

Halal Tourism Development in Lombok, Indonesia: A SWOT Analysis

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This study aims to analyze the implementation of Thailand's halal tourism strategy on Lombok Island Indonesia, and provide suggestions for improving the halal tourism industry in Lombok. Based on the research results, there are several strategies that can be implemented in Lombok, including improving the quality of halal tourism products and services, promoting halal tourism, and developing infrastructure that supports halal tourism. Therefore, collaboration between local governments, tourism industry players, and the local community is needed to implement an effective and consistent halal tourism strategy in Lombok.

Keywords: Halal Tourism; Tourism Strategy; Lombok; Thailand Strategy

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INTRODUCTION

Indonesia is one of the countries that has the potential to develop tourism, in which in the 2015-2019 tourism development plan, the Government made tourism development targets, namely growth targets and inclusive development targets (Subarkah, 2018). Indonesia is one of the largest archipelagic countries in the world which also has abundant natural resources, so that these benefits can potentially be utilized for tourism which can become an income for Indonesia's foreign exchange (Lukman, 2020).

Halal tourism in Indonesia has recently been growing rapidly because halal tourism is a sector that is feasible to manage and develop (Ministry of Tourism, 2019). Based on data from the Ministry of Tourism of the Republic of Indonesia, it is known that there are thirteen islands that have the potential to become halal tourism areas, namely the West Southeastern Archipelago (Lombok), North Sumatra, Aceh, Lampung, Riau, West Java, DKI Jakarta, Banten, Central Java, Yogyakarta, South Sulawesi, East Java and Bali. (Ministry of Tourism, 2019).

As one of the islands that has the potential to become a halal tourism area, Lombok Island is considered to have excelled in making efforts to develop halal tourism. This is evidenced by the acquisition of two awards as World Best Halal Tourism Destinations from the World Halal Travel Summit which is an award event for the field of halal tourism at the international level. However, halal tourism is not only developing in Muslim-majority countries, but also developing in countries with Muslim minorities, such as Thailand, which provides Muslim travel tour packages. A more advanced guide from Lombok. According to GMTI in 2019 Thailand has a score of 57 which is lower than Indonesia with a score of 78, but the number of Muslim tourist visits to Thailand is higher than Indonesia. In the previous year, Muslim tourist visits to Indonesia were 2.8 million (Kominfo, 2019). Thailand in the same year (2018), received a total of 3.7 million Muslim tourist visits (Khidhir, 2019).

Seeing Thailand's success as a country that is not a predominantly Muslim country, there has been no study that examines what if Thailand's tourism strategy is implemented on tourism in Lombok. Therefore we want to examine how to implement Thailand's halal tourism strategy for halal tourism in Lombok. We conducted this research to increase the growth of the halal tourism sector by implementing a Thai tourism strategy in Lombok.

LITERATURE REVIEW

Tourism is considered an important sector that is not only used to advance a country's economy, but also has various roles and functions. The advantage of this sector compared to other sectors is that it can simultaneously bring in visitors and investors. That way, an increase in the number of destinations and tourism investment can be used as a key factor in creating jobs, infrastructure development, business development, and income from export-import. Tourism is also an issue that continues to grow and is increasingly important to study, including the study of halal tourism. The number of Muslim tourists has certainly increased every year, especially in the current era of globalization. This trend makes countries interested in implementing a tourism model according to the needs of Muslim tourists.

Indonesia is included as one of the countries that utilizes the tourism sector to advance the country's economy, Indonesia has many tourist destinations that comply with halal principles, such as Yogyakarta, Bali, Lombok, Aceh and Surabaya. Of the many islands in Indonesia that are developing halal tourism, the author sees Lombok as the most suitable place to serve as a role model. The development of the tourism sector in Lombok can be seen from the number of tourist visits which have increased every year.

Halal tourism is here to accompany conventional tourism and complement it to meet the needs of the large segment of world Muslim tourists. By developing two segments, namely halal and conventional as a model, economic benefits can be maximized because two market segments originate at once. This model can be referred to as the authorial approach tourism, because it uses two approaches at once in one application to the tourism sector. There are many countries that run the concept of halal tourism and conventional tourism simultaneously as a model. In fact, many countries that have succeeded in developing halal tourism are from non-Muslim countries, namely Thailand, which is the 2nd non-Muslim country that has the largest number of Muslim tourists.

