



# **ENVIRONMENTAL ISSUES AND SOCIAL INCLUSION IN A SUSTAINABLE ERA**

Edited by

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## Table of Contents

<i>Preface</i>	ix
<i>Acknowledgements</i>	xi
<i>Committee Members</i>	xiii
<i>Scientific Committee</i>	xv
The implementation of sustainable energy policy in Indonesia: New and renewable energy <i>Asep Nurjaman</i>	1
The effect of sustainability report disclosure on company value with profitability as a moderating variable <i>Muhammad Wildan Affan &amp; Kresnalan Wicaksana</i>	7
Human resources management: Bibliometric analysis of green training <i>Nurul Asfiah, Ratya Shafira Arifiani &amp; Titiek Ambarwati</i>	16
The performance measures of Islamic banking in Indonesia based on the Sharia Maqashid Index <i>Masiyah Kholmi, Adi Prasetyo &amp; Tri Wahyu Oktavendi</i>	21
A zero-waste communication campaign on a vocational school environmental design through mural and signage <i>D. Trihanondo, T. Haryotedjo &amp; D. Endriawan</i>	32
Indonesia green human resource management: A bibliometric analysis <i>Khusnul Rofida Novianti &amp; Aniek Rumijati</i>	37
Constructing green human capital concept for corporate sustainability: Interdisciplinary perspective <i>Driana Leniwati &amp; Mudrifah</i>	43
Superior and inferior: CSR, assurance CSR, performance and value of firm, and halo effects <i>Endang Dwi Wahyuni, Fahmi Dwi, Mawardi &amp; Agung P.N. Wicaksono</i>	56
Fundamentals of peace education: Civic education and peacebuilding in Bangsamoro Autonomous Region in Muslim Mindanao (BARMM) <i>E. Ian Nasser &amp; Berowa</i>	70
Does volunteer motivation affect the satisfaction of COVID-19 task force volunteers? <i>Immanuel Mu'ammal, Siti Nurhasanah &amp; Lukman Dzulhilmil</i>	88
Marketing management: Bibliometric analysis of social media marketing during the COVID-19 pandemic <i>Rohmat Dwi Jatmiko &amp; Rinaldy Achmad Roberth Fathoni</i>	93

Green finance bibliometrics analysis for current research, future, and sustainability <i>Chalimatuz Sa'diyah</i>	99
MOTHAFAKA as a communication medium to raise sustainable eco-fashion <i>F.M. Gasa, Y.A. Kusumawati &amp; J.D. Nugroho</i>	105
Jempol paten: A technology-based public service innovation <i>Iraddhad Taqwa Sihidi, Holifah, Salahudin &amp; Ali Roziqin</i>	115
Antecedent factors operations strategy and impact on performance: Indonesian construction case <i>Fien Zulfikarijah, Baroya Mila Shanty &amp; Tsabita Khwarazmita</i>	128
The impact of product packaging, consumer knowledge, and celebrity endorsement on purchase intention mediated by consumer perceived value in the millennial mom segment <i>R.T. Herman &amp; Theresa Oeylianto</i>	143
EQO: Designing eco-friendly packaging using bagasse and rice husk waste <i>Y.A. Kusumawati &amp; J.C. Wijaya</i>	152
Public sector innovation of local government to mitigate violence against women and children in Pasuruan Regency <i>Ali Roziqin, Yusrin, Rahmawati, Asep Nurjaman &amp; Yana S. Hijri</i>	160
E-Siap as a public service innovation: An evaluation of efficiency and effectiveness <i>Lailatul Fajriyah, Krishno Hadi, Iraddhat Taqwa Sihidi &amp; Ali Roziqin</i>	168
Consumer's behavior intention in using green skincare products <i>Ardik Praharjo &amp; Rahmad Wijaya</i>	176
Green diplomacy as an effort by the Indonesian government in Realizing Net Zero Emission (NZE) in the year 2060 <i>Haryo Prasodjo</i>	184
The application of deep learning to predict Indonesian green banking stock <i>Widhiyo Sudiyono</i>	191
Occupation of palm plantation population to <i>Rombong Suku Rimba</i> in Dharmasraya, <i>Sumatra Barat</i> : domain analysis of rural settlements from transmigrant program <i>Ahmad Arrozy, Ali Roziqin &amp; Siti Muhibah</i>	199
The effect of spiritual leadership on organizational commitment through workplace spirituality and intrinsic motivation <i>Mukrimah, Tri Wulida Afrianty &amp; Arik Prasetya</i>	208
Carbon emission disclosure and cost of capital in Indonesian <i>Andanrani, Dwi Irawan, Ahmad Juanda &amp; Sri Wibawani Wahyuning Astuti</i>	220
What is the husband's role in supporting his working wife to be involved in social life? <i>Sowanya Ardi Prahara, Triana Noor Edwina Dewayani Soeharto &amp; Muhammad WahyuKuncoro</i>	231

