

**MARKETING OPTIMIZATION OF HALAL TOURISM  
DESTINATIONS IN ACEH PROVINCE**

**FINAL PROJECT**

**In partial fulfilment of the requirements  
for the master's degree  
from Institut Teknologi Bandung**

**By  
MAR AYU FOTINA  
Student ID: 29122005  
(Master of Business Administration Program)**



**INSTITUT TEKNOLOGI BANDUNG  
January 2024**

## **ABSTRACT**

### **MARKETING OPTIMIZATION OF HALAL TOURISM DESTINATIONS IN ACEH PROVINCE**

By

**Mar Ayu Fotina**

**Student ID: 29122005**

**(Master of Business Administration Program)**

This study aims to optimize the marketing strategy of halal tourism destinations in Aceh Province. This research is conducted by analyzing tourist perceptions of the basic aspects of tourism development, namely amenity, accessibility, and attractions (3A) in accordance with halal principles in Aceh. In addition, this study also aims to formulate recommendations for effective marketing strategies to improve Aceh's image as a leading halal tourist destination.

This research uses quantitative methods with sentiment analysis approach and questionnaire survey. Sentiment analysis was conducted using the Naive Bayes method to analyze user reviews of halal tourist destinations in Aceh found on Google Maps. Meanwhile, a questionnaire survey was used to collect data directly from respondents related to the perceptions, attitudes, and demographics of tourists towards halal tourist destinations in Aceh.

The results show the importance of improving infrastructure, increasing hygiene standards, and developing an authentic halal tourism experience. This research offers recommendations for the Aceh Tourism Office, including marketing that focuses on Aceh's strengths such as natural beauty, authentic culture, and halal culinary experiences, while addressing weaknesses such as transportation infrastructure and consistent implementation of CHSE standards. With a clear target market and appropriate marketing strategies, Aceh has the potential to improve its image as a halal destination.

**Keywords:** Halal Tourism, Aceh Tourism Destinations, Sentiment Analysis, Marketing Strategy

## **ABSTRAK**

### **OPTIMASI PEMASARAN DESTINASI PARIWISATA HALAL DI PROVINSI ACEH**

*Oleh*

**Mar Ayu Fotina**

**29122005**

**(Program Studi Magister Administrasi Bisnis)**

*Penelitian ini bertujuan untuk mengoptimalkan strategi pemasaran destinasi wisata halal di Provinsi Aceh. Penelitian ini dilakukan dengan menganalisis persepsi wisatawan terhadap aspek dasar pengembangan pariwisata, yaitu amenities, aksesibilitas, dan atraksi (3A) yang sesuai dengan prinsip halal di Aceh. Selain itu, penelitian ini juga bertujuan untuk merumuskan rekomendasi strategi pemasaran yang efektif untuk meningkatkan citra Aceh sebagai destinasi wisata halal terkemuka.*

*Penelitian ini menggunakan metode kuantitatif dengan pendekatan analisis sentimen dan survei kuesioner. Analisis sentimen dilakukan dengan menggunakan metode Naive Bayes untuk menganalisis ulasan pengguna terhadap destinasi wisata halal di Aceh yang terdapat di Google Maps. Sementara itu, survei kuesioner digunakan untuk mengumpulkan data langsung dari responden terkait dengan persepsi, sikap, dan demografi wisatawan terhadap destinasi wisata halal di Aceh.*

*Hasilnya menunjukkan pentingnya memperbaiki infrastruktur, meningkatkan standar kebersihan, dan mengembangkan pengalaman pariwisata halal yang otentik. Penelitian ini menawarkan rekomendasi bagi Dinas Pariwisata Aceh, termasuk pemasaran yang berfokus pada kekuatan Aceh seperti keindahan alam, budaya otentik, dan pengalaman kuliner halal, serta memperhatikan kelemahan seperti infrastruktur transportasi dan konsistensi penerapan standar CHSE. Dengan target pasar yang jelas dan strategi pemasaran yang sesuai, Aceh berpotensi meningkatkan citranya sebagai destinasi wisata halal terkemuka, membuka peluang bagi peningkatan kunjungan wisatawan.*

*Kata Kunci: Wisata Halal, Destinasi Wisata Aceh, Analisis Sentimen, Strategi Pemasaran*

**VALIDATION PAGE**

**MARKETING OPTIMIZATION OF HALAL TOURISM  
DESTINATIONS IN ACEH PROVINCE**

By  
**Mar Ayu Fotina**  
**Student ID: 29122005**  
**Master of Business Administration Program**

Institut Teknologi Bandung

Approved  
Supervisor Team

Bandung, 15 January 2024

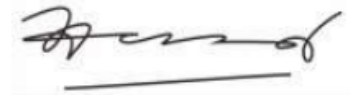
Supervisor



---

Ilma Aulia Zaim, S.Ds.,  
M.S.M., Ph.D.

Co-Supervisor



---

Drs. Herry Hudrasyah, M.A.

## DECLARATION OF NON-PLAGIARISM

### Plagiarism is:

Taking, using, and submitting a work of another, including an idea, writing, or invention, as if it was her or his own.

### Plagiarism includes (but not limited to):

1. **quoting verbatim** the work of another without acknowledgement of the source;
2. **paraphrasing** the work of another without acknowledgement of the source;
3. **using** the idea of another without acknowledgement of the source;
4. **submitting** the work of another without identifying clearly who did the work;
5. **colluding** by submitting the work of another as her or his own with consent from the other.

I understand that Plagiarism is wrong, a breach of academic integrity, and against Program, School, and University's Policy and Regulation.

I declare that all material in this Final Project is original, my own work, and does not involve plagiarism.

I have not allowed, and will not allow, another to copy my work with the intention of submitting it as her or his own work.

Name: Mar Ayu Fotina

Student ID: 29122005

Signed:



Date: 15 January 2024

*This final project is dedicated to parents, brothers and sisters, and bestfriend  
who always support me.*

## ACKNOWLEDGEMENTS

Bismillahirrahmanirrahim,

With gratitude to the presence of Allah SWT, the author can finally complete the writing of this thesis. I am infinitely grateful for all His guidance, protection, and grace so that I can complete this thesis well.

I would like to express my deepest gratitude to my beloved parents, who never tired of providing support, prayers, and motivation during the process of writing this thesis. This success is the fruit of their infinite sacrifice and love.

Sincere gratitude also goes to Drs. Herry Hudrasyah, M.A., the supervisor who has provided valuable knowledge, direction, and guidance. Your guidance and patience have brought the author to a deeper understanding in completing this thesis.

The author would also like to express her deep gratitude to Mrs. Ilma Aulia Zaim, S.Ds., M.S.M., Ph.D. as the first supervisor who has given a warm welcome and directed the author with great patience and wisdom.

Last but not least, the author would like to thank the Department of Culture and Aceh Province for accepting and supporting this research. The cooperation and support from the Department have contributed significantly to this research.

The author would also like to express her appreciation to her friends in YP67A class, where she has been learning together. Interactions and discussions with friends have provided inspiration and motivation in the completion of this thesis.

Finally, the author would like to express his gratitude to the lecturers of the MBA program who have provided their knowledge and to all parties in the academic environment who have helped during the lecture process.

May Allah SWT bless and reward all the kindness that has been given to the author. Hopefully this thesis can be useful for all parties in need.

