



Hexahelix collaboration in developing halal tourism in Indonesia

Yudithia Yudithia¹, Ilham Sentosa², Eiad Yafi³

¹Universitas Maritim Raja Ali Haji, Tanjungpinang. Indonesia

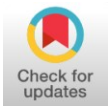
²Universiti Kuala Lumpur Business School, Kuala Lumpur. Malaysia

³University of Technology Sydney, New South Wales. Australia

Corresponding Author: yudithia@umrah.ac.id

<https://doi.org/10.69812/itj.v1i1.13>

Article Info



Article History;

Received:

17 March 2024

Revised:

30 April 2024

Accepted:

7 May 2024

Abstract:

Tourism collaboration is to create a series of tourism programs or activities that are more diverse, attractive, and sustainable to attract tourists to visit an area or tourist destination on an ongoing basis. The purpose of the Hexahelix collaborative research in the development of halal tourism in Indonesia is to examine the potential for halal tourism in Indonesia and how this potential can be optimally and sustainably developed through collaboration between Government, community, academia, private sector, law and the mass media which have their respective roles. The method of using post-positivism qualitative research sees reality as a construction continuously developed through subjective experiences, so post-positivism qualitative research emphasizes in-depth interpretation and understanding related to phenomena. Logical analysis can identify errors or weaknesses in an argument or ensure that the conclusions drawn from the argument are correct and consistent. The results show that the hexahelix collaboration significantly contributes to accelerating halal tourism development in Indonesia. In this study, it was also found that the development of halal tourism in Indonesia has enormous potential as a type of tourism trending and experiencing rapid growth in Indonesia and the world. Thus, it is hoped that the development of halal tourism in Indonesia can be successful and provide greater benefits for economic development and people's welfare.

Keyword: Hexahelix; Collaboration; Halal Tourism



INTRODUCTION

Halal tourism is a type of tourism that is friendly to the culture and beliefs of Muslims. Halal tourism allows Muslim tourists to taste the beauty of nature and culture without violating religious rules (El-Gohary, 2016; Junaidi, 2020). Several important things in Halal Tourism are halal food, accommodation that provides prayer facilities, and tourist objects that do not conflict with Islamic values (Prayag, 2020; Ratnasari et al., 2020). Halal tourism is increasingly popular and developing worldwide as a response to the increasing tourism demand among Muslim tourists (Battour et al., 2018; Mohsin et al., 2016) refers to tourism activities that do not violate Islamic religious rules, such as not consuming food that is not halal or haram, avoiding tourist attractions that provide

inappropriate entertainment or violating religious morals, and following other regulations following Islamic teachings (Boğan & Sarıışık, 2019; Widagdyo, 2015).

Halal tourism can be joined by anyone who wants to uphold religious values and preserve good manners in tourism activities (Biancone et al., 2019; Moshin et al., 2020). Halal tourism also provides great economic opportunities for the development of the tourism industry and contributes to income from the tourism sector in various countries (Harahsheh et al., 2020; Suhartanto et al., 2020; Talib et al., 2014). As a country with a majority Muslim population, Halal Tourism is one of the main attractions of tourism in Indonesia (Han et al., 2019; Vargas-Sánchez & Moral-Moral, 2020) can attract Muslim tourists from all over the world to visit Indonesia and explore the natural beauty and culture of Indonesia. Halal tourism is also a solution for Muslim tourists who have special needs, such as finding halal places to eat, places of worship, and accommodation that respects religious traditions (Battour et al., 2010; Musfiroh et al., 2021; Widhasti et al., 2017). Halal tourism can also boost the economy by opening up new business opportunities in the tourism service sector (Pamukcu & Sariisik, 2021; Ratnasari, 2020).

Halal Tourism can promote its rich cultural and historical heritage to Muslim tourists worldwide, such as visits to Islamic boarding schools, historical sites, and beautiful gardens (Battour & Ismail, 2016; Henderson, 2016; Vargas & Moral, 2019). Halal tourism will benefit the people of Indonesia, especially those who live in tourist areas (Battour et al., 2022; Carboni & Janati, 2016). The development of tourist areas is an effort to create more attractive and quality tourism destinations to increase the number of tourist visits and benefit from the tourism sector (Rachmiatie et al., 2020; Rojabi et al., 2023). So, Halal Tourism is very important to increase Indonesia's tourism potential, benefit the economy, and respect the needs of Muslim tourists in Indonesia. Based on researchers' findings, the factual problem of halal tourism in Indonesia is the lack of collaboration between stakeholder parties (Suhartanto et al., 2021).