A systematic review of smart eco-industrial park development: Environment policy based on the industrial area in Indonesia <i>Tri Sulistyarningsih &amp; Umi Kulsum</i>	245
Global civil society vis-a-vis state and corporation: The challenges of Greenpeace in reducing deforestation in Brazil <i>Najamuddin Khairur Rijal &amp; Uswatun Hasanah</i>	255
Islamic corporate governance, profitability, corporate social responsibility, and sustainability report disclosure <i>Siti Zubaidah &amp; Pipit Diah Pratiwi</i>	263
The theory of planned behavior examination on pro-environment consumer behavior: A study in Banjarbaru, South Kalimantan Indonesia <i>Widayat, Helina Ade Putri, Sri Nastiti Andharini &amp; Warsono</i>	273
Analyzing the perceived understanding of public managers of data quality for data-driven decision-making at local government in Indonesia <i>Djoko Sigit Sayogo, Sri Budi Cantika Yuli &amp; Firda Ayu Amalia</i>	283
The role of organizational citizenship behavior for environment (OCBE) in mediating the effect of Corporate Social Responsibility (CSR) on green performance <i>Rizki Febriani &amp; Sandra Irawati</i>	289
Green supply chain management practice and competitive advantage: Evidence in SMEs Malang City <i>Nazaruddin Malik &amp; Kenny Roz</i>	295
Halal tourism development (Literature perspective) <i>Ratih Juliati &amp; Yulist Rima Fiandari</i>	301
Taiwan digital diplomacy association as new public diplomacy practice in the digital era <i>Bima Jon Nanda</i>	310
Online political trust in Anies Baswedan as a candidate for the President of Indonesia 2024 <i>Luth, Rani Maswati &amp; Tawakkal Baharuddin</i>	317
Media and empowerment for sustainable production of coconut sugar in Banyumas Central Java 1 <i>Agoeng Noegroho, Shinta Prastyanti, Bambang Widodo, Dwi Pangastuti Marhaeni &amp; Wiwik Novianti</i>	323
The role of corporate governance in moderating the effect of risk finance and intellectual capital on Islamic banks performance in Indonesia <i>Indra Siswanti, Yusliza Mohd Yusoff, Yananto Mihadi Putra &amp; Embun Prowanta</i>	327
Big data and village's SDG-based development policy (Study in Terong Village, Kapanewon Dlingo, Bantul Regency, Yogyakarta) <i>Condrodewi Puspitasari, Fadjarini Sulistyowati, B. Hari Saptaning Tyas &amp; MC. Candra R. Dibyorini</i>	339

The effect of company profitability, leverage, and size on carbon emission disclosure with environmental performance as a moderating variable (empirical study on manufacturing companies listed on the stock exchange in 2020) <i>Dinda Galuh Efendy, Ihyaul Ulum &amp; Aviani Widyastuti</i>	347
Millennial generation mental health: Self-healing process and coping strategies in the time of the pandemic <i>Moordiningsih, Sowanya Ardi Prahara &amp; Angelina Dyah Arum Setyaningtyas</i>	357
Government graphic design response to Covid-19 vaccination in Indonesia <i>Aditya Dwi Putra Bhakti &amp; Awan Setia Dharmawan</i>	366
Pedestrian development in supporting sustainable community mobility <i>Evi Satispi, Aulia Widyajasita &amp; Dini Herliani</i>	375
Murals: Art, politics, and democracy Analysis of Michel Foucault’s discourse of power on the mural phenomenon “Jokowi 404: Not Found” <i>Aditya Dwi Putra Bhakti</i>	384
Author index	395

