
The Effect of Halal Tourism Development on Tourist Satisfaction: Integrating Quantitative and Qualitative Approaches in Kampung Landeuh Baduy Mualaf, Lebak, Banten

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Abstract

Satisfaction is important in the future development of halal tourism. This study aims to analyze the effect of halal tourism development on tourist satisfaction. The research method used mixed methods, where quantitative data was obtained from 100 tourist respondents and qualitative data was collected through observation and interviews with tourism managers, communities, and tourists. The data was then analyzed using simple linear regression and source triangulation. The results of this study can be seen from $\beta = 0.889$, $r^2 = 78.5\%$, $p < 0.001$, which indicate that the development of halal tourism has a positive effect on tourist satisfaction. The factors that influence this are halal facilities, quality services, storytelling, digital marketing, and spiritual and educational experiences, which create a positive image, potential for repeat visits, and word-of-mouth promotion. The development of halal tourism is carried out with an experiential approach by exploring various local cultures, spiritual experiences, cultural education with sharia-based management, and halal tourism experiences are not only about the attractiveness of tourist locations but must also be supported by the availability of halal facilities and infrastructure, quality halal services, educational tourism, and traditional culture. Marketing strategies for experience-based development can be implemented by strengthening cultural and religious storytelling, halal tourism packages, utilizing digital marketing and tourist reviews, and improving facilities and services. This research contributes to integrating religious and cultural aspects, as well as community participation, which play an important role in the development of halal tourism based on tourist experiences. The implications can be utilized to create SOPs for halal tourism services, develop digital marketing, and strengthen the involvement of all parties for the sustainability of halal tourism.

Keywords: *halal tourism, tourist satisfaction, tourist experience, marketing strategy*

INTRODUCTION

The strategic sector in economic development that plays an important role is tourism in the context of economic development and improving community welfare. In its development, tourism has become an activity and recreation that has also become a lifestyle that continues to grow (Yoni, Srisusilawati, & Nurrachmi, 2021) so that the world of tourism has become an industry that continues to be justified in creating new opportunities and challenges in terms of culture, religion, and marketing. To meet these three criteria, the segment that continues to be developed in tourism is halal tourism, which is a tourism activity specifically designed to meet the needs of Muslims with tourism that is in accordance with sharia principles. The existence of halal tourism in the context of sharia principles includes access to worship facilities, halal food, Muslim-friendly services, education that includes activities with sharia values, and avoiding activities that contradict sharia values, such as providing places for gambling or selling food and alcoholic beverages (Bawazir, 2013). Indonesia's halal tourism has become a country with a strategic position and has received an award from the World Halal Travel Summit & Exhibition 2015 (Yuliana, 2022).

One example of halal tourism in Indonesia can be found in Kampung Landeuh Baduy Mualaf, Lebak Regency, Banten Province. This village originated from the Baduy community who converted to Islam and are now known as Baduy Mualaf. They have developed and organized halal tourism that is integrated with sharia principles and local wisdom. The concept involves offering various educational tourism activities such as honey farming, Islamic tourism studies, spiritual activities, and Islamic homestays as efforts to attract tourists from various regions and countries.

The results of this study's observations indicate several obstacles faced in the development of halal tourism, including limited facilities, the absence of tour guides for educational tours about the history of the Baduy Mualaf village, inadequate facilities, and suboptimal cleanliness of the tourist area. These problems are obstacles that need to be addressed in order to increase tourism revenue and visitor satisfaction. Tourist satisfaction is an indicator of the success of tourism destination management, which has implications for loyalty and the potential for repeat visits (Wisnawa et al., 2020).

The purpose of this study is to examine the effect of halal tourism development on tourist experiences, measure tourist satisfaction levels with halal tourism experiences, and provide marketing strategy recommendations based on tourist experiences that focus on increasing tourist satisfaction and loyalty. The urgency of this research is that community-based halal tourism development will provide integration of sharia values, local wisdom, and marketing development, which will ultimately contribute to community welfare. Another urgency is to fill the gap between literature and practice related to marketing and consumer satisfaction in the halal tourism ecosystem as a basis for developing sustainable marketing strategies. Meanwhile, the novelty is combining a marketing approach that focuses on halal tourism and a study that not only covers religious aspects and sharia compliance but also expands to service quality, facilities, Islamic values education, and social interactions that affect tourist satisfaction and loyalty. Finally, it provides recommendations for marketing strategies based on tourist satisfaction as input for sustainable tourism managers.

