

ABSTRAK

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Program Studi : Ekonomi Syariah
Judul : Model Pariwisata Halal Berkelanjutan Berbasis Kearifan Lokal Pasca-Bencana Di Kabupaten Aceh Tengah

Penelitian ini bertujuan untuk mengetahui pengaruh kearifan lokal, resiliensi pasca-bencana, dan layanan fasilitas halal terhadap keberlanjutan pariwisata di Kabupaten Aceh Tengah. Penelitian ini menggunakan pendekatan kuantitatif dengan sampel sebanyak 50 responden yang dipilih melalui teknik purposive sampling. Analisis data dilakukan menggunakan uji validitas, reliabilitas, asumsi klasik, dan regresi linear berganda. Hasil penelitian menunjukkan bahwa kearifan lokal, resiliensi pasca-bencana, dan layanan fasilitas halal berpengaruh positif dan signifikan terhadap keberlanjutan pariwisata, baik secara parsial maupun simultan. Nilai koefisien determinasi (R^2) sebesar 0,458 menunjukkan bahwa 45,8% keberlanjutan pariwisata dipengaruhi oleh ketiga variabel tersebut. Kesimpulan penelitian ini menunjukkan bahwa pengembangan pariwisata halal berkelanjutan di Kabupaten Aceh Tengah memerlukan dukungan kearifan lokal, kemampuan resiliensi masyarakat pasca-bencana, serta penyediaan layanan fasilitas halal yang memadai dan mampu meningkatkan kenyamanan dan kepuasan wisatawan muslim.

Kata kunci: Pariwisata Halal, Kearifan Lokal, Resiliensi Pasca-Bencana, Keberlanjutan Pariwisata.

ABSTRACT

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Study Program : Sharia Economics
Title : Sustainable Halal Tourism Model Based on Local Wisdom
in Post-Disaster Areas in Central Aceh Regency

This study aims to determine the effect of local wisdom, post-disaster resilience, and halal facility services on tourism sustainability in Central Aceh Regency. This research used a quantitative approach with a sample of 50 respondents selected through purposive sampling technique. Data analysis was conducted using validity test, reliability test, classical assumption test, and multiple linear regression analysis. The results showed that local wisdom, post-disaster resilience, and halal facility services had a positive and significant effect on tourism sustainability, both partially and simultaneously. The coefficient of determination (R^2) value of 0.458 indicates that 45.8% of tourism sustainability is influenced by these three variables. The conclusion of this study shows that the development of sustainable halal tourism in Central Aceh Regency requires the support of local wisdom, community resilience in post-disaster conditions, and adequate halal facility services and is capable of enhancing the comfort and satisfaction of Muslim tourists.

Keywords: Halal Tourism, Local Wisdom, Post-Disaster Resilience, Tourism Sustainability