Bandung, 15 January 2024



Mar Ayu Fotina

29122005

## TABLE OF CONTENTS

ABSTRACT.....	i
<i>ABSTRAK</i> .....	ii
VALIDATION PAGE .....	iii
DECLARATION OF NON-PLAGIARISM.....	iv
ACKNOWLEDGEMENTS .....	vi
TABLE OF CONTENTS.....	vii
LIST OF FIGURES .....	ix
LIST OF TABLES .....	xi
LIST OF ABBREVIATIONS .....	xii
Chapter I Introduction.....	13
I.1 Background.....	13
I.2 Company Profile.....	19
I.2.1 Vision and Mission .....	21
I.2.2 Organization Structure .....	21
I.3 Business Issue.....	23
I.4 Research Questions and Research Objectives .....	24
I.5 Research Scope and Limitation .....	24
Chapter II Literature Review .....	26
II. 1 Theoretical Foundation.....	26
II.1.1 Tourism .....	26
II.1.2 Halal Tourism .....	26
II.1.3 The 3A Tourism Concept.....	31
II.1.4 Travelers .....	33
II.1.5 Perception .....	34
II.1.6 Sentiment Analysis .....	35
II.1.7 Naïve Bayes .....	36
II.1.8 Perceived Image.....	36
II.1.9 Destination Image .....	37
II.1.10 Destination Positioning .....	54
II.1.11 Destination Branding.....	55
II.2 Conceptual Framework.....	55
Chapter III Research Methodology.....	58
III. 1 Research Design.....	58
III. 2 Data Collection Method .....	61
III. 3 Data Analysis Method.....	62
Chapter IV Results and Dicsussion.....	74
IV. 1 Analysis .....	74
IV.1.1 Sentiment Analysis.....	74
IV.1.2 Destination Analysis .....	92
IV.1.3 Segmentation Analysis.....	102
IV.1.4 PESTEL Analysis.....	118
IV.1.5 SWOT Analysis.....	132
IV.2 Business Solution.....	135
IV.3 Implementation Plan & Justification .....	149

Chapter V Conclusion and Recommendation .....	151
V.1 Conclusion .....	151
V.2 Recommendation .....	155
REFERENCES .....	157

## LIST OF FIGURES

Figure 1. 1 8 Best Halal Tourism Destination Countries in the World.....	14
Figure 1. 2 Tourism Visit Rates (Nusantara) in Aceh 2010 – 2022 .....	17
Figure 1. 3 Organizational Structure of Dinas Kebudayaan dan Pariwisata, 202221	
Figure 2. 1 Baiturrahman Grand Mosque .....	39
Figure 2. 2 PLTD Apung Museum .....	40
Figure 2. 3 Pantan Terong Hill .....	41
Figure 2. 4 Baiturrahim Mosque .....	42
Figure 2. 5 Ulee Lheue Beach.....	43
Figure 2. 6 Aceh Museum.....	44
Figure 2. 7 Cut Nyak Dhien House.....	45
Figure 2. 8 Banda Aceh Blang Padang Field .....	46
Figure 2. 9 Putroe Phang Park .....	47
Figure 2. 10 Putroe Phang Park .....	48
Figure 2. 11 Geurutee Mountain Peak .....	49
Figure 2. 12 Indonesia Kilometre Zero Monument .....	50
Figure 2. 13 Iboih Beach.....	51
Figure 2. 14 Laut Tawar Lake.....	52
Figure 2. 15 Lhoknga Beach .....	53
Figure 2. 16 Conceptual Framework of Aceh Halal Tourism Development .....	55
Figure 3. 1 Overall Research Design .....	58
Figure 3. 2 Detailed of Research Design .....	61
Figure 3. 3 Research Flow of Sentiment Analysis.....	68
Figure 4. 1 Illustration of data collection using instant data scraper tools.....	74
Figure 4. 2 Data Cleansing Process .....	76
Figure 4. 3 Text Processing .....	78
Figure 4. 4 Data Splitting .....	81
Figure 4. 5 Model Implementation Process .....	82
Figure 4. 6 Visualization of Attractions Aspect.....	88
Figure 4. 7 Visualization of Amenities Aspect.....	89
Figure 4. 8 Visualization of Accessibility Aspect.....	89
Figure 4. 9 Positive Sentiment for Aceh Tourism Destination .....	90
Figure 4. 10 Negative Sentiment for Aceh Tourism Destination .....	91
Figure 4. 11 . Evaluation of 3A’s Aspects .....	92
Figure 4. 12 Age .....	102
Figure 4. 13 Gender .....	103
Figure 4. 14 Last Education .....	104
Figure 4. 15 Occupation.....	104
Figure 4. 16 Province of Origin .....	105
Figure 4. 17 Monthly Income Range .....	106
Figure 4. 18 Most Wanted Things when Traveling for Halal Tourism .....	106
Figure 4. 19 Frequency in Choosing Halal Facilities.....	107
Figure 4. 20 Factors Affecting the Decision to Choose a Halal Destination .....	108

Figure 4. 21 Information about Halal Destinations .....	108
Figure 4. 22 Challenges when Searching for Halal Tourism Destinations.....	109
Figure 4. 23 Usual Travel Status.....	110
Figure 4. 24 Planning a Halal Tourism Trip .....	110
Figure 4. 25 Frequency of Halal Tourism Travel .....	111
Figure 4. 26 Preferred Halal Activities .....	112
Figure 4. 27 Important Factors and Facilities when Choosing a Halal Tourism Destination .....	112
Figure 4. 28 Importance of Halal Facilities .....	113
Figure 4. 29 Budget Allocation for Travel.....	114
Figure 4. 30 Factors in Choosing Accommodation .....	114
Figure 4. 31 Willingness to Pay More for Halal Tourism Package .....	115
Figure 4. 32 Respondents Who Have Settled in/Over Visited Aceh .....	115
Figure 4. 33 Aspects Most Enjoyed in Aceh .....	116
Figure 4. 34 Interest in Halal Travel to Aceh .....	117
Figure 4. 35 Motivation to Visit Aceh .....	117
Figure 4. 36 Obstacles to Visiting Aceh .....	118
Figure 4. 37 Top 10 Halal Tourism Destinations in Indonesia.....	119
Figure 4. 38 Development of Muslim Travelers and Predicted.....	121

## LIST OF TABLES

Table 1. 1 Halal Tourism Development Province.....	15
Table 3. 1 Variable Components of 3A .....	67
Table 3. 2 Sentence Separation .....	70
Table 3. 3 Multi-Labeling Techniques.....	71
Table 4. 1 Reviews Data Recap .....	75
Table 4. 2 Result After Data Cleansing .....	76
Table 4. 3 Data Labeling.....	77
Table 4. 4 Tokenize Result .....	78
Table 4. 5 Transform Cases .....	79
Table 4. 6 Token Filter (by Length).....	80
Table 4. 7 Stopwords Filter (Dictionary).....	80
Table 4. 8 Stemming .....	81
Table 4. 9 Training Data .....	82
Table 4. 10 Test Data that does not yet have a sentiment label .....	82
Table 4. 11 . Merging Training and Test Data.....	83
Table 4. 12 . Unlabeled Test Data.....	84
Table 4. 13 Replace Missing Values.....	84
Table 4. 14 Auto Labeling Sentiment .....	85
Table 4. 15 3A Aspect Classification.....	85
Table 4. 16 . Sentiment Model Evaluation.....	86
Table 4. 17 Evaluation of Attraction Aspect.....	86
Table 4. 18 Evaluation of Amenities Aspect .....	87
Table 4. 19 Evaluation of Accessibility Aspect.....	87
Table 4. 20 IMTI 2023 ACES Rankings - Environment .....	126
Table 4. 21 SWOT Analysis .....	134
Table 4. 22 TWOS Matrix .....	136
Table 4. 23 Target Market.....	140
Table 4. 24 Positioning Approach for Aceh Halal Tourism .....	143
Table 4. 25 Matrix Dimension .....	144
Table 4. 26 Implementation Plan .....	150

