

Halal Tourism Industry for the Improvement of Micro Economy in Gorontalo: Potential, Opportunity, and Challenge

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Abstract

This research analyzes and examines the prospects, potentials, and obstacles to the development of halal tourism to improve a micro-economy in Gorontalo. This research is field research with descriptive qualitative analysis. The data source in this study is primary data obtained from the central and additional respondents who are assisted with secondary data from various literature in previous studies and essential archives in the field of tourism management. The techniques of taking the subject of this research are interview, observation, and documentation. The results of this study show that tourism marketing strategies throughout Gorontalo Province need to run better and by the wishes of tourist visitors because many obstacles still need to be resolved. SWOT analysis is carried out using the IFE (Internal Factor Evaluation) matrix, which describes the strengths and weaknesses of the company and the EFE (External Factor Evaluation) matrix, which describes the company's opportunity and threat factors, and the IE (Internal External) matrix which shows the position of the tourism industry currently halal in Gorontalo. The strengths and threats are more significant than the weaknesses, opportunities, and other factors. Therefore, it is a profitable position and must be watched out for, the manager has good strength, and there are threats from external or competitors for halal tourism in other provinces in Indonesia so that the manager can utilize the internal forces of the tours they have to the maximum and management parties also need to implement strategies that can minimize external threats, by making policies, forming an implementing team and a supervisory team to support tourism in Gorontalo Province to become visitor-friendly halal tourism.

Keywords: Halal Tourism Industry, Micro Economy, Gorontalo

INTRODUCTION

The world has experienced much progress, especially in science and knowledge, which constantly grows. The economy is a result of its continuously used development; in fact, all parties must be related to each other, starting from the goods produced, the existence of money as a legal medium of exchange, and consumers who will take advantage of these production goods. The global economy can be utilized in all sectors, like a house that must exist for everybody to create a life or civilization in a region. The form of economic progress is the existence of food, shelter, and clothing that can be used by every human being regardless of age, race, and origin. Even this economic progress creates a trend that becomes the benchmark for every human activity. Human activities are made with a trend due to a lifestyle that has been adapted to the current era or time, this lifestyle will constantly develop over time, and civilization is created, such as rural areas that become advanced and change conditions into urban areas, even traditional values are adapted with the values of modernity.

Islamic economics is a trend that is present in people's economic life. The concept of sharia economics has been developed and implemented in several areas, especially in countries with Muslim-majority populations; sharia economics has created a new, more complex human civilization. In the writings of Aan Anshori, Islamic economics, according to Prof. Dr. Zainuddin Ali, is a collection of legal norms sourced from the Qur'an and Hadith to regulate the economy of mankind; Dr. Mardani said that Islamic economics is a business or activity carried out by individuals or groups of people or business entities that are legal entities or not a legal entity to meet commercial and non-commercial needs according to sharia principles (ANSORI, 2016).

One form of the application of sharia economics is in the tourism sector, more precisely, Islamic tourism. This sector has been voiced for a long time, but its implementation has yet to be maximized; only a few of my areas can implement it. This is due to the many differences between ethnography and demography, especially in Indonesia. Moreover, Indonesia is a multicultural and multi-ethnic country, and the unification of perceptions needs to be carried out continuously with various approaches. Geographically, Indonesia is prosperous, whether seen, felt, or just heard. The Islamic tourism sector has become a current trend that continues to be developed with various patterns and actions to be optimized and has a significant impact on the local community.

Islamic tourism applies the halal concept; so far, the fast-growing market segment is not only in Indonesia or countries with Muslim-majority populations but has developed globally, such as in ASEAN, Ocean, and East Asia countries (Chookaew et al., 2015). The concept of Islamic tourism or halal tourism is very much related to a person's primary needs, that tourism managers must provide various needs for consumers or customers, especially for Muslims, such as hotels, food, to closed baths. The existence of supporting facilities for Muslims in traveling will have the potential to be a unique program for managers. Like this country, the largest archipelagic country in the world such as Indonesia, where there is a diversity of ethnic groups and religion (Dian Adi Perdana, 2020).

In the data for the last five years, the tourism sector in Indonesia has always experienced an enhancement. In 2016, the tourism sector created a foreign exchange of IDR 176-184 trillion (prognosis), an increase from IDR 144 trillion in 2015. In 2017, foreign exchange earnings exceeded the target set at Rp. 202.13 trillion or the achievement of foreign exchange by 111.06% of the target set at Rp. 182 trillion, or an increase from the previous year. In 2018, the amount of foreign exchange earnings exceeded the target of IDR 229.5 trillion, with achievement of 102.91% of the target of IDR 223 trillion. In 2019, foreign

exchange earnings increased from Rp 229.5 trillion to Rp 280 trillionfold (K. P. dan E. K. P. dan E. K. RI, 2019). There is a positive increase in foreign exchange, accompanied by positive employment, so that the micro economy will grow and develop.