TEORETICAL REVIEW

Halal tourism as part of general tourism development emphasizes sharia aspects that will create an authentic experience by prioritizing religious and emotional aspects and can increase tourist satisfaction by using a storytelling and digitalization approach (Mei, 2023). Tourist satisfaction arises when expectations are exceeded, which increases loyalty because managers are able to provide various elements that meet tourist expectations, such as services and facilities (Uysal & Sirgy, 2023). Halal tourism services must also have qualities such as an emphasis on tangibles, reliability, responsiveness, assurance, and empathy (Thirumaran et al., 2021). To develop halal tourism, it is necessary to involve the community around halal tourism to create a reciprocal relationship between tourists and the community by participating directly to generate experiences and loyalty as well as community welfare (Uysal & Sirgy, 2023). Experiences create an image, and that image is shaped by excellent storytelling to form a narrative that attracts other tourists to return (Mei, 2023). In addition, digitalization plays an important role in shaping the expectations of tourists and potential tourists to determine their decision to visit (Marciszewska & Wanagos, 2024).

RESEARCH METHOD

The research method used was mixed methods (John W. Creswell, 2024). The quantitative approach was a survey-based field study, with data collected directly from tourists at the research site (John W. Creswell, 2024). The research was conducted in Kampung Baduy Mualaf, Bojong Menteng Village, Leuwidamar District, Lebak Regency, Banten. A sample of 100 visitors was taken. The data collection method was quantitative; a Likert scale questionnaire was administered to 100 respondents using accidental sampling, namely tourists who were encountered and considered to meet the criteria for variable X (halal tourism development) and variable Y (tourist satisfaction). Qualitative data (Cresswell, 2018) was obtained from semi-structured interviews involving 20 key informants consisting of the community, halal tourism managers, and tourists.

Data analysis techniques; validity and reliability tests using correlation tests and Cronbach's Alpha with the help of SPSS 23, classical assumption tests: normality test (Kolmogorov-Smirnov) and linearity test (ANOVA), statistical analysis using simple linear regression analysis to determine the effect of halal tourism development on visitor satisfaction, hypothesis testing using the t-test with a significance level of 5% and the coefficient of determination (Adjusted R²) used to measure how much the independent variable explains the dependent variable, then a qualitative approach; cultural storytelling, tourist perceptions and the role of the community in providing experiences. The integration of quantitative and qualitative data is used to explain the variables that influence satisfaction and the development of halal tourism. Qualitative data is obtained through interviews to explain how marketing strategies through halal tourism can increase tourist satisfaction. The combined results can be used to generate marketing recommendations based on experience by integrating the values of digitalization, halal facilities, and local culture.

RESULTS AND DISCUSSION

Measuring Tourist Satisfaction Regarding Tourist Satisfaction in Halal Tourism

Based on the research conducted, the development of halal tourism has a significant effect on tourist satisfaction in halal tourism in Kampung Landeuh Baduy Mualaf Lebak Banten with a correlation value of 0.887 and a t-value of 19.024 with a significance of $p=0.000$ ($p=0.000$ (smaller than 0.05)). The following are the results of the data analysis, which can be seen in the table below:

Tabel 1. Hypothesis test results

Correlation	<i>t</i>	r calculated	<i>Sig.</i>	Description
Halal tourism and visitor satisfaction	19,024	0,887	0,000	Significant

Source: data processed by researcher

Tabel 2. Results of the coefficient of determination analysis (R^2)

Model Summary				
<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>
1	.887 ^a	.787	.785	1.03947

a. Predictors: (Constant), visitor satisfaction

Source: data processed by researcher

Based on the analysis presented in Table 2, further analysis was conducted using the coefficient of determination R^2 (Adjusted R-squared), which yielded a result of 0.785 or 78.5%. This means that halal tourism development has a 78.5% influence on tourist satisfaction, while 21.5% is influenced by other factors. This means that the development of halal tourism has an influence on tourist satisfaction, even though there are still other factors that contribute to it.

From the results of the study, the development of halal tourism contributes to tourist satisfaction with an R^2 (Adjusted R-squared) result of 78.5%, meaning that the level of tourist satisfaction is explained by the factors studied. This becomes the basis for the development of halal destinations that will give a positive image to tourists. Tourist experiences are related to various aspects, ranging from accommodation, the completeness of worship facilities, cleanliness standards, the natural and social environment, to spiritual activities. Satisfaction measurement includes the desire to visit again, recommend to others, and the atmosphere of the environment. However, there are 21.5% other factors outside the study, such as economic, personal, and previous experiences, which can affect tourist satisfaction levels because tourist satisfaction improves the quality of halal tourism products, and overall, these indicators are answered in the "Strongly Agree" category.

