



Halal Tourism Development Strategy through Baitul Muamalat: A Case Study

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Tourism is a sector that has the potential to be developed as a source of regional income. The tourist destination development program is expected to provide income for economic development. Tegalwaru is an example of a rural tourist village located in the Ciampea sub-district, Bogor Regency. This village is famous as a home for various agricultural production and entrepreneurship. Tegalwaru's rural tourism potential needs to be further developed to attract more tourists to visit the village. Waru Farm Land is the first Indonesian traditional Islamic residential and tourism area in Indonesia. The potential of Waru Farm Land as a halal tourist destination is very large because its concept is Islamic and centered on the Muslim community. This research aims to explain the development strategy for managing Waru Farm Land. In this research, the author used a qualitative research method with a descriptive approach and purposive sampling. Data collection techniques include observation, interviews, and documentation. The results of this research are, that Waru Farm Land's conditions include Islamic attractions such as the Prophet's Sunnah, such as horse riding, archery, swimming, mini zoo, and painting activities. The tourism development strategy carried out by Waru Farm Land is through online and offline promotions. The supporting factors are the condition of the area which is still beautiful with a wealth of natural resources and is located in an MSME tourist village, human resources supported by the majority of the local community who are Muslim, and support from the Ciampea District Government, as well as inhibiting factors namely road accessibility to the location and lack of knowledge of the community about halal tourism. community about halal tourism.

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INTRODUCTION

The trend of world Halal tourism is increasing along with the development of the tourism industry around the world. Halal tourism is one of the new types of tourism that should be developed. Crecent Rating, which is a halal tourism consultant, explains that when viewed from the Muslim population in the world of 1.8 billion or around 28% of the total world population of 6.4 billion spread across 148 countries, the potential for the market for the development of halal (Muslim) tourism is very large from the total Muslims in the world, 62% of Muslims come from Asia Pacific or equal to around 972 million people (Waras N, 2019).

The growth of Islamic or halal tourism has become an alternative for the tourism industry around the world, including Indonesia. This is in line with the trend of the halal tourism industry as part of the global Islamic economy (Azizuddin & Ainullyaqin, 2022). Many researchers predict that the number of Muslims will exceed the number of Christians by 2050 (World Population Review, 2023). According to Pew Research Center (2011), the global Muslim population is expected to reach 2.2 billion by 2030 and Muslims will account for 26.4% of the total projected global population of 8.3 billion by 2030. Mastercard and Crescentrated (2018) stated that in 2017 there were 131 million Muslim travelers participating in tourism activities and 156 million in 2020, which is 10% of the global travel segment (Syam et al, 2023).

Halal tourism in Indonesia has its own characteristics compared to other Muslim countries, because Indonesia is a country with the largest Muslim population in the world. So far, the trend of halal tourism is similar to religious tourism, which is relaxation by visiting spiritual tourist destinations such as performing Hajj, Umrah, or pilgrimage. But along with the advancement of travel design and style, the development of halal tourism is now wider. Halal tourism is no longer considered as religious or spiritual tourism. Halal tourism is used for various purposes, including knowledge, healing, history, culture or sports to highlight certain characteristics and symbols of Muslims (Jaelani, 2017).

In Indonesia, halal tourism or Halal Tourism Indonesia is a brand that has now been intensively campaigned by the government to support the promotion of Indonesian tourism. Halal tourism Indonesia began with the development of sharia tourism which was launched in Surabaya in December 2012. In 2015 the term halal tourism began to be recognized

during a World Halal Tourism Summit event in Abu Dhabi. Then the Government of Indonesia officially announced Halal Tourism Indonesia at the World Islamic Economic Forum (WIEF) event on August 2, 2016 in Jakarta (Wahidati et al., 2018).