No. E.4.d/639.a/BAA-AIK/UMM/VII/2022

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## Halal tourism development (Literature perspective)

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**ABSTRACT:** Tourism has an important contribution to world GDP. Foreign tourists make a significant involvement in the gross domestic product (GDP). The tourism sector consists of various sectors, one of which is halal tourism which has a fast-growing market segment globally. Non-Muslim countries such as Australia, Taiwan, Korea, Japan, and other European countries are also actively participating in halal tourism. Halal tourism organizers provide products and services that are in accordance with Islam, such as hotels which are also one of the halal tourism destinations, which do not serve alcohol. They also have separate swimming pools and spa facilities for men and women. Moreover, they do not serve dishes made of pork. This research was conducted to know the development of tourism in Muslim and non-Muslim countries, primarily examining the effect of providing worship facilities for tourists. It is certainly very important for the development of halal tourism, both domestically and internationally. Furthermore, this study applied bibliometric analysis i.e., VOSviewer for the analysis development. This research focuses on halal tourism in Lombok. The results of the analysis revealed that 3 clusters that are interconnected between cluster 1, cluster 2, and cluster 3 have the impression of being interrelated. Occurrence results show that there are 8 clusters related to halal tourism.

*Keywords:* Halal tourism, Muslim, non-Muslim, literature review

### 1 INTRODUCTION

Indonesia is one of the countries with huge tourism potential. Tourism contributes 10.4% of the global GDP and creates 20% of jobs globally. Revenue derived from foreign tourist visits contributed 221 billion in 2018 with an achievement of 6% of the Gross Domestic Product (GDP) (Habir & Loeis 2020) and one of the biggest contributors is Halal tourism which has a fast-growing market segment globally. Non-Muslim countries such as Australia, Taiwan, Korea, Japan, and other European countries also play an important role in the development of halal tourism. From the point of view of research and industrial activities, the halal tourism sector is observed to experience encouraging growth. Halal tourism is an object or attraction in the tourism sector which is 'allowed' according to Islamic teachings (Battour *et al.* 2018).

The organizers of halal tourism certainly provide products and services that are in accordance with Islam. The hotel, which is also a halal tourism destination, does not serve alcohol, has separate swimming pools and spa facilities for men and women, and does not serve dishes made of pork. Turkey, Malaysia, and other Muslim countries are trying to attract tourists by offering facilities in accordance with Islamic religious guidance. The Indonesian government observes halal tourism as an effective strategy for branding (Peristiwo 2021; Sriprasert 2014). Halal tourism is an understanding of Sharia principles in accordance with Islamic teachings and their implementation. Its practices begin with the provision of several facilities, such as lodging, transportation, food and beverage, and financial system services, to other tourism entities (Kamali 2011).

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The increase in halal tourism also has an impact on an increasing number of tourists in this sector. This progress is still very possible to be further optimized, so it is important to know the development of halal tourism that has been carried out in various. The interesting part to explore is that halal is not only developed by countries where the majority of the population embraces Islam in various non-Muslim countries. Halal tourism is a tourism sector that has the largest niche in the world of increasing demand requires strengthening study opportunities and providing the best service to visiting tourists (Suban & Madhan 2021). This research is important to strengthen the mapping of halal tourism. The findings of this study show the development of halal tourism in Indonesia, Malaysia, South Korea, and Japan. This study aims to determine the development of tourism in Muslim and non-Muslim countries, especially in terms of how influential the provision of worship facilities for tourists is for the development of the world of tourism. This research is certainly important for the development of halal tourism, both domestic and international. Furthermore, the development of this research analysis was obtained by using bibliometric analysis using the VOSviewer.

## 2 LITERATURE REVIEW

### 2.1 *Halal tourism*

The concept of halal tourism may be a new issue for some people. This concept emerged when the understanding of Islam began to increase. Halal tourism is an essential concept by basing travel activities in accordance with Sharia elements since the beginning of Islamic civilization after Muslims began to travel to various parts of the world. The Islamic Empire has a very large area, such as Asia, Africa, and other parts of Europe so that the Muslims can travel unhindered and safe. This is recorded in history such as Ibn Battuta, Abdellah El Baghdadi, Osama bin Monqid, Ibn Wahb Al-Qorashi, and others.