The results of the simple linear regression analysis of the effect of halal tourism development on visitor satisfaction in the Baduy Muslim village of Landeuh, Lebak, Banten, are presented in Table 3 as follows.

Tabel 3. Simple Linear Regression Analysis Results

Coefficients^a				
Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	-1.670	.569	
	visitor satisfaction	.889	.047	.887

a. Dependent Variable: Wisata Halal

Sumber: Primary data processed (2025)

From the calculation output in Table 3.9 above, the regression equation can be formed as follows: $Y = -1.670 + 0.889X$

- The constant is -1.670, which means that if Halal Tourism (X) is considered 0, then the Visitor Satisfaction (Y) variable is -1.670.
- The beta coefficient of the Halal Tourism variable (X) is 0.889, which means that if the Halal Tourism variable (X) increases, Visitor Satisfaction (Y) will increase by 0.889.

The direction of the relationship between the two variables can be determined by the sign of the correlation coefficient, which is either positive (+) or negative (-). The correlation coefficient is positive. In other words, the better the development of halal tourism, the more satisfied tourists will be when visiting the Landeuh Baduy Mualaf Lebak Banten village. The correlation coefficient is negative. In other words, the worse the development of halal tourism, the more dissatisfied tourists will be when visiting the Landeuh Baduy Mualaf Lebak Banten village. From the data analysis, it can be concluded that the best tourism development is to create a positive experience for tourists, which will automatically increase tourist satisfaction and loyalty, and ultimately they will not hesitate to give recommendations and even make repeat visits to tourist attractions.

Halal Tourism Development for Tourist Experiences

Services, facilities, and experiences that are in line with sharia values are carefully planned efforts for halal tourism development. However, halal tourism is not only about fulfilling physical needs but also spiritual needs. In other words, halal tourism includes all tourism activities that encompass religious activities, enjoying nature, and applying Islamic ethics in tourism activities. The tourist destination of Kampung Landeuh Baduy Mualaf, Lebak, Banten, has fulfilled various elements of halal tourism, such as sharia-compliant accommodation, worship facilities, halal cuisine, sharia-based educational tourism, and cultural and religious studies. This approach is unique and adds value so that tourists not only enjoy recreation but also do not have to worry about whether something is halal or haram because everything complies with sharia law.

The development of halal tourism will have an impact on the tourist experience, especially in creating halal, safe, comfortable, and sharia-compliant tourism. Therefore, the success and sustainability of halal tourism in Kampung Landeuh Baduy Mualaf, Lebak, Banten depends on marketing strategy studies, considering the following aspects:

- 1. The Relationship Between Halal Tourism and Tourist Experience**

Tourists' expectations will shape their experience of halal tourism. If expectations are high and can be met by managers, this will create high satisfaction, which will have a positive impact on the tourist experience, and vice versa. The halal tourism experience begins with various spiritual needs that are available in halal tourism, such as the

provision of halal food, places of worship, and an environment that is free from various haram activities. For example, halal tourism in Kampung Landeuh Baduy Mualaf, Lebak, Banten, explores various local cultures, spiritual experiences, and cultural education with sharia-based management. In other words, when halal tourism can properly apply sharia values, it will provide a positive experience for tourists at that destination.

2. The Impact of Halal Tourism Development on the Quality of Experience

The development of halal tourism will have an impact on the tourist experience because it involves aspects such as the physical environment, religion, and emotions, which have an impact on comfort with physical facilities and inner peace, such as the availability of worship facilities and halal food. There is also educational value that tourists can gain, such as learning about the Baduy culture and the process of the Baduy becoming Baduy Mualaf. Another aspect is emotional closeness, for example, by directly involving tourists in batik-making activities and visits to honey farms.

The halal tourism experience is not only about the attractiveness of the tourist location, but more importantly, it is a determining factor in creating a positive image and sustainability of the destination. Therefore, there are several determining factors to create an optimal tourist experience and obtain a massive experience by combining physical, emotional, and religious comfort. These factors are the availability of halal facilities and infrastructure, the quality of halal services, educational and traditional cultural tourism, directly involving the community to create interactions that reinforce an authentic impression and foster emotional closeness, maintaining a good environment by ensuring cleanliness, safety, and comfort in halal tourism, and finally, facilitating access to information and digitalization, for example by providing social media, websites, and digital maps. If these factors are effectively implemented, tourists will experience satisfaction, develop a positive image in their minds, and may even recommend the destination to others.

