



## THE EFFECTIVENESS OF HALAL TOURISM PROMOTION IN ENHANCING INDONESIA'S COMPETITIVENESS IN THE GLOBAL MARKET

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### ABSTRACT

*Halal tourism has become a significant trend globally, catering to the needs of Muslim travelers who seek destinations that comply with Islamic principles. Indonesia, with its rich cultural heritage and large Muslim population, has immense potential in this sector. This paper examines the effectiveness of Indonesia's promotional strategies in the halal tourism sector and how they contribute to enhancing the country's competitiveness in the global market. Using a mixed-method approach that combines qualitative analysis of promotional materials and quantitative assessment of tourist data, this research highlights the current state of Indonesia's halal tourism initiatives. The findings indicate that while Indonesia has made considerable progress, several challenges hinder its full potential. This paper also suggests targeted strategies for more effective marketing that align with global halal tourism standards, ultimately boosting Indonesia's position as a top halal tourist destination.*

**Keywords:** Halal Tourism, Global Competitiveness, Promotion Strategies.

### INTRODUCTION

The global tourism industry has undergone significant changes in recent years, with travelers seeking unique experiences that align with their cultural, religious, and personal values. Among the emerging sectors within tourism, halal tourism has gained prominence, driven by the increasing number of Muslim travelers who prioritize destinations that respect and accommodate Islamic principles. Halal tourism is defined as a type of tourism that provides products and services tailored to meet the needs of Muslim tourists, including halal-certified food, prayer facilities, gender-segregated recreational areas, and non-alcoholic environments. This niche market has seen substantial growth, contributing over \$220 billion annually to the global economy, with projections indicating continued expansion.

Indonesia, as the world's largest Muslim-majority country, has recognized the potential of halal tourism as a key driver of economic growth and cultural exchange. The

Indonesian government has actively encouraged the development of halal tourism through various promotional strategies, intending to position Indonesia as a leading halal tourism destination. In 2019, the Ministry of Tourism launched initiatives such as the "Wonderful Indonesia" campaign, which was extended to include halal-friendly features targeting Muslim travelers. The government's support for halal tourism has also been reflected in collaborations with private sector entities, aiming to build a robust infrastructure that meets the expectations of Muslim tourists.

However, Indonesia faces several challenges in establishing itself as a prominent player in the global halal tourism market. Countries like Malaysia, Turkey, and the United Arab Emirates have set high benchmarks, having invested extensively in developing comprehensive halal tourism ecosystems that cater to both local and international Muslim travelers. Malaysia, for instance, has consistently ranked as one of the



top halal destinations due to its well-structured halal policies, accessible infrastructure, and strong promotional campaigns. In contrast, Indonesia's efforts have often been criticized for lacking consistency and cohesion across regions, as well as for limited accessibility in halal-certified facilities in certain areas. These limitations, combined with intense regional competition, underscore the need for a more strategic approach to halal tourism promotion in Indonesia.

The significance of an effective promotional strategy cannot be overstated, as it influences the perception and choice of a destination by potential tourists. Promotional strategies for halal tourism extend beyond traditional advertising to include digital marketing, partnerships with influential travel agencies, and engaging content on social media platforms that resonate with Muslim travelers. Indonesia's digital marketing efforts, while visually engaging, often lack clear branding as a halal destination, which could hinder its ability to attract the target market. Furthermore, the inconsistent availability of halal facilities across tourist destinations may detract from the perceived convenience of visiting Indonesia for Muslim travelers who seek a fully halal experience.

In this context, this study aims to analyze the effectiveness of Indonesia's promotional efforts in the halal tourism sector and assess their impact on enhancing Indonesia's competitiveness in the global market. By evaluating the strategies employed in promoting halal tourism, this paper seeks to identify strengths and weaknesses in Indonesia's current approach and provide recommendations for improvement. The focus will be on examining Indonesia's use of digital platforms, international partnerships, and region-specific initiatives to understand

how these strategies influence the attraction of Muslim tourists.