Islamic tourism or halal tourism has a close relationship with Islam. Every Muslim has an obligation to visit and worship in the holy cities of Mecca and Medina in Saudi Arabia to perform the pilgrimage. This obligation must be carried out for Muslims who have physical and financial capabilities. Muslims who do not live in these two holy places have an obligation to visit both cities. There is also Umrah worship that can be carried out by Muslims who want to perform it. Umrah is not obligatory like Hajj. Umrah has a different time with the implementation of the pilgrimage. Hajj is only performed at certain times, while Umrah has a more flexible time (El-Gohary 2016)

Developments that occur related to halal tourism are the impact of tourism activities that are less pleasant or cause concern, for example, some restaurants serve food containing prohibited substances such as pork, alcohol, or other substances. Halal tourism refers to objects or activities that are permitted to be used or involved in the tourism industry according to Islamic teachings. Halal tourism can also be defined as religious tourism with various activities that are allowed according to Islamic Sharia in the aspects of behavior, clothing, and food (Javed 2007).

Battour *et al.* (2018) revealed that there are two different perceptions regarding non-Muslim tourists. Those who have a good and positive perception of the implementation of halal tourism, assume that they will have a good opportunity to learn and try Muslim culture. The tourists are willing to obey the rules of Islam. However, other non-Muslim tourists have a negative perception. They consider that the provisions applied in halal tourism will only create restrictions for visitors. The solution offered is that tourism service providers create satisfying innovations for tourists, such as affordable rates for hotels offered by halal tourism service providers. In addition, the service facilities provided by the hotel can be accepted by non-Muslim tourists. Another facility is the selection of rooms, some rooms can hear the call to prayer and some are soundproof. Muslim countries that have strong Islamic norms and values have succeeded in promoting halal tourism for non-Muslim tourists. Non-Muslim tourists can also feel comfort and friendliness so that they finally have an interest in halal culture. Another



innovation that service providers can do is to replace alcoholic beverages with teas or juices that have a refreshing taste (Battour *et al.* 2018; Juliansyah *et al.* 2021).

### 3 METHOD

This study uses bibliometric analysis where this analytical tool is intended to carry out quantitative analysis of the selected articles for review. The bibliometric analysis examines bibliographic data, namely authors, articles, citations, and institutions. Bibliometric analysis can reduce researcher bias in processing data (Bornmann & Marx 2018), and can analyze information by grouping related data into certain clusters so that researchers can interpret the collected data (Herrera-Franco *et al.* 2021). It has been developed in business research for coding.

Bibliometric analysis using VOSviewer generates an image that is the result of a network graphic identification identifying the author's citation and co-occurrence. Citation analysis is a search conducted to determine the relationship between publications. Identification is done to find out the insights that are connected to reveal new ideas and explore the application of the knowledge they have. The occurrence of keywords determines the words that affect the topic that shows the dominant content (Suban & Madhan 2021).

Identification begins with the process of collecting articles through Publish and Perish with Google Scholar sources using the keyword "halal tourism", in the form of "journal". The search was conducted over the last 10 years starting in 2012 journal published on April 03, 2022. There were 268 articles collected related to halal tourism. The data obtained are stored in the form of research information systems (RIS) and comma-separated values (CSV). RIS form data is used for data processing through the VOSviewer application. CSV form data is used to make it easier to understand the citation, author, and keyword occurrence.

### 4 RESULT AND DISCUSSION

#### 4.1 Author data

The results of the author's image data show that there are three clusters formed. Cluster 1 is red which refers to rahmaningsih, s.; athar, hs.; Hadinata, la. Cluster 2 in green refers to saufi, a; diswandi, d and rojabi, sh. Cluster 3 in blue refers to primary, aa; suparman, I and hermanto, p. Cluster 1 leads to a research entitled "Inhibitors in Building Students' Islamic Characters of Halal Tourism Destination at State Senior High School in East Lombok Regency", which has been cited by another study. Cluster 2 refers to the research entitled "Developing Zero Waste Halal Tourism Community in Lombok". The research has received citations of 1. Cluster 3 refers to a study entitled "Perception of Millennial Group Business Conductors on Halal Tourism Implementation in Lombok Island" where this research does not yet have citations. The three authors above have similar research topics. The three research groups refer to research on halal tourism in Lombok.



