

## SWOT ANALYSIS OF BUKIT JADDDHIH FOR HALAL TOURISM VILLAGE DESTINATION IN BANGKALAN REGENCY

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### ABSTRACT

*Bangkalan district is the closest district to the city of Surabaya than the cities on the island of Madura. This is an extraordinary potential of the economic sector, especially in the halal tourism sector. There are several tourist destinations that can be conceptualized in Bangkalan district, one of which is Jaddhih Hill Tourism which is located in Jaddhih village, Socah district, Bangkalan district. This destination is a tourist destination that explores the nature that exists in the village. This destination has not conceptually been conceptualized as a halal tourist destination, but considering that this is a 100% Muslim population, it certainly has its own potential to become a halal destination. With the SWOT analysis method, this research tries to analyze in terms of strengths, weaknesses, opportunities and challenges to be conceptualized as a halal tourist destination. The results of the calculations from IFAS and EFAS that have been carried out show the score value, namely Strengths of 3.13, Weaknesses of 2.24, Opportunities Factors of 3.31, Challenges Factors (Threats) of 2,33. So it can be concluded that the Bukit Jaddhih Tourism Object is very possible to be used as a Halal tourism village destination by approaching office holders both at the village level and at the government level. The challenges and weaknesses that need to be addressed are the availability of facilities to the location, security and public transportation that does not yet exist to the location as well as several matters relating to the development of these destinations.*

**Keywords:** *Potential tourist destinations, halal tourism, Bangkalan District*

## A. INTRODUCTION

Today, the halal trend has become a topic and even become an indicator of the Islamic economics development in Indonesia. Starting from food products, cosmetics, and fashion. Financial institutions are also inseparable from the existence of a halal trend, although the term of the institution will be different such as sharia financial institutions. There are Islamic banks, sharia insurance, sharia capital markets, and other financial institutions labeled with halal or sharia.

Data from the State of The Global Islamic Economy in 2020 mentions the indicators of halal business trends in six business sectors. Based on the data, Indonesia is still below other countries. In the Halal Food sector, Indonesia ranks 4<sup>th</sup> behind Malaysia, Singapore, and the UAE. In the Islamic finance sector, Indonesia ranks fifth, behind Malaysia, Saudi Arabia, UAE, Jodan and Bahrain. The Muslim Friendly Travel Indonesia sector ranks 6<sup>th</sup> behind Malaysia, UAE, Turkey, Thailand and Tunisia. While Modest Fashion ranks 3<sup>rd</sup> after UAE and Turkey. In the Pharmacy & Cosmetics sector, Indonesia ranks 6<sup>th</sup> under Malaysia, UAE, Singapore, Iran and Egypt. And finally, in the Media & Recreation sector, Indonesia ranks 5<sup>th</sup> under the UAE, Malaysia, Singapore and the United Kingdom. The rank can be seen in figure below.

Figure 1.

10 Global Islamic Economy Indicator Score Rank By Sector Ranking



HALAL FOOD	ISLAMIC FINANCE	MUSLIM-FRIENDLY TRAVEL
1. Malaysia	1. Malaysia	1. Malaysia
2. Singapore	2. Saudi Arabia	2. UAE
3. UAE	3. UAE	3. Turkey
4. Indonesia	4. Jordan	4. Thailand
5. Turkey	5. Bahrain	5. Tunisia
6. Iran	6. Indonesia	6. Indonesia
7. South Africa	7. Kuwait	7. Azerbaijan
8. Pakistan	8. Pakistan	8. Jordan
9. Brunei	9. Qatar	9. Singapore
10. Russia	10. Nigeria	10. Albania

MODEST FASHION	PHARMA & COSMETICS	MEDIA & RECREATION
1. UAE	1. Malaysia	1. UAE
2. Turkey	2. UAE	2. Malaysia
3. Indonesia	3. Singapore	3. Singapore
4. Malaysia	4. Iran	4. United Kingdom
5. Spain	5. Egypt	5. Indonesia
6. Italy	6. Indonesia	6. Brunei
7. Bangladesh	7. France	7. Bahrain
8. Canada	8. South Africa	8. Lebanon
9. France	9. Turkey	9. Kuwait
10. Iran	10. Tunisia	10. Netherlands

Source : State of the Global Islamic Economy Report 2020/21

The data show the increase from previous years although it is still far from ideal considering that Indonesia has a population of more than 250 million with 80% of the population being Muslim. However, it indicates that the halal industry in Indonesia is still below several neighboring countries, even with countries with non-Muslim population.

