

## Geographical Perspective on the Development of Halal Tourism in Sabang City

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### Abstract

Indonesia is one of the countries with the largest Muslim population in the world that has great potential to develop halal tourism. The purpose of this study is to analyze the development of halal tourism in Sabang City based on the potential, cultural and religious influence in Sabang City, the suitability and availability of tourist facilities in meeting the needs of Muslim tourists, as well as the promotion and marketing system of halal tourism in Sabang City in the domestic and international markets. The research method used in this study is qualitative research using descriptive analysis. The results of the study show that Sabang City has the potential for natural, nautical, religious, heritage, culinary, tourist villages, and artificial tourism for the development of halal tourism that respects Islamic values. Aceh's culture, which is thick with Islamic religious values, affects the development of halal tourism in Sabang City by ensuring that all aspects of tourism are in accordance with Islamic law including dress rules on the beach, halal food, and the availability of places of worship in tourist destinations. The existence of facilities that suit the needs of Muslim tourists, such as tourist attractions, halal-certified inns and restaurants, Islamic banking services, worship facilities and transportation facilities that comply with sharia principles further strengthens the attractiveness of Sabang City as a halal tourist destination. Promotional activities carried out by tour managers increase the acceptance, purchase, and loyalty of tourism products through international promotions such as Sail Sabang and Sabang Marine Festival, as well as domestic promotions with government support, social media marketing, and cooperation with travel.



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**Keywords:** Halal Tourism, Development, Sabang City, Sustainable, Aceh.

## INTRODUCTION

The increasing tourism activities from a halal perspective around the world has led to a trend in the industry that aims to attract Muslim tourists, known as halal tourism (Battour et al., 2018). The global phenomenon of halal tourism has become increasingly significant due to the growth of the Muslim population around the world and the shift in consumer preferences towards a more holistic and religious value-based travel experience (Mustafayeva et al., 2012). Currently, all countries that are the center of halal tourism continue to improve their reputation so that the halal industry can increase every year and have a significant impact on economic growth. This is because the halal tourism sector is

one of the halal industries that has experienced positive growth. (Bahrudin, 2022).

Indonesia is one of the countries with the largest Muslim population in the world that has great potential to develop halal tourism (Mahardika, 2020). Given the availability of the physical environment, cultural and artificial attractions, and the existence of the largest Muslim population in the world, halal tourism has the potential to play a role in economic development in Indonesia (Rusli et al., 2019). The development of tourism with the concept of halal in Indonesia has become a trend with many tourist attractions competing in creating and improving their tourist

attractions into halal tourism so that Muslim tourists will feel safer when visiting (Jannah et al., 2021). This is proven by Indonesia, which is ranked first as the World's Best Halal Tourism Destination according to the 2023 Global Muslim Travel Index (GMTI), beating 140 other countries (Mahardika, 2020). In this halal tourism activity, Islamic values that are trusted and embraced by Muslims are used as a reference in the development of these tourism activities. The value of Islamic sharia as a belief and belief embraced by Muslims is the basic reference in building tourism activities (Dwi, 2022).

Oktadiana et al., (2016) Halal tourism refers to products, recreation, leisure and social purposes that align with Islamic teachings or Muslim-friendly principles. Halal tourism is one part of the tourism industry that provides services for Muslim tourists and refers to Islamic values and norms, both provided by the community, entrepreneurs or the government that has fulfilled sharia provisions (Suryanto & Kurniati, 2020). In addition, halal tourism is an essential sector in tourism marketing activities, because there is a difference in perception between Muslim tourists and non-Muslim tourists when visiting halal tourist destinations. (Vargas-Sánchez & Moral-Moral, 2018).

Halal tourism is the fastest-growing sector in the global travel industry (Rahman et al., 2020). . Islamic sharia values, as a belief embraced by Muslims, are the basic reference in building tourism activities. Halal tourism emerged due to Muslim tourists' needs by Islam's teachings that must be fulfilled when carrying out tourism activities, which is actualised through the concept of halal tourism. Halal tourism ensures the availability of basic needs for Muslims so they continue to carry out activities and worship according to sharia, while in halal tourist destinations (Dwi, 2022).

