

## Analysis Of Communication Strategies In Developing Halal Tourism In Malang District: Case Study In Jatim Park

Isidorus Tedddy Migo<sup>1</sup>, Yuni Tresnawati<sup>2\*</sup>, Alyssa Edwina Imad Khalid Bakhour<sup>3</sup>  
Universitas Mercu Buana, Jakarta, Indonesia

\*Author correspondence: [Yuni.trenawati@gmail.com](mailto:Yuni.trenawati@gmail.com)

### ABSTRACT

The large number of Indonesian people consisting of various tribes means that Indonesia has very rich local wisdom. This wealth, which has been recognized by UNESCO, is one of Indonesia's attractions in the eyes of the world, thus having an impact on increasing foreign Muslim tourists to Indonesia, especially to the Malang area. According to data in 2018-2022, there were a total of 17 thousand foreign tourists and 20 million local tourists who visited Malang Regency. This research aims to analyze the communication strategies used in developing halal tourism in Malang Regency, with a focus on the case study of Jatim Park. Jatim Park was chosen because it is one of the main tourist destinations in the area, with a record number of visitors in 2023 reaching an average of 20 thousand to 25 thousand tourists per day.

**Keywords:** *Marketing Communication Strategy, Halal Tourism, Destination Branding, Segmentation, Targeting*

### INTRODUCTION

Muslims are one of the largest religions in the world. Followers of this religion reach 2 billion people, most of whom are spread across North Africa, West Asia and Indonesia (Kristina, 2023). Data on religious adherents certainly influences people's behavior when carrying out activities.



Figure 1.

Recognition from the international world for regions, culture or authentic Indonesian food is a sign that Indonesia has a lot of potential that can be explored as an attraction for developing natural tourism, culture and even regional specialties. According to statistical data, the number of tourists who vacationed in Indonesia in 2018 reached 15.81 million. The number of tourists increased by 14% in 2014-2018. This increase is much higher than in the 2009-2013 period which was only 9%. The increase in the number of tourists this year is also influenced by the number of Muslim tourists holidaying in Indonesia. Statistical data shows that in 2018 there were 140 million Muslim tourists to Indonesia (quoted from the page <https://www.bps.go.id/pressrelease/2019/02/01/1543/besar-kunjungan-wisman-ke-indonesia-december-2018-reach-1-41-million-kunjungan.html>, Tuesday, 27 February 2022).

One of the reasons for the increase in Muslim tourists to Indonesia is the concept of halal tourism that is being created in Indonesia. This concept was born from a phenomenon where global Muslim tourists are projected to reach 230 million people (quoted from the page [https://kominfo.go.id/content/detail/18069/5-tahun-kembangkan-pariwisata-halal-indonesiaakhirnya-achieved-first-place-in-halal-tourism-in-the-world-2019/0/article\\_gpr](https://kominfo.go.id/content/detail/18069/5-tahun-kembangkan-pariwisata-halal-indonesiaakhirnya-achieved-first-place-in-halal-tourism-in-the-world-2019/0/article_gpr), Tuesday, 27 February 2022). From this data, several countries are starting to realize the potential for Muslim tourists to bring huge profits. To attract and accommodate Muslim tourists, tourist area countries are starting to compete to create halal tourist areas. The concept of halal tourism was first coined by the Arab European Union. The UAE created a World Halal Tourism Summit (WHTS) event which was held in Abu Dhabi. Halal tourism can generally be interpreted as tourism activities specifically to facilitate the travel needs of Muslims. It is said to be halal tourism because it refers to Islamic rules governing food, drinks and services from the tourism itself.

After the World Halal Tourism Summit (WHTS) event which was held in Abu Dhabi in 2015, the Indonesian government through the tourism ministry began to get serious about developing the concept of halal tourism. In 2016, the tourism ministry held a provincial-level halal tourism competition. The voting results for the winners of National Halal Tourism were West Nusa Tenggara (NTB), West Sumatra and Aceh. West Nusa

Tenggara won four categories, namely Best Muslim Tourist Friendly Resort, Best Tourist Friendly Travel Website, Best Muslim Tourist Friendly Honeymoon Destination, Best Regional Halal Culinary. West Sumatra also won four categories, namely Halal Tourist Travel Bureau (Ero tour), Best Halal Tourist Destination, Best Culinary Destination, Best Halal Restaurant and after that followed by Aceh which won three categories, namely Best Muslim Tourist Friendly Airport, Friendly Cultural Destination Best Muslim Tourists, and Best Tourist Attraction.