The government is trying to develop the halal industry it can catch up with some of these countries. One of them is halal tourism. Through the Ministry of Tourism, the government has formed a Halal Tourism Development Acceleration Team and developed 10 National Priority Halal Destinations that refer to the GMTI (Global Muslim Travel Index) standard such as : Aceh, Riau and Riau Islands, West Sumatra, DKI Jakarta, West Java, Central Java, Yogyakarta, East Java (Malang Raya), Lombok, and South Sulawesi (Makassar and surrounding areas). Indonesia halal tourism development efforts makes Indonesia become the halal tourism destination, is shown by the results achieved from the GMTI assessment where Indonesia has recorded a gradual increase from 6<sup>th</sup> rank in 2015 to 4<sup>th</sup> rank in 2016 and 3<sup>rd</sup> rank in 2017 then 2<sup>nd</sup> rank in 2018 and 1<sup>st</sup> rank in GMTI in 2019<sup>1</sup>. Even since 2016, West

<sup>1</sup><https://www.cnbcindonesia.com/lifestyle/20190409174407-33-65545/selamat-indonesia-jadi-destinasi-wisata-halal-terbaik-dunia>

Sumatra Province has won the Best Halal Tourism Award 2016.

In 2017 the Governor of East Java began to develop halal tourism. Through the East Java provincial regulation number 6 of 2017 concerning the master plan for tourism development in East Java province in 2017–2032, the East Java provincial government will develop halal tourism and marine tourism in 4 districts in Madura those are Bangkalan, Sampang, Pamekasan and Sumenep.<sup>2</sup>

Population of Madura Island is dominated by muslim population as many as Pulau 99,66%<sup>3</sup>. It becomes a separate power to be a tourist destination, especially in Bangkalan district that is closer to Surabaya than the other 3 districts. There are several things that make the Bangkalan Dayak a tourist destination, namely the existence of the Suramadu bridge which indirectly becomes a destination even though there has been no stipulation by the government that the Suramadu bridge is a tourist destination because it is a public facility and is the fastest access from Bangkalan Regency to Surabaya and vice versa. It can be seen from several tourists who often stop at the middle of the Suramadu bridge to take selfie photo and capture the Suramadu scenery in the form of videos or figures.

Furthermore, there is also Asta Syaikhona Kholil who has also become a religious tourism destination before Suramadu was built. In addition, there is also a Duck Sinjay restaurant. The restaurant is very famous for its specialties. Even though there are already several branches in several cities, such as Surabaya, Malang, Pasuruan, people still prefer to eat at the central restaurant in Burneh sub-district, Bangkalan district. During holiday, the parking lot of the Bebek Sinjay restaurant will be fulfilled by out-of-town license plates. In addition, there are also coastal tourist destinations filled with mangroves that are also called Mangrove Tourism.

Perkembangan wisata di kabupaten Bangkalan tidak hanya wisata kuliner, makam religi, pantai, tetapi juga ada wisata tetapi juga wisata

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<sup>2</sup>Perda Gubernur jatim No.06 Tahun 2017  
<https://peraturan.bpk.go.id/Home/Details/85286/perda-prov-jawa-timur-no-6-tahun-2017>

<sup>3</sup>Bangkalan dalam Angka Tahun 2020, Sampang Angka tahun 2020, Pamekasan dalam Angka Tahun 2020, Sumenep dalam Angka tahun 2020

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yang memanfaatkan potensi desa, yaitu wisata Bukit Jaddhih. Destinasi wisata ini terletak di dusun Jekan Desa Parseh Kecamatan Socah Kabupaten Bangkalan. Wisata ini cukup unik karena terletak di pedalaman desa dan memanfaatkan bekas galian batu. Sementara wilayah penduduk di desa ini 100%