Bogor Regency itself has great tourism potential because it is supported by the natural conditions of the Bogor region which is adjacent to several mountains, namely Mount Gede, Pangrango and Salak. In addition to natural and artificial tourism, the tourism potential in Bogor Regency that is no less interesting is the potential of rural tourism areas. This tourism offers a combination of the natural potential of rural areas and the culture of the local community. It is different from nature tourism in general because of the interaction with the daily activities and culture of the local community in the area (Hariani, 2020).

In BPS statistics prove the number of Nusantara tourists in 2023 by stating that the development and 6,319,408 utilization of rural areas of bogor district into a tourist attraction is growing rapidly due to the market's desire to spend a unique vacation in search of original and beautiful scenery, tranquility, good quality of living environment and personal attention offered by small businesses. The local government's initiative to develop rural areas into tourist areas is also driving tourism development in rural areas at a faster pace.

Tegalwaru is one example of a rural tourism village located in the Ciampea sub-district of Bogor Regency. The village is famous as a barn of various agricultural products and entrepreneurship. Tegalwaru's rural tourism potential needs to be further developed in order to attract more tourists to visit the village (Subagyo, 2019).

Since 2019 there has been a private institution called Baitulmaal Muamalat Tasnim Tegalwaru MSME center which is the founding center of Waru Farm Land Halal Tourism, one of the marketing products that have been displayed from the results of these MSMEs. Waru Farm Land is the first Nusantara customary Islamic Housing and Tourism area in Indonesia which is an integrated area with the concept of "One Stop" present in Indonesia, people's entertainment, education, agriculture, fisheries and training, MSMEs, Mini Zoo (complete livestock tourism), Horse riding place, Nusantara Ethnic House, Archery range, Large field, carousel, Delman, Artificial lake, Rice field, Outbound Area, Tubing in the river, Swimming pool, Islamic boarding school, Small hall, Large hall, Sacrificial hotel, Animal husbandry, Factory, Livestock processing,

Homestay, Heart Rehab hut (ruqiyah syariyah) or Kampung NAI. This institution was founded by an owner of Tasnim Group as a Waqif named Mr. Budi Susilo who worked with the social institution Baitul Muamalat, namely Mr. Jahidin as Head of the BBM Distribution and Empowerment Division (Hana F, 2022).

Problems that are often faced in halal tourism are establishing working relationships by marketing, and how to develop the potential of rural tourism to attract tourists, as well as strategic locations. Marketing is very important in tourism to meet the expectations of the experience that tourists want to get to bring up the attractiveness of tourists to visit and enjoy through the five senses. According to Barreto and Giantari (2015: 34) tourism development is an effort to develop or advance a tourist attraction so that the tourist attraction is better and more attractive in terms of places or objects in it. Strategic location in tourism is very important for the quality of the completeness of the provision of relevant information, this is one of the most important things in the development of especially rural tourism (Jerry R, 2015).

Based on the explanation of the researcher, it is necessary to examine how the condition of the tourist area, the strategies carried out in the development of halal tourism and the supporting and inhibiting factors in the development of halal tourism in Tegalwaru Village Ciampea Bogor Regency. This research aims to explain what is the problem that has been described.

THEORETICAL FOUNDATION

Definition of Strategy

Strategy is the preparation of a plan to achieve a goal that leads to long-term goals by looking at future opportunities and threats (Nawawi, 2023). Strategy is a scientific discipline that studies how to formulate, implement, and evaluate strategic decisions in management functions that enable an organization to achieve goals that are in accordance with its environment. In this case, strategy includes the flow of decisions, methods for forming strategies, making decisions about company designs and programs, and developing effective strategies. (Amirullah, 2021).

Definition of Halal Tourism

Halal tourism is the lifestyle travel desires and needs of Muslim travelers on weekend days. In addition, halal tourism is flexible, reasonable, simple and balanced. The purpose of this tour is that tourists are motivated to

achieve blessings and salvation from Allah SWT (Munirah, 2012).