Apart from the World Halal Tourism Summit (WHTS) event which was held in Abu Dhabi in 2015, the 2023 Global Muslim Travel Index (GMTI) report ranked Indonesia first as the best halal tourist destination in the world, beating 140 other countries. This achievement increased from the previous year which was in 2nd place and Malaysia occupied the top position.

(quoted from the page <https://kneks.go.id/berita/569/indonesia-peringkatpertama-destinasi-wisata-halal-terbaikdunia?category=1>, Sunday, 04 February 2024). This achievement has led to a significant increase in Muslim tourists to Indonesia.

According to Sandiaga Uno, Minister of Tourism and Creative Economy, the global Muslim market is expected to grow to 2.4 trillion US dollars in 2025, with the largest expenditure being in the halal food and beverage sector. Therefore, Indonesia must take advantage of this opportunity, considering that there is so much potential halal tourism (quoted from the page <https://infomu.co/indonesia-gencar-kembangkan-wisata-halal-potensi-tarik-wisata-internasional/>, Sunday, 04 February 2024).

One that has great potential to be implemented is Malang Regency. In 2018-2022, a total of 17 thousand foreign tourists vacationing in Malang Regency were recorded, while 20 million people were local tourists (quoted from the page <https://katalog.data.go.id/dataset/besar-wisatawan-mancanegara-and-domestic-who-come-to-Malang-regency-people> Sunday 04 February 2024). This figure makes Malang Regency one of the regions that contributes the highest funds to Indonesia in terms of tourism. This is the basis for the Malang Regency Tourism and Culture Office to make Malang Regency a friendly tourist destination for Muslims.

By looking at the data that 97.814 percent of East Java's population is Muslim, the sharia economic and financial potential in this province is truly extraordinary. Support from the Governor of East Java, Khofifah Indar Parawansa, who has a strong enthusiasm for developing this sector, provided significant encouragement. Apart from that, Batu City's achievement as recipient of the Halal Tourism award from the Indonesia Muslim Travel Index (IMTI) in 2019 shows the region's commitment to accommodating tourism needs in accordance with sharia principles.

The large potential for an increase in the number of foreign tourists vacationing in Malang does not directly make Malang a friendly tourist area for Muslims. The implementation of halal tourism in Malang will definitely create pros and cons among the local community and potential tourists themselves. It can be said that Halal Tourism is a new brand offered by the Malang Regency Tourism and Culture Office to tourists who want to visit the Malang tourist area. As a new brand, there needs to be tourism communication and a good tourism communication strategy by the Malang Regency Tourism and Culture Office so that Malang Regency as a Halal tourist attraction can be accepted, known and become an attraction for foreign and domestic Muslim tourists.

In establishing relationships with the East Java Park Group, implementing strategies through programs that are tailored to the needs and interests of stakeholders is very important. Programs such as Corporate Social Responsibility (CSR), special events, discounts, and additional facilities are appropriate steps to strengthen involvement and collaboration with related parties.

Jawa Timur Park is a contemporary recreation destination and learning park that offers a combination of entertainment and education. As one of East Java's tourism icons, especially in Batu City, this place has succeeded in attracting the attention of visitors from within and outside the country. By continuing to develop facilities and services that suit market needs, East Java Park Group can continue to be a superior destination that provides valuable experiences for its visitors.

Previous research conducted by Max Weber in modern sociology provided an opinion based on the results of his studies on social institutions in various types of society, both now and in the past. His studies showed that social and religious institutions

cooperate with each other. These collaborating institutions collaborate to form institutions that are healthy and run in accordance with religious teachings. Examples of social institutions that collaborate with religion include; economic institutions, family, politics, law, up to education (Irvan, 2019). From this research, it is known that institutions and organizations can run well, one of which is by instilling religious values in carrying out their activities. Jatim Park as an organization in the halal tourism sector is also included. In order for communication strategies to run efficiently, they must also be in line with these religious elements.

Based on the background that has been presented, the author will analyze the marketing communication strategy carried out by the Jatim Park Group in creating halal tourism in Malang Regency in the period 2018 to 2023. This analysis is considered important to assess the extent to which the process of Malang Regency as halal tourism is taking place as well as how to promote Malang as halal tourism to foreign tourists so that Malang Regency can increase state income in terms of tourism, especially the increase in foreign and domestic Muslim tourists.