Tourism strategy is an important component for tourism development. A successful tourism development strategy must cover various aspects, such as product development, destination management, effective marketing, as well as community participation and good environmental management. In addition, sustainable tourism development based on unique and different tourist experiences is also a key factor in an effective tourism development strategy.

PREVIOUS STUDIES

A study related to Halal Tourism in Lombok that has been conducted by [Ramadhani et al \(2020\)](#), examines the influence of destination image and subjective norms on the intention to visit the island of Lombok. This study concludes that destination image and subjective norms have a significant effect on the intention to visit halal destinations on Lombok Island. [Ferdiansyah et al \(2020\)](#) also examines the effect of applying the halal tourism concept to the brand image of the island of Lombok as an island of a thousand mosques on the decision of millennial tourists to visit the Islamic Center. The results of the study that has been conducted show that the variable halal tourism concept has a positive and significant effect on the variable visiting decision, as well as brand image variable that has a positive and significant effect on visiting decision variable, tourism concept variable. However, the decision to visit does not have a positive but not significant effect.

With the tourists visiting Lombok, the economy is increasing. As studied by [Wijaya \(2020\)](#) concluded that halal tourism has considerable potential as one of the leading sectors that can support the regional economy. The progress of the tourism sector on Lombok Island is marked by an increase in the number of visits by foreign and domestic tourists every year. However, it must be considered the impact of the halal strategy on how much it affects the economy in Lombok, according to [Rahmaningsih et al \(2021\)](#). Dewata. Lombok. (2) The Total Customer Solutions-Delta Model has a positive and significant effect on millennial tourist interest in Lombok Island, and (3) the System Lock-In-Delta Model has a positive and significant effect on millennial tourist interest on Lombok Island.

Regarding the halal instruments implemented in Lombok, [Lukman Santoso et al \(2020\)](#) examines the halal tourism policy as an instrument for regional development on the island of Lombok. Santoso studied this theory using a qualitative-interpretive approach and found that the halal tourism policy is a strategic policy in supporting the regional economy, as well as being able to accelerate sustainable regional development. However, at a practical level, halal tourism as a policy still experiences various obstacles and challenges.

In this paper, we examine how to develop halal tourism in Lombok by adopting a tourism model in Thailand which we think needs to be implemented on LOMBOK Island, precisely on the island of Lombok. [Karjaya \(2020\)](#) explains what factors are behind the tourism model in Thailand that also need to be

implemented in Lombok in order to increase foreign investment on the island of Lombok. Karjaya explained his findings using a qualitative explanatory method, that the massive increase in the number of Muslim tourists has indeed become an opportunity for countries with a predominantly Muslim population to make their tourism sector able to increase foreign investment in their respective countries. However, this does not rule out the possibility of being carried out by countries which incidentally are not Muslim countries, as is the case in Thailand. With the combination of the halal tourism model and conventional tourism that Thailand is doing, Thailand is ranked second from non-OIC countries that are of interest to foreign Muslim tourists.

The halal tourism strategy in Lombok is also used appropriately for the development of halal tourism in the Mandalika district of Lombok as studied by [Abdul Basit \(2022\)](#). Which aims to find out how the policy direction of the halal tourism development strategy is in Kuta Mandalika, Central Lombok Regency. The results of the study show that the appropriate strategy to use is: developing a halal tourism destination program, a floating halal tourism marketing program to develop halal tourism institutions or governance and a floating halal tourism industry program. Implementation of the policy directions for the development of halal tourism strategy in Kuta Mandalika based on SWOT such as: Exploring natural and artificial tourism potential in the Kuta Mandalika Lombok area by arranging tourist attractions and empowering the community to develop artificial tourism in the Kuta Mandalika area Lombok such as developing business activities, culinary, crafts , and art.

METHOD

This study uses qualitative methods with SWOT analysis. Qualitative research methods are research methods that aim to understand complex social phenomena through the interpretation of qualitative data. The SWOT analysis method is a method for analyzing the strengths, weaknesses, opportunities and threats of an organization or project.

In this study, qualitative research methods will be used to understand the object of research on the factors that influence the success of tourism. After the qualitative data is obtained, the SWOT analysis method will be used to analyze the data. The SWOT analysis will assist in identifying the strengths, weaknesses, opportunities and threats that influence the success of the observed tourism strategy. The steps in conducting this research include:

Literature study: Conducting literature studies related to the halal tourism industry in Indonesia, especially on Lombok Island. This literature study aims to gain sufficient understanding of the objective conditions that exist in the halal tourism industry on Lombok Island.

