

DEVELOPING HALAL TOURISM BASED ON TRADITIONAL CULINARY HERITAGE: AN ISLAMIC LAW AND SWOT ANALYSIS OF CERTIFICATION COMPLIANCE IN TANGERANG, INDONESIA

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Abstract

Purpose – This study aims to analyze the gap between the economic potential of traditional cuisine in the halal tourism ecosystem and the level of compliance of business actors with certification requirements, as stipulated in the Halal Product Guarantee Law. This study also examines the factors influencing the halal tourism ecosystem and halal guarantees among business actors in Laksa Tangerang.

Methods – This study used a qualitative descriptive method with a normative juridical approach. The analysis was conducted by linking the culinary practices of Laksa Tangerang with SWOT analysis and halal product assurance regulations in Indonesia. Data were obtained through observations in the culinary tourism area in Laksa Tangerang, interviews with Laksa vendors, visitors, and the local community, and relevant literature.

Findings – This study shows that the stagnation of halal culinary growth in Laksa Tangerang is caused by multidimensional structural constraints, including limited innovation, weak segmentation and promotion, and governance issues. The SWOT analysis identified several strategic strengths that position Laksa Tangerang as a potential hub for halal tourism development. From an Islamic law perspective, its integration into the halal tourism ecosystem requires formal halal certification as a Halal Product Guarantee, so that halal assurance is institutionalized in a credible manner. Therefore, strengthening halal literacy, expanding certification, and improving governance are prerequisites for transforming Laksa Tangerang into a competitive and sustainable halal culinary tourism destination.

Research contribution/limitations – This study contributes to providing space for the actualization of sharia values in local economic practices and offers a contextual and applicable SWOT analysis framework.

Originality/value – This research offers a new perspective on integrating traditional culinary heritage into the Islamic legal framework in a contextual manner, thereby offering a model for sustainable Halal tourism development.

Keywords: *Halal Tourism, Halal Cuisine, Traditional Cuisine, SWOT, Halal Certification*

Abstrak

Tujuan - Penelitian ini bertujuan untuk menganalisis kesenjangan antara potensi ekonomi kuliner tradisional dalam ekosistem pariwisata halal dan tingkat kepatuhan pelaku usaha terhadap kewajiban sertifikasi sebagaimana diatur dalam Undang-Undang Jaminan Produk Halal. Penelitian ini juga mengkaji faktor-faktor yang memengaruhi ekosistem pariwisata halal dan jaminan kehalalan pada pelaku usaha di Laksa Tangerang.

Metode - Penelitian ini menggunakan metode deskriptif kualitatif dengan pendekatan Yuridis Normatif. Analisis dilakukan dengan mengaitkan praktik usaha kuliner Laksa Tangerang dengan analisis SWOT dan regulasi hukum jaminan produk halal di Indonesia. Data diperoleh melalui observasi di kawasan wisata kuliner di Laksa Tangerang, wawancara dengan para pedagang laksa, pengunjung, dan masyarakat setempat, serta literatur yang relevan.

Temuan - Penelitian ini menunjukkan bahwa stagnasi pertumbuhan kuliner halal di Laksa Tangerang disebabkan kendala struktural multidimensi, meliputi keterbatasan inovasi, lemahnya segmentasi dan promosi, dan persoalan tata kelola. Analisis SWOT mengidentifikasi sejumlah kekuatan strategis yang menempatkan Laksa Tangerang sebagai simpul potensial pengembangan pariwisata halal. Dalam perspektif hukum Islam, integrasinya ke dalam ekosistem pariwisata halal mensyaratkan sertifikasi halal formal sebagai Jaminan Produk Halal, sehingga jaminan halal terinstitusionalisasi secara kredibel. Oleh karena itu, penguatan literasi halal, perluasan sertifikasi, dan perbaikan tata kelola menjadi prasyarat transformasi Laksa Tangerang sebagai destinasi wisata kuliner halal yang kompetitif dan berkelanjutan.

Kontribusi/keterbatasan penelitian - Penelitian berkontribusi memberikan ruang aktualisasi nilai-nilai syariah dalam praktik ekonomi lokal dan menawarkan kerangka analisis SWOT yang kontekstual dan aplikatif.

Keaslian/nilai - Penelitian ini menawarkan perspektif baru dalam mengintegrasikan warisan kuliner tradisional ke dalam kerangka hukum Islam secara kontekstual sehingga menawarkan model pengembangan pariwisata halal berkelanjutan.

Kata kunci: Pariwisata Halal, Kuliner Halal, Kuliner Tradisional, SWOT, Sertifikasi Halal

INTRODUCTION

Indonesia has established a halal product assurance regulatory framework through Law Number 33 of 2014 on Halal Product Assurance. This law classifies products subject to mandatory halal certification into three principal categories: food and beverage products; raw materials, food additives, and processing aids used in food and beverage production; and slaughtered products and slaughtering services (Pribadi and Fitriana, 2023; Rachman, Maemunah, et al., 2022; Santoso and Rachman, 2024). The halal industry is extensive, encompassing food and beverages, pharmaceuticals, fashion, tourism, logistics, lifestyle, and other sectors (Abdul and Khokhar, 2023). The

halal industry, both in Indonesia and globally, has become a trend and is favored by many parties because its market share remains high.

According to the Global Islamic Economy Report 2022/2023, Muslim consumer spending in 2022 reached US\$2.29 trillion on food, pharmaceuticals, cosmetics, modest fashion, travel, and the media. Most of this spending was on halal products such as beverages, food, fashion, and other products (DinarStandard, 2022). This represents a significant potential for economic growth, prompting the government to take an active role in designating halal tourism destinations in Indonesia, such as the provinces of West Nusa Tenggara (NTB), Aceh, West Sumatra, Riau Islands, and Jakarta

(Kemenparekraf, 2021). In line with this, Banten aims to be among the top 10 national halal tourist destinations, relying on cultural diversity, tourist attractions, and local wisdom as the foundation for its development (Syahrizal, 2021).