## **LITERATURE REVIEW**

### *Previous Research*

As a reference and basis for the research that will be carried out by the author, several previous studies are used as references and relevant references to become material for developing this research. The previous research that the author chose has similarities in themes and also methods of developing and promoting halal tourism in various tourist areas in Indonesia.

A. The first international research journal by Alfonso Vargas-Sánchez<sup>1</sup> & Mirko Pera with the title, Halal Tourism through the Lens of Generation Z in a Muslim Majority Country: Implications on Tourist Services. This research explains that halal tourism is a tourism market segment that is growing very fast but is still far from the total population in the world. In 2017, data recorded that there were around 131 million Muslim visitors coming globally, and this figure increased from 121 million in 2016. This data is expected

to continue to grow to 156 million visitors in 2020 and represent 10 percent of the target population. Muslim travel spending for 2026 is estimated globally to generate 300 billion US dollars. Therefore, this figure is an opportunity for tourism businesses to improve their services to meet halal tourism needs. Indonesia is the number two country as a halal tourist destination in the world, right behind Malaysia.

Furthermore, Alfonso Vargas-Sánchez<sup>1</sup> & Mirko Pera, conducted research from the data they obtained, by looking for the perceptions of tourists from generation z. As a result, researchers obtained a view from Generation Z that Generation Z's associations when traveling are a healthy lifestyle and the relationship between tourism and ecology (awareness and conservation of the natural environment. Both associations gave rise to a strong religious association. The concept of halal that was formed in their minds was not only from food (association of healthy living) but also ecology (nature) and the surroundings. This is in accordance with the characteristics of the typical generation z, namely; enthusiastic and adventurous, curious, they have a higher awareness of privacy, they want things- the things they do have an impact on the world.

B. The second research journal by Denda Yulia Asih Rismawanti with the title; Place Branding in Maintaining Lombok Island as a Halal Tourism Destination in Indonesia. In this research using a qualitative approach, the author explains the research results that the NTB regional government maintains Lombok as a halal tourist destination in Indonesia by issuing regional regulations and socializing these regulations to the community and industry players in the tourism sector. In Regional Regulation No. 2 of 2016 concerning halal tourism, it is written that the scope of regulation of Halal Tourism in this Regional Regulation includes destinations, marketing and promotion, industry, institutions, development, supervision and financing.

Halal tourism destination managers must build public facilities to support the comfort of halal tourism activities, such as places and equipment for Muslim tourists to worship, as well as cleansing facilities that meet sharia standards. Industries that sell tourism services and products that are not based on sharia principles, if they are willing to become a halal tourism-based industry, are also required to provide Qibla directions in

hotel rooms, as well as information on the nearest mosque, places of worship for tourists and Muslim employees, information about halal and non-halal products, Separate ablution places for men and women, supporting facilities for performing prayers, and separate urinals for men and women.

Based on the awards that Lombok Island has won, halal tourism branding is carried out. Apart from that, Lombok Island is the only area that has a halal tourism regulation. This branding effort is a way to maintain Lombok's position as an Indonesian halal tourism destination and introduce the concept of halal tourism to the people of Lombok and NTB, as well as the people of Indonesia and the world in general, so the Government of West Nusa Tenggara (NTB) managed by the Department of Culture and Tourism (DISBUDPAR) carries out branding with maintaining the island of Lombok as an Indonesian halal tourist destination.

C. The latest journal is research conducted by Yuni Tresnawati, (2018) entitled Utilization of Social Media in Promoting Maritime Tourism Potential in Cilacap, Central Java. This research uses descriptive qualitative methods, with the aim of obtaining information regarding the use of social media in promoting the marine tourism potential of Cilacap, Central Java. From the results of research and discussions, the Cilacap Regency Tourism Office, Central Java, uses the social media Website, Facebook, Twitter and Instagram. The use of social media is deepened with the collaboration of communities, such as the photographer community. The use of social media and collaboration is carried out to attract the interest of potential tourists traveling to the Cilacap area. Researchers also relate the use of social media from the Cilacap Regency Tourism Office to the 7C Framework concept (context, Content, Communication, Customization, Communication, Connection and Commerce). Of these 7Cs, the Malang Regency Tourism Office has not used commerce because there are no financial transactions.