A tourist continuously learns and discovers new things during a visit to a tourist attraction, such as the culture,

traditions, food, and facilities of the place visited (Henderson, 2015). One of them is Muslim tourists who are not only looking for destinations that meet their basic needs, such as halal accommodation and sharia-compliant food, but also looking for an in-depth experience to understand culture and history that is in line with their beliefs (Suhandi, 2023). Tourists also tend to observe cultural, historical, and religious norms and beliefs in the area they visit. This is inseparable from the paradigm in people's consumption patterns, where more individuals consider aspects of religiosity in their tourism activities.

One of Indonesia's potential halal tourism destinations is the city of Sabang, which is located at the northwestern tip of Aceh. Sabang is a city in Indonesia famous for its natural beauty. It has excellent potential to become a top destination for tourists, including Muslim tourists looking for a tourism experience based on Islamic principles (Rangkuti et al., 2021). . Tourist attractions such as beaches, islands, and mountains. Muslim tourists can enjoy the sea without having to worry about violating Islamic law (Kasmaniar et al., 2023).

The more tourists are interested in halal tourism, the more promising it is predicted to be for sustainable development. This shows that the development of halal tourism in Kora Sabang is very rapid.

The development of halal tourism will increase business activities to produce significant social, cultural, and economic benefits for a country (Jaelani, 2016).

In addition, the Sabang City government must also play a significant role in the development of halal tourism, namely by issuing various policies and programs that support making Sabang a leading halal tourism destination. Therefore, the purpose of this study is to analyze the development of halal tourism in Sabang City based on the potential, suitability and availability of tourist facilities in meeting the needs of Muslim tourists, the promotion and marketing

system of halal tourism in Sabang City in the domestic and international markets as well as the influence of culture and religion in the development of Islamic tourism in Sabang City.

## RESEARCH METHODS

This research was conducted in the city of Sabang, Aceh, Indonesia, which is located at the coordinates of 05° 46' 28" – 05° 54' 28" North Latitude (LU) and 95° 13' 02" – 95° 22' 36" East Longitude (BT). The research method used in this study is qualitative research using descriptive analysis. This research is descriptive qualitative research because it aims to describe and tends to use analysis. The data sources used in this study consist of primary data sources obtained through observation using observation guidelines and through interviews with tourists, tourism managers and the surrounding community. Meanwhile, secondary data sources are obtained from written data or literature related to documentation research, books and other scientific works. In addition, the data analysis in this study utilises an interactive framework from Miles and Huberman (1992) consisting of 3 implementation steps: data reduction, data presentation and conclusion drawn.

## RESULTS AND DISCUSSION

### Potential of Halal Tourism in Sabang City

Sabang City is also part of Aceh, which applies Islamic law, especially in tourism. Sabang City consists of five (5) islands: Weh Island, Klah Island, Rubiah Island, Seulako Island and Rondo Island, and a cluster of stone islands in North Panthe. Weh Island is the largest island and the only island used as a settlement, while Rondo Island is one of the outermost islands, which is +15.6 km from Weh Island. Sabang City is divided into two sub-districts, Sukajaya District and Sukakarya District, into 18 Gampongs (villages).

The Ministry of Tourism (2012) defines Halal tourism as tourism that prioritises Islamic values in every activity.

Based on the interview results, it was also explained that halal tourism in Sabang City is not only halal in name but also in practice. Sabang City has also implemented rules based on Islamic law. Both tourist destination sectors must uphold Islamic syariah values: not wearing minimal clothes for local and foreign tourists.

In addition, there are places of worship everywhere, and every food or culinary item is guaranteed to be halal. The lodging sector can not accommodate unmarried tourists and prohibits mixing between men and women. Therefore, the government has also appealed to uphold Islamic sharia, both for foreign tourists and non-Muslims, to appreciate local culture and customs.