It can be concluded that halal tourism is any object or activity that is allowed to use or engage in the industry according to Islamic teachings This definition is used as a basis for the provision of tourism products and services for customers, especially Muslims, such as halal hotels, halal resorts, halal restaurants and halal tourism Halal tourism activities are not only limited to the Islamic world because it includes services and products for every Muslim from other countries (Battour et al. 2016).

Halal Tourism Village

Village tourism is the development of existing village potential by utilizing the potential elements within the village to become a small tourism product and a series of tourism activities that have the ability to meet the needs of tourist travel in terms of attractiveness and supporting facilities. Tourist villages are villages that offer an overall atmosphere of village beauty, ranging from socio-culture, customs, and daily life. Tourism villages also have the potential to develop from various aspects of tourism, such as cultivation of agricultural products, plantations, fisheries, attractions, accommodation, food and beverages (Gustiawati et al, 2019).

Previous Research

Thesis researched by Hana Fadhillah in 2022 with the title "Economic empowerment strategy by Baitulmaal Muamalat Tasnim through the development of Micro, Small and Medium Enterprises (MSMEs): Descriptive study of Tegalwaru MSME center in Tegalwaru village, Ciampea sub-district, Bogor district". This study aims to a) To find out the economic empowerment by Baitulmaal Muamalat Tasnim as a facilitator for the development of micro, small and medium enterprises (MSMEs) in Tegalwaru Village, b) To find out the economic empowerment by Baitulmaal Muamalat Tasnim as an educator for the development of micro, small and medium enterprises (MSMEs) in Tegalwaru Village, c) For

d) To find out economic empowerment by Baitulmaal Muamalat Tasnim as a community representative for the development of micro, small and medium enterprises (MSMEs) in Tegalwaru Village, d) To find out economic empowerment by Baitulmaal Muamalat Tasnim as technical roles for the development of micro, small and medium enterprises (MSMEs) in

Tegalwaru Village. This research uses descriptive research methods with a qualitative approach. Data collection methods were carried out through observation and interviews. The data analysis steps in this research are data reduction, data presentation, and conclusion drawing. The results of this study indicate that the economic empowerment strategy of Baitulmaal Muamalat Tasnim through micro, small and medium enterprises (MSMEs) is as follows: First, the role of facilitator is aimed at stimulating Motivation and institutional support for MSMEs in the form of marketing and promotion. Second, the role of educators is to provide positive education and training. Third, the role of community representative is to maintain various online and offline relationships and create external networks. Fourth, the technical role includes practical skills that must be possessed by change agents and MSME actors.

Thesis researched by Silvi Yulia in 2019 with the title "Halal Tourism Development Strategy in Pekanbaru City". This study aims to a) Identify the components of halal tourism development in Pekanbaru City, b) Develop a halal tourism development strategy in Pekanbaru City. The analysis method used is descriptive qualitative with sampling techniques by purposive sampling. This research shows that Pekanbaru City has fulfilled the components of halal tourism development including having tourist attractions (attraction), supporting facilities (amenity), accessibility (accessibility) and ancillary services. While based on the results of the IFAS-EFAS analysis, four halal tourism development strategies in Pekanbaru City were obtained using alternative strategies sorted by total priority weighting, namely 1) Giving appreciation/award, 2) Making regulations related to halal tourism, 3) Utilizing economic potential, and 4) Providing sanctions.

Thesis researched by [Erwin Almadi in 2019](#) with the title "Halal Tourism Development Strategy of the Semarang City Culture and Tourism Office". This study aims to a) To find out the halal tourism development strategy of the Culture and Tourism Office in the city of Semarang, b) To find out what are the supporting and inhibiting factors in the development of halal tourism. This type of research is qualitative, place in the Semarang City Culture and Tourism Office with data collection methods, observation, interviews and documentation, while the data analysis technique used is descriptive. The results obtained by researchers Halal Tourism Development Strategy of Semarang City Culture and Tourism Office are: 1) Coaching for those who want to become professional tour guides in the field

of halal tourism, 2) Carry out promotion and awareness raising through social networks and events to introduce and learn about halal tourism, 3) Cooperating with the MUI halal certification agency and the Food and Pharmaceutical Products Supervisory Agency (BPOM) to achieve halal product certification for culinary businesses and restaurants, 4) And creating halal tourism packages for Travel Companies. In addition to revamping and developing several tourist attractions in Semarang.