*Theoretical Study*

A. Marketing Communications

Marketing communication is an active process of exchanging two-way information between parties involved in marketing and consumers. Marketing actors carry out an active process of listening, reacting and creating new offers so that a relationship is created between marketers and their potential or consumers (Magdalena Asmajasari, 1997: 1). Furthermore, one part of the marketing communication process is promotion. Promotion aims to introduce and convey messages from the parties involved in marketing to consumers. Another part of the communication process is feedback. This feedback shows the impact of the communication carried out and provides the possibility to adjust promotional efforts to market desires. (Magdalena Asmajasari, 1997).

B. Marketing Communication Strategy

Strategy is basically a plan and management to achieve a goal. To create a communication strategy, it is necessary to first understand the mix of marketing communications so that you can achieve the objectives of the marketing communications. According to Kotler (2005) The marketing communication mix is a combination of five marketing communication models, namely: advertising, sales promotion, public relations and news, personal selling, direct and interactive marketing.

C. Advertising

Advertising is the presentation of information, whether personal or not, about products, brands, services or companies that are paid in nature. Advertising aims to convey messages about products or services, so that on a mass and broad scale, so that people know the greater values of the product or service.

D. Sales Promotion

Sales promotion is an invitation to buy a product or service offered to consumers either through a discount program or a new product introduction program. Promotion can also be defined as an increase in the price-value ratio aimed at boosting sales.

#### **E. Tourism Communication**

The tourism sector continues to grow, resulting in the need for good communication, therefore communication science is developing to meet these needs. According to Bungin (2015) communication plays a very good role in communication media and communication content. So the term tourism communication emerged because of the merging of scientific disciplines between communication and tourism, where communication is a science that studies the biological approach to communication, while tourism gave birth to it. According to (Bungin, 2015) communication science provides several communication theories, including persuasive communication, mass communication, personal communication and group communication. Meanwhile, tourism contributes theories that are always connected to the study of tourism marketing, tourism destinations, destination accessibility, human resources and tourism institutions.

#### **F. Halal Tourism**

Halal tourism is a concept initiated by the Indonesian government due to seeing a trend or phenomenon of increasing tourists from the Middle East. Muslim tourists from the Middle East are one of the big targets that the central and regional governments want to make good use of through the Ministry of Tourism and Creative Economy. Apart from the increasing number of Muslim tourists, the amount of money spent is one of the important factors that causes the Government to be very serious about establishing halal tourism areas.

The concept of halal tourism does not only refer to the food served, but there are many factors that must be processed so that it is in accordance with Islamic teachings and law. A tourist destination that can be said to be halal tourism must meet the main needs of Muslim tourists, as quoted from Crescent Rating, as a company that focuses on developing halal tourism which has conducted studies in 130 countries, showing 6 basic needs of Muslim tourists, namely:

1. Halal food, free of alcohol, pork and the like.
2. Availability of worship facilities
3. Bathroom with water for ablution.

4. Services during the month of Ramadan, for example iftar and sahur meals.
5. Inclusion of a non-halal label if there is food that is not halal.
6. Recreational facilities that maintain privacy, do not mix freely.

## **METHODOLOGY**

This research uses a constructivist paradigm. The constructivist paradigm is a paradigm that is almost the antithesis of the ideology that places observation and objectivity in discovering reality or science. This paradigm views social science as a systematic analysis of socially meaningful action through direct and detailed observation of the social actors concerned in creating and maintaining/managing their social world (Hidayat, 2003:3).

This research uses a case study method. A case study is an exploration of "a bound system" or "a case/various cases" over time through in-depth data collection and involving various sources of "rich" information in a context. This bound system is bound by time and place, while cases can be studied from a program, event, activity or individual. In other words, a case study is research in which the researcher explores a particular phenomenon (case) at a certain time and activity (program, event, process, institution or social group) and collects detailed and in-depth information using various data collection procedures over a certain period.

## **RESULT AND DISCUSSION**

Tourism is a sector that is always improving and giving rise to new products. One of the newest tourism products in Malang Regency is Halal Tourism. Halal tourism is not the same as religious tourism. By definition, religious tourism is a tourist spot that is used for pilgrimage or carrying out religious rituals, in the context of this research it is the religious rituals of Muslims. The basic difference between halal tourism and religious tourism is the object. Religious tourism is only in the form of places, while halal tourism includes objects, facilities, food and the environment, basically it is not only tied to places, activities or food, but according to the Malang Regency Tourism and Culture Office, halal tourism is all sectors in tourism, both nature and places. games, food and providing accommodation

that accommodates the needs of Muslims traveling in accordance with Islamic law. However, this does not mean that non-Muslim tourists cannot enjoy halal tourism.