## LIST OF ABBREVIATIONS

ABBREVIATIONS	Name
Disbudpar Aceh	Dinas Kebudayaan dan Pariwisata Aceh
3A	Attractions, Amenities, and Accessibility
Kemendparekraf	Kementerian Pariwisata dan Ekonomi Kreatif
GMTI	Global Muslim Travel Index
IMTI	Indonesia Muslim Travel Index
Wisman	Wisatawan Mancanegara
Wisnus	Wisatawan Nusantara
GDP	Gross Domestic Product

# Chapter I Introduction

## I.1 Background

The tourism industry has a very important role in supporting the Indonesian economy. According to a recent report from the Organisation for Economic Co-Operation and Development (OECD) entitled "Tourism Trends and Policies 2022," in 2019, the tourism sector contributed around 5.0% to the country's Gross Domestic Product (GDP). However, the significant impact of the Covid-19 pandemic in 2020 resulted in a drastic decline in the tourism sector's contribution to Indonesia's GDP, dropping by 56%, thus only contributing around 2.2% to the country's total economy.

In 2022, the number of domestic tourist visits (wisnus) managed to exceed the target. Kemenparekraf noted that the number of domestic tourist visits reached 800 million trips or above the target of 550 million trips. Tourism and Creative Economy Minister Sandiaga Salahuddin Uno said the high achievement of the tourism sector in 2022 encouraged the Ministry to double the target for 2023.

As a country with the largest Muslim population in the world, Indonesia is also developing halal tourism destinations. According to the 2019 Mastercard Crescenting Global Travel Market Index (GMTI) report, it predicts that there will be 230 million Muslim travelers globally by 2026. In line with these predictions, the Global Islamic Economy Report states, the money turnover from world halal tourism is predicted to increase, from 177 billion US dollars (2017) to 274 billion dollars by 2023.

Halal tourism is defined as a set of additional services that include amenity, accommodation, attractions, and accessibility, which are aimed and provided to meet the experiences, needs, and desires of Muslim tourists, provided by businesses, communities, and governments (Ministry of Tourism, 2019).

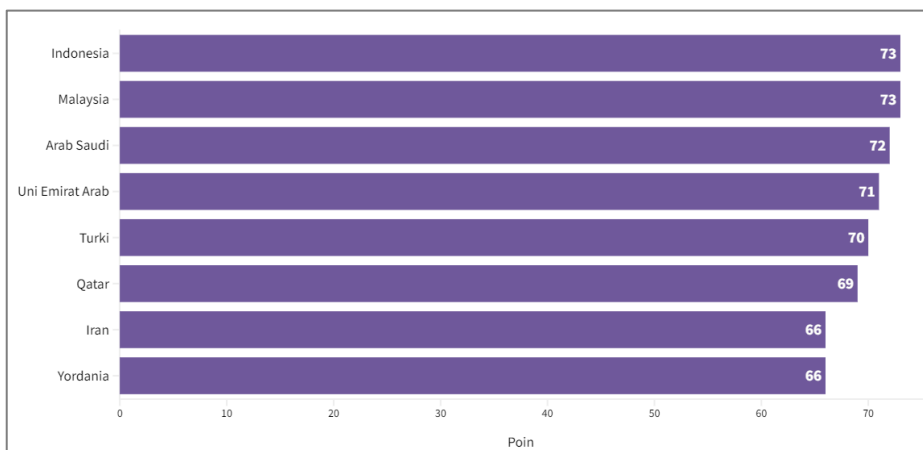


Figure 1. 1 8 Best Halal Tourism Destination Countries in the World

Source: Crescent Rating, 2023

In 2023, according to the Global Muslim Travel Index (GMTI) report, Indonesia is the country with the best halal tourism destination in the world. Out of 138 countries with four categories including ease of access, communication, environment, and service. Indonesia excels in the communication category that focuses on marketing efforts for halal tourist destinations. In addition, the best score is also in the service category which focuses on answering the needs of Muslims based on their beliefs.

Seeing this growth rate has made many countries begin to seriously develop halal tourism. Even in countries that are not members of the Organisation of Islamic Cooperation (OIC), such as Japan, Taiwan and South Korea. This makes halal tourism a promising opportunity to be developed in Indonesia. There are 10 provinces that have been selected by the government to be halal tourism development listed in the Indonesia Muslim Travel Index (IMTI, 2019) report, a list of the 10 provinces is as follows:

<b>IMTI RANK</b>	<b>DESTINATIONS</b>	<b>IMTI 2019 SCORE</b>
1	Lombok ( <i>West NusaTenggara</i> )	70
2	Aceh	66
3	Riau & Riau Islands	63
4	Jakarta	59
5	<i>West Sumatra</i>	59
6	<i>West Java</i>	52
7	Yogyakarta	52
8	<i>Central Java</i>	49
9	<i>East Java (Malang)</i>	49
10	<i>South Sulawesi (Makassar)</i>	10

Table 1. 1 Halal Tourism Development Province

Source: IMTI, 2019

One of the potential provinces in the development of halal tourism is Aceh. In 2016, Aceh was awarded as World's Best Airport for Halal Travelers and World's Best Halal Cultural Destination from the World Halal Tourism Award. Aceh has a comparative advantage in the field of tourism due to its strategic position on international shipping lanes, the beauty of natural panoramas, cultural uniqueness and historical heritage which are Aceh's assets, so it needs to be developed as a driver of development and economic improvement.

Aceh is a special province and has special authority to regulate and manage its own government affairs and the interests of the local community in accordance with the 1945 Constitution of the Republic of Indonesia. The privileges of the Special Province of Aceh are accommodated in Law Number 44 of 1999, then reinforced by the regulations of Law Number 11 of 2006 concerning the Government of Aceh, and Law Number 23 of 2014 concerning Regional Government, where the regional regulation of the province of Aceh is regulated in a term Qanun Aceh. Qanun is defined as a type of provincial legislation that

regulates the administration of government and public life in the province of Aceh. Qanun contains special autonomy granted to the province of Aceh to implement Islamic Sharia. (Carboni et al., 2017) assessed that the life of the people of Aceh is inseparable from Islamic teachings, such as lifestyle and social interaction has its own charm for people outside Aceh.

In the context of tourism, Aceh Province sees a great opportunity to combine the principles of Islamic Sharia with its tourism potential. Through Aceh's Qanun No. 8/2013 on Tourism, Aceh sets important foundations for the development of tourism in harmony with Islamic values. This Qanun regulates the approach to sharia-compliant tourism. Following this Qanun, tourism is characterized as a term relating to activities undertaken to support individual tourism sites and includes specific tourism trade and other related trade activities (Yusuf & Ibrahim, 2016). Tourism development is conducted based on Qanun No. 3 Year 2022 on the Master Plan for Aceh Tourism Development Year 2022-2037. Through the halal tourism programme, Aceh has a vision of tourism development, namely "Making Aceh a World Class Halal Tourism Destination."