The development of tourism in Bangkalan district is not only about culinary tourism, religious tombs, beaches, but also tourism that utilizes the potential of the village, namely Bukit Jaddhih tourism. This tourist destination is located in the hamlet of Jekan, Parseh Village, Socah District, Bangkalan Regency. This tourism is quite unique because it is located in the interior of the village and utilizes former rock excavations. While the population in this village is 100% <sup>4</sup> Muslims who still adhere to religious principles. Bukit Jaddhih Tourism has not declared or named as halal tourism or sharia tourism, so it is necessary to carry out the SWOT analysis as a halal tourism destination in accordance with the East Java governor program to develop halal tourism.

## B. RESEARCH METHODOLOGY

This study used a descriptive method that is guided by the Evaluation of Internal, External Factor and SWOT Analysis. SWOT analysis is the identification of various factors systematically to formulate corporate strategy. This analysis is based on logic to maximize strengths and opportunities, but simultaneously can minimize weaknesses (Weaknesses) and challenges (Threats). The strategic decision-making process is always related to the development of the company mission, goals, strategies, and policies.<sup>5</sup>

SWOT (Strengths, Weakness, Opportunity, Threats) Analysis is an analysis of observing the external and internal marketing environment. There are four factors of SWOT Analysis namely:<sup>6</sup>

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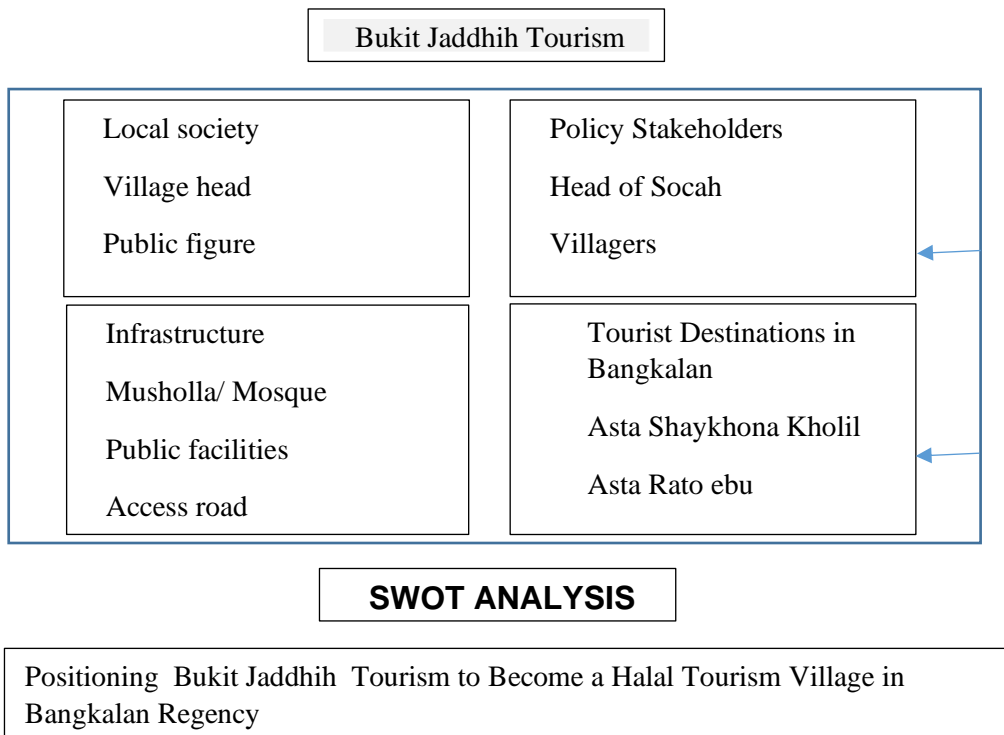
<sup>4</sup><https://bangkalankab.bps.go.id/publication/2020/09/28/30506da8cdebfc95a0da67a9/kcamatan-socah-dalam-angka-2020.html>

<sup>5</sup>Freddy Rangkuti, *Analisis SWOT, Teknik membedah Bisnis* (Jakarta: Gramedia Pustaka Utama, 2012), 18.