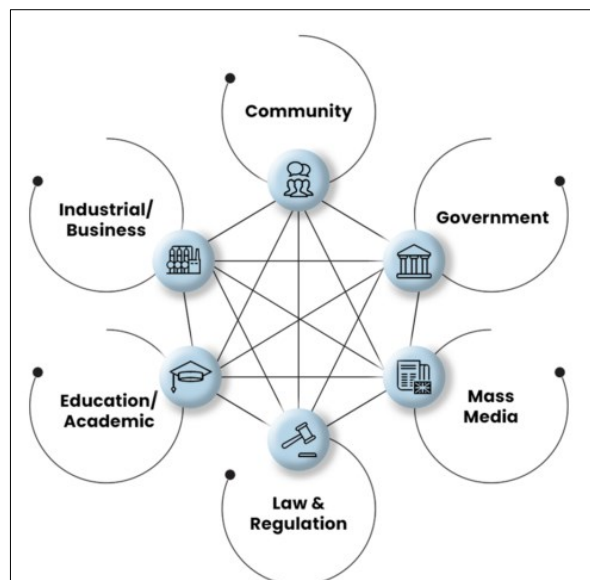


Figure 1. The Hexahelic Collaboration Concept
Source: processed by researchers, 2023

Strong collaboration between all related parties will strengthen the development of halal tourism in Indonesia. This collaboration enables knowledge, resource, and risk

sharing in developing the industry (Dwiyanto, 2017; Haryono, 2012). A collaborative approach to creating formal innovation and solving problems with sustainable stakeholder engagement (Lathrop & Ruma, 2010; Scott & Boyd, 2020). The Hexahelix collaboration is a framework for collaboration between six main parties in the innovation ecosystem (Hidayaturrahman et al., 2021). Each party has a unique role and responsibility in building a sustainable innovation ecosystem.

This collaboration promotes a symbiotic relationship between various parties to achieve a common goal. Hexahelix can be applied in various contexts, including technology development, community development, and business. This model is based on the concept that the greatest innovation value can be generated through collaboration between all parties involved in the innovation process, not just between researchers or companies. In this model, each party has unique roles and responsibilities that can complement each other to achieve common innovation goals. This research aims to gain a deeper understanding of the importance of collaboration in the development of halal tourism in Indonesia. This research also aims to identify the most effective hexahelix collaboration model in facilitating the development of halal tourism in Indonesia. In addition, this research also aims to provide recommendations that can assist the government and related institutions in promoting and developing halal tourism in Indonesia sustainably. In this way, it is expected to increase Indonesia's competitiveness in the global arena in the field of halal tourism.

RESEARCH METHOD

The post-positivism qualitative research method is a qualitative research approach that criticizes the positivist paradigm in social research. This method aims to understand complex phenomena through direct observation and combines subjective and objective approaches in research (Clark, 1998; Groff, 2004). In the post-positivism qualitative research method, researchers not only focus on empirical substance obtained through processed data generated in developing explanations but also try to understand the context of human life surrounding the phenomenon under study (Creswell, 2003).

Post-positivism qualitative research methods use a theory-fit framework, allowing researchers to incorporate their theoretical understanding of the phenomenon under study in their analytical process. This helps researchers understand the social meaning embodied in phenomena and enables them to generate a more detailed understanding of social complexity. Researchers conducting logical analysis test the truth of an argument by using substantive thinking on facts and phenomena in logic. This involves assessing the correspondence between premises and conclusions.

RESULT AND DICUSSION

Challenges and Obstacles to Developing Halal Tourism in Indonesia

The development of halal tourism in Indonesia has challenges and obstacles that must be overcome to succeed. Some of the challenges and obstacles that may be faced are as follows:

1. Low awareness and understanding: There is still a lack of understanding and awareness about halal tourism among Indonesian people. Many people still don't know what halal tourism is and its benefits. Effective education and promotion must be done to increase awareness and knowledge about halal tourism.

2. Inadequate infrastructure: Adequate infrastructure is very important to support the development of halal tourism. Some areas still have limited facilities, such as mosques, halal restaurants, and accommodations following Islamic rules. The Government needs to play an active role in improving this infrastructure to support the development of halal tourism.
3. The Availability of human resources requires a trained workforce in the hotel, restaurant and tourism industries. However, there is still a shortage in the Availability of human resources who are trained in the field of halal tourism. The necessary training and education need to be increased to meet the needs of this industry.
4. Unclear regulations: Clear and consistent regulations are important for developing halal tourism. However, there are still deficiencies in regulations related to halal tourism in Indonesia. The Government needs to ensure that regulations support the development of halal tourism and provide legal certainty for industry players.
5. Ineffective promotion: Effective promotion is needed to introduce halal tourism to Indonesians and foreign tourists. Promotion must be done as well as possible to attract tourists and create a positive image of halal tourism in Indonesia. Collaboration with various parties, such as airlines, travel agents, and tour operator agencies, is also needed to promote halal tourism.
6. Global competition: Halal tourism is not only a focus in Indonesia but also in other countries. Competition with other countries that are also developing halal tourism can be a challenge that Indonesia must face. Indonesia needs to strengthen its superiority by presenting various quality tourist destinations to remain competitive.
7. Regional gaps: The development of halal tourism has not been evenly distributed throughout Indonesia. Several regions are still lagging in the development of halal tourism, both in terms of infrastructure and promotion. The Government needs to pay more attention to these lagging areas to increase the development of halal tourism evenly.

In facing these challenges and obstacles, the Government, industry players and the community must work together to develop halal tourism in Indonesia. Support from various parties and strong commitment will be the key to success in facing this challenge.