Thesis researched by Tata Burnita in 2021 with the title "Development Strategy for Halal Tourism Objects in Improving the Community Economy". The objectives of this study are a) To find out the supporting factors in the development of Barbate halal tourism objects in improving the community's economy, b) To find out what are the obstacles to the development efforts of Barbate halal tourism objects in improving the community's economy.

c) To find out how the development strategy of Barbate halal tourist attraction in improving the economy. This type of research is descriptive research with qualitative methods. The informants of this research are the managers, visitors and the community. Data collection was done by interview, observation and documentation. The results of this study indicate that the existence of Barbate tourist destinations indirectly provides income opportunities for local people to do business and can create jobs, especially for people around Barbate. Factors that support Barbate's halal tourism development strategy: beautiful natural panoramas, good security conditions, an atmosphere that attracts tourists to bring comfort, access to good tourism management and easy access to information and transportation access. Inhibiting factors of Barbate halal tourism development strategy: Lack of development of simple tourist attractions, lack of signage and location maps related to tourist attractions in Barbate, limited budget regulations for facilities and infrastructure of tourist attractions being developed, natural weather conditions, parking in the case of many visitors, tourists do not comply with regulations, limited tourist attractions and lack of clean water.

Thesis written by [Ivansyah Hafif Harahap in 2023](#) with the title "The Potential for Halal Tourism Development in Improving the Community Economy in Asahan Regency". The objectives of this study are 1) To analyze the weaknesses and strengths of halal tourism in improving the community's economy in Asahan Regency, 2) To analyze the opportunity factors and threats of halal tourism in improving the

community's economy in Asahan Regency, 3) To analyze halal tourism strategies in improving the community's economy in Asahan Regency. This research method uses a qualitative descriptive approach. Data obtained through direct interviews or field research with the manager as well as the person in charge of halal tourism activities. The method used in this study uses the SWOT matrix analysis method using the IFAS / EFAS technique. So that the results obtained in this study show the positive factors of tourism development on the economic growth of the Asahan Regency community. However, the managers and those in charge of halal tourism objects must continue to conduct studies and development strategies because improvements and development plans are still needed to be able to bring this halal tourism to be better and denser in the interest of tourists. Other studies on halal tourism has been done by other researcher such as [Al-Qital et al \(2022\)](#), [Nekha & Kartikawati \(2022\)](#), [Rusyidiana et al \(2021\)](#), and [Al-Qital \(2022\)](#).

RESEARCH METHOD

The method that will be used in this research is to use descriptive qualitative methods through interviews, observation and documentation approaches. The object of the interview will be conducted to employees who work at Halal Tourism Waru Farm Land, Ciampea. A qualitative approach is an approach that intends to understand the phenomenon of what is experienced by the research subject, for example, behavior, perception, interest, motivation, action, by means of description in the form of words and language. This qualitative approach aims to obtain complete information.

An interview is a face-to-face situation between the interviewer and the respondent for the purpose of gathering information waiting and trying to get the respondent's information with the lowest prejudice and highest efficiency ([Singh, 2002](#)). Data collection by observation or direct observation is a way to obtain information about the intended research. The results of these observations need to be described accurately, objectively, precise, thorough, detailed and useful ([Sutrisno, 2009](#)). Documentation is a way of collecting data that produces important records related to the problem under study, so that complete, valid and not estimated data will be obtained ([Hajaroh, 2019](#)).

This research was conducted at Waru Farm Land, Tegalwaru Village, Ciampea District, Bogor Regency, West Java Province on March 28-April 2024.

Waru Farm Land was chosen as the research location because it was the most feasible and strategic location to conduct this research.