<sup>6</sup>Philip Kotler, dan Kevin Lane Keller, *Manajemen Pemasaran*, (Jakarta: Indeks, 2009), 63

1. Strengths ( strength ) : This is a condition of strength that exists in an existing organization, project or business concept. Strength analyzed is a factor contained in the the organization body, project or business concept.
2. Weakness ( weakness ) : It is a condition of weakness in an existing organization, project or business concept. The anylzed weakness consits of factors contained in the body of the organization, project or business concept.
3. Opportunities ( opportunity ) : The condition of opportunity to develop in the future. The condition that occurs is an opportunity outside the organization, the project or the business concept for instance the competitors, government policies, environmental conditions.
4. Threats ( challange ) : This challenge can disrupt the organization, the project or the business concept.

Figure 2.  
 Research Framework



The data collection techniques used consisted of structured interview, direct observation or observation of Bukit Jaddhih tourism conditions and documentation techniques from several literatures such as books, journals, electronic media newspapers and references from statistics. The data obtained were then processed by grouping the data, classifying the data according to the existing problems and classified according to internal factors and external factors and then analyzed using SWOT analysis. SWOT analysis as a tool to identify strengths, weaknesses, opportunities and challenges in turning Bukit Jaddhih Tourism into a Halal Tourism Village in Bangkalan Regency as shown in the table below:

Figure 3.  
 Model of SWOT Analysis Matrix

<b>I N T E R N A L</b>	<b>EKSTERNAL</b>		
	Identification Of Factors	<b>Opportunities (O)</b> Determining the Opportunity factor	<b>Threats (T)</b> Determining Challenge Factors
	<b>Strength (S)</b>	<b>S vs O</b>	<b>S vs T</b>
	Determining the Empowerment Factor	Strength factors that can take advantage of opportunities	Strength factor that can overcome Challenge
	<b>Weakness (W)</b>	<b>W vs O</b>	<b>W vs T</b>
	Determining Weakness Factors	Weakness factors that exist as much as possible take advantage of opportunities	Weakness factors that exist as much as possible avoid the Challenges

## C. RESULTS AND DISCUSSION

### 1. Description of Bangkalan Regency

Bangkalan Regency is district in East Java Province. Bangkalan Regency is the capital city of Bangkalan Regency that

is located at the westernmost tip of the island of Madura. Overview of Bangkalan topography shows the elevation of the area between 2-100 m above sea level. The main income of the residents of Bangkalan Regency other than civil servant is farming. Agriculture carried out by the people of Bangkalan Regency is rice farmers, there are also people who are self-employed.

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#### **a. Bangkalan Regency Climate**

The air temperature in Bangkalan Regency ranges from 220 – 340 C with relative humidity levels varying between 68% - 83%. Bangkalan Regency has wet and dry tropical climate (Aw) with two seasons, namely rainy season (wet) and dry season (dry). The dry season usually occurs in the May-October period with the dry month of August. Meanwhile, the rainy season occurs in November to April period with the wettest month being January with a monthly volume of 250 mm per month. Annual rainfall in the Bangkalan area ranges from 1,200 -1,800 mm per year with the number of rainy days at 80-120 rainy days per year.<sup>7</sup>

#### **b. Administration**

Bangkalan Regency is one of regency with 7 urban villages and 6 villages, with the area of 3501.78 km<sup>2</sup> or 35.02 ha with the altitude of 5 m above sea level.

## **2. Data from Department of Culture and Tourism**

Table 1.

Tourism Object in Bangkalan Regency

No	Tourism Object	Location
1	Api Alam Konang	Konang
2	Gunung Geger	Geger

<sup>7</sup> [https://id.wikipedia.org/wiki/Kabupaten\\_Bangkalan](https://id.wikipedia.org/wiki/Kabupaten_Bangkalan)