Hexahelix Collaboration in Developing Halal Tourism in Indonesia

The Hexahelix collaboration in the development of halal tourism in Indonesia is a collaboration between six elements in the development of halal tourism which can be explained as follows:

1. Government

The Government has an important role in the Hexahelix collaboration (six factors involved in the development of innovation and the creative economy) in halal tourism in Indonesia. Some of the roles the Government can play include:

- a. Determine clear directions and regulations related to halal tourism, such as halal standards, halal certification, and development of halal tourism products. The government can do several things to determine clear directions and regulations related to halal tourism. With clear regulations and directions, entrepreneurs in the tourism industry can effectively develop halal tourism businesses and accommodate the increasing demand for Muslim tourists. At the same time, halal tourism can strengthen the local economy and generate significant economic benefits.

- b. Encouraging the acceleration of infrastructure development and facilities supporting halal tourism. Steps that can be taken to accelerate the development of infrastructure and facilities that support halal tourism are as follows:
- Identify the potential for halal tourism and determine priorities for infrastructure development which are the main needs. This is done so that the development of infrastructure and facilities that support halal tourism can be oriented towards the needs and desires of halal tourists.
 - Collaborating with related parties, such as the Government, private institutions and local communities, to accelerate the development of infrastructure and facilities that support halal tourism. This cooperation can be done through partnerships or investments to accelerate the required infrastructure and facilities development.
 - Encouraging the hotel sector to develop halal accommodations, such as rooms equipped with Qibla, prayer equipment, and halal food. In addition, training and education can also be held for hotel employees to understand the needs and desires of halal tourists.
 - Expanding the network of prayer stops at various tourist spots to make it easier for halal tourists to perform their prayers. This can be done by collaborating with mosques or other related parties and paying attention to complete functionality and facilities.
 - Encouraging the development of halal culinary centres, which can offer a variety of regionally typical halal culinary delights. Developing a halal culinary centre can also stimulate the growth of the area's halal food and beverage industry.
- c. Increasing the promotion of halal tourism in Indonesia through various media and platforms, both domestically and abroad. Various ways can be done to increase the promotion of halal tourism in Indonesia through various media and platforms:
- Creating websites and social media highlighting halal tourism in Indonesia, such as halal culinary tours, hotels, and Muslim-friendly tourist attractions.
 - Collaborating with culinary entrepreneurs and halal hotels to create attractive and informative promotional videos, which can be promoted through social media and websites.
 - Holding events focusing on halal tourism, such as halal culinary festivals or other events.
 - Involve well-known media and bloggers in disseminating information about halal tourism in Indonesia.
 - Organizing training and workshops for tourism and hotel entrepreneurs so they can provide friendly services for Muslim tourists.
 - Designing attractive and affordable halal tour packages to attract tourists from various countries.
- Promoting halal tourism in Indonesia through various media and platforms is hoped to attract Muslim tourists from various countries to come to Indonesia and become repeat visitors.
- d. Providing adequate funding and technical assistance for halal tourism industry players, including improving the quality of products and services, marketing strategy plans, and technology and innovation support. The level of awareness of the importance of halal tourism is increasing, but not many industry players can meet the

standard requirements to become halal tourism. Therefore, there needs to be adequate funding and technical assistance for halal tourism industry players so they can improve the quality of the products and services they offer. The funding program can be in the form of providing business loans, capital assistance, or training in developing business strategies. Overall, funding support and technical assistance will help halal tourism industry players to meet the standard requirements to become a superior and competitive halal tourist destination in the global market.

- e. Collaborate with stakeholders such as halal business associations, universities and research institutions, the halal community and the private sector. In developing the halal industry, collaboration with relevant stakeholders is very important to ensure that the industry is built following internationally recognized halal principles and standards.
- f. Organizing creative economy events and events to increase the visibility of halal tourism products and services and increase the entrepreneurial spirit and independence of business actors in this field. This is an important and effective step in promoting and increasing the halal tourism industry, which can positively impact the country's economy. Events such as exhibitions, bazaars, culinary festivals, workshops, seminars and competitions will allow businesses to introduce their products and services to the public and potential customers. In this context, the Government needs to provide support in the form of facilities and policies that support the growth of creative industries and halal tourism. To create a conducive environment and enable funding and capital for local business actors and foreign investment. Creative economic activities will help increase the visibility of halal tourism products and services, create jobs, and advance the national economy and sustainable tourism.

With the government's role continuing to encourage the development of halal tourism in Indonesia, it is hoped that Hexahelix can be formed in synergy and have a positive impact on the Indonesian economy and its people. Overall, it can be concluded that the government's role in developing halal tourism in Indonesia is very important. The government as a regulator and manager of natural and cultural resources must be able to create conducive conditions for business actors and tourist attractions to develop and offer comprehensive and quality halal tourism services. The government must also encourage collaboration between related sectors, such as tourism, religion, health, education, culinary and creative industries to improve the quality and diversity of halal tourism products. In this case, the government can provide incentives, training and technical support for those who want to get involved in the halal tourism industry.