For non-Muslims, halal tourism with halal products is a guarantee of health. Because in principle, implementing sharia rules means eliminating things that are harmful to humanity and the environment in the products and services provided, and of course providing goodness. As a new product, of course halal tourism needs to be introduced to potential tourists.



Figure 2.

Jatim Park Malang is a company that operates as a major tourist destination in East Java, this destination offers a variety of educational and fun activities. Jatim Park is also one of the companies that provides halal tourism, this is proven by the offer of various facilities that comply with sharia standards including:



Figure 3.

1. Swimming Pool: Jatim Park Malang has a large swimming pool that complies with sharia standards.
2. Animal Museum: Jatim Park Malang has an Animal Museum which displays a complete collection of animals for learning purposes for children and adults.

3. Zoo: Jatim Park Malang has a zoo, namely the Secret Zoo, as well as an Animal Museum which displays a complete collection of animals for learning purposes for children and adults.



**Figure 4. Dinosaurus Tourism Jatim**  
*Park*<https://indonesia.tripcanvas.co/id/malang/jatim-park-3/>

4. Dino Park: Jatim Park Malang has a dino park that offers sensations that have never been received before, such as meeting a herd of Jurassic Park-style dinosaurs.
5. Playground: Jatim Park Malang has a fun and educational playground.
6. Baby Zoo: Jatim Park Malang has a Baby Zoo which offers children the opportunity to get close to animals.
7. Agro Park: Jatim Park Malang has an Agro Park which offers learning about agriculture.
8. Roller Coaster: Jatim Park Malang has a roller coaster that offers an interesting sensation. With various facilities that comply with sharia standards, Jatim Park Malang is an attractive halal tourist destination and offers various educational and enjoyable experiences for tourists.

Supported by previous literature sources, Jatim Park Malang as a halal tourism destination has several strategies in order to optimize its brand as one of the halal destinations in East Java. Some of these strategies include:

1. Halal Communication

As one of the halal tourism destinations, Jatim Park has several strategies using marcomm elements including; Advertising, Direct Marketing, Internet Marketing,

Sales Promotion, Personal selling, and Public Relations. Apart from that, Jatim Park also does not use images that do not deny Islamic teachings, and uses media that is in accordance with sharia. (Eman Sipasi, 2017)

2. Halal Promotion:



Figure 5.

Jatim Park also uses halal promotions, such as and in accordance with sharia, the advertising used does not deny Islamic teachings, and also uses media that is in accordance with sharia. The added value that Jatim Park has through its sales promotion is that this company often gives a bonus in the form of one ticket for ticket purchases in groups of more than 30 people. If there are 30 people then you only need to pay 29 people. And it's not just a promotion in that case, but Jatim Park also provides a free tour leader or tour guide with a minimum purchase of 2 visitor tickets. (Eman Sipasi, 2017).

3. Halal Quality



Figure 6.

The halal quality referred to here is in various aspects, and one of them is providing a halal food court. And not only that, Jatim Park also provides a comfortable and Muslim friendly place. Apart from that, Jatim Park also provides halal quality, by providing prayer facilities, in the form of prayer rooms. Of course, this has a big impact on visitors' decisions to visit, remembering the data presented previously that East Java is one of the regions that has the largest Muslim population. So the Muslim friendly facilities provided will make visitors interested in visiting.

4. Collaboration and consultation

In optimizing its marketing strategy, Jatim Park collaborates with the holding company and other subsidiaries. Each subsidiary is given the authority to regulate and decide what strategy to use without interruption from holding. Please note that Jatim Park has more than 3 subsidiaries in a unit called the Jatim Park Group. Apart from that, we also collaborate with travel agencies and travel agents as well as several hotels with mutually beneficial agreements. (Ragil, 2018: 105)

5. Advertising



Figure 7.