In this regional context, Tangerang City has relatively comprehensive tourism potential, including historical, religious, and culinary tourism, which has attracted both domestic and foreign tourists (Wibowo et al., 2024; Tangerang City Government, 2023). Nevertheless, halal tourism has not yet been formally established as a strategic program by the Tangerang City Government to enhance its attractiveness for domestic and foreign tourists. This is particularly significant, given that halal tourism has experienced substantial growth in Indonesia and globally. One of the promising potentials in the Halal Tourism Ecosystem in Tangerang City lies in the development of traditional cuisine, particularly Laksa Tangerang. This dish not only has a distinctive taste but also carries historical value that represents the cultural identity of the local community (Waluyo et al., 2022; Ardiansyah & Silmi, 2022).

However, the transformation of traditional cuisine into halal tourism ecosystem requires compliance with normative and legal halal standards. Raw materials, additives, production processes, and serving methods must comply with Sharia provisions and obtain halal certification as stipulated in

Law No. 33 of 2014 concerning Halal Product Guarantee. Halal certification serves as a legal verification mechanism to ensure that a product meets halal standards and is free from prohibited (*ḥarām*) or questionable (*shubuhāt*) elements. However, in practice, not all Laksa Tangerang sellers have obtained halal certifications. The gap between the potential of the halal economy and the implementation of these regulations indicates structural challenges, both in terms of legal awareness, business capacity, and regional policy support, which need to be further analyzed in the context of strengthening the halal tourism ecosystem based on traditional Indonesian cuisine.

The study of Laksa Tangerang's development within the framework of a halal tourism ecosystem is significant, given that it is a distinctive traditional dish representing the cultural identity of the Tangerang community and offers a unique and memorable experience for visitors. As explained by Ayuningsih et al. in their research *Exploring Gastronomy Tourism: A Cultural and Culinary Journey through Pasar Lama Tangerang*, Laksa Tangerang constitutes a Peranakan Chinese–Betawi culinary heritage with substantial historical and cultural value, thereby strengthening local tourism (Ayuningsih et al., 2025). Similarly, Dhian Tyas et al. confirmed that Laksa Tangerang is one of Tangerang's signature culinary products with considerable potential to be developed as a culinary tourism offering

(Untari and Satria, 2017). Furthermore, research by Savira et al. indicates that Laksa Tangerang possesses a distinctive flavor profile that differentiates it from other culinary products. Consumer satisfaction is predominantly influenced by the authenticity of its taste, particularly the rich coconut milk broth and local spices, the texture of the noodles in terms of thickness and elasticity, and the cultural nostalgia embedded within the dish (Savira et al., 2024).

Accordingly, this study aims to analyze the development of Laksa Tangerang culinary tourism as a traditional cuisine-based halal tourism destination from the perspective of Islamic law and through a SWOT analytical framework. It seeks to provide a comprehensive contribution to the strategic development of the Laksa Tangerang culinary area as a halal tourism destination, grounded in the traditional culinary heritage of Tangerang City. Considering current halal tourism trends, the concept of halal can no longer be understood merely as an administrative label; rather, it constitutes a shari'ah-based responsibility that ensures permissibility (*halāl*), wholesomeness (*tayyib*), and a broader societal benefit. Furthermore, this research is expected to offer constructive recommendations and intellectual contributions to the development of tourism in Tangerang City, enabling it to become a pioneer in promoting traditional culinary tourism

amid the growing demand for halal products in Indonesia and worldwide.

METHOD

This study employed a descriptive qualitative method with a case study research design, focusing on the Laksa culinary area in the City of Tangerang. This study draws on two main sources of data. Primary data were obtained through observations conducted in the Laksa Tangerang culinary area located at Jalan Mochammad Yamin No. 113, RT.001/RW.004, Babakan, Tangerang District, Tangerang City. Additional primary data were collected through in-depth interviews with key informants, namely, Laksa Tangerang vendors operating in the culinary area. Furthermore, interviews were conducted with supporting informants, specifically visitors who experienced Laksa Tangerang culinary tourism.

Secondary data sources were obtained from publications by the Central Statistics Agency, Halal Product Guarantee Agency (BPJPH), and the official website of the Tangerang City Government. Secondary data were obtained from scientific literature, laws and regulations, and relevant policy documents. This study integrated two analytical frameworks. First, SWOT analysis was used to map the strengths, weaknesses, opportunities, and threats in the development of Laksa Tangerang as part of the halal tourism ecosystem, particularly in relation to halal certification compliance and business

competitiveness. Second, the Islamic legal perspective is used as a normative-evaluative framework in assessing the implementation of halal certification, with reference to the principles of halal (*halāl–ḥarām*), prevention of syubhat, *maqāṣid al-sharī'ah* (particularly *ḥifẓ al-dīn* and *ḥifẓ al-māl*), as well as the concepts of producer responsibility (*ḍamān*) and consumer protection in *fiqh mu'āmalah*. This framework allows for analysis not only at the level of administrative compliance but also in terms of ethics and Sharia legitimacy.