Figure 1. Author data.

Source: VOSviewer data processing (2022).

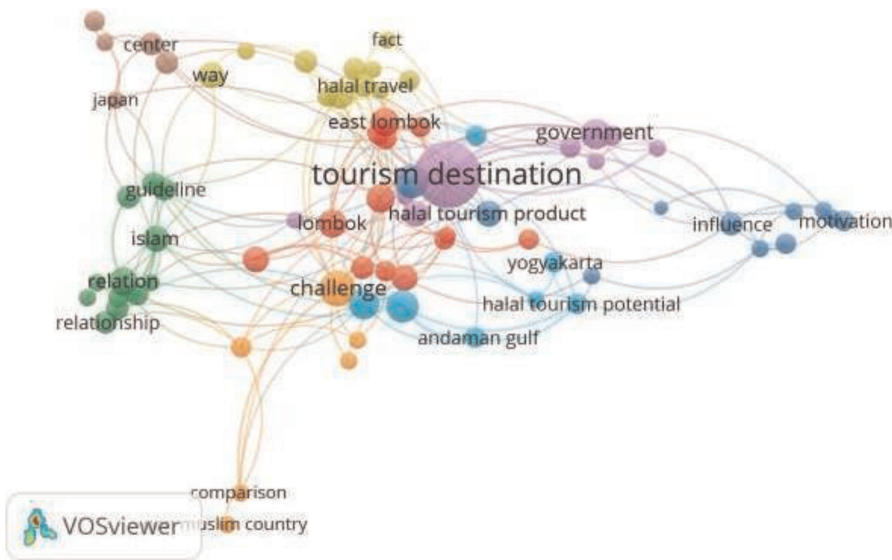


Figure 2. Author data.  
Source: VOSviewer data processing (2022).

Cluster 1 is indicated by a red node, there are 12 items which are the keywords for occurrence, namely Aceh, contribution, east Lombok, east Lombok regency, economic growth, halal tourism area, Islamic tourism, Lombok. Access to halal tourism in Aceh is easy to reach, either by land or by air. However, there are weaknesses in the implementation of halal tourism, namely the lack of events that can increase spirituality, such as the lack of Islamic Muslims. This can be seen from the limited Islamic music shows on tourist sites. In addition, halal tourism facilities have not been supported by the availability of halal hotels and restaurants. Communication media is only delivered orally. In fact, the development of halal potential is supported by the culture of the community that promotes the implementation of halal tourism (Gunawan 2020).

Tourists have the perception that halal tourist attractions offer tourism services that provide comfort, and clean places of worship and there is a separation between male and female visitors who are able to maintain privacy (Gunawan 2020). Tourism development is also intensified in other areas such as in Lombok. The Governor of West Nusa Tenggara is fully supported by stakeholders involved in tourism. There is a collaboration between the local government and the Indonesian Ulema Council (MUI) which provides a law on halal certification for hotels and restaurants. The advantage of providing certification is that it provides guarantees for Muslim visitors regarding the quality of food and services provided by service providers. The law provides clear guidelines on standards for the provision of halal services. Communication continues to be carried out by related parties so that the program is accepted by the community to support Nusa Tenggara Barat (NTB) as a target for tourism destinations at the global level (Habir & Loeis 2020).

West Nusa Tenggara Province is the first region to implement a regional regulation on halal tourism. One example is East Lombok, which has shown readiness. Some indicators that can be found there are attractions, hotels and restaurants, guides, and travel agencies. Each hotel room has prayer rugs and signs indicating the direction of the Qibla. The intended tourist destination has been equipped with various necessary facilities such as houses of worship for Muslims. The Lombok area is known as the Region of a Thousand Mosques, East Lombok has attractive nature-based tourist attractions such as the Rinjani Geopark and Pink Jerowaru Beach (Rayendra 2017).