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3	Kerapan Sapi	Tersebar
4	Kolla Langgundih	Bangkalan
5	Makam Air Mata Ibu	Arosbaya
6	Makam Sultan Abdul Kadirun	Demangan
7	Makam Syeichona Cholil	Bangkalan
8	Mercusuar	Socah
9	Museum Bangkalan	Bangkalan
10	Pantai Maneron	Klampus
11	Pantai Rongkang	Kwanyar
12	Panta Siring Kemuning	Tanjung Bumi
13	Taman Rekreasi Kota	Bangkalan
14	Bukit Kapur Jaddih	Socah
15	Pelalangan	Arosbaya
16	Hutan Mangrove Kec. Sepuluh	Sepulu
17	Makam Sunan Cendana	Kwanyar
18	Air Terjun Bidadari Dhurjan	Kokop
19	Air Terjun Kec. Galis	Galis
20	Pantai Bumi Anyar	Tanjung Bumi
21	Pantai Biru	Tanjung Bumi

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Source : BPS Bangkalan Regency

### 3. SWOT Analysis

In the research process, author conducted several stages, first, field study to see condition and interview with the manager, the community around the Bukit Jaddih tourist attraction. Beside that, interviews were also carried out with officials, members of the DPRD and the tourism office then conduct a literature study to see theories and some references to research that may have been carried out by the object. , . Third, collect data in the form of questionnaires submitted to predetermined parties such as managers, the Tourism Office, community leaders, and visitors 4 as well as DPRD members related to the object itself. After collecting data, then analyzing and discussing with the SWOT analysis method using the calculation process of IFAS (Internal Strategy Factor Analysis) and EFAS (External Strategy Factor Analysis) as follow :

Table 2. Analysis of Internal Strategy Factor

<b>CODE</b>	<b>INTERNAL FACTOR</b>	<b>RATING SCORE</b>	<b>STATUS</b>
I1	Worship facilities at tourist sites	3,5	strength
I2	Tourism Management	3,3	strength
I3	Land use policy regulations	2,6	strength
I4	Facilities at tourist attractions	2	weakness
I5	Destination promotion	2,4	weakness
I6	Data on the number of visitors and revenue	3,1	strength
I7	Local government policies	2,4	weakness
I8	Performance at tourist sites	2,4	weakness
I9	Rules for visitors and tour guides	3,1	strength

Table 3. Analysis of External Strategy Factor

<b>CODE</b>	<b>EXTERNAL FACTOR</b>	<b>RATING SCORE</b>	<b>STATUS</b>
E1	Road infrastructure to the location	2,3	challenge
E2	Public transport	1,1	challenge
E3	There are similar tours in Bangkalan Regency	1,6	challenge
E4	Distance from location to city	2,4	challenge
E5	The weather in the rainy season makes it lonely	2,2	challenge
E6	Lack of interest in visitors	2,4	challenge
E7	Attract investors	3	opportunity
E8	Local community support	3,4	

			opportunity
E9	Land ownership rights in tourist areas	2,4	challange
E10	Village government support	3,5	opportunity
E11	Unspoiled environment	3,2	opportunity

Based on the analysis of the internal and external strategic factors, it is possible to determine the strength and weakness factors as well as opportunities and threats by separating the internal and external factors determined. The identification process is based on the results of the temporary questionnaire recapitulation from the Rating results. The provisions for the separation include the following:

- a. If the average value (mean) is greater than the dividing point of 2.5 then it is categorized as a potential strength and opportunity for the Bukit Jaddih tourist destination to be Halal Tourism village.
- b. If the average value (mean) is less than, or equal to the dividing point of 2.5, then it is categorized as a weakness and challenge for the Bukit Jaddih Tourism destination to be Halal Tourism Village.

Table 4. IFAS (*Internal Faktor Analysis Summary*) Calculation

INTERNAL FACTOR OF SCORE CALCULATION					
NO	CODE	strength	Weight	Rating	Score
1	I1	Worship facilities at tourist sites	0,16	3,5	0,56
2	I2	Tourism Management	0,26	3,3	0,858
3	I3	Land use policy regulations	0,17	2,6	0,442
4	I6	Data on the number of visitors and revenue	0,2	3,1	0,62
5	I9	Rules for visitors and tour guides	0,21	3,1	0,651
Sub Total			1		3,13