Based on the results of observations in the field, there is much potential for halal tourism, which is as follows:

### Potential Natural Resources

Sabang City has great potential for tourism development. It is surrounded by mountains and beautiful green plants, giving Sabang City a very beautiful panorama. One of the natural tourist destinations that can be enjoyed is Lake Aneuk Laot, which has a lake atmosphere that is still so beautiful, with calm and clean water. Lake Aneuk Laot is located in the Sukakarya sub-district, which is 4 km from the centre of Sabang.

The lake's surface area is 61.6 ha with an average depth of 29 meters in 2000. There are protected forests in the Western and Southern Hemispheres of the lake, while the rest are settlements and plantations. The area of the rain catchment is about 5.25 km<sup>2</sup>. With its beauty still maintained, Lake Aneuk Laot has the potential to be developed as a halal tourism site. Therefore, the potential of natural resources, namely Lake Aneuk Laot, can become a halal tourism location with the construction and addition of several facilities needed by tourists.

### Potential for Marine Tourism

Sabang City is surrounded by the sea of the Malacca Strait in the North, the Indian Ocean in the South, the Malacca Strait in the East and the Indian Ocean in the West, which makes it one of the tourism potentials that can be developed. The underwater scenery of Sabang City is also superior to other tourist attractions in the city of Aceh.

The potential of marine tourism is well developed with the services of tourism actors in each beach destination, such as snorkelling and diving. Some marine tourism destinations tourists can visit are Iboih Beach, Rubiah Island, Ujong Kareung Beach, Anoi Itam Beach and Sumur Tiga Beach. There are still many other potential marine tourism sites in Sabang City. The beach, which is used as a tourist attraction, is maintained in cleanliness and beauty because there is no garbage around the tourist attraction.

### Potential for Religious Tourism

The city of Sabang has implemented the Islamic Sharia qanun so that the area is known as *the porch of Mecca*. This can be seen from the lives of people not far from Islamic values, making many tourists curious about Islamic Sharia in Aceh. One of the religious tourist attractions that is known to many public imaginations is the Baiturrahman Grand Mosque. Not only that, in Sabang City, the potential for religious tourism is the same as that in Aceh. Sabang has its destination to be promoted; one of the religious tourism destinations in Sabang is the Great Mosque of Babussalam, which Muslim tourists can use for religious tourism.

### Heritage Tourism Potential

Heritage tourism is a trip to visit places with an important history. Sabang City has a long history that makes many things possible to advance halal tourism in Sabang City. Based on the observation results, the heritage in Sabang City is the Tomb of Aulia Pria Laot, the Japanese

Monument, the Japanese Defence Fort Anoe Itam, the Japanese Reconnaissance Fort Ujung Asam Sabang Fair, the Japanese Defence Fort in the middle of Jalan Sabang Fair, and Sabang Hill. With the potential for heritage tourism, this can be developed by the surrounding community and the government to introduce the history contained in Sabang City, so that tourists who visit also do historical tourism in the city.

### Sabang's Culinary Potential

Culinary tourism is an activity carried out by many people in food and beverage needs, while culinary is the food and beverages eaten. Culinary is an enjoyable activity for tourists who visit tourist attractions. Sabang City has the characteristics of Sabang City Mie Sedaap Kuniler, Rujak 0 Kilometres, Coffee, Chocolate Chips, Grilled Octopus, Sabang Bapia and other culinary. Sabang City can also be developed as a halal tourism destination with halal-accredited food through its culinary potential.

### Potential of Tourism Village

Tourism villages are activities that offer an overall atmosphere that highlights the village's authenticity, such as beautiful natural scenery, culinary, souvenirs, homestays, etc. A tourist village invites tourists to visit the village, see it, and learn about its authenticity through its uniqueness and potential.

Sabang City has the potential as a tourist village, such as Aneuk Laot village with the direction of a traditional or cultural tourism village, Iboih village as a water tourism village suitable for diving lovers because it has the beauty of underwater nature, Anoi Itam village as a historical tourism village, Jaboi village as an adventure tourism village because it has protected forests and volcanoes as a capital and Krueng Raya village, and Ujong Kareung village, which has beautiful beaches.