The success of NTB in building halal tourism is also followed by other regions, such as West Sumatra. This province has achievements at the national level as a region that has the best halal tourist destinations, the best culinary destinations, the best travel agencies, and the best halal restaurants. West Sumatra's achievements at the international level include the best halal culinary destinations, the best halal destinations, and the world's best halal tour operators. However, this achievement has not been followed by the increasing number of foreign tourists visiting. At certain times, the number of tourists has increased but sometimes has also decreased. This shows that there is still room for improvement in West Sumatra. The results of problem identification indicate the need for better synergy among the government, communities, hotels, travel agencies, and halal restaurants (Huda *et al.* 2020).

Promotion can be carried out by all parties along with the development of supporting infrastructure. Several interesting destinations are already owned by West Sumatra, namely Siberut National Park, Seblat Kerinci National Park, Maninjau Lake, Singkarak Lake, beach tourism in the Mentawai Islands, and other tourist attractions. Sharia tourism is also characterized by the use of clothing, and the implementation of customs and culture in accordance with sharia guidelines (Wibowo & Yusuf 2020). The growth of the tourism industry in West Sumatra has contributed to regional development. The government provides support for the tourism industry to earn income from domestic and foreign tourists (Masri *et al.* 2019).

Research by Abror *et al.* (2019) revealed that halal tourism has an influence on customer satisfaction. Muslim tourists have concerns about the availability of facilities that support worship such as prayer equipment and Qibla directions. Tourists are also worried about the halalness of the food to be eaten. Muslim tourists are satisfied with the availability of these supporting facilities. Yet, tourists still expect the availability of the Quran in hotel rooms.

Table 1. Keyword data density—occurrence.

Cluster	Keyword Occurrence
<b>Cluster 1</b>	Aceh, contribution, east Lombok, east Lombok regency, economic growth, halal tourism area, Islamic tourism, Lombok, New concept, religiosity, tourism sector, understanding, west Sumatra (12 items)
<b>Cluster 2</b>	Definition, empirical study, guideline, halal, Islam, knowledge, relation, relationship, sustainability, sustainable tourism, turkey (12 items)
<b>Cluster 3</b>	Aspect, Bandung, Covid, halal sex tourism, halal tourism product, halal tourism sector, influence, motivation, Muslim, need, overview (11 items)
<b>Cluster 4</b>	Fact, growth, halal industry, halal travel, hospitality industry, prospect, sharia, sharia tourism, tourism product, way, west java (11 items)
<b>Cluster 5</b>	Government, halal lifestyle, halal tourism management, halal tourism destination, island, Jakarta, tourism destination, tourist attraction, West Nusa Tenggara (9 items)
<b>Cluster 6</b>	Andaman gulf, chance, halal tourism potential, Muslim, Thailand, word halal tourism, Yogyakarta (7 items)
<b>Cluster 7</b>	Challenge, comparison, halal certification, halal tourism concept, non-Muslim, country, tourism operator (6 items)
<b>Cluster 8</b>	Center, halal tourism policy, Japan, religious tourism, South Korea (5 items)

Source: Data processed (2022).

Cluster 2 refers to the keyword occurrence, namely, definition, empirical study, guidelines, halal, Islam, knowledge, relations, relationship, sustainability, sustainable tourism, and Turkey. Tourism also plays an important role in the Thai economy. Thailand has a variety of tourism resources such as geography, climate, biology, flora, and fauna. Thailand is known for its rich cultural tourism. The Thai government promotes its tourism to various countries. Some recommended guidelines for the implementation of halal tourism include

the preservation of natural resources in tourist destinations, the implementation of tourism activities that do not conflict with Islam, the provision of prayer rooms and signs to the mosque direction, the separation of hygienic male and female toilets, the provision of halal restaurants, guarantees for security for Muslim tourists, service of tour guides and staff respect Islamic obligations (Chanin *et al.* 2015).

Feizollah *et al.* (2021) revealed that halal tourism is considered part of religious tourism. This type of tourism is based on Sharia law which regulates aspects of Muslim life from birth to death. Halal tourism searches have reached social media such as Twitter users. This is often discussed by Twitter users about halal tourism (trip, can, get, know) followed by other topics such as tourism, via, Japan, Turkey, and market. This confirms that tourists are interested in knowledge and the halal tourism market. Tourists are also seeking knowledge of the winners of the tour and their favorite hotels visited.