Advertising Marketing is marketing that markets, offers and sells advertising products according to set price standards. Advertising marketing is considered to be able to provide appropriate input or business strategies to prospective

advertisers (Olla, 2018). Jatim Park uses various types of equipment, ranging from modern ones such as audio, audio visual, print, to traditional tools, namely loudspeakers. Jatim Park collaborates with local media such as Radar Malang and Malang Post to promote its tourism. Of course, this media collaboration is not only in print form but also posting it in digital media. Apart from that, Jatim Park also optimizes its promotions through advertising on trains which accommodate many people, which is also a very good search and is utilized by Jatim Park.

6. Direct Promotions:



**Figure 8.**

Jatim Park also optimizes through direct promotions, direct marketing. Where the existing staff will carry out promotions directly on the spot and also wear mascot clothes to attract the attention of visitors, especially children.

7. Internet Marketing

Jatim Park utilizes internet media which has become a medium that cannot be separated from human life. Jatim Park utilizes various types of social media, starting from Facebook, Instagram, to Twitter which has now changed its name to X.

As part of the communication strategy analysis carried out by Jatim Park, the author also analyzed inhibiting and supporting factors. Supporting factors include:

1. Jatim Park provides location or strategic location information
2. Jatim Park carries out good promotions and communication patterns with its target consumers
3. Jatim Park has staff who provide service excellence or good service to its visitors.
4. Jatim Park makes the process easy for visitors to travel.
5. Jatim Park maintains a neat, clean and beautiful tourist area environment in order to provide comfort for visitors. (Ragil, 2018: 105)



Figure 9.

This awareness is an advantage or support for Jatim Park in optimizing its services. The inhibiting factors include:

1. Social and Technological Dualism: Has an impact that hinders the optimization of communication strategies because it has a large influence on market mechanisms so that available resources are not used effectively (quoted from <https://manajemen.uma.ac.id/2021/10/faktor-faktor-penghambat-pada-proses-pembangunan/>).
2. Dualistic Economy: Economic conditions can also be an obstacle because it can cause the productivity of various productive activities to be very low and efforts to make changes to be very limited (quoted from

<https://manajemen.uma.ac.id/2021/10/faktor-faktor-penghambat-pada-proses-pembangunan/>).

3. Lack of public knowledge: One of the tasks of the Malang Regency Tourism and Culture Office is to promote halal tourism as a new product for the tourism business in Malang Regency. However, this task is not going well because public knowledge of halal tourism is still very lacking and there is misunderstanding among levels of society regarding the meaning of halal tourism. People still think that halal tourism is religious tourism, where the tourist destinations are temples, or places specifically for worship. This misunderstanding of halal tourism is the basis for the idea that conventional tourism is part of halal tourism. This is because people think that halal tourism is only limited to food that has an MUI halal certificate and that is regulated by central government regulations.

Optimizing communication strategies can also start from analyzing communication patterns. Communication patterns are a form of communication that can be seen from the relationships between each group member. Communication patterns can be seen from the relationships between components, the communication network, the reciprocal relationships that occur, the stages passed, the dominant colors and so on. It is known that looking at the pattern of communication relationships can help the parties involved in preparing communication programs more accurately so that in line with communication goals they can run effectively. Communication is said to be effective if the previously designed message can be understood according to what is desired (Mulyadi, 2017).

Communication practices are directly related to communication activities carried out by group members in daily life. Every activity carried out allows the process of sending messages to occur, which is called communication. Another definition states that communication is an intentional or unintentional action which can be interpreted as the process of sending a message by the receiver or receiver (Mulyadi, 2017).

Communication practices in a religious context or communication in this discussion, namely Islamic concepts, may be indirectly applied in daily activities (Mulyadi, 2017). Thus, an appropriate strategy is needed in order to further optimize the communication strategy in Jatim Park as one of the halal tourism destinations in Malang Regency.

## CONCLUSION

By considering an in-depth analysis of the communication strategy implemented by Jatim Park in developing halal tourism in Malang Regency, it can be concluded that a comprehensive approach that emphasizes religious values, appropriate market segmentation, strategic partnerships, halal certification, educational campaigns, responsiveness to feedback returns, and offering special tour packages are strategic and effective steps. Through this approach, Jatim Park has succeeded in creating an image as a friendly tourist destination that complies with the principles of halal tourism, attracting interest and trust from the Muslim market segment, as well as making a significant contribution to the development of halal tourism in Malang Regency. By continuing to develop and optimize their communication strategy, Jatim Park has great potential to become one of the leading halal tourism destinations in Indonesia, which not only provides a quality travel experience, but also prioritizes religious values and diversity.

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