The analysis process was carried out systematically in several stages as follows: (1) reduction and classification of data based on regulatory themes, business capacity, and policy support; (2) preparation of a SWOT matrix to identify strategic positions and policy alternatives; (3) normative evaluation using Islamic law parameters on certification practices and business management; and (4) synthesis of findings through the integration of SWOT results and normative analysis to formulate recommendations for strengthening the ecosystem. Data are presented in the form of graphs, matrices, and diagrams to improve readability and analytical transparency. Data validity was maintained through source triangulation, cross-referencing of regulations and official statistics, and consistency between empirical data and the normative framework. The use of artificial intelligence in this study was limited to assisting in checking the

grammar and clarity of writing, without involvement in the substantive analysis process or the formulation of scientific arguments.

RESULTS AND DISCUSSION

Existence of the Laksa Tangerang Culinary Area

The development of Laksa Tangerang as an icon of halal tourism contributes not only to the enhancement of micro, small, and medium enterprises (MSMEs), job creation, and destination competitiveness; rather, such economic orientation must be underpinned by a solid foundation of legal certainty and halal standards. In this regard, the study by Fransiscus Xaverius Pudjo Wibowo et al., entitled *Development of Creative Economy Based on Culinary Tourism in Pasar Lama Tangerang to Enhance Competitiveness and Sustainability*, critically observes that culinary tourism in Pasar Lama Tangerang offers a wide variety of food products, whose halal status is not always clearly verified. This condition may give rise to religious anxiety, particularly in the absence of a strict separation between halal and non-halal products in terms of raw materials, production processes, and distribution channels (Fransiscus Xaverius Pudjo Wibowo et al, 2025). Such ambiguity constitutes not merely an administrative concern but also relates to the dimension of *ḥifẓ al-dīn* (protection of religion) within the framework of *maqāṣid al-sharī'ah*, as it directly affects the ability of Muslim consumers to fulfill their

religious obligations with certainty and confidence in the halal certification.

During the research process, observations were made by collecting information and documents related to the culinary area of Laksa, Tangerang City. The Laksa Tangerang culinary area is located near the Tangerang City Women's Correctional Institution (Lapas) in Indonesia. This Laksa Tangerang culinary area is situated near the Women's Correctional Institution (Lapas) in Tangerang City. Several laksa vendors occupying locations provided by the government since 2010 include Laksa Benteng, Laksa Bewok, Laksa Bang Kumis Surya, and Laksa Bang Jojo. Other laksa vendors along the street do not have specific names like those in the Laksa Tangerang culinary area. However, there are also laksa vendors who sell outside the government-designated area, scattered along Jalan Mochammad Yamin. These vendors are not gathered in one location and have only minimal facilities.

Laksa Tangerang is indeed a culinary blend of Chinese and Malay cultures, making it a cultural identity of Tangerang City. The prices offered are quite affordable, around IDR 18,000 – IDR 25,000 per serving. Some Laksa products have already been halal certified, but not all laksa vendors along Jalan Mochammad Yamin have halal certification because the vendors believe their products are safe and halal. Laksa Tangerang is not just food but also part of the history and identity of Tangerang

City. This reflects the fusion of local culture with the culinary traditions of the Indonesian archipelago. Laksa Tangerang is a culinary choice that not only delights the palate but also offers a rich cultural experience. Therefore, the potential for developing Laksa Tangerang culinary tourism is significant if it is integrated with halal tourism based on Laksa Tangerang cuisine.

The Tangerang City Government has developed a special area for Laksa vendors, making it easier for tourists to find and enjoy this culinary delight in Banten. (Gibaldi Nando Herawan, 2023). The center's location is strategic, close to the city center and shopping areas, thus increasing accessibility for visitors. There are many advantages for Laksa Tangerang vendors because the Laksa culinary area is already equipped with various supporting facilities, including free Wi-Fi, allowing visitors to enjoy free Internet while exploring the culinary delights (Nursal and Fikri, 2019a). The atmosphere of the Laksa culinary area is dominated by bamboo and wood, providing visitors with a unique impression. However, the location cannot accommodate all Laksa vendors, so the number of vendors in the area is limited, causing some other Laksa vendors to sell along Jalan Mochammad Yamin. There is also a parking area, but it is not very spacious because part of the parking is on the roadside, which can disrupt other road users.

The role of the government in developing and enhancing the traditional culinary area of Laksa Tangerang in the Babakan area aligns with the Local Economic Development Theory proposed by Blakely and Leigh, which emphasizes that economic development should be grounded in local potential and resources, including traditional culinary heritage (Blakely and Leigh, 2010). Laksa Tangerang culinary tourism is viewed as an instrument for job creation, increasing MSME income, and strengthening local value chains through the involvement of local communities in the production, distribution, and marketing of culinary products. The Laksa Tangerang culinary area has existed for a considerable period and is occupied by several MSME vendors specializing in Laksa Tangerang dishes. This area contributes to the income generation of MSMEs engaged in Laksa culinary businesses, in line with the Community Empowerment Theory advanced by Zimmerman, which emphasizes that culinary tourism plays an active role in empowering local economies by enabling communities to obtain direct economic benefits and enhance their business capacities (Zimmerman, 2012).

Although the Laksa Tangerang culinary area has been around for quite some time, the increase in the number of Laksa Tangerang sellers has been insignificant and stagnant. The following are several factors causing the lack of growth in both the number of

sellers and visitors to the Laksa Tangerang halal culinary tourism.

Figure 1. Various Factors in the Laksa Tangerang Culinary Area



Source: Observation, 2024

Based on Figure 1, several factors can be identified as the causes of the lack of growth in both the number of sellers and visitors. First, the Laksa products sold tend to be less innovative, consisting only of white noodles served with yellow sauce and sprinkled with various toppings such as tofu, eggs, and grilled chicken. The second factor is that most visitors to this culinary area are adults aged 30 years and above. The younger generation tends to be less interested in seeking out and enjoying laksa, which reduces the overall number of visitors to the area. Third, promotional efforts to attract visitors to the laksa culinary area are still considered ineffective. Without a strong marketing strategy, increasing public awareness and interest in laksa as a culinary option is difficult. The fourth factor is that despite the existence of several facilities in the culinary area, complaints still arise regarding comfort, such as the lack of trash bins and the presence of street entertainers who disturb the atmosphere of the area. Another factor is the competition

between traditional culinary offerings and modern cuisine, which can affect the marketing and sales of Tangerang Laksa.