Marketing Strategy Based on Tourist Experiences in Halal Tourism

Halal tourism is an asset that can still be developed as an industry that can be relied upon by the community to improve their welfare. Many islands in Indonesia have halal tourism destinations to meet the recreational needs of the community and operate in accordance with Sharia law. Kampung Landeuh Baduy Mualaf in Lebak Regency, Banten, is a community-based halal tourism destination that offers natural beauty, unique communities, and local culture supported by a combination of spiritual experiences and education about the Baduy culture, which has transformed into a community of converts.

Local culture is a unique aspect that can be developed to attract tourists. Marketing strategies are needed to develop halal tourism despite all the limitations and obstacles that exist. Tourist satisfaction is key to the sustainability of halal tourism in Kampung Landeuh Baduy Mualaf in Lebak Regency, Banten, by understanding tourist expectations and analyzing experiences to increase tourist satisfaction during their visit. Experience-based marketing strategies are one solution that will improve service, strengthen positive image, encourage repeat visits, and encourage recommendations to others. The following are some recommendations for experience-based tourist marketing strategies:

1. Strengthening Culture- and Religion-Based Storytelling

Storytelling has become an authentic force through culture and religion in the Baduy Mualaf village of Landeuh in Lebak Regency, Banten. Many tourists visit to see the authenticity of Baduy culture, so strong storytelling is needed in its management by:

- a. Telling the story of Baduy's conversion to Islam, local culture in all its aspects, the implementation of Sharia values by Baduy converts, and the social changes that have taken place.
 - b. Providing information through brochures, websites, and social media.
 - c. Tour guides should be able to convey stories interactively and engage tourists emotionally so that they have a good experience, ultimately increasing satisfaction, which will result in organic promotion through word of mouth.
2. Halal Tourism Packages
- Halal tourism must have high references for Sharia-friendly destinations. Integrated halal tour packages are important to help create experiences and satisfaction for tourists that combine all their needs in one service. This halal tourism package aims to provide recreation, educational and spiritual values, as well as unique experiences in line with global halal tourism trends. Halal tour packages can include:
- a. Integration covering aspects of accommodation, transportation, halal and traditional cuisine, and Sharia-based education.
 - b. Halal tourism activities to provide unique experiences such as farming, Baduy batik making, participating in religious activities or local Baduy studies, making local handicrafts, and learning at a honey farm.
3. Utilization of Digital Marketing and Traveler Reviews
- Currently, tourist visits depend on online information and tourist reviews on social media. With a digital approach and reviews becoming a comprehensive integration, it is more effective and efficient to base it on tourist experiences to increase tourist satisfaction and loyalty. There are several things that halal tourism managers can do, namely:
- a. Creating a digital feedback system where tourists can write reviews by giving ratings and sharing positive experiences.
 - b. Implementing strategies that directly involve tourists, such as making handicrafts to give as souvenirs to tourists and requiring them to share their experiences through videos and photos on their social media.
 - c. Collaborating with Muslim influencers and travel bloggers who will help promote halal tourist destinations in Kampung Landeuh Baduy Mualaf in Lebak Regency, Banten.
4. Improving Facilities and Services
- Halal tourism obstacles include various facilities and services, such as toilet cleanliness, lack of places of worship, or incomplete information boards. Services are another important aspect besides facilities, as they are directly related to the benefits felt by tourists, namely by providing human resource training for tour guides and service officers, who are expected to provide maximum service in a polite, friendly manner and in accordance with Islamic principles. To maximize the improvement of facilities and services, the following can be done:
- a. Providing environmentally friendly worship facilities

The cleanliness of worship facilities is one aspect of tourist comfort and satisfaction in halal tourism. The concept of environmental friendliness involves creating water filtration systems and water-saving technology. Worship facilities are one marketing strategy that shows that halal tourism makes it easy for tourists to continue practicing their religion.

b. Services

Services are important to provide comfort to tourists. These services include:

- Provision of information boards, for example by adding information about routes, directions, and historical stories, either in physical form or with QR codes.
- Providing tour guides who are able to communicate well, have good storytelling skills about the history and culture of Baduy Mualaf, and have knowledge about halal tourism in accordance with Islamic sharia.
- Building photo spots with a touch of local culture; combining natural beauty and local culture, which can be used as a marketing tool because tourists today will always share their moments on social media.
- Halal cuisine that provides traditional foods that have been certified halal, which are then packaged in modern dishes by combining uniqueness and traditional flavors with halal tourism.
- Security services; a sense of security is an important part of a controlled security system so that tourists will feel comfortable during their visit, namely with the presence of security officers, providing CCTV at every point that is considered vulnerable, and having a clear emergency response.

