Halal Dalam Memenuhi Gaya Hidup Halal (Halal Lifestyle). *Iuris Studia: Jurnal Kajian Hukum*, 1(1), 14–20. <https://doi.org/10.55357/IS.V1I1.16>
- Rachman, A. (2021). PELUANG INVESTASI DANA HAJI PADA INDUSTRI HALAL DI INDONESIA. *El-Buhuth: Borneo Journal of Islamic Studies*, 3(2), 131–152. <https://doi.org/10.21093/EL-BUHUTH.V3I2.3254>
- Ramadhona, F., Lubis, A., Azizah, N., Zakiyyah, A., Sukarniati, L., Rahman, H. Y., Ramdhan, M. A., Putra, G., Studi, P., Pembangunan, E., Ekonomi, F., & Bisnis, D. (2022). POTENSI Industri Halal Terhadap Perekonomian Indonesia. *Jurnal Ilmiah Pengabdian Pada Masyarakat*, 1(2), 57–61. <http://www.marsipature.makarioz.org/index.php/marsipature/article/view/20>
- Ramlah, U. F. (n.d.). Implementasi jaminan produk pangan halal di Jambi. <https://doi.org/10.18326/ijtihad.v1i2.211-226>
- Saputri, O. B. (2020). Pemetaan Potensi Indonesia Sebagai Pusat Industri Halal Dunia. *Jurnal Masharif Al-Syariah: Jurnal Ekonomi Dan Perbankan Syariah*, 5(2). <https://doi.org/10.30651/JMS.V5I2.5127>
- Sari, L. P. (2020). Peningkatan Peran Perbankan Syariah Dalam Pengembangan Industri Makanan Halal di Indonesia. *Al-Intaj: Jurnal Ekonomi Dan Perbankan Syariah*, 6(2), 68–76. <https://doi.org/10.29300/AIJ.V6I2.3180>
- Sungkawaningrum, F., & Nasrullah, A. (2019). Eksplorasi Peran Perbankan Syariah dalam Memajukan Industri Halal di Sektor Makanan Halal. *Wahana Islamika: Jurnal Studi Keislaman*, 5(2), 32–48. <https://doi.org/10.5281/WAHANAIISLAMIKA.V5I2.72>
- Utari, D., Iqbal Fasa, M., Ekonomi Dan Bisnis Islam, F., & Negeri Raden Intan Lampung, U. (2022). Industri Halal Berkontribusi Terhadap Pertumbuhan Ekonomi Di Era Pandemi Covid-19: Peluang Dan Tantangan. *Jurnal Bina Bangsa Ekonomika*, 15(1), 87–98. <https://doi.org/10.46306/JBBE.V15I1.119>
- Adisasmita, Rahardjo, 2011, *Pengelolaan Pendapatan dan Anggaran Daerah*, Graha Ilmu, Yogyakarta. 216 Hlm.
- Aldi, B. Elnath. 2015. “Upaya Generalisasi Konsep Manajemen Strategik.” (2):56–72.
- Al-Hamarneh, Ala. 2013. “International Tourism and Political Crisis in the Arab World – from 9/11 to the ‘Arab Spring’ The.” *E-Review of Tourism Research (ERTR)* 10(5):4–18.
- Alvi, Nava Neilulfar, Isye Susana Nurhasanah, and Citra Persada. 2018. “Evaluasi Keberlanjutan Wisata Bahari Pulau Pahawang Kabupaten Pesawaran.” *Plano Madani : Jurnal Perencanaan Wilayah Dan Kota* 7(1):59–68. doi: 10.24252/planomadani.v7i1a6.
- Arifianto, Endra Yuafanedi. 2017. “Strategi Pengembangan Sumber Daya Manusia Dengan Pendekatan Pola Komunikasi Efektif Dalam Mewujudkan Konsep Malang Smart City.” *Jurnal Komunikasi Global* 6(2):175–84.
- Arikunto, Suharsimi. 2006. *Prosedur Penelitian Suatu Pendekatan Praktek*, Rineka Cipta, Jakarta. 368 Hlm.
- Bintarto, R. dan Hadisumarno, S. 1979. *Metode Analisa Geografi*,

- LP3ES, Jakarta. 123 Hlm.