In addition, the Government must also ensure that there are accurate and reliable halal standards and certificates to ensure that tourism products and services meet halal standards following Islamic teachings. The Government can also actively promote halal tourism through marketing and promotional campaigns on the international and domestic levels. With collaboration, Indonesia has great potential to become the main halal tourist destination in the world. This success will increase the tourism sector's contribution to the national economy.

2. Private

The development of halal tourism in Indonesia is a promising business opportunity for the private sector. As a country with a majority Muslim population,

Indonesia has great potential to develop halal tourism by attracting Muslim tourists from within and outside the country. Along with the increasing market demand for halal tourism, the private sector can take advantage of this opportunity by investing in halal tourism businesses such as hotels that apply halal principles, halal restaurants, Muslim-friendly tourist attractions, etc. The private sector has an important role in the development of halal tourism in Indonesia. One is as an infrastructure developer, such as halal hotels, restaurants, and family-friendly and halal-certified tourist attractions.

Halal-certified is a label or certificate showing that a product or service meets the standards set by a recognized and trusted halal authority. Halal certificate-halal certification concerns materials and product processing, including lugar, completeness of equipment, processing site, and processing and distribution processes. Manufacturers or service providers who have obtained halal certificates have ensured that their products or services do not contain haram ingredients and have been processed according to Islamic rules and principles. Halal certificates are very important for Muslim consumers as they ensure the product is safe and compliant with Sharia law.

In addition, the private sector can also contribute to promoting halal tourism in Indonesia through effective marketing and promotion, collaboration with the Government in participating in halal tourism promotion activities, and special training for workers involved in the tourism industry to provide good services, according to halal principles. With the private sector's involvement, halal tourism development in Indonesia will be further accelerated and is expected to impact the Indonesian economy and its people positively. In addition, the private sector can also provide various tourism activities following halal principles, such as halal culinary tours, halal shopping tours, and cultural tours that are friendly to Muslim families.

The private sector can also promote Indonesia's halal tourism industry internationally through various digital and social media platforms, such as halal tourism websites, halal travel applications, and all social media platforms targeting Muslim travellers. Not to be left behind, the private sector can play a role as customers and users of halal tourism services, which in turn triggers the growth of this industry by providing increased income for businesses and increasing the trust of Muslim tourists to visit Indonesia. Therefore, the private sector must take the initiative and actively develop Indonesian halal tourism to strengthen Indonesia's position as the world's leading destination.

Community

The community is very important in the Hexahelix collaboration in developing halal tourism in Indonesia. In addition, the community must also maintain local traditions and culture, which are the hallmarks of halal tourism in Indonesia. With the community's support, halal tourism development in Indonesia can be faster and run well and become one of the great potentials for national economic development. The following are some of the roles of the community in the collaboration:

- a. Become an active consumer of halal tourism: Communities have an important role in strengthening Indonesia's demand for halal tourism products. By becoming active consumers of halal tourism, the community can help the tourism industry improve the quality of halal tourism products available in Indonesia. Being an active consumer of halal tourism means actively seeking and selecting halal tourism products and services that comply with halal principles, from the Availability of halal food, accommodation, and transportation, to activities that follow Islamic teachings. In

addition, active halal tourism consumers will also be involved in improving the quality of halal tourism products and services by providing constructive input and feedback. They will also participate in halal tourism programs such as training, workshops and seminars to enrich their knowledge and choices of available halal tourism options.

- b. Introducing halal tourist destinations: The public can also contribute to promoting and introducing halal tourist destinations in Indonesia to domestic and foreign communities. This can be done by utilizing social media, blogs, or online discussion forums. Introducing halal tourist destinations by the public is an effort to introduce and promote tourist destinations that comply with halal principles recognized by Muslims. This involves people living in halal tourist destinations, such as halal restaurant owners, halal hoteliers, and other tourism workers who participate in introducing these tourist destinations to Muslim tourists. The public can actively promote halal tourist destinations through social media, blogs or websites, as well as collaboration with related parties such as government agencies or the tourism industry. This aims to expand the reach of halal tourist destinations and increase the number of Muslim tourists visiting these places.
- c. Improving the quality of halal tourism products: The public can also provide input and feedback on the halal tourism products they have visited. This can help the tourism industry improve the quality of its products and services. Improving the quality of halal tourism products is an effort to increase the value and service of products that meet halal standards. This includes the development of infrastructure, facilities, promotion and management of tourist destinations by halal and sharia principles. The aim is to attract Muslim visitors who want to travel safely and comfortably religiously and fulfil their needs based on halal principles, such as food, drink, tourist attractions, and accommodations that follow their beliefs. The emphasis on improving the quality of halal tourism products also aims to increase the competitiveness of tourist destinations in the tourism industry.
- d. Becoming an agent of change: Being an agent of change by the community in halal tourism means being a pioneer or initiative in changing or improving the quality and service in the halal tourism industry, which pays attention to consumers' religious, health and safety aspects. As agents of change, the community must have a strong understanding of the concepts and values of halal tourism and play an active role in promoting and developing the potential of halal tourism in their region or community. Thus, being an agent of change in halal tourism contributes to increasing halal economy and creating a better and more sustainable community life.