Halal tourism is published throughout Indonesia, including Gorontalo, a province north of Sulawesi Island. Gorontalo has become an Autonomous Region since 2000, which means that as a new area, Gorontalo is led to stand on its own feet by struggling to build the economy of its people in various ways that can increase regional income from before. Wawan Gunawan said that Gorontalo has much potential, especially in the tourism sector, so this sector deserves to be developed (Alex, 2021). Gorontalo has inherited various beauties and charms of culture and customs, which are still being preserved, even to the point of being implemented in the philosophy of life of its inhabitants.

The people of Gorontalo, predominantly Muslim, adhere to the prevailing religious norms; although culture and customs are upheld and maintained, they are in synergy and balance. There is a philosophy of life that applies in Gorontalo, namely: *adati hula-hulaa to syara'a, syara'a hula-hulaa to qur'ani* (tradition is based on *syara*, *syara* is based on *Kitabullah*/Al-Qur'an). This philosophy is still held firmly to this day, primarily to stabilize human social behavior to God and others. This philosophy provides great utility and benefit for the Gorontalo government to develop the potential of the area that can be used for tourism or areas that have aesthetic value and are attractive for tourists to come to Gorontalo.

Halal tourism, which is a means that can be used by collaborating with community trends to know further and apply life according to sharia economic norms, can be applied in Gorontalo. Especially, Gorontalo has the nickname *Serambi Madinah*, which means that the positive connotation of applying sharia principles will be more easily conveyed to the broader community. Various tourist locations in Gorontalo are mostly natural attractions, which are still maintained and preserved by residents; even many local governments need to be more robust in managing tourism potential in their area. This opportunity, of course, must be found in an effective and efficient formulation so that the micro economy in tourist areas can be optimized.

The Gorontalo Provincial Government, represented by the Tourism Office (*Dinas Pariwisata*), noted that during 2020 the tourism sector experienced several improvements. First, it can be seen from the increasing duration of stay of tourists, with an average of 1.58 days or an increase of 52.66% from the previous year. Second, there is an enhancement in the quality of Human Resources for Tourism and Creative Economy Actors according to the target of 31.25% or five sectors of the 16 creative economy sub-sectors that the central government has set, namely 1) application and game development; 2) Architecture; 3) Product Design; 4) Fashion; 5) Interior Design; 6) Visual Communication Design; 7) Performing Arts; 8) Films, animations and videos; 9) Photography; 10) Crafts; 11) Culinary; 12) Music; 13) Issuance; 14) Advertising; 15) Fine Arts and 16) TV and Radio, the five sectors namely Culinary, Fashion, Photography, Craft and Performing Arts (Gorontalo, 2021).

The data above supports microeconomic development through tourism, especially halal tourism in Gorontalo. Gorontalo provides natural, cultural, interests, and other entertainment tourism. Natural attractions in Gorontalo are Saronde Island, Pulo Cinta, Olele Marine Park, Pentadio Resort, Nantu Forest, Lombongo Baths, Bajo Village, and others. Cultural Tourism consists of various traditional ceremonies, historical relics, ancient sites, and traditional houses. Special Interest Tours presented are Arum Rafting and other entertainment tours (Gorontalo, 2021). In addition, Gorontalo is rich in consumptive tourism, namely culinary delights, such as Binte Bilihuta, Ilabulo, Tili Aya, Duduli, Sate Tuna,

Ilona Chicken, Bilenthango, Processed Sagela Fish, and other culinary delights, with this the wealth of tourism in Gorontalo is no longer in doubt.

Gorontalo, as in the previous review, an area with a Muslim majority population called the Serambi Madinah, has great potential and opportunities in developing Islamic and halal tourism to promote a micro-economy. According to Widagdyo, halal tourism is an activity of visiting tourist destinations and the tourism industry that prepares product facilities, services, and tourism management that meet sharia elements. The other purpose of halal tourism is a form of culture-based tourism that puts forward the values and norms of Islamic law as its primary foundation (Widagdyo, 2015). All preparations to improve services and governance are urgently needed in Gorontalo; with its natural and cultural wealth, Gorontalo can become a national gem and a source of foreign exchange for this country.