1. SWOT analysis: The data that has been collected will be analyzed using a SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats). This SWOT analysis aims to identify internal and external factors that influence the halal tourism industry on Lombok Island.
2. Interpretation and conclusions: The results of the SWOT analysis will be interpreted and used as a basis for making conclusions about the application of Thai tourism strategies that can be applied in the development of halal tourism on Lombok Island. Some examples of Islamic economics and finance studies using the SWOT method, for example, can be seen in the studies of [Widiastuti et al., \(2018\)](#) and [Rusydia et al., \(2021\)](#).

RESULT AND ANALYSIS

SWOT Analysis on Halal Tourism in Lombok Strengths

As an island that has received several international standard awards in the field of Halal Tourism, Lombok Island has several advantages in this regard. According to the Directorate General of Islamic Community Guidance (Bimas Islam) of the Ministry of Religion (2016), there are at least three reasons why Lombok – which is part of LOMBOK – deserves to be a halal tourist destination. These three reasons are: (1) Alignment of the vision and mission of the Regional Government with the development of halal tourism; (2) The thick identity of the Lombok people with the application of Islamic religious values, and (3) In line with the profile of regional heads on LOMBOK Island with the development of halal tourism development.

Mentioned by the Director General of Islamic Community Guidance of the Ministry of Religion (2016), that the people of Lombok have a strong culture with the application of the Islamic religion, so that the religious spirit of the people of Lombok is high and this can encourage the implementation of programs set by the government. This is also supported by the research results of [Permadi, et al \(2018\)](#), which states that towards plans to implement halal tourism in Lombok, the people

of Lombok have good perceptions and positive attitudes and this must be responded to by the government with policies that can maintain attitudes and perception of the people. In addition, [Nursastri \(2014\)](#) also stated that "Island of a Thousand Mosques" (Lombok) has people whose daily lives seem to involve themselves in sharia tourism activities, for example tourists who stay at Islamic boarding schools and accompany the daily activities of the students.

It doesn't stop there, the elected governor has several missions, one of which leads to tourism development, namely "Accelerating the development of supporting infrastructure for the tourism sector, leading industrial sectors and strategic areas". In addition, he also launched a mission related to the implementation of religious values, namely "Accelerating the realization of a civil society that is "faithful" and characterized by the basic principles of respecting humanity, diversity and proportional gender equality". As with TGB, there is the word "faith" in the goal of achieving it. This was conveyed by the IKP Field of the [KOMINFOTIK Lombok Service \(2018\)](#) on the official website of the Government of Lombok Island. Then the same source conveyed several programs for the new governor of Lombok, namely in supporting the development of Lombok tourism, trying to add domestic and international flights and increasing international scope activities in Lombok, building potential tourist villages (for efforts in the field of rural and environmental development); as well as in the Socio-Cultural Development Sector, efforts are made to strengthen the center of Islamic civilization and provide encouragement for Islamic boarding schools to become centers of social and cultural change movements. Some of the plans drawn up are part of Lombok's strengths in this field.

Apart from the plans being made to develop Lombok as a halal tourism area, as has been stated that Lombok has many interesting tourist destinations to visit, for example for nature tourism, there are beaches, mountains, waterfalls and islands. One of the tours he made was a garden. More specifically for religious tourism, especially tourism with Islamic nuances, the most well-known destination in Lombok is the NTB Islamic Center. Therefore, the existence of this Islamic Center is a space for the public and tourists to carry out worship and religious tourism. In meeting the needs of Muslim tourists (or non-Muslims who are also interested), there are halal tour packages provided by the Association of The Indonesian Tours and Travel Agencies (Asita) Lombok which include cultural tours to

Sade Village, religious tours to Islamic Center and the ancient Karang Bayan Mosque, and natural tours to several islands in LOMBOK (Ridwan, 2016). Thus, Lombok Island can be said to be a complete and appropriate destination for anyone who wants to enjoy various types of tourism in one place.

Weaknesses

The Lombok Island MUI in Liputan6.com (2019) states that the process of halal certification for hotels and restaurants there is still limited. Because the majority of hotels in Lombok are not certified halal, then several indicators listed in the MUI fatwa, governor regulations, and regional regulations related to halal hotels have not been fulfilled. Moreover, even those that have been certified halal are still in the hilal 1 category, where the rules are relatively loose as shown by the nature of the rules that are not absolute.