### Artificial Tourism Potential

Artificial tourist destinations are tourist destinations that are intentionally created or created by humans to be used as tourist attractions. Sabang City has great potential for the development of the tourism industry.

With the condition of the strategic Sabang area, namely as the beginning of the boundary or the most extreme area of the island of Sumatra and is also often referred to as Kilometre Zero. In Sabang City, the Kilometre Zero monument was also built, so many visitors visit the monument to take photos and capture portraits of the Kilometre 0 monument building. Therefore, this potential is very suitable for further development because this is a characteristic of Sabang City and is only found in Sabang City.

### The Influence of Culture and Religion in the Development of Islamic Tourism (Halal Tourism) in Sabang City

The global tourism industry has become a highly competitive market, and understanding international tourists' needs, interests, demands, and behaviours plays an important role in developing tourist destinations in Indonesia. The Indonesian government has designated ten regions as halal tourism centres, one of which is Aceh Province (Alananzeh et al., 2018d).

The people of Aceh, especially in Sabang, have made Islam their guideline for life. This is evidenced by a legal basis for implementing Islamic Shari'a in Law No. 44 of 1999 and Law No. 18 of 2001 (Hardi, 2017). In Law No. 44, Islamic shari'a explains that all aspects must be based on Islamic teachings. In Law Number 18, it is stated that the Sharia Court will implement Islamic shari'a, which is based on the qanun first. Qanun is a regulation made by the Aceh government to implement Islamic shari'a for Muslims in the Nanggroe Aceh Darussalam area, including the Sabang City area.

Sabang City is a small island at the tip of Sumatra Island, located in the Nanggroe Aceh Darussalam area, which has many marine tourist attractions that local and foreign tourists highlight. The arrival of tourists to Sabang City causes a mixture of foreign culture with the culture already inherent in the people of Sabang City. The culture brought by tourists is undoubtedly contrary to Islamic law, for example, in the way of dressing and behaving, which, according to the surrounding community, is contrary to daily habits. Some do not contradict Islamic law, such as tourists who understand the area of tourist attractions they will visit.

The city of Sabang, with its polarity of Muslim culture and religious practices, is known as a halal tourism destination. The term halal tourism developed along with the development of the global Islamic economy, then changed to the term sharia tourism, and in recent years has shifted to the term halal travel. These two terms (sharia and halal tourism) can be used simultaneously because they have the same substance and dimension as part of the five types of Islamic law (mandatory, sunnah, mubah, makruh, and haram), which in principle are derived from sharia terms (Jafari & Scott, 2014).

Acehnese culture, which is thick with Islamic religious values, affects the development of halal tourism in Sabang City. The tourism sector based on Islamic religious values is known as halal tourism. Halal tourism is part of the tourism industry and is aimed at tourists, especially Muslim tourists. In general, the term halal tourism upholds cultural and Islamic values without losing the uniqueness and originality of the region (Jaelani, 2017). As part of the province of Aceh that has special autonomy in the implementation of Islamic law, Sabang City integrates Islamic principles in tourism development, ensuring that all aspects of tourism, from accommodation to food, are by Islamic sharia (Sukma Irdiana et al., 2021). This

creates a comfortable and satisfying experience for Muslim tourists and has a positive impact on economic growth and the preservation of local culture.

The development of halal tourism in Sabang City has considered Islamic ethics and the uniqueness of local culture. The development of halal tourism has generated considerable enthusiasm from tourists. Halal tourism is considered a basic need for tourists as adherents of a belief, and also maintains the value of local cultural traditions (Alananzeh et al., 2018c).

This is supported by the interviews conducted with tourism managers in the Iboih area, who explained that they provide regulations for tourists visiting the Iboih area. The rules are that foreign tourists are not allowed to wear minimal clothes in beach areas where there are many visitors, and if there are foreign tourists who are dressed in minimal clothes, they will be reprimanded for wearing minimal clothes in public places. In addition, couples who are not muhrim are not allowed to stay in the area.