Gorontalo, as one of the areas that have the potential to be developed as a halal tourist destination, of course, has its considerations to prepare for the development of potential and opportunities in this sector, starting from the development of physical and non-physical infrastructure, such as the willingness and readiness of the community as human resources that will help to brand Gorontalo's image as a tourist-friendly area with the concept of halal tourism that will be presented. Although until now, many Indonesian people have yet to learn about the existence of Gorontalo. Therefore, it is necessary to have data support from this research so that in the future, it will provide information and references for the Gorontalo Provincial government in the development of halal tourism in Gorontalo Province.

Therefore, the researcher took the initiative to conduct a study titled "Halal Tourism Industry for Micro-Economy in Gorontalo: Potential, Opportunities and Challenges." The formulation of the problem in this study is how the prospects for developing halal tourism to build a micro-economy in Gorontalo are; How are the potentials and opportunities for stakeholders in developing halal tourism in Gorontalo; What are the obstacles that are the challenges for halal tourism stakeholders to build a micro-economy in Gorontalo; Objectives and Benefits this research is to analyze and examine the prospects for developing halal tourism to build a micro-economy in Gorontalo and to examine and find out the potential and opportunities for stakeholders in developing halal tourism in Gorontalo. Moreover, to analyze and find out the obstacles that are the challenges for halal tourism stakeholders to build a micro-economy in Gorontalo.

This research is field research, which will look at the prospects, potentials, opportunities, and obstacles or challenges in the development of halal tourism to build a micro-economy in Gorontalo. Qualitative analysis using SWOT analysis, this research attempt to produce descriptive data, a systematic, factual, and accurate description of the facts, characteristics, and relationships between observed phenomena. Location and Time This research was carried out in several tourist attractions in Gorontalo Province, with a sample of 1 tourist location, both natural, cultural, or entertainment tourism in each district and city, specifically the Lombongo Beach in Bone Bolango District, Libuo Beach in Pohuwato Regency, Ratu Beach in Boalemo Regency, Pentadio Resort in Gorontalo Regency, Kupiah Karanji Culture in Gorontalo City and Syafar Bathing Culture in North Gorontalo Regency. The primary reason for choosing Gorontalo Province as the location of this research is because this area is unique. After all, it has a solid Islamic nuance different from the surrounding areas, namely North Sulawesi and Central Sulawesi Provinces. In addition, nature in this province is still well preserved, and the culture of the community contains many religious elements, especially Islam. Hence, it is worthy of being the main

object of research regarding the opportunities, potentials, and challenges of sharia, creativity, and microeconomics of halal tourism in Gorontalo.

The data source in this study is primary data obtained from the central and additional respondents who are assisted with secondary data from various literature in previous studies and essential archives in the tourism management (Perdana & Pakili, 2020). Data Analysis Techniques were carried out in this study using a qualitative approach. The resulting analysis will be explained with descriptive sentences, which are expected to provide clarity and answer problems as the focus of the problems offered. In Bogdan and Taylor's view, data analysis is a formally detailed process for finding themes and formulating hypotheses (ideas) as suggested by the data and as an attempt to assist those themes and hypotheses (ideas). Meanwhile, according to Patton, data analysis is arranging data sequence and organizing it into a pattern, category, and fundamental unit of description (Moleong, 2017). By correlating the opinion of Bogdan-Taylor, the steps taken by researchers in analyzing the data are to organize and process the data obtained either through questionnaires, interviews, and document studies, namely by arranging, sorting, grouping, coding, and categorizing.

This research formulates superior alternative strategies for the halal tourism industry in Gorontalo and makes it easier for managers to determine the right policies using the SWOT analysis method (Strength, Weakness, Opportunity, Threat). SWOT analysis is carried out using the IFE (Internal Factor Evaluation) matrix, which describes the strengths and weaknesses of the company and the EFE (External Factor Evaluation) matrix, which describes the company's opportunity and threat factors, and the IE (Internal External) matrix which shows the position of the tourism industry currently halal in Gorontalo. The IFE matrix is used to determine the strengths and weaknesses of the company. (David et al., 2006) The IFE (Internal Factor Evaluation) and EFE (External Factor Evaluation) matrices consist of columns, weights, ratings, and total scores, which are the product of the multiplication of the weights and ratings. The weight and rating columns are filled according to the value, which results from grouping internal and external factors based on their level of importance.

DISCUSSION

Microeconomic Conception

Classical scientists in the 18th century first developed microeconomic theory; micro comes from the Greek word—Micros, which means small. The micro theory is the same as not, meaning price theory is small or unimportant. Microeconomic theory often receives more attention than macroeconomic theory. Microeconomics is about individual units, such as firms and households, allocating their income to purchase various goods and services. This theory will also study economics specifically, which means discussing the economic activity of an entire economic unit, such as consumers, owners of production factors, labor, companies, industries, and so on (Hiola, 2017).