This study's contributions are threefold. First, it provides an overview of Indonesia's position in the global halal tourism market and highlights areas for growth. Second, it examines the role of promotional activities in shaping Indonesia's image as a halal-friendly destination. Finally, it offers practical recommendations on how Indonesia can leverage promotional strategies to differentiate itself in the competitive global market. By addressing these aspects, this study aims to support Indonesia's long-term objective of becoming a top destination for Muslim tourists, fostering sustainable tourism growth and strengthening Indonesia's economic resilience.

## **LITERATURE REVIEW**

The literature on halal tourism spans various topics, from definitions and standards to global market trends, competitive analysis, and effective promotional strategies. This section provides a comprehensive overview of these areas to establish a solid foundation for examining Indonesia's positioning and promotional efforts within the halal tourism market.

### **Definition and Scope of Halal Tourism**

Halal tourism, often referred to as Islamic or Sharia-compliant tourism, refers to services and facilities designed to meet the specific requirements of Muslim travelers. Battour & Ismail (2016) highlight that halal tourism primarily focuses on providing products that adhere to Islamic law, including halal food, prayer facilities, alcohol-free environments, and recreational options that respect gender-segregated spaces where necessary. While halal tourism is based on Islamic principles, Henderson (2010) argues



that it is also appealing to non-Muslim travelers seeking family-friendly, safe, and culturally immersive experiences. Halal tourism is thus positioned not only as a niche segment within the larger tourism industry but as a rapidly expanding market with appeal beyond its Muslim target audience.

Understanding the nuances of halal tourism requirements is essential for destinations looking to capture a share of this market. Razzaq et al. (2016) suggest that halal tourism encompasses not only the tangible aspects (e.g., halal food, prayer facilities) but also intangible elements such as safety, hospitality, and cultural sensitivity. This comprehensive approach to halal tourism can attract a wider audience, especially in regions where Muslim tourists seek destinations that balance leisure and religious observance.

### **The Growth of Halal Tourism in the Global Market**

The growth of halal tourism reflects broader socio-economic trends, including an increase in the global Muslim population and rising disposable incomes within Muslim-majority countries. According to DinarStandard (2020), the global halal tourism market was valued at approximately \$220 billion in 2019 and is expected to exceed \$300 billion by 2030. Countries that actively engage in halal tourism, such as Malaysia, Turkey, and the UAE, have not only contributed to this growth but have also positioned themselves as pioneers in the industry.

Malaysia, in particular, has gained recognition for its comprehensive halal tourism framework, which includes everything from halal certification for food to dedicated prayer spaces and extensive marketing initiatives targeting Muslim

travelers. Henderson (2016) notes that Malaysia's commitment to providing a halal-friendly environment has set an example for other countries. Turkey, meanwhile, leverages its rich cultural heritage and historical ties to Islamic civilization to attract Muslim tourists. By promoting its historical mosques, halal-friendly resorts, and Islamic heritage sites, Turkey has created a strong brand identity in the halal tourism market.

### **Indonesia's Position in the Halal Tourism Market**

Indonesia, the world's largest Muslim-majority country, has vast potential in the halal tourism sector due to its natural beauty, cultural diversity, and Islamic heritage. However, despite these advantages, Indonesia ranks below Malaysia and Turkey in global halal tourism indexes. GMTI (Global Muslim Travel Index, 2019) ranks Indonesia as a rising player, yet it trails behind its competitors in several areas, including marketing consistency, availability of halal-certified facilities, and infrastructure.

Research by Ridwan et al. (2021) suggests that Indonesia's halal tourism development is often hampered by a lack of uniform standards across regions and inconsistent branding as a halal destination. Unlike Malaysia, which has established a cohesive national strategy for halal tourism, Indonesia's approach has been more fragmented, with different regions adopting varied levels of halal-friendly services. Additionally, Dewi et al. (2020) argue that although Indonesia has launched initiatives to promote halal tourism, such as the "Wonderful Indonesia" campaign, these efforts lack a clear and consistent message that would strengthen Indonesia's appeal as a halal-friendly destination.