In the Hexahelix collaboration, the role of the community is an important part of the development of halal tourism in Indonesia. With awareness and active participation from the community, it is hoped that the halal tourism industry can develop better and provide maximum benefits for the people of Indonesia. From the various information obtained, it can be concluded that the role of the community is very important in the development of halal tourism in Indonesia. As consumers of halal tourism, the community must provide support and active participation in developing halal tourism, namely by promoting halal tourism and acting as a good agent for halal tourism. In addition, the community must also participate in improving infrastructure and evaluating the quality of services provided by halal tourism business managers. The community must also participate in maintaining and preserving nature and the environment around halal tourism so that it can be used as an attraction for tourists.

3. Academics

Academics are very important in Hexahelix's collaboration in developing halal tourism in Indonesia. Academics have knowledge and expertise in academia, which is invaluable in strengthening collaboration between Hexahelix groups. Following are some of the roles of academics in the Hexahelix collaboration for the development of halal tourism in Indonesia:

- a. Building communication networks: Academics can help build and strengthen communication networks between Hexahelix groups. They can facilitate dialogue between different groups and help identify potential collaborations that can be forged.
- b. Provide data and knowledge: Academics can provide data and initial knowledge about the halal tourism industry in Indonesia. They can help identify challenges and opportunities in the industry and provide suggestions and recommendations for further development.
- c. Technical assistance: Academics can provide technical assistance in developing halal tourism products and services. They can assist with research, development and testing of products and services, as well as assist with staff training and teaching of best practices.
- d. Broaden the scope of collaboration: Academics can help broaden the scope of collaboration between Hexahelix groups. They can forge links with other academic institutions and organizations in the tourism industry and contribute to developing innovations and stronger relationships.
- e. Provide research and evaluation support: Academics can be a valuable resource in conducting research and evaluating the results of collaboration in the development of halal tourism. This can help measure the collaboration's success and find ways to increase its output and impact.

Thus, the role of academics is very important in achieving the goals of the Hexahelix collaboration for the development of halal tourism in Indonesia. They can help improve the quality of products and services, broaden the scope of collaboration, and measure and enhance the impact of collaboration.

Law

The role of law or regulation is very important to help regulate and form a conducive environment for the Hexahelix collaboration. Several legal or regulatory roles that can be played in the development of halal tourism in Indonesia include:

- a. Setting and monitoring halal standards: In halal tourism, halal standards are very important to ensure the quality of halal products and services. Therefore, the Government can play an important role in making regulations related to halal standards and monitoring their implementation by industry players. Setting and monitoring halal standards in halal tourism ensures that all food, drinks and tourism activities comply with halal principles. Several ways to regulate and monitor halal standards in halal tourism are as follows:
 - Halal Certification: Tour companies must have halal certification from an authorized agency or institution to guarantee that the tourism and food products served comply with halal standards.
 - Employee training and certification: All employees related to Halal tourism must receive training on Halal standards, including Halal food, beverage and

management systems. They must also obtain halal certification to ensure that the food and drinks they serve are truly halal.

- **Monitoring and testing:** The tourism company must conduct periodic testing and monitoring of the food and beverage ingredients used to ensure they are truly Halal. This can be done by conducting an internal audit or using the services of a third-party expert in the halal field.
- **Have clear and open information:** Tour companies must provide clear and open information to guests about the Halal standards they apply and how they maintain Halal purity in Halal tourism.
- **Meet specific requirements:** Tour companies must understand specific requirements in halal, such as the use of certain ingredients or certain requirements in the food and drinks served.

By adhering to strict Halal standards, Halal tourism companies can ensure that the tourism and food products they provide comply with Halal principles and will be more attractive to Muslim travellers.

- b. **Infrastructure development:** The Government can play an important role in providing the infrastructure needed to develop halal tourism, such as halal food and other supporting facilities.
- c. **Law enforcement:** Strict law enforcement measures against industry players who violate halal standards and business ethics can help maintain the quality and reputation of the halal tourism industry in Indonesia. The stringent law enforcement steps that can be taken against industry players who violate halal standards and business ethics in the field of halal tourism include:
 - **Formation of a halal industry oversight team** comprising various related parties such as the Ministry of Tourism, the Indonesian Ulema Council (MUI), and the Food and Drug Supervisory Agency (BPOM). This team is tasked with supervising and monitoring Indonesia's halal tourism industry players.
 - **Provision of strict sanctions** against halal tourism industry players who violate halal standards and business ethics. Sanctions include fines, revocation of business licenses, termination of cooperation with other business actors, and criminal charges.
 - **Education and outreach** to the public and industry players regarding the importance of maintaining the quality and reputation of the halal tourism industry in Indonesia. This can be done through outreach, seminars and campaigns that related agencies routinely carry out.
 - **Increasing the quality and number of competent halal auditors** to conduct several audits of all industry players in the halal tourism sector.
 - **Development of a database** related to products and halal tourism industry players in Indonesia that can assist relevant agencies in monitoring and supervising halal industry players.

With stringent law enforcement measures against industry players who violate halal standards and business ethics, it is hoped that this will help maintain the quality and reputation of the halal tourism industry in Indonesia and make it a superior and quality halal tourist destination in the eyes of the world.