In microeconomics, everyone's behavior is observed because it can have different roles, such as consumers, workers, investors, landowners, or decision-makers in the economic unit. In microeconomics, the role of the decision maker is to do the how and why of each chosen decision so that it will impact prices and income (Sukirno, 2011). Community empowerment through micro-enterprises is essential because a country will progress if it has residents who have small, micro, and medium-scale businesses, not just big businesses. With the existence of micro-enterprises, the Indonesian people are indirectly training and practicing entrepreneurship. The scope of microeconomics is to study the economic

activities of each economic unit, such as interactions in the goods market. The market is defined as a meeting or relationship between demand (demand) and supply (supply) or a meeting between sellers and buyers of an item with a certain amount to create a price. For example, the rice market, car market, and electronic market.

The behavior of sellers and buyers, both sellers and buyers, have a rational nature, namely where the seller wants the maximum profit (maximum profit) while the buyer wants maximum satisfaction (maximum utility), Interaction in the production factor market. From the buyer's side (consumers) have factors of production and need money to meet their needs, while sellers (producers) have goods for human needs and need factors of production by buying them. From this relationship, it can be seen that consumers and producers have a reciprocal relationship or need each other (Khusaini, 2013). From the discussion above, it can be concluded that microeconomics is a part of economics that studies individual behavior in making decisions related to economic aspects. Individuals are considered consumers, owners of resources, and companies in a free market economy.

Microeconomic Enterprises

Micro-enterprises in Law Number 20 of 2008 concerning MSMEs Article 1 number 1 means that micro-enterprises are productive businesses owned by individuals or individuals or individual business entities with meant by Micro-enterprises are productive businesses owned by individuals or individuals or individual business entities that have the following criteria: have a maximum wealth of IDR. 50,000,000.00 (fifty million) excluding land and buildings for business premises, or having annual sales of a maximum of IDR.300,000,000.00 (three hundred million) (O. J. K. RI, 2017). Micro-economy businesses, for example, food and beverage, farming, fishermen, cultivators, wood, rattan furniture industry, animal husbandry, fisheries, and service businesses such as beauty salons, motorcycle taxis, tailors, and workshops. Micro-economy businesses have the following characteristics, the type of business goods/commodities are not permanently fixed, can change at any time, the place of business is not always fixed, can change places at any time, has not carried out even simple financial administration, and does not separate family finances with business finance, human resources (entrepreneurs) do not yet have a good entrepreneurial spirit, the average level of education is relatively shallow. Generally, they do not have access to banking, but some have access to non-bank financial institutions. Generally, they do not have a business license or other legal requirements(Anorang, 2009).

Concept of Halal and Islamic Tourism

Tourism is a variety of activities supported by various facilities and services provided by the community, businesspeople, government, and local governments. What is meant by halal is the provisions of sharia law, in the sense that a person is said to be legitimate to carry out an activity if the provisions of Islamic law carry it out. Thus what is meant by halal tourism is tourism that is by sharia principles (Djakfar, 2019). According to Duran, tourism has various social and cultural impacts (AKYOL & KILINÇ, 2014). Therefore, tourism must be developed in a more specific scope as a separate icon in building the brand image of an area, namely with the concept of halal tourism. Halal tourism is a new product from the Muslim and non-Muslim markets. According to Zulkifli, the halal market is classified into 3 (three) categories, namely: food, lifestyle (cosmetics, textiles, etc.), and services (tour packages, finance, transportation) (AKYOL & KILINÇ, 2014).

There is a difference between conventional, religious, and sharia or halal tourism. Conventional tourism focuses on nature, culture, and cuisine, which only aims to entertain visiting tourists and introduce the nation's culture Through the tourism industry. Religious tourism shows travel activities with a religious motivation or purpose carried out by religious people (Muslims, Christians, Hindus, Buddhists), usually by visiting religious holy places or religious leaders. This understanding also applies to the meaning of pilgrimage. Religious tourism can function as an activity that has motivated by Islamic principles. These activities include Hajj, Umrah, and (Jaelani, 2018).

Meanwhile, Halal tourism is a wider variety of activities than religious tourism, based on Islamic law values. As the World Tourism Organization (WTO) recommended, halal tourism consumers are Muslims and non-Muslims who want to enjoy local wisdom. The general criteria for halal tourism are: first, having an orientation to the public benefit. Second, have the orientation of enlightenment, refreshment, and tranquility. Third, avoid polytheism and superstition. Fourth, free from immorality. Fifth, maintain safety and comfort. Sixth, preserving the environment. Seventh, respecting sociocultural values and local wisdom (Jaelani, 2018).

