

ABSTRAK

Penelitian ini mengkaji tentang Pengembangan Pariwisata Dalam Menerapkan Destinasi Pariwisata Halal (*Halal Tourism*) Di Kota Lhokseumawe sehingga penelitian bertujuan untuk mendeskripsikan bagaimana Kota Lhokseumawe melaksanakan pengembangan wisata halal. Pariwisata halal ialah industri pariwisata yang menyediakan layanan perjalanan yang sesuai dengan syariat islam. Kota Lhokseumawe merupakan kawasan khusus yang menyelenggarakan segala aktivitasnya sesuai prinsip syariah. Penelitian ini menggunakan metode kualitatif. Data di peroleh melalui observasi, wawancara dan dokumentasi. Teori yang di gunakan yaitu teori Robert Christie Mill (2000) yang menggunakan 4 analisis dalam pengembangan pariwisata: analisis pasar, analisis teknik dan perencanaan, analisis sosio-ekonomi dan analisis hukum. Berdasarkan hasil penelitian, bahwa kegiatan pengembangan pariwisata Kota Lhokseumawe sudah di lakukan namun belum berjalan secara maksimal. Pengembangan pariwisata yang di lakukan pemerintah yaitu promosi melalui jejaring sosial (Instagram), website resmi, acara festival budaya dan acara pemilihan duta pariwisata dan pelayanan pendukung telah menerapkan sikap yang baik dan menyediakan produk yang halal dan aman. Serta penyediaan internet yang baik. Kendala dalam mengembangkan destinasi pariwisata halal ialah masih rendahnya alokasi dana sehingga masih adanya fasilitas dan objek wisata yang rusak dan belum tertangani, selain itu juga kurangnya kerjasama antar stakeholder dalam melakukan pengembangan.

Kata Kunci : Pengembangan, Pariwisata, Pariwisata Halal (*Halal Tourism*)

ABSTRACT

This research examines Tourism Development in Implementing Halal Tourism Destinations in Lhokseumawe City so that the research aims to describe how Lhokseumawe City implements halal tourism development. Halal tourism is a tourism industry that provides travel services in accordance with Islamic law. Lhokseumawe City is a special area that carries out all its activities according to sharia principles. This study uses a qualitative method. Data was obtained through observation, interviews and documentation. The theory used is the theory of Robert Christie Mill (2000) which uses 4 analyzes in tourism development: market analysis, technical and planning analysis, socio-economic analysis and legal analysis. Based on the research results, Lhokseumawe City tourism development activities have been carried out but are not yet running optimally. Tourism development carried out by the government is promotion through social networks (Instagram), official websites, cultural festivals and tourism ambassador selection events. There is also a good communication network and road transportation to tourist attractions is quite good. Availability of land for tourism, supporting products and services has implemented a good attitude and provided halal and safe products. And the government has implemented regulations that serve as guidelines such as the Aceh qanun. The obstacle in developing halal tourism destinations is the low allocation of funds so that there are still facilities and tourist objects that are damaged and have not been addressed, apart from that, there is also a lack of outreach to the community so that there are still violators of Islamic law at halal tourist attractions.

Keywords: Development, Tourism, Halal Tourism (Halal Tourism)