RESULTS AND ANALYSIS

Condition of Rural Halal Tourism Area at Waru Farm Land Tegalwaru Village Ciampea Bogor Regency

Halal tourism is tourism that emphasizes Islamic elements in every activity. However, the term halal tourism in general still tends to be unfamiliar in the community. Halal tourism is better known as religious tourism, namely visits to places of worship such as the tombs of religious leaders, mosques or other places. Whereas halal tourism is not focused on religious tourism alone, but there is also shariah tourism and Islamic agro-edutourism. Halal tourism objects do not have to be objects that have nuances of places of worship such as mosques and tombs, but halal tourism objects apply in all places that emphasize Islamic elements except non-Islamic religions. Halal tourism must also give meaning to tourists or people who visit that Muslim communities must adhere to Islam whenever and wherever.

Tourism conditions are natural and man-made resources needed by tourists to visit tourist attractions, such as roads, electricity, water, terminals, bridges, and others. Tourism infrastructure must be built by considering the location and condition of tourist attractions that will be visited by tourists in tourist destinations. The development of tourist infrastructure by considering the condition and location will increase the accessibility of tourist attractions, which in turn will increase the attractiveness of the tourist attraction itself. In tourist attractions, you will find various customer needs such as banks, pharmacies, hospitals, gasoline, shopping centers, and so on.

The condition of a tourist area is one of the important factors in attracting tourists who want to visit. According to the Law of the Republic of Indonesia No. 10 of 2009, an attraction is something that has uniqueness, beauty, and value derived from the diversity of natural, cultural, and man-made wealth that becomes a place of visit or tourist attraction. Activities that will develop form a tourist attraction. Activities that will be carried out will depend on the conditions and potential of the place, as well as the tourism management system in that place, so that the attractiveness of tourism destinations will depend on the conditions of the place.

Waru Farm Land itself is one of the halal

tourism in Tegalwaru. The condition of Waru Farm Land which is located in the MSME village area and the majority of Islam itself is the attraction of the existence of this tourist area destination. Waru Farm Land Tourism is also located in the area of sacrificial animal farms. In addition, the facilities contained in Waru Farm Land are also places of worship, halal snacks, playgrounds that are recommended by the Prophet and also provide lodging and training such as making yogurt and milk soap. The potential of Waru Farm Land as a halal tourist destination is huge because of its Islamic concept and centered on the Muslim community. The local government supports Waru Farm Land because it does not violate regulations, pays its obligations, and has a positive impact on the surrounding area.

Strategies Implemented in the Development of Rural Halal Tourism at Waru Farm Land Tegalwaru Village Ciampea Bogor Regency

Strategic management is beneficial to a company if done correctly. Due to the role of strategic management, the company will be better able and prepared to adapt to changes that may occur in the future, which ensures that the company stays ahead. It is expected that the main purpose of implementing strategic management is to reduce problems that may arise in the future. If you understand the concept of strategic management, which means gaining and maintaining a competitive advantage (Yunus, 2016).

Waru Farm Land itself has a strategy in developing halal tourist destinations, one of which is by means of online and offline promotions. Tourism promotion is a way that is done in order to increase the number of visitors in a tourist spot. According to research (Avinda, 2016), tourism promotion is carried out with a combination of four elements: advertising in print and online media, sales promotion by influencing buyers and achieving sales targets, direct marketing by increasing tourist visits by using an attractive website and continuing to inform about tourist attractions, and public relations one of them.

The strategy carried out by Waru Farm Land in developing halal tourism is to conduct online promotions by maintaining the warufarmland.com website, managing social media such as tiktok and Instagram. This is done so that people are more familiar with Waru Farm Land. As for offline promotion by conducting visits or visits to Islamic schools such as especially for kindergarten and elementary school levels. This is done so that students who come to visit Waru

Farm Land can play while learning more about Islamic things that have been facilitated by Waru Farm Land.