Halal or Islamic tourism is tourism hospitality consumers and producers create through Islamic teachings. Many countries in the Islamic world are taking advantage of the rising demand for Muslim-friendly travel services (Razzaq et al., 2016). Meanwhile, Nirwandar said the existence of halal tourism is an extended service. If it is not there, look for it; if it's there, it can make you feel comfortable. Halal tourism can go hand in hand with others. Its nature can be complementary; it can be its product. For example, if there is a halal hotel, people looking for a hotel that guarantees the halal of their products will get more comprehensive options. This expands the market, not reducing (Sasha Nabilla Harahap, M Andri Ibrahim, 2020).

Halal tourism is a set of additional amenities, attractions, and accessibility services intended and provided to meet Muslim tourists Field's experiences, needs, and desires (Kismartini, 2020). Many people use halal tourism because of the universal characteristics of its products and services. Tourism products and services, objects, and destinations have so far depended on sharia values and ethics (Dkk, 2015). The term halal tourism has only been known since 2015, when a World Halal Tourism Summit (WHTS) event was held in Abu Dhabi, UAE. Previously, tourism only knew it as a Moslem Tour or the like. In this event, WHTS tries to realize that halal tourism's market share is substantial and must be developed continuously. In some big countries, the term halal tourism uses terms such as Islamic tourism, halal tourism, halal travel, halal lifestyle, or as a Muslim-friendly destination. Regarding industry, halal tourism is a complementary product. It does not eliminate conventional types of tourism as a new way to develop Indonesian tourism that upholds Islamic culture and values without losing the uniqueness and originality of the region (Hasan, 2017).

Marketing Strategy

Strategic marketing is a concept that describes marketing decisions, analysis, and problems, emphasizing an organizational view rather than a functional one. The role of marketing changes along with the awareness of the importance of customers for a company (Kotler, 2000). From the definition of marketing strategy above, it can be concluded that the marketing process aims to satisfy consumers. The primary key to achieving organizational goals is to identify the needs and wants of its target market and provide satisfaction to

consumers more effectively and efficiently than its competitors. Types of Marketing Strategies need to be known and understood to determine which marketing strategy is appropriate and by the company; it is necessary first to know the type and shape of consumer needs before the company markets the products it produces. Marketing strategies can be divided into four basic types: First, stimulating primary needs by increasing the number of users. Second, stimulate primary needs by increasing the level of buyers. Third, stimulate needs by maintaining existing services. Fourth, stimulate needs by attracting existing customers.

Marketing strategies can be classified, first; Primary Needs Strategy is designed primarily to increase the level of demand for a form or class of products from non-current use (which does not exist or has only a few competitors) and products with a large share of the market. We will benefit from a strategy designed to increase the number of users of the product form. Second, the Selective Needs Strategy is designed to improve the competitor's position of a product, service, or business. The primary focus of these strategies is on market share, as sales gains are expected to come by developing a competitor's one-class product form. A selective needs strategy can be achieved by retaining existing customers or by screening new customers.

SWOT Analysis

In general, it is a strategic planning method to evaluate the factors that influence efforts to achieve goals in both the short and long term. SWOT analysis plays a vital role in business because it aims to frame a company's situation and conditions from a SWOT point of view (Strengths, Weaknesses, Opportunities, Threats). According to Philip Kotler, SWOT analysis evaluates all the strengths, weaknesses, opportunities, and threats that exist in individuals or organizations. According to Pearce and Robinson, SWOT analysis is part of the company's strategic management process that aims to identify the company's main strengths and weaknesses. The main weaknesses and strengths are compared with external opportunities and threats as a basis for generating various alternative strategies. Meanwhile, according to Freddy Rangkuti, the definition of SWOT analysis is an effort based on the logic that can maximize opportunities and strengths while minimizing weaknesses and threats. SWOT analysis aims to identify various factors systematically to formulate a company strategy (Freddy Rangkuti, 2008).

The synergy of Halal Tourism, Micro Economy, and Gorontalo

Each region, institution, or organization generally has a goal in achieving its vision and mission; these goals can only be achieved through efforts to maintain and increase the level of profit or profit, both material and non-material. Institutions or organizations can only maintain and increase their products' selling power or promotion through efforts to find and foster internal (managers) or external (community) and control market share and community desires. This goal can only be achieved if the marketing department of the institution or organization, in this case, regional tourism, implements a strategy to be able to use the opportunities or opportunities that exist in marketing so that the position or position of the tourism management institution or organization in an area can be maintained and improved.