- Bank Indonesia. 2022. "Sepuluh Langkah Strategis Mempercepat Pemulihan Dan Penguatan Pariwisata Nasional." Bank Indonesia. Retrieved October 28, 2022 (https://www.bi.go.id/id/publikasi/ruang-media/newsrelease/Pages/sp_2426322.aspx).
- Encyclopaedia Britannica. 2022. "Malay Archipelago." Britannica. Retrieved October 28, 2022 (<https://www.britannica.com/place/Ternate-Island>).
- Kurniawan, Dhika Amalia, and Mohammad Zaenal Abidin. 2020. "Strategi Pengembangan Wisata Kampoeng Durian Desa Ngrogung Kecamatan Ngebel Ponorogo Melalui Analisis Matrik IFAS Dan EFAS." *Al Tijarah* 5(2):93. doi: 10.21111/tijarah.v5i2.3706.
- Lismanto, Lismanto, and Yos Johan Utama. 2020. "Membumikan Instrumen Hukum Administrasi Negara Sebagai Alat Mewujudkan Kesejahteraan Sosial Dalam Perspektif Negara Demokrasi." *Jurnal Pembangunan Hukum Indonesia* 2(3):416-33. doi: 10.14710/jphi.v2i3.416-433.
- Mantra, Ida Bagoes. 2003. *Demografi Umum Edisi Kedua*, Pustaka Belajar, Yogyakarta. 294 Hlm
- Mashuri, Mashuri, and Dwi Nurjannah. 2020. "Analisis SWOT Sebagai Strategi Meningkatkan Daya Saing." *JPS (Jurnal Perbankan Syariah)* 1(1):97-112. doi: 10.46367/jps.viii.205.
- Purwahita, A. A. A. Ribeka Martha, Putu Bagus Wisnu Wardhana, I. Ketut Ardiasa, and I. Made Winia. 2021. "The Impact of Covid-19 on Bali Tourism in Terms of the Social, Economic, and Environmental Sector (A Literature Review)." *Journal of Tourism Studies and Applied* 1(2):68-80.
- Wuryandani, Dewi, Niken Paramita Purwanto, Sahat Aditua Fandhitya Silalahi, Hilma Meilani, and Dewi Restu Mangeswuri. 2020. *Pariwisata Halal: Potensi Dan Prospek*. 1st ed. Jakarta: Yayasan Pustaka Obor Indonesia.
- Yakup, Anggita Permata, and Tri Haryanto. 2021. "Pengaruh Pariwisata Terhadap Pertumbuhan Ekonomi Di Indonesia." *Bina Ekonomi* 23(2):39-47. doi: 10.26593/be.v23i2.3266.39-47.
- Zen, Rian, Dwi Andika M., and Qurtubi. 2019. "Perkembangan Penelitian Metode AHP SWOT: Studi Pendahuluan." 1st Conference on Industrial Engineering and Halal Industries (CIEHIS) 224-27.
- Abdul, (Wawancara pribadi, Desember 2024).
- Agus Santoso. (2024). *Insentif untuk Pengusaha Restoran Halal di Pulau Pahawang*. Wawancara pada Desember 2024.
- Ahmad, M. (2021). *Testimoni Wisatawan dalam Pemasaran Wisata Halal*. *Jurnal Pariwisata Islam*, 12(1), 22-28.
- Amirudin, Wawancara pribadi, 2024.
- Badan Informasi Geospasial (BIG). (2023). *Peta Potensi Wisata Bahari Pulau Pahawang*.
- Departemen Pariwisata Provinsi Lampung. (2022). *Keindahan Alam Pulau Pahawang*. Lampung Tourism Department.
- Departemen Pariwisata Provinsi Lampung. (2022). *Pengelolaan Infrastruktur Pariwisata di Pulau Pahawang*. Lampung Tourism Department.
- Departemen Pariwisata Provinsi Lampung. (2022). *Pengembangan Infrastruktur Wisata di Pulau Pahawang*. Lampung Tourism Department.
- Departemen Pariwisata Provinsi Lampung. (2022). *Potensi Wisata Alam Pulau Pahawang*. Lampung Tourism Department.

- Fadli, M., & Wibisono, F. (2021). Sustainability and Muslim-Friendly Tourism: Case Study of Pahawang Island. *Journal of Tourism and Cultural Heritage*, 15(2), 88-103.