- d. **Providing incentives:** To encourage the halal tourism industry to develop, the Government can provide incentives in the form of ease of licensing, tax exemptions,

and subsidies for developing the halal tourism business. The Government can also open up opportunities to obtain funds or loans with low-interest rates to develop the halal tourism business. It can also incentivize halal tourism industry players who implement environmentally friendly business practices. This can be done by providing certification or awards to environmentally friendly businesses and helping them access environmentally friendly resources such as renewable energy and green technology. These incentives are expected to help increase the competitiveness of the Indonesian halal tourism industry and bring significant economic and social benefits to the people of Indonesia.

- e. Creating a conducive investment climate: In forming clear and consistent regulations to create a conducive investment climate for industry players, which can help increase investment in the development of halal tourism in Indonesia. Clear and consistent regulations are key to creating a conducive investment climate for industry players, including halal tourism development in Indonesia. This regulation must cover various aspects, such as an easy and transparent licensing process, business security and stability, and compliance with strict halal requirements. In addition, the Government also needs to provide incentives and assistance to industry players to accelerate the development of the halal tourism business, such as lighter taxation or capital loans with low interest. Thus, industry players can feel encouraged and assisted in developing their businesses. Clear and consistent regulations can also open opportunities for local and international investors to invest in halal tourism. This can increase investment, create new jobs, and boost the country's economy. In the long term, this effort can help Indonesia become a world centre for halal tourism and enhance the country's positive image on the world stage. Therefore, the Government must ensure that regulations and policies for the development of halal tourism continue to be improved and developed according to industry developments.

With a measurable legal or regulatory role in the development of halal tourism, Hexahelix's collaboration in this field can run more effectively and bring greater benefits to all parties involved. With measurable laws or regulations, the development of halal tourism can be carried out following applicable regulations and does not cause problems in the future. In addition, laws or regulations can also protect consumer rights and ensure that the products and services offered are halal and of high quality.

4. Mass media

The mass media supports Hexahelix's collaboration in developing halal tourism in Indonesia. The mass media plays an important role in the development of halal tourism. As a source of information that can be accessed widely, the mass media can help promote and introduce halal tourist destinations to a wider audience. Through various types of media such as television, radio, print, online and social media, the mass media can bring information about halal products, services and tourist destinations to the public that is easily accessible. Here are some of the roles of the mass media in this regard:

- a. As a liaison and information, The mass media can become a liaison between Hexahelix and the public by providing information about the halal tourism development program that will be carried out. The mass media can also convey information related to halal tourism villages, halal products, halal cuisine, and activities that will be held.

- b. Assist promotion; Through the mass media, Hexahelix can promote activities to develop halal tourism. Various activities such as seminars, workshops, training, and others can be promoted to the wider community. The mass media can also be a means of promotion for products and services resulting from the development of halal tourism.
- c. Education and awareness: The mass media can provide education and awareness to the public about the importance of halal tourism and how its development can positively impact the economy and society. The mass media can provide information about halal tourism villages, products, and cuisine through articles, news, or videos.
- d. Increase community involvement; Through the mass media, the public can participate in the halal tourism development program by Hexahelix. For example, the mass media can hold a photo or video contest about halal tourism or halal products that trigger public participation.

Thus, the role of the mass media is very important in supporting the success of the Hexahelix collaboration in developing halal tourism in Indonesia. In addition, the mass media can also help increase public awareness about the need for halal tourism. By providing coverage on the development of halal tourism in various destinations worldwide, the mass media can provide education about the basic values and principles that underlie the concept of halal tourism. This information can help the public to understand the importance of implementing halal tourism practices, thus increasing demand for and opportunities for developing halal tourism. However, the mass media's role in halal tourism development also has challenges. One of the main challenges is the information gap between the mass media and the public.

Some groups in society may lack access or cannot access information through the mass media. Therefore, the Government and halal tourism industry players must ensure that halal tourism information and promotion are also available through other means such as brochures, public lectures, or live events. Overall, the mass media can be an important partner in the development of halal tourism. By increasing public awareness of the need for halal tourism and providing active participation in the promotion and development of halal tourism, the mass media can help strengthen this industry as an integral part of the global tourism sector.

CONCLUSION

Based on the research, the involvement of all the aspects mentioned above is very important in the development of halal tourism in Indonesia. Namely, the Government must build cooperation with other stakeholders as a form of collaboration initiation by involving public participation. As consumers and business owners, the community is very influential in introducing and developing halal tourism potential in their respective regions. Academics also play a role in strategic concept development studies in sustainable halal tourism. Then the private sector as a halal tourism business developer is also very important in creating quality and competitive halal tourism products. The law is also important in ensuring the security and safety of halal tourism and providing legal protection for halal tourism entrepreneurs. The role of the mass media in promoting halal tourism is also vital in generating awareness and interest in tourists, both from within and outside the country, to visit Indonesia.