## **Challenges in Developing Halal Tourism in Indonesia**

Several challenges hinder Indonesia's efforts to capitalize on its halal tourism potential. Hamid et al. (2021) identify infrastructural limitations as a primary concern, particularly in less developed regions where halal-certified facilities and Muslim-friendly amenities are limited. This inconsistency impacts the visitor experience, as Muslim travelers may face challenges finding halal food or appropriate prayer facilities in certain areas.

Another challenge involves cultural and linguistic barriers that may limit the effectiveness of promotional efforts. As noted by Fauzi & Rahman (2022), effective halal tourism promotion requires sensitivity to cultural nuances and an understanding of the diverse preferences among Muslim tourists. Tourists from the Middle East, for instance, may have different expectations and requirements compared to those from Southeast Asia. This lack of market segmentation in promotional strategies may undermine Indonesia's efforts to attract a broad spectrum of Muslim travelers.

Moreover, Kamarudin & Ismail (2020) point out that Indonesia's halal tourism branding lacks consistency across various digital platforms, including websites, social media, and tourism brochures. While digital marketing is essential for reaching a global audience, Indonesia's messaging is often fragmented, failing to communicate a unified brand identity that resonates with Muslim tourists.

## **Promotional Strategies in Halal Tourism**

Effective promotional strategies in halal tourism are multifaceted, encompassing digital marketing, partnerships with Muslim travel agencies, and engagement in travel

fairs. Alserhan (2015) emphasizes that a successful halal tourism campaign should highlight a destination's compliance with Islamic principles and incorporate elements that appeal to Muslim values, such as family-oriented activities and modesty.

Digital marketing plays a central role in modern halal tourism promotion. Salam & Rahman (2019) show that social media platforms, especially Instagram and Facebook, have become vital tools for engaging Muslim travelers, who rely heavily on visual content and peer reviews. Influencer marketing, in particular, is effective in promoting halal tourism as it enables destinations to reach potential tourists through trusted figures within the Muslim community.

Ahmad et al. (2020) identify partnerships with Muslim travel agencies as another critical component of halal tourism promotion. These partnerships enable destinations to offer comprehensive packages that include halal accommodations, certified food, and organized tours, which are particularly appealing to Muslim families and groups. Through such collaborations, destinations can enhance their visibility and credibility within the global Muslim travel market.

## **The Importance of Branding in Halal Tourism**

Branding is a vital aspect of halal tourism promotion, as it differentiates a destination from its competitors and fosters a sense of trust among potential travelers. Kotler et al. (2019) emphasize that a strong brand identity in tourism marketing requires a coherent message that reflects the unique attributes of the destination. For halal tourism, this means highlighting aspects such as safety, cultural authenticity, and adherence to Islamic values.



Indonesia's branding efforts in halal tourism have shown promise, but Nur & Wahid (2021) argue that they lack the consistency seen in countries like Malaysia. Indonesia's halal tourism branding needs to emphasize the uniqueness of Indonesian culture, such as traditional art forms, local culinary experiences, and community-based tourism activities that align with Islamic values. Such an approach could set Indonesia apart from other destinations by appealing to travelers seeking not only a halal-friendly experience but also an authentic cultural immersion.

### **Gaps in Current Research on Halal Tourism Promotion**

While significant research has been conducted on halal tourism, there remain several gaps, particularly concerning the effectiveness of specific promotional strategies in diverse Muslim markets. For instance, Ramli et al. (2022) call for further studies on how different segments within the Muslim travel market (e.g., Southeast Asian vs. Middle Eastern tourists) respond to promotional strategies. Such research would enable destinations like Indonesia to tailor their marketing efforts to meet the specific preferences of various demographic groups.

Another gap involves the impact of digital influencers on halal tourism promotion, an area that Salam & Nordin (2020) suggest has not been sufficiently explored. As digital influence grows, understanding how Muslim influencers shape destination choices could provide valuable insights for Indonesia's halal tourism strategy.