INTERNAL FACTOR OF SCORE CALCULATION					
NO	CODE	Weakness	Weight	Rating	SCORE
1	I4	Facilities at tourist attractions	0,4	2	0,8
2	I5	Destination promotion	0,2	2,4	0,48
3	I7	Local government policies	0,25	2,4	0,6
4	I8	Performances at tourist sites	0,15	2,4	0,36
Sub Total			1		2,24

Table 5. Perhitungan EFAS (*External Faktor Analysis Summary*)

EXTERNAL SCORE CALCULATION					
NO	CODE	Opportunity	Weight	Rating	Score
1	E7	Attract investors	0,15	3	0,45
2	E8	Local community support	0,25	3,4	0,85
3	E10	Village government support	0,3	3,5	1,05
4	E11	Natural environment	0,3	3,2	0,96
Sub Total			1		3,31

EXTERNAL SCORE CALCULATION					
NO	CODE	Challenge	Weight	Rating	Score
1	E1	Road infrastructure	0,2	2,3	0,46
2	E2	Public transport	0,075	1,6	0,12
3	E3	Similar tours in Bangkalan Regency	0,1	2,4	0,24
4	E4	Distance from location to city	0,1	2,2	0,22
5	E5	The weather of rainy	0,075	2,4	0,18

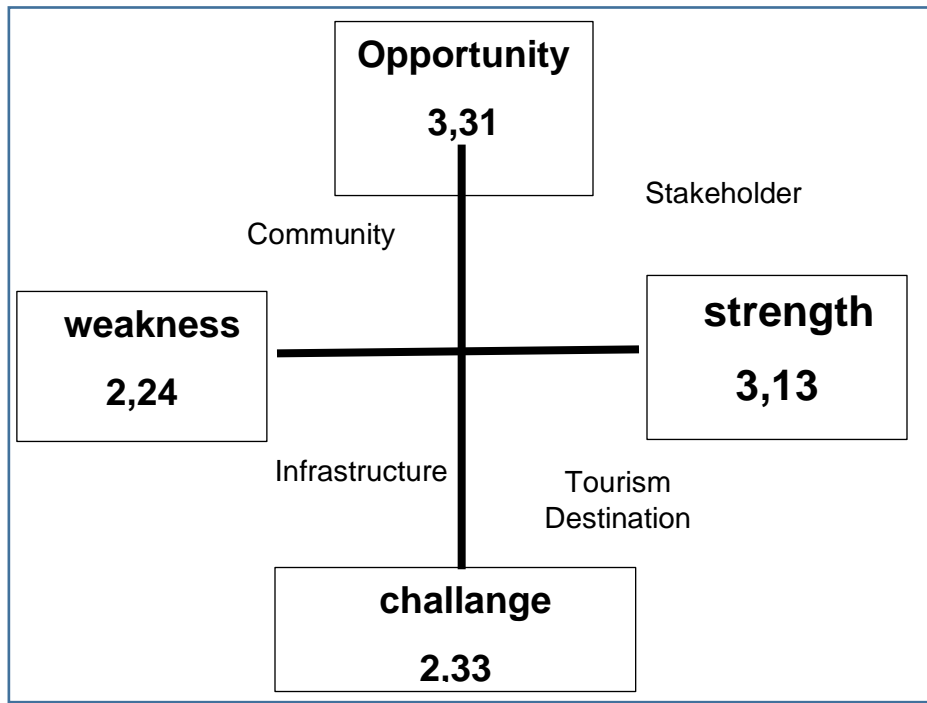
		season			
6	E6	Security	0,15	2,4	0,36
7	E9	Land ownership rights in tourist areas	0,3	2,5	0,75
Sub Total			1		2,33

The results of IFAS and EFAS calculation showed the following scores:

- 1) (*Strengths*) factor : 3,13
- 2) (*Weakness*) factor : 2,24
- 3) (*Opportunities*) factor : 3,31
- 4) (*Threats*) factor : 2,33

From the results above calculations, it can be seen that for the strength factor of score was 3.13 and the score for weakness was 2.24 with a difference in score of +0.89. Then the opportunity factor got a score of 3.31 and a challenge score of 2.33 with a difference of +0.98. From the results of the identification of internal and external factors, it can be shown in the SWOT diagram.