Thus, Figure 1 shows that the stagnant growth of Laksa Tangerang reflects multidimensional structural problems, including limited product innovation, weak market segmentation, ineffective promotion, regional governance issues, and competition from modern cuisine. The homogeneity of presentation without diversification in taste or packaging indicates a low level of adaptation to contemporary consumer preferences, especially among the younger generation, who, in various studies, have been proven to be the main determinants of consumption trends and the digital promotion of culinary destinations (Kotler and Keller, 2012). The dominance of visitors over the age of 30 indicates a failure to penetrate the millennial and Gen Z markets, thereby hindering consumer regeneration and business sustainability (A. Wilson et al., 2018). Conversely, promotions that are not integrated with destination branding and culinary heritage storytelling weaken Laksa's positioning as a tourist attraction, even though destination image and visitor experience have been proven to significantly influence repeat visit intentions and tourist loyalty (Chi and Qu, 2008). Complaints related to the cleanliness and comfort of the area emphasize the importance of public space management as a determinant of the quality of the tourist experience (Hall, 2000). These findings confirm that

strengthening Laksa Tangerang in the halal tourism ecosystem requires a comprehensive strategy based on adaptive innovation, traditional identity differentiation, improved destination management, and digital promotion integration to enhance its competitiveness and sustainability.

Thus, the development of halal culinary tourism centered on Laksa Tangerang encompasses several key aspects, including halal certification, product quality, hygiene, safety standards, marketing strategies, infrastructure, and cross-sectoral collaboration, all of which are essential for maximizing its potential as a competitive and sustainable halal tourism hub. The advancement of halal tourism based on Laksa culinary heritage can position Laksa Tangerang as an iconic halal dish that can attract both domestic and international Muslim tourists. In his study *The Business Strategy of "Laksa" Culinary Tourism in Tangerang, Indonesia*, M. Fadhli Nursal emphasizes the necessity of developing culturally oriented marketing content to enhance Laksa Tangerang's recognition as a distinctive culinary product of Tangerang (Nursal and Fikri, 2019b).

Potential for Halal Culinary Tourism Development in Tangerang

Tangerang City has implemented a Smart City (Wibowo et al., 2024). Tangerang City also has many tourist attractions and cultures that are icons reflecting its rich history and cultural

diversity (Ardiansyah and Silmi, 2022). If classified, there are four categories of tourism in Tangerang City: historical, religious, recreational, and culinary and shopping. For Culinary Tourism, Tangerang City has several areas, namely the Laksa Culinary Area, *Pasar Lama* Culinary Area, and Pasar Cipadu Culinary Area. The Laksa culinary area still lags far behind the Pasar Lama culinary area in terms of promotion,

products, location, number of vendors, and the number of visitors. When compared, the Pasar Lama culinary area is more marketable and attractive to investors, vendors, visitors, and others because it offers a variety of businesses, products, prices, venues, and so on. In contrast, the Laksa Tangerang culinary area remains stagnant in terms of Laksa product sales and shows no significant growth in the number of visitors.

Table 1. Differences Between Culinary Areas in Tangerang City

	Laksa Culinary Area	"Pasar Lama" Culinary Area
Product	Specific Menu (Laksa)	Variety of Food Types
Location	Centralized	Not Centralized (Many Interactions)
Price	Rp.18.000 – Rp. 25.000	Varied (Many Types of Food)
Promotion	The Tangerang City Government is actively promoting this area as a unique and distinctive culinary center for laksa	Promotions tend to be more organic and unstructured
Operational	24 hours	Limited
Facilities	Complete	Incomplete

Source: Processed by the authors, 2024

Based on Table 1, laksa Tangerang culinary tourism has great potential for further development because its presence can drive local economic growth, increase community income, create new job opportunities, and establish an economic ecosystem that synergizes between the government and the community. Several Laksa Tangerang vendors shared their views and opinions during interviews, stating that Laksa Tangerang is a culinary product made from halal and traditional ingredients, making it suitable for integration with the development of halal tourism based on traditional

culinary in Tangerang City. This represents an excellent breakthrough for the Tangerang city government's program to capture the growing halal industry market by designating Laksa Tangerang culinary tourism as the Halal Culinary Tourism Center. Some visitors also expressed appreciation for the realization of halal culinary tourism because it provides assurance of halal certification and food safety, making them feel comfortable, safe, and healthy while consuming Laksa Tangerang.

Thus, this shows that Laksa Tangerang has strong economic leverage and social legitimacy to be positioned as a strategic hub in the development of

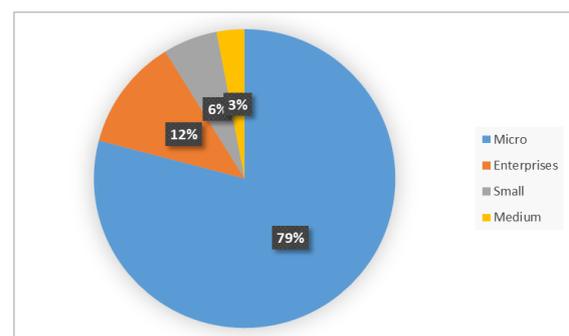
halal tourism based on culinary heritage, not only contributing to increased income, job creation, and government-community synergy but also gaining normative acceptance from business actors and consumers regarding halal guarantees and food safety. The integration of traditional cuisine into the halal tourism ecosystem has the potential to form an inclusive and value-based model of local economic development, in which halal certification functions as a trust mechanism and market differentiation (J. A. J. Wilson, 2014). The halal tourism sector contributes significantly to regional economic growth through its multiplier effect on MSMEs, the food industry, and support services (Mohsin et al., 2016). In addition, clear halal certification has been proven to improve perceptions of quality, safety, and consumer loyalty among Muslims and non-Muslims, thereby strengthening the competitiveness of the destination. Thus, the designation of Laksa Tangerang as a halal culinary tourism center is not only economically rational but also strategic in establishing the positioning of Tangerang City in the globally growing halal industry.