In more detail, the indicators that have not been achieved are as follows: (1) Avoiding things that are not in accordance with Islamic rules, such as immorality, adultery, pornography, liquor, drugs and gambling; cultural arts (and music) performances that are against Sharia; (2) There is still the possibility of the availability of alcoholic beverages; (3) Absence of Sharia operational procedures; (4) The clothes worn do not follow the rules in Islamic law.

Next are public facilities at tourist destinations that are inadequate, one of which is at religious tourism sites. Reporting from the West Lombok Regency Government website (2016) that one of the Religious Tourism Areas, Cemara Beach, South Sheet Village, is in very poor condition because the building where the pilgrims recite the remembrance is damaged by sea water, said L. Hadi as the caretaker at the location. According to his description, the residents made the sign using white-painted concrete as a solution, after previously the sign made of wood which was also built by the residents was eroded by sea water.

Regarding the facilities there, in fact the condition of the visitor seats and the tahlilan venue was badly damaged because they had not been replaced for a long time, said the Head of the South Sheet Linmas Officer Unit, L. Sahlan. This is very unfortunate because tourist areas really need the provision of good facilities in order to provide comfort for guests. On the website, it is stated that the government has promised to build facilities such as the Berugak – a type of traditional four-legged architecture of the Sasak tribe – which functions as a seat for visitors. However, he was very regretful because this was not realized. He continued, in the end the caretaker

of the tomb built the mushalla based on the results of the charity of the visitors who came. Thus, the mushalla that has been built by the community itself seems to be useful to accommodate various tourist activities, especially worship as part of religious tourism.

Apart from that, another thing that is no less important to pay attention to is the amenities. Khalik's research (2014) for the Kuta Lombok Tourism Area provides results including parking management that is still not well organized, hawkers offering their products aggressively, and the orientation of transportation service providers to one-sided profits. According to him, this problem makes tourists uncomfortable when traveling in Lombok. This condition is included in the weakness, but of course it can be repaired.

Opportunities

One of the opportunities that can be utilized by Lombok Island is the operation of airports on Lombok Island. There are three airports operating on Lombok Island, one of which is an international airport. This can be an access for domestic and foreign tourists to visit Lombok. Opportunities that can be exploited at least are from tourists who directly depart from their cities to Lombok Island. Another opportunity is in the form of government support. Based on the explanation conveyed by the Deputy for Tourism Investment and Destination Development, Dadang Rizki Ratman, in the document of the Indonesian Ministry of Tourism (2019), one of the priority areas is the Mandalika Tourism Special Economic Zone (SEZ), Lombok.

The Mandalika tourism sector has the potential to be developed, including in terms of halal tourism. In fact, the vision possessed by Mandalika is "World Best Halal Tourism and Cruise Destination" and its goal is "to make the choice of the best halal tourism destination in the world for Muslim tourists, in particular and become an entry point for world cruise tourism on Lombok Island which is able to attract 1 million visits. foreign tourists in 2019" (Indonesian Ministry of Tourism, 2016). This illustrates that Mandalika, which is part of NTB, also has support from the central government, so that it is possible to get large capital to develop its halal tourism.

In addition, in achieving the goals and vision of the Mandalika itself, the Indonesia Tourism Development Corporation/ITDC (2019) already has a program aimed at halal tourism. In its development project, ITDC has planned to build a "Halal Complex" in Mandalika.

Threats

The threat that may arise regarding the development of the Halal Tourism Sector on Lombok Island is that other countries are also developing the same thing. For example Thailand which is currently promoting halal tourism and launching marketing incentives at various related agencies. Seeing the efforts and various conditions of Halal tourism in Thailand, an indirect threat to Indonesia, especially Lombok, is in attracting and retaining tourists. Thailand, which is so vigorous and courageous in certifying its products, can attract more tourists, especially Muslim tourists, and make them comfortable traveling in Thailand. From data from the Indonesian tourism ministry, the number of Middle Eastern outbounders has reached around 120 million and in the Southeast Asian Region, the country that receives the most foreign tourists from the region is Thailand. It can be concluded from the existing data that Thailand realizes that tourism is a sector that plays an important role in the economy that Indonesia, especially Lombok, should be able to reflect on Thailand's success.

Another threat that may arise is the negative behavior that may be carried out when tourists visit Lombok. Sometimes tourists do not take good care of the environment, such as littering or scribbling/destroying objects at tourist attractions.