The development of halal tourism in Sabang City allows tourists to carry out religious obligations and promote the culture of Sabang City based on Islamic shari'a while gaining broader knowledge and economic, social, and cultural benefits. Tourists are urged to adhere to local customs, such as dressing modestly and respecting the rules on beaches and public places. The existence of facilities such as mosques and halal food, as well as the friendliness of the locals, further increases the attractiveness of Sabang City as a halal tourist destination. The integration of Islamic culture and principles in tourism not only meets the needs of Muslim tourists but also supports economic growth and strengthens relations between nations. Thus, Islamic tourism emerges as an answer to the needs of Muslim populations who want to stay in their cultural and religious environment while on vacation so that people in the shade of Islamic shari'a can

live peacefully with tourists (Suid et al., 2018).

### **Suitability and Availability of Available Tourism Facilities to the Needs of Muslim Tourists in Sabang City**

#### **Suitability of Tourist Attractions**

Tourism development in Sabang involves not only the government but also various parties that contribute to the development of halal infrastructure. This aims to increase economic value significantly. Tourism planning must start from the development of their respective regions, including both the infrastructure and the tourism system itself (Hariani & Hanafiah, 2024).

This approach is in accordance with the concept of halal tourism, where local communities play a role in completing and increasing added value in local activities. This ensures the availability of facilities according to tourists' needs.

The Aceh Halal Tourism logo or branding must reflect the uniqueness of Aceh's culture and heritage by including traditional motifs, patterns, or landmarks. The logo can include symbols or colours related to halal tourism, such as halal certification or green and gold colours. One possible design is a mosque-style representation or tower with the words "Aceh Halal Tourism" using a clean and modern font. This design conveys the message of Islamic tourism and spirituality related to halal travel in Aceh. A successful logo should effectively communicate the concept of Islamic-friendly tourism in Aceh, highlight the uniqueness and diversity of the region, be visually appealing, culturally relevant, and instantly recognisable to potential visitors.

#### **Suitability of Halal Tourism Lodging and Hotels**

Lodging and hotel facilities in Sabang City, including all types of food and beverages, should reflect Islamic ethics that are not contrary to the Sharia system (Hartati & Yunan, 2024). . The results of the

interview explained that the tour manager adjusted the concept of halal tourism in Sabang City by:

- a. Providing facilities and services that are in accordance with Sharia principles, such as halal food, prayer rooms, and a selection of recreational activities in the city of Sabang.
- b. . Ensuring that all products and services offered do not conflict with Sharia principles, such as avoiding alcohol, lewdness, and gambling.
- c. Prioritising cleanliness and hygiene in providing food and beverages, and quality and friendly service to guests.
- d. Provide clear and transparent information about the facilities and services, respecting guests' privacy and confidence.
- e. Interact with guests without discrimination based on religion, race, or gender, prioritising the principles of fairness and hospitality.
- f. Respecting the rules and regulations that apply in the city of Sabang, as well as contributing to the promotion of halal tourism in the area.
- g. Committed to preserving the environment and local culture and participating in cleanliness and sustainability programs in the city of Sabang.



**Figure 1.** Ujung Kareung Lodging and Hotel, Sabang City  
 (Source: Research Documentation, 2024)

### Financial Facilities

One of the important aspects in supporting halal tourism is the availability of Islamic banking facilities. Islamic banks in Sabang City are significant in meeting the financial needs of Muslim tourists who prioritise sharia principles in their financial transactions. Islamic banks offer products and services according to Islamic law, such as sharia savings, profit-sharing financing, and sharia debit card services. The availability of Islamic banks in Sabang makes it easy for tourists to make financial transactions without worrying about violating sharia principles (Lestia & Hanafiah, 2024).

Islamic banks can empower the local economy by financing micro, small, and

medium enterprises (MSMEs) that support halal tourism.