From the explanation above is one of the 4p marketing mix strategies in the form of products, marketing and promotion. As for one of the other components in the 4p marketing mix, namely price, in implementing pricing policies, things to consider include determining the base price of the product, determining discounts, paying shipping costs, and other matters related to price. In order for a product to compete in the market, entrepreneurs can use a pricing strategy based on the market, namely whether to follow the price below or above the market. Waru Farm Land itself provides prices.

Supporting and inhibiting factors in the development of halal tourism at Waru Farm Land Tegalwaru Village Ciampea Bogor Regency

From the observations made by researchers, it can be seen that the supporting and inhibiting factors in the development of halal tourism at Waru Farm Land, namely:

a. Supporting Factors

1. Regional Location

The location of Waru Farm Land is in an area that still has natural resources such as many gardens, rice fields and also a variety of trees. In addition, Waru Farm Land is also located in the Tegalwaru MSME tourism village so that people who want to learn about the MSME center also come here so that they can see the MSME area and Waru Farm Land itself.

2. Human Resources

Human resource development in the tourism sector is very important to be implemented so that tourist areas can meet their own tourism needs by using or utilizing human resources owned by tourism managers. Of course, these human resources must have knowledge and skills required to provide services in accordance with the standards.

Tour guides must have strong knowledge otherwise they will face difficulties while performing tasks. Tour guides must attend various courses and trainings. The abilities and skills of tour guides will affect the level of education and training they attend. Because education and training have a positive impact on work results.

One of the keys to success in developing a tourist destination is human resources development in the various tourism subsystems. This shows that quality

human resources play a very important role in the development of the tourism industry. Waru Farm Land itself is supported by Human Resources that the majority of the local community is Muslim, so this can help develop and maintain the Islamic values that have been carried out by Waru Farm Land. In addition, people in the Waru Farm Land area have MSME businesses that synergize or are sustainable for Waru Farm Land and Tegalwaru as a tourist village and MSME center village.

3. Government Support

Waru Farm Land, which was originally the brainchild of PT Tasnim Group, then began to be supported by the Ciampea District Government because it was a need of the Ciampea District Government which wanted to have a tourist industry in the West Bogor area, so Tegalwaru was chosen as a tourist village area and MSME center village. Waru Farm Land was chosen because it has the potential to be used for agro-tourism by the Ciampea District Government because Waru Farm Land has met the standards needed to become agro-tourism. In addition, the support from the Ciampea District Government for Waru Farm Land is to provide support such as promotions that can help the development of Waru Farm Land agro-tourism itself and the Ciampea District Government helps Waru Farm Land to supervise its halal tourism activities.

b. Inhibiting Factors

1. Accessibility

One important factor in the development of the tourism industry is accessibility, as accessibility can enable the provision of services and convenience for visitors. The development of tourist attractions should also focus on the construction and improvement of facilities, infrastructure, and transportation systems to attract visitors.

In developing a tourist attraction can be done in various ways, one of which is by improving the infrastructure to the tourist attraction, especially road access to the Waru farm Land Halal Tourism object which at some points is damaged and lacks street lighting.

Then related to accessibility or road access to Waru Farm Land Halal Tourism related to facilities, infrastructure, and transportation systems, until now there has been no public transportation facilities that can be used by visitors to go to Waru Farm Land Halal Tourism because of the location of tourist attractions located on narrow access roads, making it impossible for public transportation to pass. So that visitors can only use private vehicles such as motorbikes and cars to get to Waru Farm Land Halal Tourism.

2. Lack of Public Knowledge about Halal Tourism Waru Farm Land

Halal tourism is travel in general, for Muslim travelers. Where there is support for the availability of tourism products and services in accordance with Islamic rules or norms, as well as the convenience of carrying out worship while traveling. Many people do not know about halal tourism, even halal tourism is still foreign to the general public. However, with limited public access to halal tourism, Waru Farm Land is one of the perceived inhibiting factors.