The implementation of Sharia law in Aceh became a crucial element in the agreement that led to peace in the area. This process began a new era in tourism development, spurring Aceh to develop and promote the concept of halal tourism, not only as a brand identity but also as part of its mission (Rindarsih, 2019). As such, there is a strong rationale behind Aceh's recognition as a global halal tourism destination. As a province unlike any other in Indonesia, Aceh has all the necessary elements to realize this vision. Located at the northernmost point of Sumatra Island and the western tip of Indonesia, Aceh is strategically located and has been a center of global exchange and culture since the 16th century (Hadi, Hamzah & Syechalad, 2014; Syafiera, 2016). Aceh Province is geographically located between 2°- 6° N and 95°- 98° E, with an average elevation of 125 meters above sea level. The area of Aceh Province is almost 12.26% of the island of Sumatra.

Following the tsunami in Aceh in 2004, the tourism industry in the area experienced significant development and transformation (Rindarsih, 2019; Sufika, 2019; Fadillah, Dewi & Hardjanto, 2012). Many tsunami-related attractions, including memorial parks, museums and educational parks, have become a draw for domestic and international visitors (Nazaruddin & Sulaiman, 2013). In addition, local attractions such as Aceh's traditional cuisine are also a magnet for domestic and international tourists (Turgarini & Abdillah, 2017). Furthermore, Aceh is known for its rich biodiversity, which is among the largest in the Asia Pacific region (Cochard, 2017; Ghazali & Nurdin, 2017; Muchlisin et al., 2017; Muchlisin et al., 2016). Therefore, Aceh is known as a destination that offers extraordinary natural potential.

From 2010 to 2019, the number of visits from domestic tourists has increased significantly, from 720,079 visits in 2010 to 2,529,879 visits in 2019, representing an increase of 251.33%. However, the COVID-19 pandemic has had a major impact on domestic tourist arrivals. In 2020, 1,336,163 visits were recorded, a decrease of 47.18%, and in 2021 1,458,238 visits were recorded, a decrease of 42.36%. Although the pandemic and activity restrictions negatively impacted the tourism industry, visits from domestic tourists remained the main support of the industry during the period 2020-2022. This data is illustrated in in Figure 1.2.

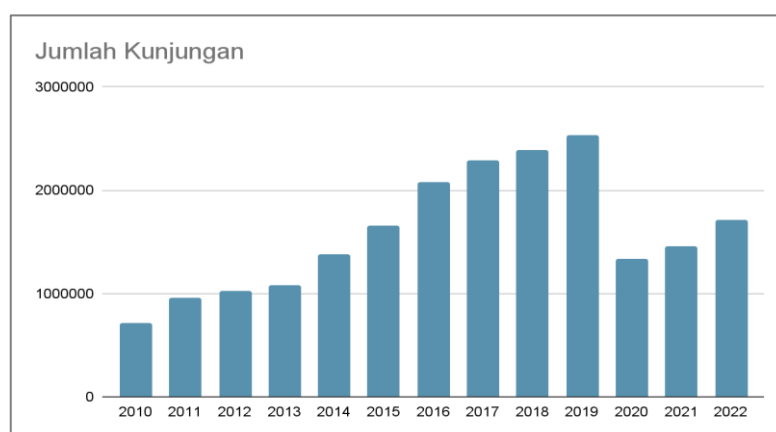


Figure 1. 2 Tourism Visit Rates (Nusantara) in Aceh 2010 – 2022

Source: Aceh Government (2023)

One strategy in tourism policy development involves optimizing tourist destinations in Aceh, focusing on accurate and timely identification of the most popular tourist sites. Having a good understanding of popular tourist destinations allows the tourism sector to formulate more efficient marketing strategies, improve the quality of services, and create more engaging experiences for visitors. Popular tourist sites here mean places or areas that manage to attract a lot of visits and attention from visitors (PT. Ionesia Solusi Data Website Team, 2022).

Sentiment analysis is a field of study that focuses on the evaluation of opinions in text, which is important for decision-making in various contexts. It aims to examine opinions, evaluations, and emotions related to specific topics, products, and services (Thomas & Rumaisa, 2022). Travelers who have visited a tourism destination tend to spread the word about their personal experiences and views of the place (Fatimah & Naryoso, 2018). When tourists experience satisfaction during their visit, they will generally share these positive experiences through various digital platforms such as social media or tourism websites (Gustiani, 2018). This indicates that the sentiment analysis approach is used to find out how popular a tourist destination is (Hasanah & Yustanti, 2021). Furthermore, the findings from sentiment analysis about these tourist destinations are important as input for destination management in improving facilities and services according to what tourists need (Ferryawan et al., 2019). Therefore, there is a need for comprehensive research that incorporates sentiment analysis methods to improve the marketing strategy of tourism destinations in Indonesia.

In Aceh's tourist destinations, there is data in the form of visitor reviews on Google Maps that can be processed into valuable information to understand the opinions and sentiments of the majority of visitors in the region. The review feature on Google Maps is part of the big data phenomenon, where each individual can leave their impressions and opinions after visiting a place (Haq,

2020). In performing sentiment analysis, classification algorithms play an important role, with one effective method being Naive Bayes, which is based on the concept of probability and the ability to predict events based on classification results (Amaliah & Nuryana, 2022).

Tourism and technology are both comprehensive and specific in nature, so it is important to transform the results of sentiment analysis into strategic goals for marketing development that meet the needs of travelers (Johannes & Erta, 2018). This is important for optimizing marketing strategies. Furthermore, in the study of sentiment analysis in the tourism sector, there is a need for classification in a topic model oriented towards the 3A aspects of halal tourism, namely amenity, accessibility, and attractions. A well-structured topic model can analyze texts to reveal popular themes or topics related to destination activities or attractions (Cendana & Permana, 2019). This shows that the use of sentiment analysis with topic model classification is very relevant and useful to improve the marketing effectiveness of halal tourism destinations in Aceh.

In addition, to understand consumer needs, preferences, and behaviors in more depth, segmentation analysis will be conducted to identify potential customers and develop more focused and effective marketing strategies for each group.

## **I.2 Company Profile**

Dinas Kebudayaan dan Pariwisata (Disbudpar) Aceh is under the Government of Aceh and is directly responsible to the Governor of Aceh through the Regional Secretary. In carrying out its duties in the field of culture and tourism, Disbudpar Aceh seeks to preserve and increase public understanding of culture and cultural heritage in the Aceh region. On the other hand, fostering public understanding of tourism awareness, structuring tourist destinations and tourism development objects that have the potential to be developed is also an important task of the cultural office in advancing regional tourism.

The main task of Disbudpar Aceh is to carry out general government and development tasks in the field of Culture and Tourism in accordance with applicable legislation. In carrying out this task, the Aceh Provincial Culture and Tourism Office has the following functions:

1. Implementation of administrative affairs of the office;
2. Preparation of annual, medium-term and long-term work programmes;
3. Preparation of technical policies in the field of culture and tourism in the region;
4. Technical guidance in the field of Culture and Tourism Regency / City;
5. Providing licensing recommendations in the field of culture and tourism across districts / cities;
6. Implementation of the task of preparing draft regulations and legal products in the field of Culture and Tourism;
7. Supervision and Control in the field of Culture and Tourism;
8. Development of Service Technical Implementation Units (UPTD); and
9. Implementation of coordination with other related agencies and/or institutions in the field of culture and tourism.