### Worship Facilities

Worship facilities such as mosques and prayer rooms in Sabang City have great potential to be developed as halal tourist destinations. Sabang City offers a lot of tourism potential, including religious tourism. Mosques and prayer rooms in Sabang not only function as places of worship but can also be tourist attractions. Mosques in Sabang, for example, often have distinctive architecture and interesting history, which can attract tourists, both domestic and international. Tourists can learn about the local Islamic culture and traditions through visits to these mosques.



**Figure 2.** Worship Facilities at Ujung Kareung Beach, Paradise Beach and Sumur Tiga Beach, Sabang City (Source: Research Documentation, 2024)

In the context of halal tourism, adequate worship facilities are critical. This includes the availability of clean and comfortable prayer places, good ablution facilities, and some are not good, and there are also places of worship that are also not good because they are poorly maintained, as well as the provision of adequate information for tourists about prayer times and the location of mosques or prayer rooms. In Sabang, many mosques have provided these facilities, thus supporting the worship needs of Muslim tourists.

### Restaurant Facilities

Restaurants in Sabang generally have official halal certification from recognised institutions, such as the Indonesian Ulema Council (MUI). This certification gives Muslim tourists confidence that the food served is by Islamic syariah ([Sayyaf, 2023](#)).

In addition, the restaurant consistently implements halal standards throughout the food-serving process, from the selection of raw materials to the serving.



**Figure 3.** Restaurants at Ujong Kareung Beach, Sumur Tiga Beach and Anoek Lao Lake (Source: Research Documentation, 2024)

### Transportation Facilities

Transportation facilities play an important role in the tourist experience in Sabang. Halal service standards include

cleanliness, comfort, and compliance with Islamic principles. Transportation bureaus can increase tourist satisfaction by offering tour packages that support worship, such as

flexible prayer schedules and locations near mosques. The driver's knowledge of halal

eateries and tourist destinations is also a plus. (Aini & Hulaimi, 2024).



**Figure 4.** Sabang Halal Travel (Source: <https://www.sabanghalaltravel.com/>)

The availability of clear information about halal transportation services is important to ensure compliance with sharia, which can increase tourist confidence and differentiate transportation agencies from their competitors. Cooperation between transportation bureaus and other tourism service providers, such as halal hotels and restaurants, is essential to create Sharia-compliant integrated tourism packages (Hasibuan et al., 2024).

Technology can also improve the efficiency of halal transportation services, such as web applications for booking and tracking vehicles. The concept of halal-friendly tourism includes all facilities and needs that comply with Islamic law.

### **Sabang City Halal Tourism Promotion and Marketing System in Domestic and International Markets**

Halal tourism is growing rapidly and becoming a global trend, both now and in the future. From year to year, the number of global Muslim tourists is increasing rapidly, which impacts tourism destinations. Competition among tourism destinations is getting tighter in attracting Muslim tourists, both in Islamic countries, Muslim-majority countries, and non-Muslim countries. Tourism destinations are competing to meet the special needs of Muslim tourists. Regarding halal tourism, Indonesia has an

excellent opportunity to become the world's destination. (Papadopoulou et al., 2020).

Promotion is a key element in activities that aim to increase public awareness and influence the decision to do or want something. Promotion in tourism is a communication activity by destination organising organisations that aims to influence the tourist market to buy tourism products. Promotion or branding is a fundamental aspect of marketing activities, and it is essential to understand it. The relationship between a brand and its meaning, in general, is a consequence of various organisational actions, such as marketing, public relations, and promotional efforts, as well as features of the business or brand, such as the name, packaging, and logo of halal tourism. (Barbu & Price-kreitz, 2012).

Various stakeholders, including hotels, attraction operators, cities, and governments, use product management strategies to attract visitors based on their attraction to halal tourist destinations. Tourism marketing, part of marketing communication, seeks to disseminate information, influence, and persuade the target market to accept, buy, and be loyal to the products offered. The tourism marketing system needs to be coordinated by companies or industry groups, both private and government, on a local,

regional, national, and international scale, to achieve tourist satisfaction and obtain reasonable profits.