Cluster 3 refers to the keyword occurrence, namely aspect, Bandung, covid, halal sex tourism, halal tourism product, halal tourism sector, influence, motivation, Muslims, need, and overview. Bandung is one of the favorite destinations for domestic tourists (Juliansyah *et al.* 2021). Bandung is easily accessed via air transportation from Singapore and Malaysia. Bandung has a source of historical tourism, shopping, and culinary. Bandung has two attractive natural tourist destinations, namely Tangkuban Gunung Perahu and Kawah Putih (Sutono *et al.* 2020).

Bandung is also known for its gastronomic tourism, namely food and beverage tourism originating from almost all over the world, including Indonesian, Asian, and European cuisines. The results of the research on restaurants show that the atmosphere in some local restaurants has not been adapted to the restaurant surroundings (services cape). This is in contrast to a restaurant which is an international restaurant chain that is very concerned about the atmosphere of the restaurant. Several dimensions that need to be considered in destination products are: a) the existence of attractiveness, accommodation, transportation, and physical accessibility; and b) elements of programs and events organized to support tourism activities. These activities can be in the form of exhibitions, festivals, special events, or other events that involve the community (Sutono *et al.* 2020).

The development of tourism experienced obstacles when COVID-19 occurred. There was a change in behavior that arose before COVID-19 and when COVID-19 took place. There was a decrease in activity and mobility carried out by the community. Work and school activities that are carried out directly switch to work methods using online media. Physical interactions such as in-person meeting attendance, seminars, and conferences turn to virtual meetings. Tourists choose to postpone travel on domestic and international routes (Peristiwa 2021).

Cluster 4 consists of occurrence keywords, namely, fact, growth, halal industry, halal travel, hospitality industry, prospect, sharia, sharia tourism, tourism product, way, and west java. The exponential growth of the halal industry is an alternative to Western values and lifestyle models. Halal values are the focus of Islamic identity and culture. The modern food industry pays attention to the requirements of Islamic products such as avoiding contamination of pork residue, alcohol, gelatin, enzymes, and flavorings derived from forbidden animals (Kamali 2011). Therefore, it is important to apply Islamic values such as Sharia tourism.

Sharia tourism is tourism that includes all types of tourism that do not conflict with Islamic values and tours that are organized are able to meet the needs of Muslim tourists. The concept of Sharia tourism was initially only intended for Muslim tourists and has not been accepted at the global level. The integration carried out by the United Arab Emirates (UAE) made a breakthrough by encouraging Muslim and non-Muslim tourists to visit halal tourism. The UAE is making an economic transition from an oil and natural resource-producing country to an economy based on service industries and tourism (Faidah *et al.* 2021). Halal tourism is in demand by both males and females gender. Likewise, halal hospitality services are also in demand by male and female gender (Ammar *et al.* 2021).

Cluster 5 refers to the keyword's occurrence Government, halal lifestyle, halal tourism management, halal tourism destination, island, Jakarta, tourism destination, tourist

attraction, west nusa tenggara. As a city that focuses on halal tourism, DKI provincial government can organize events related to the halal lifestyle such as halal tourism exhibitions. It has 7795 mosques spread across its territory, 510 hotels that already have a halal certificate as well, 20 Islamic cultural heritage sites, 19 attractions that are friendly to Muslim tourists, and 11 Islamic events. Jakarta is the capital of the country which has complete infrastructure. Convenience of worship through the availability of facilities that become a benchmark, for example, the availability of good, clean, cool, and organized prayer rooms in various shopping centers in Jakarta (Boediman 2017; Widjaja *et al.* 2019).

Cluster 6 refers to the occurrence of the keywords, namely, Andaman Gulf, chance, halal tourism potential, Muslim, Thailand, halal tourism, and Yogyakarta. The tourism sector is the most important sector with the highest foreign currency receipts. Thailand has a variety of tourism sources that allow the number of domestic and international tourists. One of the most visited tourist destinations in Andaman gulf. The reasons tourists visit are local people who are attractive and friendly, free to act, warm welcome to tourists, good quality of the air, water and soil environment, attractive scenery and there are medical spas that can be visited (Sriprasert 2014). The majority of Malaysian tourists visit the Andaman Gulf because of its similar geography and weather to Malaysia (Chookaew *et al.* 2015). Religious programs are broadcasted as entertainment served on planes.