Development of Halal Tourism Based on Laksa Tangerang Culinary Tourism

The Halal Product Assurance Organizing Agency (BPJPH) aims to issue 10 million halal certificates in 2024 (Kemenag, 2023). However, as of

November 5, 2024, according to the BPJPH's report, 5,492,791 products have been certified halal. Of these, 4,344,514 products are from microenterprises, 663,747 from large enterprises, 320,712 from small enterprises, and 163,818 from medium enterprises (BPJPH, 2024). This achievement has not yet met the target, but it demonstrates that the BPJPH is making maximum effort to reach it. The BPJPH report also shows that microenterprises account for the largest share of halal-certified products in Indonesia, at 79%. Large enterprises ranked second, with 12% of halal-certified products. This progress deserves appreciation, as the increasing number of halal-certified products each year makes it easier for consumers to access them. The graph below shows the number of halal-certified products in Indonesia as of November 5, 2024.

Figure 2. Number of Halal-Certified Products in Indonesia



Source: BPJPH, November 5, 2024

Figure 2 illustrates the dominance of micro-enterprises in the halal product market structure in Indonesia (approximately 79% market share), followed by large companies with 12% of certified products. This shows that the

halal certification movement is not only centered on large corporations but also permeates the micro-enterprise segment, which is the basis of the local economy. The increase in the number of certified halal products each year reflects the acceleration of the adoption of certification regulations, which has implications for affordability, transparency, and expanded consumer access to halal products, while also strengthening the MSME ecosystem within a broader halal economic network. The empowerment of micro businesses in the halal industry is one of the main drivers of value-based economic growth, which not only increases the competitiveness of local products but also boosts consumer confidence through credible certification (Rokhman and Abduh, 2019). Thus, the trend of increasing certified halal products can be seen as an indicator of the maturity of the halal market in Indonesia and a strategic opportunity for traditional culinary destinations such as Laksa Tangerang to strengthen their legitimacy and position in halal tourism.

In addition, halal food and beverage products are one of the halal product sectors experiencing significant growth, approximately 5.87 percent. This growth signals a positive outlook for halal industry development. Data from the State of the Global Islamic Economy Report (SGIER) 2023/2024 states that Indonesia ranked third, surpassing the United Arab Emirates and Bahrain, owing to strong support from leading

halal industry sectors such as halal food, halal cosmetics, and modest fashion (Kemenag, 2022). Therefore, the Tangerang City government can play an important role in the development of the halal industry in Banten Province, similar to Serang City, which has developed the Pasar Lama area as a KHAS Zone (Halal, Safe, and Healthy Culinary) that serves as a halal culinary tourism destination. This development was carried out by the Industry, Trade, Cooperatives, and SMEs Office (Dinkopukmperindag) of Serang City and supported by Bank Indonesia Banten Province, KDEKS, and MES (Riyanzoom, 2023).

The Laksa Culinary Area needs to undergo development and rebranding to compete with other culinary areas such as the Pasar Lama Tangerang culinary area and Pasar Lama Serang City. Research conducted by Addina et al. on the Concept of Halal Food Development to Support Halal Tourism: A Review states that halal food can enhance the attractiveness of halal tourism (Addina et al., 2020). This is one of the logical and realistic considerations in increasing the growth of the Laksa Tangerang culinary area to become one of the sharia economic icons in Tangerang City. One potential development aligned with the Laksa product is to establish Laksa culinary tourism as the Halal Culinary Tourism Destination Center of Tangerang. This development has the potential to position Tangerang City as a primary halal tourism destination based

on traditional cuisine, supported by a targeted strategy and collaboration among various parties.

To enhance competitiveness and attract more tourists, the development of the Laksa culinary area as a halal culinary tourism destination in Tangerang City represents significant potential with positive impacts on culinary tourism development. Laksa, a traditional cuisine that has become a regional icon, holds great potential for promotion as a tourist attraction. To ensure the success of this development, a SWOT analysis was conducted to identify the strengths, weaknesses, opportunities, and threats, enabling better management and progress of the culinary area development.

Figure 3. SWOT Analysis of Laksa Culinary Area Development



Source: Processed by the authors, 2024

Based on Figure 3, through SWOT analysis, the city of Tangerang identified several advantages for developing halal tourism based on traditional cuisine, namely, Laksa. Traditional Laksa has a unique and distinctive flavor that differs

from culinary offerings in other regions. Laksa is also an identity and cultural heritage of Tangerang City; in fact, the Ministry of Education, Culture, Research, and Technology (Kemendikbudristek) designated Laksa as an intangible cultural heritage in 2023 originating from Tangerang City. Laksa Tangerang was selected as an intangible cultural heritage after in-depth research by anthropologists, architects, cultural experts, academics, and historians. Laksa Tangerang is different from Laksa Jakarta, Bangka, Malaysia, and other regions. (Tangerangnews, 2023). In addition, support from the central government in developing the halal industry has been provided through regulations, policies, budgets, and other means, resulting in the halal industry's rapid and significant growth potential (Rachman and Sangare, 2023). Likewise, the strategic location of the Laksa culinary area is also a strength for the development of halal tourism based on traditional cuisine in Tangerang.