Cultural authority is oriented towards 3 (three) main policies, namely protection, development and utilization of cultural arts, ancient history and cultural heritage objects. Meanwhile, the authority of tourism at the Aceh Province level provides direction and policy that tourism development includes 4 (four) component coverage, namely: 1) Tourism Destinations, related to the development of tourist attractions, infrastructure development, public facilities development, tourism development and community empowerment in an integrated and sustainable manner; 2) Tourism Marketing, related to integrated and sustainable joint tourism marketing by involving all stakeholders and responsible marketing in building Indonesia's image as a competitive tourism destination; 3) Tourism Industry, related to the development of structures (functions, hierarchies, relationships) of the tourism industry, tourism product competitiveness, tourism business partnerships, business credibility and responsibility for the natural and socio-cultural environment; and 4) Tourism

Institutions, related to the development of government organizations, local governments, the private sector and the community, human resource development, regulations and operational mechanisms in the tourism sector.

### 1.2.1 Vision and Mission

The vision of the Department of Culture and Tourism of Aceh is "The realization of a peaceful and prosperous Aceh through a clean, fair and serving government". To realize the vision of the Department of Culture and Tourism, the mission is:

1. Strengthening the implementation of Islamic Sharia along with Islamic values and the culture of Aceh in people's lives with the i'tiqad Ahlussunnah Waljamaah sourced from the law of the Shafi'iyah Mazhab while still respecting other madhhabs;
2. Build and develop competitive production centers, trade, industry and creative industries.

### 1.2.2 Organization Structure

Dinas Kebudayaan dan Pariwisata (Disbudpar) Aceh is an implementing element of regional government administration with an organizational structure as shown below:

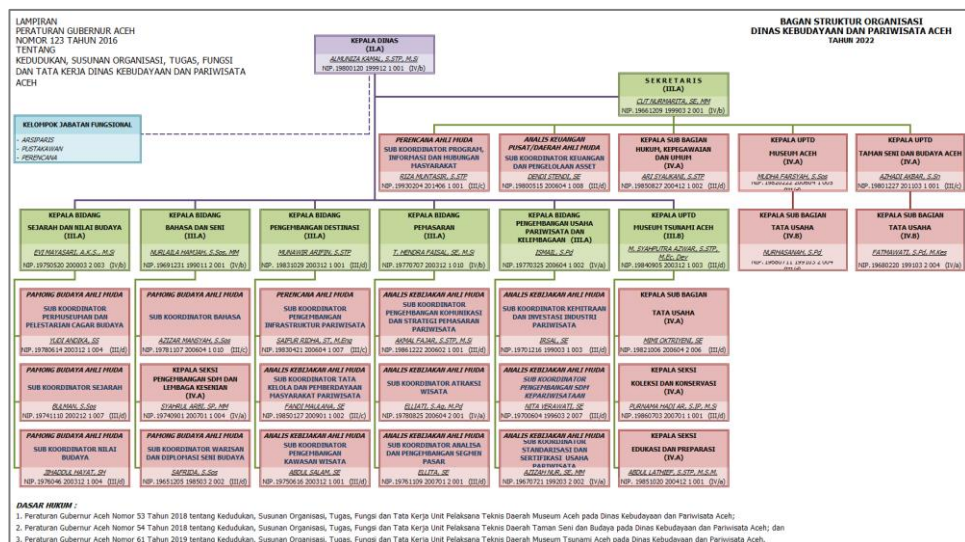


Figure 1. 2 Organizational Structure of Dinas Kebudayaan dan Pariwisata, 2022

Source: Disbudpar Aceh

The Secretariat has the task of carrying out activities for the preparation of annual, medium and long-term work programmes, research, assessment, development, data, information, monitoring, evaluation and reporting on cultural and tourism implementation activities and managing administrative affairs, general, equipment, equipment, housekeeping, library, finance, staffing, management, law, legislation, administrative services within Disbudpar Aceh.

The History and Cultural Values Division has the task of developing, fostering, preserving and utilizing museums and preserving cultural heritage objects, history and cultural values. The Language and Arts Division has the task of fostering, developing and preserving language. The Destination Development Division has the task of conducting research, development and maintenance of Tourism Infrastructure, Empowerment of Tourism Institutions and Communities and Tourism Area Development.

The Marketing Division has the task of conducting communication and tourism marketing strategies, tourist attractions and market segment analysis and development. The Tourism Business and Institutional Development Division has the task of providing guidance, supervision and recommendations for licensing accommodation and restaurant businesses, services and standardization of tourism business products. UPTD Museum Aceh has the task of carrying out the activities of collecting, storing, caring for, preserving, researching and publishing, presenting and providing educational guidance on objects of cultural and scientific value that are regional in nature. UPTD Taman Seni dan Budaya Aceh has the task of carrying out the processing and experimentation of cultural arts, cultural arts performances and exhibitions, lectures, meetings, workshops, documentation, publications, promotion and marketing of cultural arts, administration and housekeeping at Taman Budaya and Taman Sulthanah Safiatuddin.

### **I.3 Business Issue**

To improve the tourism sector, there are four pillars that must be maximized, namely destination, marketing, industry and institutions. "The four pillars must be mobilized simultaneously so that Aceh becomes the world's leading halal tourism destination," said Head of the Culture and Tourism Office, Almuniza Kamal in Banda Aceh, Tuesday (24/1/2023) through the official website [acehprov.go.id](http://acehprov.go.id).

In developing halal tourism in Aceh, there are several strategic issues that become the main concern based on the evaluation of the performance report of Disbudpar Aceh. Firstly, despite the global trend of halal tourism, Aceh has not fully adopted and implemented this concept. With the right marketing strategy, Aceh can position itself as a world-class leading halal tourism destination as the vision of Aceh's tourism development. Second, considering the presence of the concept of halal tourism is still relatively new in Aceh, there is an urgent need to conduct in-depth and measurable studies to find the right formula for the development of Aceh tourism in accordance with Islamic law. Thirdly, although Aceh has great potential as a halal tourism destination, Aceh's tourism image in the eyes of the world is still low. To improve Aceh's tourism image, the focus of researchers will understand the domestic market related to Aceh's halal tourism image because domestic tourists have a great opportunity to understand insights from local demographics that inform marketing strategies that can be adapted later to international audiences to produce effective branding and promotion strategies needed to highlight as a halal tourism destination that is friendly and according to global standards.

By considering these issues and integrating them with a marketing approach, this research aims to formulate an innovative and effective marketing strategy for Aceh to face the challenges and maximize the potential of halal tourism in the province.

## **I.4 Research Questions and Research Objectives**

### **Research Questions**

Based on the background and business issues previously described, this research will answer two research questions, namely:

1. How are visitors' perceptions of the basic aspects of tourism development amenity, accessibility, and attractions (3A), in this case towards destinations that comply with halal principles in Aceh?
2. How can effective marketing strategies be applied to improve Aceh's destination image as a leading halal tourist destination?