Besides that, the possibility of the entry of foreign cultures that are not in harmony with the culture in Lombok can actually be a threat if it eventually dominates the culture in Lombok. This is possible to reduce the uniqueness of tourism in Lombok itself.

Next, natural disasters are a form of threat beyond the things previously mentioned. For example, since the end of July 2018, there was an earthquake with a magnitude of 7 on the Richter scale which claimed more than 500 lives, caused many injuries, and damaged buildings (Suci, 2018). The occurrence of this earthquake not only caused a change in the physical condition of the tourist attraction, the emergence of a sense of trauma for the residents there also had an impact on their readiness to receive guests. The Meteorology, Climatology and Geophysics Agency (BMKG) stated that the frequency of earthquakes that occurred in Lombok reached 1,973 times (Septia, 2018). Knowing the news that the earthquake shook not only once, of course, makes potential tourists rethink choosing LOMBOK as a tourist destination. Indirectly, natural disasters have the potential to reduce income in the tourism sector due to the reluctance of tourists to travel to LOMBOK. This is a threat that needs to be anticipated by providers of tourist destinations, including halal tourism on Lombok Island.

STRENGTHS

1. Alignment of the vision and mission of the Regional Government with the development of halal tourism.
2. The thick identity of the Lombok people with the application of Islamic religious values.
3. In line with the profile of regional heads on LOMBOK Island with the development of halal tourism in Lombok
4. The next term regional leaders also have missions and programs that support tourism development, application of religious values, and socio-culture that can encourage the development of halal tourism.
5. APII LOMBOK pioneered a program to form 100 halal tourism villages in Lombok and LOMBOK
6. Availability of many tourist destinations, both natural, cultural, artificial, and religious.
7. There are many places of worship.
8. The condition of all districts/cities in LOMBOK is clean (supporting the implementation of worship).

WEAKNESSES

1. There are still many tourism business activities that are not halal certified.
 - a. **Accommodation (Hotel/ Lodging)**
The majority of hotels in Mataram and Lombok that are already halal-certified are still in the hilal 1 category, so they have not yet achieved:
 - Avoiding things that are prohibited by Islam (eg art performances against sharia).
 - There are alcoholic beverages
 - There is no sharia operational procedure.
 - Clothes are not syar'i.
 - b. **Food and beverage service facilities.**
It has made progress, but it needs to be carried out by all MSMEs, restaurants, hotel restaurants, non-hotel restaurants.
 - c. **Travel agency & SPA**
Not fully following Islamic law
2. Public facilities at tourist attractions are inadequate.
3. The level of comfort is still low

OPPORTUNITIES	THREATS
<ol style="list-style-type: none"> 1. The operation of airports in LOMBOK (International and National) with many routes to and from major cities and tourist cities. <ol style="list-style-type: none"> a. Easy access for tourists b. Become an advanced destination 2. Government support in prioritizing the Mandalika SEZ, as a destination with great potential for the economy, and a halal tourism complex will be developed in Mandalika. 	<ol style="list-style-type: none"> 1. Other countries that become competitors because they develop similar things. 2. Negative behavior of tourists <ol style="list-style-type: none"> a. Not protecting the environment: <ul style="list-style-type: none"> - Littering - Doodling attractions b. Cultural contamination from outside (reducing the uniqueness of LOMBOK) 3. Natural disasters

Figure 1: SWOT Analysis on Halal Tourism in Lombok

DISCUSSION

Seeing Thailand's success as a country that is not a predominantly Muslim country, Indonesia should have had a higher chance than Thailand because the majority of Indonesia's population is Muslim. Likewise with the island of Lombok, West Nusa Tenggara (NTB), which has a majority Muslim population. This of course has high potential for the success of the tourism sector with this concept in NTB. Here are some ways to apply Thailand's halal tourism strategy on Lombok Island:

1. Offer Halal products and services: Like in Thailand, Lombok needs to offer Halal products and services, including Halal food, accommodation, transportation and places of worship. This can be done by ensuring that restaurants and hotels in Lombok offer halal food and facilities, as well as building adequate prayer facilities for Muslim tourists.

2. Increasing halal tourism promotion: Lombok needs to increase halal tourism promotion to reach the Muslim tourist market. This can be done by strengthening promotional activities through social media, attending tourism exhibitions that focus on halal tourism, and working with travel agents that focus on halal tourism.