Condition Analysis of Rural Halal Tourism Area at Waru Farm Land Tegalwaru Village Ciampea Bogor Regency

To develop halal tourism destinations, strategies that regulate facilities, attractions, and accessibility are needed. This is done to ensure that tourists feel safe and comfortable, because Indonesia has a lot of natural beauty such as beaches, mountains, wilderness, forests, waterfalls, and others. Do not let the greed of a handful of people make the beach full of garbage, the mountains become inhospitable to humans due to damage, the wild becomes no longer beautiful, the forest becomes not bringing coolness, the waterfall becomes polluted by irresponsible people, and other natural scenery becomes no longer beautiful. Halal tourism destinations in Indonesia already have a lot of progress, but the infrastructure still has to be seriously addressed, which will hinder the development of halal tourism.

Waru Farm Land itself is located in Tegalwaru Village, Ciampea District, Bogor Regency which still has a lot of plantations, rice fields, and trees that can attract tourists to visit Waru Farm Land. In addition, Waru Farm Land is also located in the MSME Center Village and Tourism Village area which can make tourists' decisions to visit Waru Farm Land even higher. Apart from being able to visit to play, tourists can also buy various sales that have been sold by local MSME players.

From the results of the study, the process of utilization and development of the Waru Farm Land area can be further improved by maintaining the cleanliness of the area which in fact is still beautiful so that it can attract tourists when visiting, then holding tour guide activities to introduce the Waru Farm Land Tourism area to tourists or the local community so that they can find out the potential of the area in Tegalwaru Village, especially Waru Farm Land. With these two ways, it is hoped that it can further introduce and invite tourists to come visit Waru Farm Land.

Analysis of Strategies Implemented in the Development of Rural Halal Tourism at Waru Farm Land Tegalwaru Village Ciampea Bogor Regency

Development and development strategy is a process of change carried out in a certain tourism condition that is considered unfavorable towards a condition that is considered better or more desirable. Therefore, a strategy is needed to achieve the goals that have been set previously.

In this case, to attract tourists, the tourism potential is promoted. The manager of Waru Farm Land concentrates on promoting the tours through social media such as Instagram, which is highly demanded by the public due to the ability to share photos and videos as well as the ability to include location options, which allows for sharing on Facebook, Twitter, and other platforms.

To make tourist attractions more attractive to tourists, improving facilities and infrastructure can be one way to increase their attractiveness. Because if the facilities and infrastructure are not well developed, it will result in a decrease in the number of tourists who come. Therefore, the development of facilities and infrastructure is important to increase the attractiveness of tourist attractions.

In addition, we as visitors who have been or will come can help promote Waru Farm Land by mouth to mouth, helping by reposting Waru Farm Land's social media, giving appreciation by giving a 5-star rating on Waru Farm Land reviews on Google.

1.2 Analysis of Supporting and Obstacle Factors in the Development of Halal Tourism at Waru Farm Land Tegalwaru Village Ciampea Bogor Regency

Tourism industry development is a process that is planned, comprehensive, and involves various elements that must be carried out in an integrated and well-planned manner. The tourism sector requires capital that has the potential to develop into a better industry and in accordance with standard operating procedures (SOPs). Factors that influence the implementation of a policy will not be affected when implementing it. The development of Waru Farm Land Halal Tourism is one part of the strategy that has been planned and implemented by Waru Farm Land.

The factors that support or hinder the implementation of Waru Farm Land Halal Tourism development are as follows:

a. Supporting Factors

Supporting factors for the tourism industry are

things that influence something to develop, advance, add and become more than before. According to Fery, there are several factors that become supporting factors for Waru Farm Land, namely location factors, human resources and government support.

1. Location

Location is one of the factors that can determine the decision of tourists to visit a tourist destination. Waru Farm Land itself is in a very strategic location from the naturalness of the area, this can support tourists' decisions to visit Waru Farm Land.