### **Research Objectives**

The aims and objectives of this study are as follows:

1. To identify and analyze visitor perceptions related to amenity, accessibility, and attractions offered by halal tourism in Aceh.
2. To formulate recommendations for data-based marketing strategies to improve the implementation of the concept of halal tourism in Aceh, with the aim of optimizing tourism potential and meeting standards as a leading halal tourism destination.

## **I.5 Research Scope and Limitation**

### **Research Scope**

This research will be conducted in Aceh Province, with a focus on the most popular destinations based on the popularity of their frequency of appearance in web browsers. The time span examined in this research covers the period from 2021 to 2023, with particular attention to the period following the issuance of Qanun No. 3 of 2022 on the Aceh Tourism Development Master Plan 2022-2037 to understand the dynamics and changes occurring in the halal tourism industry. The target audience of this research involved key stakeholders in Aceh's tourism industry, including the Disbudpar Aceh, tourism businesses, and tourists visiting Aceh.

### **Research Limitation**

Some limitations in this study, the period covers from 2021 to 2023, due to limitations in data availability for several years, limited research time and consideration of the draft Qanun in 2022 regarding the halal tourism development plan, the data taken is only 2 years back to see one year before and one year after the issuance of the qanun. In addition, although Aceh has many tourist destinations, this research focuses on popular tourist destinations based on the frequency of appearance in web browsers, in this case using Google. Tourist destinations in Aceh have not yet implemented the geopark concept, which is a special award from UNESCO for areas with prominent geological elements, where the local community also plays a role in protecting this natural heritage. In terms of cultural and religious aspects, although this research focuses on halal tourism and the integration of Islamic Sharia, other cultural and religious aspects in Aceh may not be discussed in depth. In terms of methodology, this research will use a quantitative approach, which involves collecting data through sentiment analysis.

## **Chapter II Literature Review**

### **II. 1 Theoretical Foundation**

#### **II.1.1 Tourism**

Tourism is the activity of people traveling and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes" (Goeldner & Ritchie, 2006). According to the definition of The World Tourism Organization (UNWTO) tourism is a social, cultural and economic phenomenon in which the movement of people to places outside their usual environment is involved, either with personal or other business purposes. Meanwhile, UU RI No.10 2009 describes tourism as all types of tourist activities supported by facilities provided by the community, entrepreneurs, government, and local government. Mathieson and Wall, define tourism as the temporary movement of people to a destination outside their place of work and residence, the activities carried out while they are in the destination, and the facilities created to meet their needs (Mtapuri & Giampiccoli, 2018).

From the previous definition, it is known that tourism is recognised as a phenomenon that involves the movement of people from their usual environment for a variety of purposes, including recreation, business, or others. Overall, tourism can be defined as the movement of people for non-routine purposes supported by facilities and activities in the destination.

#### **II.1.2 Halal Tourism**

##### **(2) Halal Tourism Definition**

Halal means something that is accepted, allowed in Islamic teachings. While halal tourism is defined as any object or tourist action that is permitted according to Islamic teachings to be used or involved by Muslims in the tourism industry (Al-Qardawi, 2013). A study by WTM (2007) explains halal tourism as a type of religious tourism that complies with Islamic teachings regarding behaviorism, dress, behavior and diet. This definition considers Islamic law (sharia) as the basis for

delivering tourism products and services to target customers who are mostly Muslim tourists, such as halal hotels (sharia hotels), halal resorts, halal restaurants, and halal travel. According to the Ministry of Tourism (Kemenpar, 2012) halal tourism is an activity supported by various facilities and services provided by the community, entrepreneurs, government, and local governments that meet the provisions of sharia. As according to the Indonesian Ulema Council in 108/DSN-MUI/X/2016 concerning guidelines for the implementation of tourism based on sharia principles, it can be interpreted as a trip made by individuals or groups to visit a place with the aim of including recreation and self-development, as well as exploring and understanding the unique aspects of tourist attractions, all done by following sharia principles.

From the above definition, halal tourism as a form of tourism based on the principles of Islamic law (sharia), aimed primarily at meeting the needs of Muslim customers. This includes the provision of sharia-compliant hotels, resorts, restaurants and travel. This concept is not only limited to Muslim-majority countries, but also applies in non-Muslim countries, by providing services and products for Muslim travelers. This definition also indicates that the reason for travel does not necessarily have to be religious in nature, but can include a variety of motivations that are common in tourism.

### **(3) Halal Tourism Guidelines**

According to the Ministry of Tourism through the Fatwa of the National Sharia Council of the Indonesian Ulema Council No. 108 / DSN-MUI / X / 2016 concerning Guidelines for the Implementation of Tourism Based on Sharia Principles. Halal tourism has the following general criteria:

- 1) Oriented to the public good;
- 2) Oriented to enlightenment, refreshment and tranquility;

- 3) Avoiding immorality, such as adultery, pornography, pornography, alcohol, drugs and gambling;
- 4) Avoiding polytheism and khurafat;
- 5) Maintaining behavior, ethics and noble human values such as not being hedonistic and immoral;
- 6) Maintaining trust, security and comfort;
- 7) Being universal and inclusive;
- 8) Preserve the environment; and
- 9) Respect socio-cultural values and wisdom.

According to (Sucipto, Hery. and Fitria Andayani, 2014) in his book put forward some general guidelines for halal tourism, among others:

- 1) Criteria for halal tourism objects
  - a) Tourist destinations include natural tourism, cultural tourism, and artificial tourism;
  - b) There are decent and holy worship facilities;
  - c) Halal food and drinks are available;
  - d) Cultural arts performances and attractions that are not contrary to the general criteria of sharia tourism;
  - e) The maintenance of sanitation and environmental cleanliness
- 2) Criteria for halal accommodation
  - a) There are appropriate facilities for purification;
  - b) There are facilities that make it easy to worship;
  - c) Halal food and beverages are available;
  - d) Facilities and atmosphere that are comfortable, safe, and conducive to family and business;
  - e) Sanitation and environmental hygiene are maintained.
- 3) Food and beverage business.
  - a) The criteria must be guaranteed halal, starting from the raw materials to the processing process. The halalness of food and beverages is assessed by the presence or absence of a halal certificate from MUI. If the method is

still unable to be fulfilled, then at least the following things can be fulfilled:

- b) There is halal assurance from the local MUI, Muslim leaders or trusted parties, by fulfilling the existing requirements;
  - c) Cleanliness and environmental health are maintained.
- 4) Shariah-compliant travel agency criteria
- a) Organizing travel or tour packages that meet the general criteria of sharia tourism;
  - b) Have a list of accommodations that are in accordance with the general guidelines for sharia tourism accommodation;
  - c) Having a list of food and beverage provider businesses that are in accordance with the sharia tourism food and beverage provider business guidelines.
- 5) Sharia tour guide criteria
- a) Mastering and able to practice sharia values in duty;
  - b) Good character, communicative, friendly, honest and responsible;
  - c) Appear polite and attractive in accordance with Islamic values and ethics.
  - d) Competent in their work according to applicable professional standards.
- 6) Accessibility Criteria
- a) Ease of access to sharia tourism information;
  - b) Tourism objects are easy to reach;
  - c) Adequate transport access;
  - d) Transport costs according to applicable standards.