3. Halal training and standardization and certification for the tourism industry: Lombok needs to provide training for the tourism industry, such as training on how to prepare halal food, Muslim-friendly accommodation management, and Muslim-friendly services. This training can be provided to employers and employees in the Lombok tourism sector.

4. Building infrastructure: Lombok needs to build infrastructure that supports halal tourism, such as building places of worship, adding halal food facilities at the airport, and increasing transportation accessibility for Muslim tourists.

5. Develop cooperation with neighboring countries: Lombok can develop cooperation with neighboring countries such as Malaysia and Thailand, which have large halal tourism markets, to jointly promote Lombok halal tourism.

This study evaluates the implementation of the halal tourism strategy on Lombok Island, Indonesia, with the aim of providing suggestions for improving the halal tourism industry in the area. From the research results, it was concluded that there are several strategies that can be implemented in Lombok to promote halal tourism, such as improving the quality of products and services, promoting halal tourism, and developing infrastructure that supports halal tourism. To implement these strategies, close collaboration is needed between local governments, tourism industry players and local communities. This conclusion indicates the importance of developing halal tourism for Lombok and indicates that there is great potential to advance the industry in the area. It is hoped that the results of this study can provide guidance for decision makers and tourism industry players to better develop halal tourism in Lombok.

CONCLUSION

In order to encourage the growth of the halal tourism industry, it is very important to implement the right strategy on Lombok Island. Based on Thailand's halal tourism strategy, there are several ways that can be done to increase Muslim tourists visiting Lombok Island. First, Lombok needs to offer halal products and services, such as halal food, accommodation, transportation and places of worship. Second, the promotion of halal tourism needs to be increased by using social media, attending tourism exhibitions that focus on halal tourism, and working with travel agents that focus on halal tourism. Third, training for the tourism industry such as on how to prepare halal food,

managing Muslim-friendly accommodation, and Muslim-friendly services.

The implementation of the halal tourism strategy on Lombok Island also needs to be done by building infrastructure that supports halal tourism. As is the case in Thailand, infrastructure that supports halal tourism, such as places of worship and halal food facilities at the airport, will be very helpful in attracting Muslim tourists to Lombok. In addition, increasing transportation accessibility and developing cooperation with neighboring countries such as Malaysia and Thailand can also increase the promotion of Lombok halal tourism. In addition, seriousness and full support from the government are needed to develop halal tourism in the form of standardization and certification in the halal tourism industry.

With the implementation of the right strategy, Lombok Island can become an attractive halal tourism destination for Muslim tourists. Muslim tourists who come to Lombok can enjoy the beauty of nature, culture and rich traditions, as well as enjoy halal services and products. In addition, with the increasing number of Muslim tourists visiting Lombok, it will have a positive impact on economic growth and the progress of the tourism industry in Lombok.

However, implementing a halal tourism strategy should not be done alone. Strong collaboration and cooperation is needed between the government, tourism entrepreneurs, and local communities to create a Muslim-friendly environment. Thus, halal tourism can be a potential resource to support sustainable economic development on Lombok Island.

In conclusion, the implementation of a halal tourism strategy such as in Thailand can be a reference for Lombok Island in developing halal tourism. Concrete steps are needed, such as offering halal products and services, increasing the promotion of halal tourism, providing training for the tourism industry, building infrastructure that supports halal tourism, and developing cooperation with neighboring countries.

Recommendation

Based on the conclusions above, there are several suggestions that can be given in order to encourage the development of halal tourism on Lombok Island, including: First, the Government and tourism industry players in Lombok need to work together in implementing an appropriate and consistent halal tourism strategy. This can be done by involving various stakeholders, including local government, tourism associations, entrepreneurs, and local communities.

Second, it is necessary to improve the quality of halal tourism products and services in Lombok, such as increasing the availability of halal food, facilities for places of worship, and Muslim-friendly accommodation management. This can increase the confidence of Muslim tourists and help expand the halal tourism market in Lombok. Third, it is necessary to develop infrastructure that supports halal tourism, such as building places of worship, increasing transportation accessibility, and adding halal food facilities at airports. In addition, cooperation with neighboring countries such as Malaysia and Thailand can be an effective strategy to promote Lombok's halal tourism.

With the implementation of the right strategy and advice, Lombok Island has great potential to become a well-known halal tourism destination in Indonesia and around the world. This can help increase economic growth, create jobs, and strengthen the tourism industry in Lombok.

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