2. Human Resources

Improving the quality of human resources is essential in the face of the industrial revolution 4.0. Some of the skills that need attention include effective communication skills, learning and innovation skills, life and career skills, media and technology skills, and information skills. Therefore, human resources, as an important part of driving tourism, must pay attention to three important things to improve their competitiveness:

a) Knowledge of how to serve travelers- for example, how service at recreational areas will differ from one destination to another.

b) Knowledge of tools and equipment required for serving travelers.

c) Development of appropriate attitudes or behaviors to serve tourists.

In the context of halal tourism, of course, halal tourism knowledge is very important for tourism actors and the community. Waru Farm Land itself has the quality of human resources who are predominantly Muslim, so that they can maintain the Islamic value of halal tourism and can guide tourists who will visit about halal tourism itself.

3. Government Support

The Ciampea Regional Government wanted to have a tourist industry in the West Bogor area, so Tegalwaru was chosen as a tourist village area and MSME center village. Waru Farm Land was chosen because it has the potential to be used for agro-tourism by the Ciampea Regional Government because Waru Farm Land has met the standards needed to become agro-tourism.

b. Inhibiting Factors

Tourism development does not always run well and smoothly, there are many problems that hinder tourism development. As for some inhibiting factors in the halal tourism development strategy at Waru Fatm Land are as follows:

1. Accessibility

Road access to Waru Farm Land Halal Tourism related to facilities, infrastructure, and transportation systems until now there is no public transportation facility that can be used by visitors to go to Waru Farm Land Halal Tourism because the location of the tourist attraction is on a narrow access road, making it impossible for public transportation to pass.

So that the things that must be done are, providing a large parking lot and providing guidance and providing vehicles that will take visitors from the parking lot to the Waru Farm Land tourist destination, then adding several notification boards to access the location of the Waru Farm Land tourist destination.

2. Lack of Public Knowledge about Halal Tourism Waru Farm Land

Halal tourism is a tourist trip in general, for Muslim tourists where there is support for the availability of tourism products and services in accordance with Islamic rules or norms, as well as the convenience of carrying out worship while traveling. Many people do not know about halal tourism, even halal tourism is still foreign to the general public.

So that the things that must be done are, counseling about the importance of halal tourism to people who are Muslim, introducing what halal facilities are in Waru Farm Land by posting them on social media so that other people know and can distinguish between halal and conventional tourism. So that with this education, it is hoped that the community can understand the Islamic excellence that exists in Waru Farm Land tourism.

CONCLUSION AND RECOMMENDATION

Based on the results of research on "Halal Tourism Development Strategy Through Baitul Muamalat Tasnim at Waru Farm Land Tegalwaru Ciampea Bogor Regency" conclusions were obtained: The condition of Waru Farm Land tourism is very attractive to the community, especially school students and students who visit because of the conditions in the UMKM village area with quite good conditions even though it is in a rural area. The condition of Waru Farm Land includes Islamic rides such as rides for the sunnah of the apostle, horse riding, archery, swimming, mini zoo and painting activities, the Tourism Development Strategy carried out by Waru Farm Land is by means of online and offline promotions. The promotion is carried out in order to increase the number of visitors at a tourist spot. Supporting factors contained in Waru Farm Land,

namely Waru Farm Land is located in an area that is still beautiful for its wealth of natural resources and is located in the Tegalwaru UMKM tourism village, Waru Farm Land's human resources are supported by the majority of the local community who are Muslim and the support of the Ciampea District Government for Waru Farm Land is to provide support such as promotions that can help the development of agro-tourism and inhibiting factors experienced by Waru Farm Land, namely accessibility or road access to Waru Farm Land Halal Tourism related to facilities, infrastructure, and transportation systems to date, infrastructure, and transportation systems until now there has been no public transportation facilities that can be used by visitors and many people who do not know about halal tourism, even halal tourism is still foreign to the general public.

Recommendations that researchers convey after completing research and analysis in the development of halal tourism are expected to be useful and provide input for the sake of further good for all parties who explore and study halal tourism.

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