Meanwhile, according to the Global Muslim Travel Index (GMTI), there are three criteria for halal tourism that become a reference for halal tourism standards in the world, namely:

- 1) Safe and family-friendly, safe and family-friendly destinations

- a) Tourism destinations should be family-friendly;
  - b) General safety for Muslim travelers;
  - c) The number of Muslim tourist visits is quite high.
- 2) Muslim-friendly services and facilities at tourist destinations
- a) Food options and halal assurance;
  - b) Easy and good access for worship;
  - c) Muslim-friendly facilities at the airport;
  - d) Adequate accommodation options.
- 3) Halal awareness and destination marketing
- a) Ease of communication;
  - b) Reach and awareness of Muslim travelers' needs;
  - c) Air transport connectivity;
  - d) Visa requirements.

In implementing a marketing strategy for halal tourism, it is important to ensure that the product to be marketed is completely ready. Marketing an immature tourism product can cause various problems and create a negative perception of the product. With these criteria in place, the Islamic values integrated in halal tourism not only provide tourists with worldly pleasures, but also pleasures that are in line with the principles of sharia. This reflects the purpose of sharia in maintaining the welfare of mankind, which includes the protection of faith, life, mind, offspring, and property. Therefore, tourism activities in this context fulfill both aspects of pleasure and adherence to Islamic values (Husain et al., 2009).

#### **(4) Halal Tourism Indicators**

The Global Muslim Travel Index (GMTI) released by CrescentRating, a company that focuses on the development of halal tourism, has established a series of indicators to measure whether a tourist destination meets the criteria of halal tourism. These indicators are also adopted by the Indonesia Muslim Travel Index (IMTI) as an assessment standard to determine the feasibility of halal tourism in a place (IAEI, 2020).

- 1) Access: Covers the ease of access to the destination, including the quality of infrastructure such as roads and lighting, as well as supporting facilities such as CCTV;
- 2) Communication: Relates to guidance for Muslim travelers, comprehensive information, availability in multiple languages, education for stakeholders, marketing strategies, foreign language skills of tour guides, and digital marketing;
- 3) Environment: Focuses on the number of Muslim tourists visiting, network availability, local government policies related to halal tourism, and the commitment of tourist destinations in running halal tourism.
- 4) Services: Includes the availability of halal restaurants, mosques, airports, hotels, and attractions. Also includes aspects of halal certification, availability of prayer rooms, and ablution-friendly facilities, including certified Islamic hotels.

### **II.1.3 The 3A Tourism Concept**

The success of a tourist destination depends on three key elements, namely attractions, amenities, and accessibility (3A). Middleton defines tourism product as a combination of these three aspects, namely attractions, availability of facilities at the location, and easy access to the tourist destination (Yoeti, 1983). The 3A factor is explained as follows:

#### **1) Attractions**

The attractions of a tourist destination can create a deep impression on tourists, providing satisfaction, comfort, and happiness. These can include natural beauty, cultural heritage, or interesting man-made attractions. Law No. 10/2009 on Tourism defines tourism destinations as geographical areas in one or more administrative regions that have tourist attractions, public and tourism facilities, accessibility, and local communities that support each other in tourism development.

Tourist attractions are the main elements that entice tourists to visit an area. These attractions often stem from the uniqueness of nature,

which includes the physical characteristics and beauty of the area. In addition, cultural aspects such as history, religion, local lifestyles, government systems, and community traditions, both historical and contemporary, also play a role as attractions. Each destination generally has unique attractions that distinguish it from other destinations (Nugroho & Sugiarti, 2018).

Tourism destinations have four main categories that attract tourists:

- a. Nature tourism, which includes land and ocean beauty, beaches, and climate.
- b. Architectural tourism, including historic and modern buildings and archaeological sites.
- c. Cultural tourism, including theaters, museums, historical sites, customs, religious places, festivals and cultural heritage.
- d. Social tourism, which focuses on the lifestyle, language, and daily activities of local residents (R. & Rozak, 2012).

## 2) Amenities

Amenities in the context of tourism are supporting facilities that are essential to the tourist experience in a destination. This amenity includes various facilities that facilitate tourist activities, allowing tourists to stay and enjoy attractions in the destination. These facilities include everything needed by tourists while visiting and staying at tourist sites.

The main function of amenity in tourist destinations is to fulfill the needs of tourists during their stay, such as accommodation, food, entertainment, shopping, as well as other facilities such as banking and health services. These facilities play an important role in providing comfort and convenience while traveling (Cooper, 2005).

Tourism destinations are equipped with various facilities and services to meet the needs of visitors, including travel agencies, restaurants, craft shops, and security. These facilities vary according to the characteristics of each destination. Local governments play an important role in the development of tourism facilities, which are divided into basic facilities (such as hotels and restaurants), complementary facilities (e.g. cultural and nature tourism), and supporting facilities (such as art and souvenir markets) (Nurhadi et al.).

### 3) Accessibility

Accessibility in tourism relates to the ease of accessing a destination, including convenience, safety, and travel time. The higher the accessibility, the easier the destination is to reach and increases tourist convenience. Facilities such as roads, railways, terminals, and vehicles play an important role in accessibility. Access development strategies are also important to increase the duration of tourists' stay and provide new experiences (Nisvi, 2021).

#### **II.1.4 Travelers**

Tourists are people who come to visit a place or country consisting of many people with various purposes (Yoeti, 1985, p.123). According to the United Nations Economic and Social Council, a tourist is anyone who visits a country that is not his or her place of residence for various reasons. Travelers, also known as tourists, are individuals who spend at least 24 hours in a destination country for various reasons such as holiday, health, research, religion, sports, business, family visits, or other purposes.

According to A.J. Norwal, a tourist, is defined as an individual who visits another country for purposes other than seeking employment or permanent residence, who also spends money in the country with sources of funds that do not originate from the country of visit. Meanwhile, in Indonesia based on Presidential Instruction No. 9 of 1969, a tourist is defined as someone

who travels from their place of residence to another location for the purpose of enjoying a tourist experience (Wahyulina et al., 2018).

Meanwhile, according to the International Union of Official Travel Organization (IUOTO) (in Marpaung, 2022) has set several limits on tourists. In general, a person who comes to a country or other place of residence with any intention except to settle and earn a living is called a visitor. IUOTO divides visitors based on two categories, namely:

- a. Tourist is a visitor who stays at least 24 hours, but not more than 12 (twelve) months in the place visited with the intention of visiting, among others:
  - 1) Personal: holiday, recreation, visiting friends or family, study or training, sports health. religious, shopping, transit, and others.
  - 2) Business and professional: attending meetings, conferences or congresses, trade shows, concerts, performances, etc.
- b. Excursionist is any temporary visitor who stays less than 24 hours in the place visited.

Thus, from the above definition, a tourist can be defined as someone who travels from their place of origin to a destination, either within or outside their country, for a variety of purposes. These trips are characterized by personal expenditure at the location of visit without the intention of finding work or settling there permanently. Tourists enjoy various aspects of the culture, nature, or special activities offered by the destination, while contributing to the local economy through their spending. The difference between a tourist and an excursionist lies in the length of time they spend in a destination. A person is considered a tourist if they visit a place and stay for more than 24 hours. In contrast, excursionists are those who visit a place but the duration of their visit is less than 24 hours.