Tangerang City hosts many events and festivals every year, such as the MSME Festival and Culinary Bazaar, Cultural Festival, Al-Azhom Festival, Tangerang Kitri Festival, Tangerang Digifest, Culinary Day, Cisadane Festival, and Gotong Tepekong Festival (Wibowo *et al.*, 2024). The variety of cultural and culinary festivals organized by the Tangerang City government presents an opportunity to attract more domestic and international tourists, thereby increasing the number of

visitors to Tangerang City. Government support through various festivals and cultural activities can be further developed by creating a Halal Culinary Festival or establishing a Halal Culinary Center destination focused on the Laksa Tangerang culinary area. This area can become the main destination for tourists seeking authentic halal culinary experiences in Tangerang.

However, behind the strengths and opportunities of developing halal tourism based on traditional Laksa cuisine, there are also weaknesses and threats to its development of halal culinary tourism. These include limited product innovation, as the toppings consist only of tofu, tempeh, eggs, and grilled chicken, which is less innovative in attracting various tourist segments. Facilities such as parking, places of worship, and sanitation amenities are still inadequate to support halal tourism needs, and not all Laksa vendors in the area have halal certification. Additionally, attention must be paid to threats, such as the presence of other destinations that become alternatives for tourists, necessitating strong differentiation. Tourist preferences can change over time, posing a risk that Laksa may become less popular. Furthermore, if the area cannot maintain halal standards, cleanliness, and safety, it can reduce tourists' trust.

From Cultural Products to *Mu'āmalah* Practices: The Islamic Legal Dimension in the Traditional

Culinary Heritage of Laksa Tangerang

Laksa Tangerang's development as a halal tourism icon contributes to micro, small, and medium enterprises (MSMEs) growth and requires a solid legal foundation and clear halal standards. Culinary tourism generally offers a variety of food products whose halal status is not always verified. This raises concerns regarding the halal status of the food products consumed. This ambiguity is not only an administrative problem but also relates to the legal dimension of *ḥifẓ al-dīn* (protection of religion) within the framework of *maqāṣid al-sharī'ah*, as it directly affects the ability of Muslim consumers to fulfill their religious obligations with conviction and confidence.

Laksa Tangerang, as a distinctive traditional culinary heritage of Tangerang City, should not be understood merely as a cultural and economic product, but also as a form of *mu'āmalah* (socio-economic transaction) that carries legal dimensions within Islamic law. In Islam, food production and consumption are not value-neutral domains; rather, they are governed by the principles of halal compliance, business ethics, and the broader objective of public welfare (*maṣlahah*). From the perspective of Islamic law, Laksa Tangerang culinary tourism must adhere to the principle of *ḥalālān ṭayyiban* (lawful and good) in relation to raw materials, additives, production processes, and consumption practices. In

this context, halal status is not determined solely by the absence of pork or alcohol, but also by the transparency and traceability of raw materials, proper slaughtering of poultry in accordance with *sharī'ah* requirements, and hygienic standards of processing and presentation. Accordingly, if Laksa Tangerang is to be promoted as a halal culinary tourism destination, the standard of *ḥalālan tayyiban* (lawful and good) must serve as its fundamental foundation, rather than relying on the social assumption that traditional food is automatically halal. Moreover, Fauzi's study, *Halal Certification in Food Products: Science Mapping of Present and Future Trends*, highlights the increasing necessity of expanding halal certification in food products in response to the growing global Muslim population, thereby reinforcing the urgency of strengthening formal halal assurance mechanisms within the culinary sector. (Fauzi et al., 2024).

Laksa Tangerang, as a traditional food product, is legally required to obtain halal certification pursuant to Law Number 33 of 2014 concerning Halal Product Assurance. Halal certification for Laksa Tangerang is not merely an administrative obligation; rather, it constitutes a protective mechanism that safeguards Muslim consumers from doubtful (*shubhat*) consumption. However, not all Laksa Tangerang vendors have obtained halal certification. Consequently, halal

compliance often relies on personal trust rather than a formalized and institutionalized system. One contributing factor identified through field observation is the limited halal awareness among Laksa Tangerang business operators. Referring to the study by Usman et al., *Between Awareness of Halal Food Products and Awareness of Halal-Certified Food Products*, the authors argue that possessing general knowledge about halal is insufficient to ensure compliance with halal certification. Rather, effective certification requires a strengthened religious commitment reinforced by enhanced knowledge and awareness of the importance of formal halal certification for food products (Usman et al., 2021). Therefore, Laksa Tangerang entrepreneurs must obtain halal certification by improving their halal literacy and cultivating a deeper awareness of the religious, legal, and ethical significance of halal assurance in their business practices.

Accordingly, the development of Laksa Tangerang within a halal tourism framework demonstrates the potential harmony between local traditions and *sharī'ah* norms. As a culinary heritage of the Tangerang community, Laksa does not lose its cultural identity when integrated into a halal assurance system; on the contrary, such integration can enhance the confidence of Muslim tourists. Joan C. Henderson (2016) emphasizes that halal food is one of the most essential components of halal

tourism. She argues that halal food availability is not merely a complementary service within a destination but rather a primary factor influencing Muslim travelers' decisions. Without credible assurance of halal food, a destination can hardly be categorized as Muslim friendly. This perspective underscores the strategic importance of the culinary dimension in the broader construction of halal tourism. Therefore, the development of Laksa Tangerang as a halal tourism asset will not only contribute to economic growth but also generate broader and more sustainable public welfare (*maṣlahah*) for the community. When managed with halal certainty, transparency, and moral responsibility, Laksa Tangerang can serve as a concrete example of how local tradition, the creative economy, and Islamic law can operate harmoniously within a sustainable social framework.