Discussion

Halal tourism has meaning for tourists as an experience that encompasses emotional, social, and religious values. This shows that the experience is not just about enjoying the destination (Mei, 2023) and in the context of halal tourism, the experience is a combination of comfort, safety, ease of worship, and spirituality. With a research result of R² (Adjusted R-squared) of 78.5%, tourist satisfaction will result in a good experience through educational tour packages, cultural interpretation through storytelling, and the provision of worship facilities and infrastructure. This is supported by the experience economy theory, whereby tourists feel an emotional interaction during their visit (Mei, 2023).

Experience is closely related to tourist expectations. The results of the study show that halal tourism will have a positive impact on tourist expectations, as indicated by the respondents' answers with the statement "strongly agree" with an R² value of 78.5% regarding worship facilities and comfort, as shown by an increase in the value or score of tourist satisfaction. This is in line with the theory that explains that tourist satisfaction is influenced by whether expectations are met or not, and even whether the value of expectations exceeds tourists' expectations (Uysal & Sirgy, 2023).

However, meeting tourist expectations is not easy because there are still many obstacles to overcome, such as limited cleanliness and a lack of professional tour guides, as shown in the research results of 21.5%. Other factors outside the scope of the research include economic and personal factors. Therefore, to improve this situation, it is advisable to provide training for tour

guides equipped with good storytelling techniques and Sharia values, as well as to create standard operating procedures for various instruments as controls. This can be done through a service quality approach by improving the quality of service, responsiveness, and empathy to increase value so that tourists feel satisfied, especially with their religious experience (Dixit, 2020).

Halal tourism in Kampung Landeuh Baduy Mualaf, Lebak, Banten, is community-based halal tourism that offers various tour packages, crafts workshops, and beekeeping lessons that produce honey by directly involving the community and tourists, thus aligning with community-based tourism (Uysal & Sirgy, 2023). The more tourists and communities are involved, the higher the value of the tourist experience will be, which is in line with increased satisfaction. This also involves social and emotional aspects. As an implication, various skills and training should be provided to community members, for example as tour guides and craftsmen, so that the benefits are more felt by the community.

Based on the results of the study, storytelling is a way to clarify and attract tourists through stories behind the history and life of the local community. To create good halal tourism, it is necessary to create a good image to build perceptions among tourists. This must be done through mastery of narratives that can be conveyed through storytelling to form an emotional closeness with tourists (Dixit, 2020). Based on this, in order to produce powerful storytelling, it needs to be developed in the form of QR codes, videos, and copywriting that can be accessed on social media with the aim of facilitating the dissemination of positive information to the general public.

The role of digitization as a feedback system for expanding halal tourism marketing, based on research findings and collaboration with influencers, is important for generating feedback and increasing visibility, as well as setting realistic expectations for tourists to help bridge the gap between tourists' expectations and reality, which will influence their decision to visit, as feedback is useful for continuous improvement of the tourist experience (Marciszewska & Wanagos, 2024; Mei, 2023) The implication is to provide QR codes that provide satisfaction surveys and reviews as a means of promoting halal tourism marketing.

CONCLUSION AND RECOMMENDATIONS

This study describes that the development of halal tourism has an effect on tourist satisfaction with the results of simple regression analysis $\beta = 0.889$, $R^2 = 78.5\%$, and $p < 0.001$, where 78.5% of the variation in tourist satisfaction can be explained by halal tourism development factors, while 21.5% is influenced by experience, individual preferences, and economic conditions. Spiritual, cultural, and service quality-based halal tourism experiences have an influence on tourist satisfaction. These factors include halal facilities, storytelling about local culture, digital marketing, and community involvement. These elements can create a positive image of halal tourism, increase repeat visits, and promote word of mouth.

Recommendations :

1. Create halal tourism designs to create tourism experiences based on spirituality, local culture, and education by integrating sharia values, local culture, and digitalization as factors for tourism development and satisfaction.

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2. Improve service quality by creating and implementing Sharia-based halal tourism SOPs with the support of tangibility, reliability, responsiveness, assurance, and empathy.
 3. Directly involve the community in all halal tourism activities.
 4. Develop marketing strategies by utilizing digitalization through reviews and social media as well as website and map development.

Implications of the Research Findings

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