### **Sabang City Halal Tourism Promotion and Marketing System in the International Market**

Indonesia strives to promote halal tourism internationally, as evidenced by its achievements in World Halal Tourism in Abu Dhabi in 2016, where Indonesia won 12 awards from 16 categories. The support of various aspects, including its unique culture and ecosystem, supports Indonesia's potential in the world tourism market, especially halal tourism. The halal tourism industry is a new sector that has become a global trend in economic development in many countries.

In addition to playing an important role in improving the community's economy, halal tourism encourages fundamental changes in a country's economic, socio-cultural, and political development (Syamsurrijal et al., 2023). To support this, the central government, through the Ministry of Tourism and Creative Economy, issued a policy regulation in the form of Government Regulation Number 11 of 2016 concerning Halal Tourism, which was followed up with the fatwa of the National Sharia Council of the Indonesian Ulema Council (DSN MUI) in 2016 regarding halal tourism regulations.

The IMT-GT tourism industry also improves global halal tourism marketing by highlighting cultural diversity and natural beauty. Events such as Sail Sabang and Sabang Marine Festival are Indonesia's first steps in the maritime tourism sector, featuring various activities such as the Science and Technology Jamboree, international freediving competitions, culinary festivals (Fadhlan & Subakti, 2020). The Sabang Marine Festival, which involves participants from various countries with 23 yachts, is one of the promotional events that highlights the beauty and tourism potential of Aceh.

### **Sabang City Halal Tourism Promotion and Marketing System in the Domestic Market**

Improving the tourism sector in Sabang City requires an effective promotion and marketing system. The role of the government is vital in this regard, with the Sabang City Tourism Office as the main driver in tourism promotion. This is in line with Johan C. Henderson's research entitled "Islamic Tourism Reviewed," which argues that international tourism activities in the Muslim world and promotional activities in this market are increasing along with the development of Islamic tourism (Alananzeh et al., 2018a).

The Nangroe Aceh Darussalam Provincial Government also contributes through a website that publishes news about Sabang tourism. In 2017, Aceh targeted 2.2 million domestic and 100 foreign tourists, with Sabang receiving significant visits (Rizqiany & Maria, 2021). The strategy includes destination promotion, locally based tourism products, promotional events, and cooperation with tourism industry players.

Various destinations in Sabang use different promotional strategies. Through social media, Ujong Kareung Beach highlights the uniqueness of its corals and facilities, such as prayer rooms and cafes. Aneuk Laot's destination uses social media to highlight the vast freshwater lake. Anoi Hitam Beach promotes black sand and free cottage facilities, while Sumur Tiga Beach offers home stay facilities and cooperation with travel agents. Iboih Beach, in addition to government assistance and travel, promotes snorkelling, diving, and halal facilities through social media.

### **CONCLUSION**

Based on the research results, Sabang City has great potential for the development of halal tourism. The potential for natural, nautical, religious, heritage, culinary, tourist villages, and artificial tourism in Sabang City is an attractive destination for Muslim and non-Muslim tourists who appreciate Islamic values. Aceh's culture,

which is thick with Islamic religious values, affects the development of halal tourism in Sabang City by ensuring that all aspects of tourism are in line with Islamic law, including dress rules on the beach, halal food, and the availability of places of worship in tourist destinations. The local government has also established rules for halal tourism, attracting Muslim tourists and non-Muslims who appreciate the uniqueness and authenticity of the local culture.

Furthermore, the existence of facilities that suit the needs of Muslim tourists, such as tourist attractions, halal-certified inns and restaurants, Islamic banking services, worship facilities and transportation facilities that comply with Sharia principles further strengthens the attractiveness of Sabang City as a halal tourist destination. In addition, promotional activities are carried out by tourism managers by disseminating information, persuasion, and reminders to increase acceptance, purchase, and loyalty to the tourism products offered, both in the international market through events such as Sail Sabang and Sabang Marine Festival, as well as in the domestic market with government support and social media-based marketing strategies as well as cooperation with travel parties.

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