Traditional Culinary Based Halal Tourism Development Strategy

Many regions have implemented the concept of halal tourism to enhance their tourism competitiveness and attract visitors, including provinces such as West Nusa Tenggara, West Sumatra, Aceh, and West Java, as well as cities like Bandung, Banjarmasin, Muara Enim, and others (Hariani, Hanafiah dan Azwar, 2023; Rachman *et al.*, 2024). Several regions have issued regulations in the form of Regional Regulations (Perda) and Governor Regulations (Pergub), such as West Sumatra

Provincial Regulation Number 1 of 2020 concerning the Implementation of Halal Tourism; West Nusa Tenggara Provincial Regulation Number 2 of 2016 on Halal Tourism; Muara Enim Regency Regulation Number 15 of 2019 on Halal Tourism; Bandung Regency Regulation Number 6 of 2020 on Halal Tourism; West Lombok Regency Regulation Number 1 of 2017 on the Implementation of Halal Tourism; Siak Regency Regulation Number 2 of 2017 on Halal Tourism; and several other regional regulations (Ramadhani, 2021). The implementation of halal tourism in various regions of Indonesia demonstrates the significant potential of this sector. With its rich cultural heritage, diverse culinary offerings, and natural beauty, combined with the provision of halal-friendly facilities, Indonesia is well-positioned to further strengthen its role as a leading destination for Muslim travelers worldwide.

Nevertheless, the development of halal tourism has often focused predominantly on regulatory and symbolic aspects, such as local policy frameworks or halal branding, without adequately integrating infrastructure readiness, service quality, and culinary product innovation into a comprehensive development strategy. Moch. Wispandono *et al.* emphasized that the success of sustainable halal tourism management depends not only on regulatory measures but also on tripartite collaboration among the

government, local communities, and investors, thereby forming a strategic model capable of enhancing community economic welfare (Wispondono et al., 2023). Therefore, what is required is not merely regulation and branding but also the preparation of adequate infrastructure and supporting facilities to effectively support the development of halal tourism. As highlighted by Haddad et al. in their study on Halal Food and Muslim Tourists, one of the primary considerations for Muslim tourists, in addition to transportation and accommodation, is the availability of halal food (Haddad et al., 2019; Heikal et al., 2024). In this context, the existence of the Laksa Tangerang culinary area represents one of the facilities developed and promoted by the Tangerang City Government to stimulate the local economy and enhance the local community's economic well-being.

The development of halal tourism based on traditional culinary heritage in Tangerang City is crucial for advancing Indonesia's halal industry. This is particularly significant given that Indonesia's halal food expenditure is among the highest globally, reaching USD 170 billion. Tangerang City holds great potential for implementing a halal tourism model centered on traditional Laksa, supported by several strategic factors. These include its geographic advantage as a primary buffer city to Jakarta, the presence of Soekarno-Hatta International Airport within its territory, and its rich array of cultural, culinary,

religious, and shopping attractions. Additionally, the city benefits from strong community support and a culturally rooted population. Therefore, to maximize the potential of the Laksa culinary area, the development of halal tourism based on traditional Laksa cuisine in Tangerang requires collaboration among the government, industry stakeholders, local communities, associations, and academics. Such collaborative efforts are essential for building a supportive ecosystem that can significantly contribute to regional economic growth.

To develop halal tourism based on traditional Laksa culinary heritage, a strategic approach that considers both local potential and market demand is required. This strategy aims to position Laksa Tangerang as a halal culinary tourism icon that can compete at both national and international levels. The establishment of a halal culinary zone in Tangerang City can provide added value to the city's tourism development by offering services that ensure that the food and beverages consumed meet halal compliance, health, and comfort standards. Fundamentally, consumers have the right to access food products that are Halal, Safe, and Healthy, regardless of ethnicity, religion, or socioeconomic status. The presence of a halal culinary tourism area in Tangerang not only transforms the space into a dining venue but also enables it to evolve into a leading tourism destination in the traditional Laksa

culinary sector, thereby attracting broader public interest and participation.

Some strategies for developing halal tourism based on traditional Laksa cuisine in Tangerang City include defining and designing the KHAS Zone (Halal, Safe, and Healthy Culinary) in the Laksa culinary area as a Halal Culinary Tourism Zone or Halal Tourism Based on Traditional Cuisine (KNEKS, 2022). In designing the KHAS Zone, it is essential to follow several criteria established by the National Committee for Sharia Economy and Finance (KNEKS), including having facilities and infrastructure located within the same area that produce halal, safe, and healthy culinary products. Providing a prayer room (Mushola) or being close to a place of worship (Mosque) (Rachman, 2020). Allocating most of the area for business actors producing halal, safe, and healthy culinary products, and/or those in the process of obtaining halal certification. Management must be committed to operating the KHAS Zone based on Sharia management principles. These criteria ensure that the KHAS Zone functions as a culinary area that guarantees halal, safe, and healthy food, supported by appropriate facilities and a management system aligned with Islamic principles (Ilham & As'ad, 2023; Kemenag, 2022). The determination and design of this involve multiple related stakeholders, including the government, business actors, KNEKS, KDEKS,

associations, academics, and other practitioners.