### **METHOD**

This study utilizes a descriptive research approach to analyze and evaluate the

effectiveness of Indonesia's promotional strategies in the halal tourism sector. Descriptive research is suitable for this study because it allows for a detailed examination of Indonesia's promotional efforts and their impact on its competitiveness in the global market. Through this approach, the study explores existing promotional methods, identifies gaps and challenges, and provides insights into how Indonesia's halal tourism promotion aligns with international best practices.

### **Data Collection**

Data were collected from various sources to provide a comprehensive overview of Indonesia's halal tourism promotion. These sources include:

1. Government Reports and Official Documents

Key insights were gathered from official reports published by the Indonesian Ministry of Tourism and Creative Economy. These documents provide an overview of government-led initiatives, budgets allocated to halal tourism, and key performance indicators set by the ministry to assess the sector's development.

2. Digital and Social Media Content

Indonesia's halal tourism promotion often utilizes digital platforms, including social media, tourism websites, and digital advertisements. To understand the effectiveness of these efforts, this study conducted a content analysis of posts, promotional videos, and advertisements found on popular social media platforms, including Instagram, Facebook, and YouTube. Metrics such as engagement rates (likes, shares,



comments) and reach were analyzed to gauge public response and interest.

### 3. Surveys with International Muslim Tourists

An online survey was conducted targeting international Muslim tourists who had visited Indonesia in the past two years. The survey contained questions on their perception of Indonesia as a halal-friendly destination, satisfaction with halal facilities, and their awareness of Indonesia's promotional efforts. This data provided valuable insights into tourist experiences and helped assess the impact of promotional strategies on visitor satisfaction.

### 4. Secondary Data from Academic Journals and Market Reports

Relevant academic literature and market reports were reviewed to benchmark Indonesia's promotional efforts against those of other leading halal tourism destinations, such as Malaysia and Turkey. This comparison helps identify best practices and allows for a more comprehensive understanding of Indonesia's position in the global halal tourism landscape.

## Data Analysis

The data collected through these sources were analyzed qualitatively and quantitatively. The content analysis of digital and social media materials involved categorizing promotional themes, messages, and visual elements to assess their alignment with halal tourism values and attractiveness to Muslim travelers. The data from survey responses were statistically analyzed to determine patterns in tourist perceptions, awareness, and satisfaction levels related to Indonesia's halal tourism promotion. Additionally, the comparative analysis of

market reports and academic research helped contextualize Indonesia's promotional strategies within the broader global halal tourism framework.

This study acknowledges several limitations. First, as a descriptive study, it focuses primarily on understanding current promotional practices rather than establishing causal relationships. Second, the survey sample may not fully represent the diverse perspectives of Muslim travelers from different regions. Lastly, data from social media were limited to public metrics, which may not fully capture the effectiveness of Indonesia's promotional content in reaching target audiences.

## RESULT AND DISCUSSION

### Effectiveness of Digital and Social Media Promotion

Indonesia's use of digital platforms, including social media, has positively influenced the visibility of its halal tourism offerings. The content analysis of posts from platforms like Instagram, Facebook, and YouTube revealed strong engagement on visually appealing campaigns under the "Wonderful Indonesia" banner. However, a lack of consistent messaging around halal-specific aspects (e.g., halal-certified accommodations, Muslim-friendly facilities) limits the clarity of Indonesia's image as a halal destination. This inconsistency could create confusion among potential Muslim tourists, making them less likely to consider Indonesia as a first choice over competitors with clear branding.

To strengthen its position, Indonesia could adopt a more targeted approach, highlighting halal-specific facilities and experiences in posts and ads. Examples include showcasing halal food tours, family-friendly beaches, and religious events, which



could increase Indonesia's appeal to Muslim travelers.