Figure 3. SWOT Analysis Diagram



Based on the figure diagram above, it showed that the Bukit Jaddih Tourism object was in quadrant I with the condition of the halal tourist village destination was halal destination because it has strength and opportunity. Although in fact, the Bukit Jaddih tourist attraction as a halal tourist village destination with several weaknesses and quite large challenges, but actually this tourist attraction can take advantage of existing strengths and opportunities to make this tourist attraction a very halal tourist village destination. The figure of the SWOT analysis as below:

a. Strength

- Facilities at tourist sites = The existence of facilities such as places of worship (prayer rooms) has not met the standards set by the Ministry of Kraff regarding halal tourist destinations because there is no air conditioner.
- Tourism Management = This tourism management is managed by the local community, especially village of Jaddih

without the involvement of outsiders, make it easier for managers to manage and develop this tour in accordance with local wisdom. Including the ease of designing this tourist destination to be the halal tourist destination.

Land use policy regulations = Particularly, the use of this tourist land refers to local wisdom, such as the agreement between villages in this location that this land use is the result of deliberations between stakeholders around the location. Such as religious leaders, youth leaders and members of the DPR. It can ease the implementation the halal tourist destination.

Data on visitors and income = Every week, the end of visitors is a lot as conveyed by the guard at the counter. Especially destinations that are Muslim. It can be seen from the way tourists dress here and can be seen from the places of worship at the location.

Regulations for visitors and tour guides = According to village officials around the location, visitor arrangements have been made and there are also guides, all from the surrounding community. Of course, it eases the managers to make this tour a halal tourist destination.

b. Weakness

Existing facilities at tourist attractions = Facilities at tourist attractions are still inadequate especially for children. While there are mostly for adults. The place of separation between men and women. It will be difficult to make this tourist destination a halal tourist destination.

Destination promotion = there is no structured concept from the manager for the promotion. There are only volunteers from visitors who are willing to upload on their social media. Of course, a promotional concept designed with halal tourism is needed.

Local government policies = There is no policy related to the tourism . According to one member of legislative, the

tourism office has not budgeted for tourism development, especially tourism in this Bukit Jaddih including regulations governing the existence of halal tourism.

Performances at tourist sites = There are no directions for the location of the highway, such as billboards or signposts for the direction of the location, the visitors who do not know this location only rely on google maps.

c. Opportunity

Attracting investors = Information from village officials that there are several investors who are interested in investing the tourism, but it has not been realized.

Support of the surrounding community = The surrounding community fully supports the existence of this tourist destination. Especially if this tourist destination is conceptualized as a halal tourist destination.

Village government support = The village government also provides support the tourist destination.

Unspoiled environment = The location of this destination is in a mountainous area, precisely the location of the limestone and brick excavation. So that it is still natural and the potential for future development is still very possible. For instance, opening a new location to separate men and women as in the halal tourism guidelines.

d. Challenge

Road infrastructure to location = Road to location is still not very good. There are still uneven roads that can make it difficult for tourists to come to this location.

Public transportation = There is no public transportation to this location, both from the west and east of the location, there are only online motorcycle taxis.

The existence of similar tourism in Bangkalan Regency = there are several tourist destinations that are a separate challenge in this tourist destination to be a halal tourist



destination. For example, Syaikhona kholil religious tourism destinations, Aer Mata Ebu tourist destinations and others.

Distance from location to city = The location of this tourist destination is far from the city, so it becomes a separate consideration for tourists to visit this tourist destination.

The weather in the rainy season makes it quiet = Uncertain rainfall in Bangkalan Regency is a challenge for this tourist destination.

Security = Security for the location of this tourist destination is very urgent. Several times the theft happened on the road to this location. Of course it is a separate consideration for tourists.

Land ownership rights in tourist areas = Land acquisition in this area is still individual, it causes a conflict of interest between land owners and managers of the tourist destination.

#### **D. CONCLUSION**

Based on the results, it can be concluded, Bukit Jaddhih Tourism Object is very possible to be the Halal tourism village destination by the approach of office holders both at the village level and at the government level.

The challenges and weaknesses are the availability of facilities to the location, security and public transportation that does not exist to the location as well as several things related to the destination development.

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