- Fajar, M., & Yuliana, N. (2021). Eco-tourism and Religious Tourism in Lampung: The Case of Pahawang Island. *Journal of Tourism Studies*, 18(3), 55-70
- Hasyim, M. (2021). Strategi Promosi Wisata Halal di Indonesia. *Jurnal Pariwisata Halal*, 6(2), 47-53.
- Hidayah, S., & Rosyidi, A. (2020). Cultural and Ecotourism in Lampung: The Case of Pahawang Island. *Journal of Tourism and Cultural Heritage*, 14(2), 102-118
- Hidayati, S. (2023). Pengembangan Wisata Halal di Indonesia: Perspektif Pariwisata Berkelanjutan. *Jurnal Pariwisata Halal*, 5(2), 98-111.
- Ibrahim, M., & Hasan, R. (2021). Pemasaran Digital untuk Wisata Halal: Studi Kasus di Pulau Pahawang. *Jurnal Pemasaran Pariwisata*, 8(1), 45-59
- Ibu Fatima, wisatawan, wawancara pada Desember 2024.
- Ibu Yanti, pengelola fasilitas di Pantai Pahawang, wawancara pada Desember 2024.
- Iskandar, A., & Wulandari, S. (2022). Peran UMKM dalam Mendorong Pengembangan Wisata Halal di Indonesia: Studi Kasus di Pulau Pahawang. *Jurnal Ekonomi dan Bisnis*, 5(2), 55-70.
- Kementerian Pariwisata dan Ekonomi Kreatif Republik Indonesia. (2023). Pengembangan Pariwisata Berbasis Ekowisata di Indonesia. Jakarta: Kemenparekraf RI.
- Kementerian Pariwisata dan Ekonomi Kreatif Republik Indonesia. (2023). Panduan Pariwisata Halal di Indonesia. Jakarta: Kemenparekraf RI.
- Kementerian Pariwisata dan Ekonomi Kreatif Republik Indonesia. (2023). Peningkatan Infrastruktur Pariwisata di Indonesia: Fokus pada Destinasi Wisata Halal. Jakarta: Kemenparekraf RI.
- Kementerian Pariwisata dan Ekonomi Kreatif Republik Indonesia. (2023). Pengembangan Destinasi Wisata Ramah Keluarga di Indonesia. Jakarta: Kemenparekraf RI.
- Kementerian Pariwisata dan Ekonomi Kreatif Republik Indonesia. (2022). Pengembangan Wisata Halal di Indonesia: Panduan untuk Destinasi Pariwisata. Jakarta: Kemenparekraf RI.
- Kementerian Pariwisata dan Ekonomi Kreatif Republik Indonesia. (2022). Pengembangan UMKM dalam Pariwisata Halal. Jakarta: Kemenparekraf RI.
- Kementerian Pariwisata dan Ekonomi Kreatif Republik Indonesia. (2023). Pemberdayaan UMKM dalam Pariwisata Halal. Jakarta: Kemenparekraf RI.
- Kementerian Pariwisata dan Ekonomi Kreatif Republik Indonesia. (2023). Strategi Pengembangan Wisata Halal di Indonesia: Kebijakan dan Implementasi. Jakarta: Kemenparekraf RI.
- Kementerian Pariwisata dan Ekonomi Kreatif Republik Indonesia. (2023). Strategi Pengembangan Wisata Halal di Indonesia. Jakarta: Kemenparekraf RI.
- Kepala Desa Pahawang, Pak Amin, wawancara pada Desember 2024
- Kurniawati, N., & Yusuf, I. (2021). Pengaruh Pelayanan Wisata Halal terhadap Kepuasan Wisatawan di Pulau Pahawang. *Jurnal Manajemen Pariwisata*, 15(3), 79-92
- Maria, I. (2024). Dukungan Infrastruktur Pulau Pahawang bagi Wisatawan Muslim. Wawancara pada Desember 2024.
- Mulyani, D. (2024). Keramahan Masyarakat Lokal dalam Pariwisata Halal: Studi Kasus di Pulau Pahawang. *Jurnal Pariwisata dan Budaya*, 6(1), 45-58.
- Nugroho, A. (2020). Pengaruh Media Sosial terhadap Pemasaran Pariwisata. *Jurnal Pemasaran Digital*, 8(3), 101-108.
- Nugroho, S. (2021). Pengelolaan Limbah di Destinasi Wisata Halal Pulau Pahawang. *Jurnal*

- Lingkungan dan Pariwisata, 6(1), 67-75.