In this case, it can be seen from the formulation of a marketing strategy consisting of the Marketing Mix that every institution or organization is always trying to develop and compete. In this case, every institution or organization always determines and implements

strategies and ways of implementing marketing activities. One element of the marketing strategy is the reference or marketing mix, a strategy that Gorontalo Tourism towards Halal Tourism has carried out. *First* is the Product Strategy, namely the halal tourism products and micro-economy in Gorontalo Province, which is to cultivate various products made by local communities, both culinary and handicraft creations. Several tourist sites have been connected to the cultural activities of the local community; even traditional culinary SMEs are also presented to introduce visitors and people from outside Gorontalo Province. *Second*, the Price Strategy, namely the price strategy for halal tourism and micro-economy in Gorontalo Province, presents tourist attractions at affordable prices for the community without reducing facilities. Tourism managers in Gorontalo Province adjust prices to the income and economy of the local community; even some tourist attractions can be visited for free but still provide a sense of comfort and safety for visitors. *Third*, the Promotion Strategy, namely the strategy for promoting halal tourism and micro-economy in Gorontalo Province, is still dominated by manuals, namely word of mouth, or from previous visitors to potential visitors or other communities. Tourism managers in Gorontalo Province are greatly helped by the people of Gorontalo who have traveled to these locations and then shared travel activities through their social media, such as Facebook, Instagram, TikTok, and others. Tourism reporting is also raised through writing blogs and media so the public can enjoy and know about tourism exports. *Fourth* is the location strategy, namely the halal tourism locations and micro-economy in Gorontalo Province, which is more dominated by the coast with various tourist landscapes that are directly adjacent to the potential and opportunities of tourist areas. The tourist locations in Gorontalo Province are generally close to road access and other facilities, thus making strategic tours easy to reach by local people and immigrants. The micro-community economy is also built with a strategic presence and a supportive environment to make it easier for the community to introduce tourism, culture, nature, and customs.

SWOT Analysis Based on External and Internal Factors

Gorontalo Province is a new province founded in 2000 and until now continues to improve to increase and grow regional income, one of which is through the tourism sector. Gorontalo Province has a variety of tourism that supports and has the potential to become halal tourism in Indonesia; through the existence of halal tourism, the micro-economy of the Gorontalo community will also increase. This is, of course, the main point in the development of tourism in Gorontalo towards halal tourism; however, it is currently not appropriate and still needs adaptation through management, systems, and policies, of course, must continue to be encouraged and supported by all elements in Gorontalo Province. The following is a breakdown of the strengths, weaknesses, opportunities, and threats that the authors summarize through the results of interview data. Internal Factors, Strengths, namely Islamic Society, Religion, and Culture Synergize, Having Icons, Symbols, and other Islamic Names, Strategic Locations, and Having Tours that are known Domestically and Abroad. Weaknesses: minimal community quantity; community economy still needs to be stronger; regional economic growth needs to be faster. Tourism management could be more optimal, promotion could be more optimal, and souvenir products still need to be published. External Factors, Opportunities, namely the Tourism Segment is clear, Cooperation with the Public or Private, the largest Muslim population, Sharia Economic Growth continues to grow and qualifies Sharia Economic HR. Threats, namely, the government needs to pay attention to

tourism optimally, need for more investors, minimal understanding of halal tourism, and intensive promotion of halal tourism in other provinces.

From the SWOT analysis described above, it can be concluded that there are still many shortcomings in managing tourism in Gorontalo Province to become Halal Tourism friendly to the Indonesian Muslim community and abroad. Halal tourism is the main goal that continues to be carried out in Gorontalo Province to build the community's economy without leaving the prevailing culture and customs. The solution offered for tourism in Gorontalo Province is an intense collaboration between the community, managers, and the community by continuing to carry out promotions and supporting facilities and other Muslim-friendly supports. The existence of tourism in Gorontalo, which is almost entirely natural, must be maintained and cared for properly and optimize the various potentials and opportunities they have. To find out the steps that need to be taken by the management of tourism in Gorontalo Province (Cultural Tourism and Nature Tourism) such as Safar Bathing Culture, Karanji Culture, Lombongo Nature Tourism, Pentadio Hot Spring Tour, Libuo Beach Tour, Ratu Beach Tour, and Tourism Minanga Beach by determining marketing strategy policies that are adjusted to the SWOT matrix. This is based on internal factors (strengths and weaknesses) and external factors (opportunities and threats) owned by the tours sampled for Halal Tourism in Gorontalo Province so that the possibility of making wrong decisions in marketing can be avoided. Based on the SWOT matrix, the results of the SWOT analysis of Halal Tourism and Microeconomics in Gorontalo Province are obtained as follows:

SWOT Analysis Format for Internal and External Factors

1. Strengths

| NO | STRENGTH | WEIGHT (BOBOT) | SCORE | SCORE VALUE |
|----|---|----------------|-------|-------------|
| 1 | Islamic Society | 0,1 | 3 | 0,3 |
| 2 | Religion and Culture Synergize | 0,2 | 3 | 0,6 |
| 3 | Have Islamic Icons, Symbols and Names | 0,2 | 3 | 0,6 |
| 4 | Strategic location | 0,7 | 4 | 2,8 |
| 5 | Have Tours that are known Domestic and Overseas | 0,7 | 4 | 2,8 |
| | SUB TOTAL | 1,9 | 17 | 7,1 |

2. Weakness

| NO | WEAKNESS | WEIGHT (BOBOT) | SCORE | SCORE VALUE |
|----|--|----------------|-------|-------------|
| 1 | Minimum Community Quantity | 0,3 | 3 | 0,9 |
| 2 | Community economy is still relatively weak | 0,1 | 2 | 0,2 |
| 3 | Slow Regional Economic Growth | 0,2 | 3 | 0,6 |
| 4 | Tourism Management is not optimal | 0,4 | 3 | 1,2 |
| 5 | Promotions that are not optimal | 0,3 | 3 | 0,9 |
| 6 | Souvenir Products that have not been published | 0,2 | 2 | 0,4 |
| | SUB TOTAL | 1,5 | 16 | 4,2 |

From the results of the table analysis on the strength, the factor has a total value of 7.1, while the weakness has a total value of 4.2.

3. Opportunity

| NO | OPPORTUNITY | WEIGHT (BOBOT) | SCORE | SCORE VALUE |
|----|--|----------------|-------|-------------|
| 1 | Travel segment is clear | 0,3 | 3 | 0,9 |
| 2 | Cooperation with Public or Private | 0,3 | 3 | 0,9 |
| 3 | Largest Muslim population | 0,1 | 2 | 0,2 |
| 4 | Sharia Economic Growth continues to grow | 0,1 | 2 | 0,2 |
| 5 | Qualified Islamic Economics HR | 0,2 | 3 | 0,6 |
| | SUB TOTAL | 1 | 13 | 2,8 |

4. Threat

| NO | THREATS | WEIGHT (BOBOT) | SCORE | SCORE VALUE |
|----|--|----------------|-------|-------------|
| 1 | The government has not paid attention to tourism optimally | 0,2 | 2 | 0,4 |
| 2 | Lack of investors | 0,5 | 3 | 1,5 |
| 3 | Lack of understanding of Halal Tourism | 0,2 | 2 | 0,4 |
| 4 | Intensively Promotion of Halal Tourism in other Provinces | 0,4 | 3 | 1,2 |
| | SUB TOTAL | 1,3 | 1 | 3,5 |

This table shows that the opportunity factor has a score of 2.8, and the threat factor has a total score of 3.5. Furthermore, the total score for each can be broken down: strength 7.1, weakness 4.2, opportunities 2.8, and threats 3.5. Then the value of strengths and weaknesses has a difference of (+) 2.9, and the importance of opportunities and threats has a difference of (+) 0.7. These results indicate that tourism in Gorontalo towards halal tourism and microeconomic empowerment has good opportunities and is in stable condition, making it possible to continue to be followed up and developed to grow the community's economy and tourist arrivals to Gorontalo Province are comfortable and friendly for the Muslim community and so that able to achieve optimal results.

SWOT Analysis Matt

| IFAS EFAS | Strengths (S) List of all powers possessed | Weaknesses (W) List of all weaknesses |
|---|---|--|
| Opportunities (O) List of all identifiable opportunities | Strategy (SO) (Aggressive) = 7,1 + 2,8 = 9,9 | Strategy (WO) (Turn-Around) = 4,2 + 2,8 = 7 |
| Threats (T) List of identifiable threats | Strategy (ST) (Diversification) = 7,1 + 3,5 = 10,6 | Strategy (WT) (Defensive) = 4,2 + 3,5 = 7,7 |

From the table above, it can be concluded that strength + opportunity (SO) = 9.9, opportunity + weakness (WO) = 7, strength + threat (ST) = 10.6, and weakness + threat (WT) = 7.7. So that in planning this strategy, the management of tourism in Gorontalo Province (Cultural Tourism and Nature Tourism), such as Bathing Safar Culture, Karanji Culture, Lombongo Nature Tourism, Pentadio Hot Water Tourism, Libuo Beach Tourism, Ratu Beach Tourism, and Beach Tourism. What needs to be done is to use Strategy (ST) with a value of 10.6, then SO, WT, and WO.