The second strategy is to prepare regulations in the form of Regional Regulations (Perda) concerning halal culinary tourism or more broadly related to halal tourism, covering various sectors such as halal food and beverages, halal fashion, halal cosmetics, halal pharmaceuticals, and others, adjusted to the local wisdom and socio-cultural values of Tangerang City so that they do not conflict or contradict existing local wisdom. Research by Abdul Rachman et al. in their article *The Urgency of Halal Tourism Literacy in Responding to Rejection of Halal Tourism in Indonesia* that the rejection of halal tourism in Indonesia is not due to opposition to local wisdom but rather because the halal tourism concept is not comprehensively understood, leading to different interpretations of halal tourism. (Rachman, Faluthamia, et al., 2022). Kadri's research, titled *Religion and Tourism: Promoting Inclusive Islam in Lombok Island, Indonesia*, states that the tourism industry in Lombok embraces inclusive Islamic values because it promotes tolerance and peace (Kadri, 2022).

The third strategy is to prepare Halal Tourism Infrastructure, which includes the availability of infrastructure supporting halal culinary tourism with facilities such as places of worship, ablution areas, and clean toilets. Additionally, accessibility to culinary tourism destinations must be

considered, such as providing adequate parking and integrating public transportation, such as Bus Tayo and Tangerang City Tourism Buses, making it easily accessible for visitors from various regions. Ensure that these facilities are friendly to Muslim visitors and comfortable for all guests. The next step in halal tourism infrastructure is to create a clear and informative location map showing key points, such as Laksa serving areas, public facilities, and transportation access. This map can be distributed digitally and in printed form for easier access.

The fourth strategy for developing halal culinary tourism is to organize halal culinary events and festivals. Events such as the "Laksa Tangerang Festival" or "Tangerang Halal Culinary Week" can serve as effective promotional platforms while encouraging the participation of local businesses. These festivals can also be integrated with local cultural performances, allowing tourists to enjoy the cuisine and appreciate the rich culture of Tangerang. In addition to halal culinary festivals, the next step is to carry out effective promotion to increase the attractiveness of halal culinary tourism in Tangerang. Government and business actors can utilize social media, websites, and other digital platforms to promote Tangerang's signature cuisine. Strong branding with an appealing slogan can help build the city's image as a leading halal culinary-tourism destination.

The fifth strategy for developing the potential of halal culinary tourism is collaboration with multiple stakeholders. Developing halal culinary tourism requires solid cooperation among the local government, business actors, community, associations, and academics. The government acts as a facilitator and regulator, while businesses are responsible for providing quality products and services. The local community can serve as tourism ambassadors, and academics can assist with research and culinary product innovation. Meanwhile, KNEKS or KDEKS of Banten Province is one of the central government elements that can contribute ideas and constructive suggestions for developing the KHAS Zone in the Laksa culinary area, as has been done by KDEKS of Banten Province in developing the KHAS Zone in Pasar Lama, Serang City.

CONCLUSION

Research suggests that the stagnant growth of Laksa Tangerang is rooted in multidimensional structural problems, ranging from limited innovation and weak segmentation and promotion to regional governance and competitive pressures, which hinder the optimization of its potential. Nevertheless, Laksa Tangerang still possesses strong economic leverage and social legitimacy to be developed as a strategic center for halal tourism based on culinary heritage, with tangible contributions to local income, job

creation, and strengthening public trust through halal certification and food safety issues. Based on the SWOT analysis conducted in this study, the primary strengths of the Laksa culinary area lie in its distinctive taste, national cultural legitimacy, strong support from central government policies on halal industry development, and its strategic location. These factors constitute important capital for advancing halal tourism based on traditional culinary heritage in Tangerang City. Regulatory support, public policy initiatives, and government budget allocations for the halal industry create opportunities to integrate Laksa Tangerang into a broader halal tourism ecosystem.

In Islamic law, Laksa Tangerang cannot be positioned solely as a cultural artifact or economic commodity, but rather as a *mu'āmalah* practice subject to Islamic legal norms, particularly the principles of *ḥalālan ṭayyiban*, business ethics, and *maṣlaḥah* orientation. Its integration into the halal tourism ecosystem requires certification as mandated by Law No. 33 of 2014 on Halal Product Guarantee, so that halal assurance no longer depends on social assumptions or personal beliefs but on credible and institutionalized formal mechanisms. Low literacy and awareness of certification among business actors is a major challenge that must be addressed by strengthening religious commitment, regulatory understanding, and policy support. Thus, if managed transparently,

accountably, and in accordance with halal standards, Laksa Tangerang has the potential to become a model of harmony between local heritage, the creative economy, and Sharia norms in developing sustainable halal tourism. Nevertheless, the optimization of this potential requires well-planned and integrated management strategies. These include increasing the number of halal-certified Laksa vendors, strengthening institutional governance within the culinary area, enhancing service quality in halal culinary tourism, and fostering synergy among government authorities, business actors, and investors. Several strategic measures are necessary to transform the Laksa culinary area into a competitive halal tourism destination, including the establishment and design of a KHAS Zone (Culinary, Halal, Safe, and Healthy), enactment of supportive local regulations, provision of adequate infrastructure and facilities, promotion through digital platforms, festivals and events, and collaboration with multiple stakeholders.

By leveraging existing internal strengths and external opportunities, the development of the Laksa Tangerang culinary area has the potential to become a competitive and sustainable halal culinary-tourism destination. Simultaneously, it can contribute to the preservation of local cultural heritage and the improvement of the socio-economic welfare of the people of Tangerang City. With its unique flavor profile and rich historical background,

Tangerang City possesses considerable potential to position itself as a leading destination for domestic and international tourists through the development of halal culinary tourism. This potential may attract Muslim and non-Muslim visitors seeking to experience authentic local traditional cuisine. Ultimately, Laksa Tangerang can evolve from a symbol of local pride into a halal tourism icon capable of competing at the national and international levels.

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