Yogyakarta is known as a tourist, academic and cultural city. The Muslim population in Yogyakarta reaches 91%. This provides an opportunity for tourism activists to provide new halal-certified lodging in the city of Yogyakarta, considering that only one hotel has a halal certificate. Guidelines for mosques and tourism management are also needed. Likewise, cooperation between business people, government, ulama, community, and social media or better known as Penta helix, is absolutely necessary for the effort to organize halal tourism.

Cluster 7 refers to the keyword's occurrence, namely, challenge, comparison, halal certification, halal tourism concept, non-Muslim country, and tourism operator. The dominance of the Muslim population has not been followed by awareness to organize halal certification for tourism business actors. This can be seen from the limited number of tourist destinations, hotels, and adequate restaurants. This is a challenge for tourism operators to promote halal tourism so that this industry can develop well. The halal tourism industry is not only intended for Muslims but can also be enjoyed by non-Muslim tourists (Ratnasari *et al.* 2021)

Cluster 8 refers to the keywords such as center, halal tourism policy, Japan, religious tourism, and South Korea. Japan's cooperation with Muslim countries such as Turkey, Indonesia, Saudi Arabia, and Malaysia through visa applications for Muslim tourists increases the number of visits by Muslim tourists. The increase in Muslim tourists encourages the expansion of cooperation between the Malaysian Islamic Advancement Office (JAKIM), the Indonesian Ulema Council (MUI), ESMA (UAE), MUIS (Singapore), and the GCC Accreditation Center (Saudi Arabia) with the Japanese Halal Approval. Cooperation carried out to obtain halal certification that is marketable in Southeast Asian and Middle Eastern countries. Halal socialization is being intensified in line with the 2020 Olympics (Said *et al.* 2020).

Halal industry activities have been strengthened by providing prayer rooms, lodging for Muslims, and cafes for Muslim tourists. The Japan External Trade Organization (JETRO) estimates that the trade in halal products will reach 2.53 trillion dollars in 2019. This value is expected to experience tariff revenues of 28 billion dollars by 2030. Japanese food organizations have also shipped halal products that have been certified by Muslim countries; for example, Kabaya Food's chocolate bread and UCC Ueshima Coffee have received a halal certificate from the Emirates Halal Center so that the goods can be sold in the UAE (Said *et al.* 2020).

The priority in halal tourism is growing halal affirmations from trusted institutions (Said *et al.* 2020). Halal accreditation is a guarantee for Muslim buyers. Halal accreditation procedure is a series of processes on animals that are allowed to be consumed starting from the process of selecting animals to be raised, the process of slaughtering livestock, storage, and

delivery to consumers. The South Korean government through the Korean Halal Association (KHA) and the Korean Muslim Federation (KMF) has also collaborated with JAKIM Malaysia and MUI Indonesia in this regard. Halal food is imported to meet the needs of Muslims from outside South Korea. Product fulfillment is aligned with the increase in halal food production, such as the production of halal food from the Nestle company. The halal tourism program has also launched a program through an online application with the name Ya! halal! (Nayem *et al.* 2020).

## 5 CONCLUSION

The results of data analysis show that 3 authors' clusters are interrelated, that is, red, green, and blue colors. The three clusters have a research theme relationship that refers to halal tourism research in Lombok. On the other hand, the keyword occurrence shows 8 different clusters. Cluster 1 discusses halal tourism activities in Aceh. Halal tourism organizers need to be supported by the existence of halal lodging and halal-certified restaurants. Cluster 2 highlights Thailand's readiness to implement halal tourism. Cluster 4 discusses the importance of the attractiveness of restaurants in Bandung. Cluster 5 reviews halal tourism in Jakarta which has been supported by adequate facilities. Cluster 6 discusses the comparison of the implementation of tourism in the Andaman Gulf with Yogyakarta. Cluster 7 emphasizes that halal tourism activities are not only intended for Muslims but also for non-Muslims. Cluster 8 discussed the importance of the policies taken for the advancement of halal tourism. This study does not look at tourism in European countries.

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