With all parties' collaboration, halal tourism development in Indonesia can continue to grow and develop. Therefore, efforts to increase the involvement of all parties

must continue to be carried out so that halal tourism in Indonesia can grow and be known worldwide. Collaboration between all halal tourism stakeholders in Indonesia will be the key to success in developing halal tourism in the future. A strong synergy is needed between the Government, industry players and the community to strengthen the halal tourism ecosystem. The Government's role in this regard is very important, especially in establishing clear regulations, providing financial support, and meeting safety and health standards for halal tourists.

In addition, industry players must be able to provide friendly and attractive services for halal tourists, such as accommodation, halal food and drinks, as well as activities that comply with Sharia rules. Equally important, the community as beneficiaries needs to develop a culture of halal tourism to build the trust of halal tourists. Good collaboration between halal tourism stakeholders is expected to produce an appropriate strategy to develop the potential for halal tourism in Indonesia, improve the local economy, and bring in more halal tourists in the future.

ACKNOWLEDGEMENT

-

REFERENCES

- Battour, M., Hakimian, F., Ismail, M., & Boğan, E. (2018). The perception of non-Muslim tourists towards halal tourism: Evidence from Turkey and Malaysia. *Journal of Islamic Marketing*, 9(4), 823–840. <https://doi.org/10.1108/JIMA-07-2017-0072/FULL/XML>
- Battour, M., & Ismail, M. N. (2016). Halal tourism: Concepts, practises, challenges and future. *Tourism Management Perspectives*, 19, 150–154. <https://doi.org/10.1016/J.TMP.2015.12.008>
- Battour, M. M., Ismail, M. N., & Battor, M. (2010). Toward a halal tourism market. *Tourism Analysis*, 15(4), 461–470. <https://doi.org/10.3727/108354210X12864727453304>
- Battour, M., Salaheldeen, M., & Mady, K. (2022). Halal tourism: exploring innovative marketing opportunities for entrepreneurs. *Journal of Islamic Marketing*, 13(4), 887–897. <https://doi.org/10.1108/JIMA-06-2020-0191/FULL/XML>
- Biancone, P. Pietro, Secinaro, S., Radwan, M., & Kamal, M. (2019). Halal tourism: An opportunity for the global tourism industry. *Tourism Analysis*, 24(3), 395–404. <https://doi.org/10.3727/108354219X15511865533112>
- Boğan, E., & Sarıışık, M. (2019). Halal tourism: conceptual and practical challenges. *Journal of Islamic Marketing*, 10(1), 87–96. <https://doi.org/10.1108/JIMA-06-2017-0066/FULL/XML>
- Carboni, M., & Idrissi Janati, M. (2016). Halal tourism de facto: A case from Fez. *Tourism Management Perspectives*, 19, 155–159. <https://doi.org/10.1016/J.TMP.2015.12.007>
- Clark, A. M. (1998). The qualitative-quantitative debate: moving from positivism and confrontation to post-positivism and reconciliation. *Journal of Advanced Nursing*, 27(6), 1242–1249. <https://doi.org/10.1046/J.1365-2648.1998.00651.X>
- Creswell, J. W. (2003). A Framework for Design. In *Research Design: Qualitative, Quantitative, and Mixed Method, Approaches* (pp. 9–11). Sage.
- Dwiyanto, A. (2017). *Manajemen Pelayanan Publik: Peduli Inklusif dan Kolaborasi*. In UGM Press.