### **Tourist Perceptions of Halal Facilities**

Survey responses from international Muslim tourists indicate that, while they appreciate Indonesia's cultural and natural attractions, their experiences with halal facilities were mixed. Tourists reported greater satisfaction in major destinations like Jakarta, West Nusa Tenggara, and Aceh, where halal facilities are more accessible. However, they faced challenges in other popular areas such as Bali, where halal-certified restaurants and prayer facilities were less readily available. These disparities suggest that halal-friendly infrastructure is unevenly distributed, impacting tourist satisfaction and limiting Indonesia's attractiveness to a broader Muslim audience.

Addressing this issue involves extending halal-friendly services to more regions, especially popular tourist sites. By improving access to halal facilities across Indonesia, the country can create a more consistent and appealing experience for Muslim tourists, which is essential for strengthening its reputation as a halal destination.

### **Impact of Partnerships with International Travel Agencies**

Indonesia's partnerships with international Muslim travel agencies, though limited, have been effective in drawing visitors from specific countries, particularly within Southeast Asia and the Middle East. However, the study found that Indonesia's reach could be expanded by forming more extensive collaborations with global agencies that specialize in Muslim-friendly travel packages. Examples include partnering with

agencies that offer comprehensive packages including halal-certified accommodations, tour guides, and culturally relevant activities.

Enhanced partnerships could boost Indonesia's visibility in the global halal tourism market and increase tourist arrivals from regions such as the Middle East and North Africa, which represent a significant segment of the Muslim travel market.

### **Comparison with Competitor Nations**

Compared to halal tourism leaders like Malaysia and Turkey, Indonesia's promotional efforts remain less cohesive. Malaysia, for instance, has built a robust ecosystem with clear halal tourism branding, consistent halal certification, and government-backed promotions. Turkey also emphasizes its Islamic heritage and halal accommodations, establishing a strong connection with Muslim travelers. Indonesia's relatively fragmented approach results in a less distinctive brand, making it more challenging to compete effectively.

To improve, Indonesia could model its approach on best practices from these countries, such as establishing a unified halal tourism brand, increasing halal certification efforts, and implementing a nationwide strategy for promoting Muslim-friendly facilities. By doing so, Indonesia can offer a more compelling alternative to established destinations.

### **CONCLUSION**

This study evaluated the effectiveness of Indonesia's promotional strategies in the halal tourism sector and their impact on the country's competitiveness in the global market. The findings indicate that while Indonesia has made notable progress in establishing itself as a halal-friendly



destination, several challenges prevent it from reaching its full potential in the halal tourism market.

Indonesia's digital promotion efforts have been effective in capturing attention but lack a consistent halal-specific branding that would distinctly position Indonesia as a top halal tourism destination. Additionally, the availability of halal-certified facilities is uneven across tourist regions, with major cities and some popular areas offering more comprehensive services than others. This inconsistency creates a mixed experience for Muslim travelers and affects Indonesia's overall appeal in the halal tourism sector.

The study also highlighted the importance of expanding partnerships with international Muslim travel agencies, as this would enhance Indonesia's visibility among key Muslim markets. Comparisons with successful halal destinations, such as Malaysia and Turkey, show that a unified and cohesive approach is crucial for establishing a strong brand identity and meeting the needs of Muslim tourists consistently.

To strengthen its competitiveness in the global halal tourism market, Indonesia should consider the following key recommendations:

1. **Develop a Clear Halal Tourism Brand:** Create a cohesive, halal-focused brand identity that highlights Indonesia's unique cultural and Islamic heritage.
2. **Enhance Halal Facilities Nationwide:** Invest in expanding halal-certified facilities and prayer spaces across popular tourist destinations to create a more uniform experience for Muslim tourists.
3. **Foster Global Partnerships:** Build stronger partnerships with international Muslim-friendly travel agencies to reach a broader audience in the Muslim travel market.

4. **Implement National Standards:** Establish and enforce standardized halal certifications and services across regions to build trust and recognition among international Muslim travelers.

By adopting these strategies, Indonesia can enhance its position as a competitive halal tourism destination, attracting more Muslim travelers and supporting the country's broader economic growth through tourism. The growth of halal tourism offers a promising avenue for Indonesia to leverage its unique resources and heritage while responding to the evolving preferences of global Muslim travelers.

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