From the SWOT analysis above, the strengths and threats are more significant than the weaknesses and opportunities. Therefore, it is a profitable position and must be watched out for, the manager has good strength, and there are threats from external or competitors for halal tourism in other provinces in Indonesia, so the manager can take advantage of the internal strengths of the tours owned by the tourism industry. Tourism in Gorontalo Province (Cultural Tourism and Nature Tourism) such as Safar Bathing Culture, Karanji Culture, Lombongo Nature Tourism, Pentadio Hot Springs Tourism, Libuo Beach Tourism, Ratu Beach Tourism, and Minanga Beach Tourism to the fullest, and the managers also need to implement strategies that can minimize external threats, by making policies and forming an implementing team and a supervisory team to support tourism in Gorontalo Province to become halal tourism that is friendly to visitors or tourists, especially Muslim tourists.

CONCLUSION

The marketing strategy can be concluded that everything done to support halal tourism is by what is targeted in the short, medium, and long term. However, in the results of this study, the tourism marketing strategy throughout Gorontalo Province has not been going well and the wishes of many people, always visitors and users of tourist attractions, because there are still many obstacles that need to be resolved. Based on the results of the SWOT analysis, it can be concluded that the strategy given is diversification, meaning that tourism in Gorontalo Province (cultural tourism and nature tourism) such as Safar Bathing Culture, Karanji Culture, Lombongo Nature Tourism, Pentadio Hot Water Tourism, Libuo Beach Tourism, Ratu Beach Tourism, and Minanga Beach Tourism is in prime condition, but some threats need to be anticipated. Strength and threat factors are more significant than weakness, opportunity, and others. Therefore, it is a profitable position and must be watched out for, the manager has good strength, and there are threats from external or competitors for halal tourism in other provinces in Indonesia, so that the manager can take advantage of the internal strengths of the tours owned by the tourism industry. Tourism in Gorontalo Province (Cultural Tourism and Nature Tourism) such as Safar Bathing Culture, Karanji Culture, Lombongo Nature Tourism, Pentadio Hot Springs Tourism, Libuo Beach Tourism, Ratu Beach Tourism, and Minanga Beach Tourism to the fullest, and the managers also need to implement strategies that can minimize external threats, by making policies and forming an implementing team and a supervisory team to support tourism in Gorontalo Province to become halal tourism that is friendly to visitors or tourists, especially Muslim tourists.

The next step in decision-making is the marketing strategy for tourism in Gorontalo Province which can be done with the ST strategy that utilizes internal strengths and remains alert to threats that may be present. The new strategies produced in the development through SWOT analysis on tourism in Gorontalo Province (Cultural Tourism and Nature Tourism), such as Safar Bathing Culture, Karanji Culture, Lombongo Nature Tourism, Pentadio Hot Water Tourism, Libuo Beach Tourism, Ratu Beach Tourism, and Minanga Beach Tourism.

First, the SO (Strenght Opportunities) Strategy, namely Strengthening ties between Islamic Communities, Strengthening the synergy of faith, religion, and local culture, introducing the Icon, Symbol, and Designation "Bumi Serambi Madinah and the Gorontalo community principle "Adati Hula Hulaa to Syara'a, Syara' a Hula Hula to Qur'ani." It utilizes Strategic Locations and Tours that have been known Domestically and Abroad. Second, the WO (Weakness Opportunities) Strategy, namely Increasing the number of people who is still minimal, Improving the economy of the community, which is still relatively weak, Increasing regional economic growth which,h is still slow, Regeneration and Optimizing the role of tourism management, Optimizing promotions on various opportunities and Produce and introduce souvenir products at tourist sites. Third, ST (Strength Threats) Strategy, namely precise tourism segmentation, increasing collaboration with the public and private sector, empowering a sizeable Muslim population, taking advantage of growing sharia economic growth, and empowering qualified sharia economic. Fourth, WT (Weakness Threats) Strategy, namely Increasing the role of the government that has not paid attention to tourism optimally, presenting investors who are still relatively minimal, Providing and disseminating the understanding of halal tourism to the public, and increasing the promotion of halal tourism optimally and must be more aggressive than other provinces in Indonesia.

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