- El-Gohary, H. (2016). Halal tourism, is it really Halal? *Tourism Management Perspectives*, 19, 124–130. <https://doi.org/10.1016/J.TMP.2015.12.013>
- Groff, R. (2004). Critical realism, post-positivism, and the possibility of knowledge. In *Volume 11, Dari Routledge Studies in Critical Realism*. Routledge.
- Han, H., Al-Ansi, A., Koseoglu, M. A., Lin, P. M. C., Park, J., Yu, J., & Kim, W. (2019). Halal tourism: travel motivators and customer retention. *Journal of Travel & Tourism Marketing*, 36(9), 1012–1024. <https://doi.org/10.1080/10548408.2019.1683483>
- Harahsheh, S., Haddad, R., & Alshorman, M. (2020). Implications of marketing Jordan as a Halal tourism destination. *Journal of Islamic Marketing*, 11(1), 97–116. <https://doi.org/10.1108/JIMA-02-2018-0036/FULL/XML>
- Haryono, N. (2012). Jejaring untuk membangun kolaborasi sektor publik. *Jurnal Jejaring Administrasi Publik*, 1(4), 48.
- Henderson, J. C. (2016). Halal food, certification and halal tourism: Insights from Malaysia and Singapore. *Tourism Management Perspectives*, 19, 160–164. <https://doi.org/10.1016/J.TMP.2015.12.006>
- Hidayaturrahman, M., Haris, R. A., Hidayat, I., & Armaji, P. (2021). Pengembangan Pembangunan Pariwisata di Kabupaten Sumenep Perspektif Hexa Helix. *Karaton: Jurnal Pembangunan Sumenep*, 1(1), 131–146. <http://bappeda.sumenepkab.go.id/jurnal/index.php/karaton/article/view/14>
- Junaidi, J. (2020). Halal-friendly tourism and factors influencing halal tourism. *Management Science Letters*, 10(8), 1755–1762. <https://doi.org/10.5267/J.MSL.2020.1.004>
- Lathrop, D., & Ruma, L. (2010). Open Government: Collaboration, Transparency, and Participation in Practice. In *Open Government: Transparency, collaboration, and participation in practice*. O'Reilly Media.
- Mohsin, A., Ramli, N., & Alkhulayfi, B. A. (2016). Halal tourism: Emerging opportunities. *Tourism Management Perspectives*, 19, 137–143. <https://doi.org/10.1016/J.TMP.2015.12.010>
- Moshin, A., Brochado, A., & Rodrigues, H. (2020). Halal tourism is travelling fast: Community perceptions and implications. *Journal of Destination Marketing & Management*, 18, 100503. <https://doi.org/10.1016/J.JDMM.2020.100503>
- Musfiroh, A., Mugiyati, M., & Iman, N. K. A. (2021). Strategies to Improve Halal Tourism in Indonesia During The Pandemic Covid-19. *Jurnal Ilmiah Ekonomi Islam*, 7(2), 1048–1052. <https://doi.org/10.29040/JIEI.V7I2.2533>
- Pamukcu, H., & Sariisik, M. (2021). Suggestions for standardization of halal tourism in the hospitality industry. *Journal of Islamic Marketing*, 12(2), 389–407. <https://doi.org/10.1108/JIMA-04-2019-0078/FULL/XML>
- Prayag, G. (2020). Halal tourism: looking into the future through the past. *Tourism Recreation Research*, 45(4), 557–559. <https://doi.org/10.1080/02508281.2020.1762044>
- Rachmiatie, A., Fitria, R., Suryadi, K., & Ceha, R. (2020). Strategi komunikasi pariwisata halal studi kasus implementasi halal hotel di Indonesia dan Thailand. *Jurnal Ekonomi Dan Keuangan Syariah*, 4(1), 55–47. <https://doi.org/10.29313/amwaluna.v4i1.5256>
- Ratnasari, R. T. (2020). Halal Tourism Based on Value Creation. *Al-Uqud: Journal of Islamic Economics*, 4(2), 268–284. <https://doi.org/10.26740/AL-UQUD.V4N2.P268-284>

- Ratnasari, R. T., Gunawan, S., Mawardi, I., & Kirana, K. C. (2020). Emotional experience on a behavioural intention for halal tourism. *Journal of Islamic Marketing*, 12(4), 864–881. <https://doi.org/10.1108/JIMA-12-2019-0256/FULL/XML>
- Rojabi, S. H., Kurniansah, R., Budiatiningsih, M., Hulfa, I., Minanda, H., & Ulya, B. N. (2023). Potensi Pengembangan Pariwisata Halal di Pulau Maringkik. *ALEXANDRIA (Journal of Economics, Business, & Entrepreneurship)*, 4(1), 33–37. <https://doi.org/10.29303/ALEXANDRIA.V4I1.446>
- Scott, R. J., & Boyd, R. (2020). Determined to succeed: Can goal commitment sustain interagency collaboration? *Public Policy and Administration*, 095207672090500. <https://doi.org/10.1177/0952076720905002>
- Suhartanto, D., Dean, D., Wibisono, N., Astor, Y., Muflih, M., Kartikasari, A., Sutrisno, R., & Hardiyanto, N. (2020). Tourist experience in Halal tourism: what leads to loyalty? *Current Issues in Tourism*, 24(14), 1976–1990. <https://doi.org/10.1080/13683500.2020.1813092>
- Suhartanto, D., Gan, C., Andrianto, T., Ismail, T. A. T., & Wibisono, N. (2021). Holistic tourist experience in halal tourism evidence from Indonesian domestic tourists. *Tourism Management Perspectives*, 40, 100884. <https://doi.org/10.1016/J.TMP.2021.100884>
- Talib, M. S. A., Hamid, A. B. A., Zulfakar, M. H., & Jeeva, A. S. (2014). Halal logistics PEST analysis: The Malaysia perspective. *Asian Social Science*, 10(14), 119–131. <https://doi.org/10.5539/ass.v10n14p119>
- Vargas-Sánchez, A., & Moral-Moral, M. (2019). Halal tourism: state of the art. *Tourism Review*, 74(3), 385–399. <https://doi.org/10.1108/TR-01-2018-0015/FULL/XML>
- Vargas-Sánchez, A., & Moral-Moral, M. (2020). Halal tourism: literature review and experts' view. *Journal of Islamic Marketing*, 11(3), 549–569. <https://doi.org/10.1108/JIMA-04-2017-0039/FULL/XML>
- Widagdyo, K. G. (2015). Analisis pasar pariwisata halal Indonesia. *The Journal of Tauhidinomics*, 1(1), 73–80. <https://doi.org/10.15408/thd.v1i1.3325>
- Widhasti, G. B., Damayanti, C., & Sardjono, H. S. (2017). Diplomasi publik Pemerintah Republik Indonesia melalui pariwisata halal. *Solidaritas Jurnal Ilmu-Ilmu Sosial*, 1(1), 1–13. <https://ejurnal.unisri.ac.id/index.php/sldrts/article/view/1956>