- Nur, A. (2020). Kolaborasi dengan Agen Perjalanan Halal. *Jurnal Bisnis Pariwisata*, 9(2), 55-61.
- Nurhadi, T., & Rani, F. (2022). Peran Media Sosial dalam Promosi Pariwisata Halal di Pulau Pahawang. *Jurnal Pariwisata Halal*, 5(2), 75-88.
- Nurhayati, R., & Kurniawan, D. (2023). Peluang UMKM dalam Pariwisata Halal: Studi Kasus di Pulau Pahawang. *Jurnal Manajemen Pariwisata Halal*, 9(2), 72-85.
- Nurhidayah, S. (Wawancara pribadi, Desember 2024).
- Nurhidayah, S., Wawancara pribadi, 2024.
- Nurjannah, F. & Suryadi, S. (2021). Pengaruh Pelatihan UMKM terhadap Peningkatan Daya Saing di Pasar Wisata Halal. *Jurnal Pembangunan Ekonomi*, 18(4), 90-104.
- Nurul, F. (2021). Pengembangan Pariwisata Halal di Indonesia: Studi Kasus Pulau Pahawang. *Jurnal Pariwisata Halal*, 7(3), 45-52.
- Observasi Lapangan di Pulau Pahawang, Desember 2024
- Pak Rudi, pengelola Resort Pahawang, wawancara pada Desember 2024.
- Prasetyo, A., & Suryani, A. (2022). Pelayanan Wisata Ramah Muslim: Studi Kasus di Pulau Pahawang. *Jurnal Pariwisata dan Kebudayaan*, 20(2), 105-121.
- Rahmawati, D. (2020). Pengelolaan Sampah Wisata Halal di Pulau Pahawang. *Jurnal Ekologi Pariwisata*, 4(3), 45-56.
- Rahmawati, T. (2020). Pengelolaan Sampah Plastik di Destinasi Wisata Pulau Pahawang. *Jurnal Lingkungan dan Pariwisata*, 10(2), 45-56.
- Rina, (Wawancara pribadi, Desember 2024).
- Rizal, (Wawancara pribadi, Desember 2024).
- Santoso, D. & Ramadhan, A. (2021). Peran Pemandu Wisata dalam Meningkatkan Pengalaman Wisatawan Muslim di Destinasi Pariwisata Halal. *Journal of Halal Tourism*, 7(1), 98-111.
- Santoso, D., Wawancara pribadi, 2024.
- Santoso, R., Wawancara pribadi, 2024.
- Sari, D. (2022). Pentingnya Aplikasi untuk Wisata Halal. *Jurnal Teknologi Pariwisata*, 10(1), 75-80.
- Setiawan, A., & Yuliana, R. (2021). Fasilitas Ramah Perempuan di Destinasi Wisata Indonesia: Analisis pada Pulau Pahawang. *Journal of Sustainable Tourism*, 19(4), 102-117.
- Setiawan, A., Wawancara pribadi, 2024.
- Siti Aminah. (2024). Pengalaman Pelatihan Pemandu Wisata di Pulau Pahawang. Wawancara pada Desember 2024.
- Siti, (Wawancara pribadi, Desember 2024).
- Siti, pemilik restoran di Pulau Pahawang, wawancara pada Januari 2025.
- Smith, J. R., & Jones, M. A. (2021). Marine Ecology of Southeast Asia: An Overview. *Marine Science Review*, 35(4), 22-45.
- Sulaiman, R. (2022). Pameran Pariwisata Halal dan Dampaknya. *Jurnal Pariwisata Internasional*, 14(4), 99-105.
- Sumadi, M., & Utami, R. (2022). Wisata Ramah Keluarga dan Pengaruhnya Terhadap Kepuasan Wisatawan: Studi Kasus Pulau Pahawang. *Jurnal Pariwisata Indonesia*, 18(3), 45-58.
- Suryani, A. (2022). Edukasi Pariwisata Halal dan Pelestarian Alam di Pulau Pahawang. *Jurnal Edukasi Pariwisata*, 10(1), 89-97.

Sutanto, M., & Prasetyo, R. (2020). Konservasi Terumbu Karang dan Keterlibatannya dalam Pariwisata Halal. *Jurnal Kelautan*, 12(2), 34-40.