### **II.1.5 Perception**

According to the Big Indonesian Dictionary (KBBI), perception is the direct response (reception) of something that comes from the process of knowing

through the five senses. Perception is also defined as a process that involves the entry of messages and information in the human brain. The information and messages received appear in the form of a stimulus that stimulates the brain to process further which then affects a person in behavior. While the definition of perception according to Kotler (2013: 139), perception is where we select, organize, and translate input information to create a meaningful picture of the world (Kotler et al., 2019).

The factors that influence perception are basically divided into 2, are internal and external factors. Based on this matter, it can be stated that in perception, even though the stimulus is the same, because the experience is different, the thinking skills are different, the frame of reference is different, it is possible that the results of perception between each individual are not the same. In the context of Aceh tourism, tourists who have visited a tourism destination will disseminate information related to individual experiences and perceptions of the tourism destination.

#### **II.1.6 Sentiment Analysis**

Sentiment analysis, also known as opinion mining, is a field of study that sits at the intersection of natural language processing, computational linguistics, and text mining. The goal is to evaluate and understand the opinions, sentiments, attitudes, and emotions expressed by a person, be it in a spoken or written context, related to various subjects such as products, services, organizations, individuals, or specific activities (Imoto et al., 2013). The main task in sentiment analysis is to categorize the text present in a sentence or document and then identify whether the opinions expressed are positive, negative, or neutral (Imoto et al., 2013).

Sentiment analysis is a component of text mining that focuses on classifying text documents that contain opinions. The goal is to generate information about sentiment, which can have both positive and negative connotations (Ardianto et al., 2020). Sentiment analysis techniques are useful for examining and interpreting the emotions and views of individuals related to a particular topic or subject (Cendana & Permana, 2019). For example,

public sentiment towards Aceh tourism so that information about tourist satisfaction can be known. The results of the sentiment analysis can be utilized by local governments, tourism actors and stakeholders to support decision making in the development and management of Aceh tourism in the future.

### **II.1.7 Naïve Bayes**

Naive Bayes is a classification method based on probability and statistical principles, originally introduced by British scientist Thomas Bayes. For each decision class, Naive Bayes calculates the probability assuming that the class is predefined, and the vector is a representation of the object information. This method is quite popular in data mining due to its simplicity. A distinctive aspect of Naive Bayes is its assumption that the presence or absence of a feature in a particular class is independent of the presence or absence of other features (Meiria et al., 2022).

The method architecture in this study is divided into four main phases. The first phase, known as data acquisition, describes the process of collecting the data needed for the study. The second phase, data cleaning, deals with ways of pre-processing the collected data before further use. The third phase is data analysis, where the steps of creating a word list are carried out to improve the understanding of the processed data.

The reason for its selection is that this method has the main characteristics in text classification, namely speed in processing as well as a high level of accuracy, especially in cases with large and diverse data volumes (Gustisa Wisnu et al., 2020).

### **II.1.8 Perceived Image**

It is widely recognised in tourism studies that perceived destination image has an important impact on travel decisions, visitor satisfaction, and valuation of the destination (Bigne et al., 2001; Gallarza et al., 2002; Beerli and Martín, 2004; Chen and Tsai, 2007). Typically, potential visitors have only a limited understanding of places they have not yet visited, so

perceived image is vital in attracting visitation (Huang and Gross, 2010). Destinations that have a strong, positive and recognisable image are more often considered in the visitor decision-making process (Echtner and Ritchie, 1993; Beerli and Martín, 2004). Baloglu and McCleary (1999) suggest that perceived image is a key measure of a destination's performance and level of visitor satisfaction, which in turn influences travel behavior, potential travel intentions and consumption patterns. Thus, perceived image becomes one of the most important elements in determining the position of a destination because it plays a role in creating differentiation from competitors (Li and Vogelsong, 2006).

Relating this to halal tourism in Aceh, the importance of perceived destination image becomes very significant. Building a strong and positive perceived image for Aceh as a halal destination will help to influence visitors' decision to visit, as well as increase their satisfaction and loyalty. Aceh can utilize this perceived image to promote its rich culture, relaxing natural beauty, and commitment to halal principles which can be a differentiating factor from other destinations, while fulfilling visitors' expectations of an authentic and meaningful travel experience.

### **II.1.9 Destination Image**

Hanif and colleagues (2016) argued that the general picture or perception that tourists have of a tourist spot - referred to as destination image - is a combination of knowledge and affective experiences gained while visiting the place. The importance of paying attention to factors that contribute to visitor satisfaction cannot be ignored in the development of tourist destinations. A positive perception of a tourist attraction not only increases satisfaction but also strengthens tourists' loyalty to the destination. In his study, Coban (2012), as cited by Hanif and colleagues, found that a positive image of a tourist destination contributes to increased visitor satisfaction. Furthermore, Coban showed that tourists who have a positive perception of a destination tend to return and invite others to visit.

Relating this to halal tourism in Aceh, the importance of building and maintaining a positive image is crucial. Good perceptions of Aceh's adherence to halal standards, natural beauty, hospitality and service quality can increase visitor satisfaction and loyalty. As such, travelers will not only be more likely to make repeat visits to Aceh but will also become ambassadors recommending Aceh as a satisfying halal tourism destination to others. This emphasizes the importance of effective marketing strategies and destination management that focus on creating authentic and satisfying halal experiences for tourists.

In this study, destination images are derived from 15 popular tourist destinations in Aceh. It should be noted that Aceh's tourist areas have not yet adopted the geopark concept, which is a special recognition by UNESCO for areas with prominent geological features, where local communities also participate in preserving this natural heritage. UNESCO recognition also ensures that the area is managed according to international standards, guaranteeing sustainable and responsible management of natural resources. So that in its management it still does not follow UNESCO standards. For more details, tourist review data is shown from 15 destinations based on the popularity of Aceh tourism destinations below:

## 1) Baiturrahman Grand Mosque



Figure 2. 1 Baiturrahman Grand Mosque

Source: Kompas.com

Baiturrahman Grand Mosque, located in the city of Banda Aceh, Indonesia, is a historic mosque built in 1879. It is an important symbol of religion, culture, spirit, strength, struggle, and nationalism for the people of Aceh. As a city landmark, the mosque has stood since the days of the Sultanate of Aceh and survived the 2004 earthquake and tsunami.

The history of the mosque dates back to the time of Sultan Iskandar Muda in 1612, although some argue that construction began earlier in 1292 by Sultan Alaidin Mahmudsyah. The mosque was originally thatched and used as a fighting fort by the Acehnese during the Dutch colonial attack in 1873. As a result of the Dutch counterattack, the old mosque was burnt down and later General Van Swieten promised to rebuild the mosque as a form of apology.

The rebuilding of the mosque by the Dutch began on 9 October 1879 and was completed in 1881, under the leadership of Sultan Muhammad Daud Syah. Initially, many Acehnese refused to worship at the new mosque because it was built by the Dutch. However, over time, the mosque has become a source of pride for the people of Banda Aceh.

Initially, the mosque had only one dome and one minaret. Gradual additions of domes and minarets were made in 1935, 1957 and 1982, bringing the current total to seven domes and eight minarets. The addition of domes in

1957 brought the total to five, symbolizing Pancasila in Aceh. The mosque also suffered minor damage from the earthquake and tsunami in 2004 and was used as a temporary shelter for disaster victims.

## 2) PLTD Apung Museum



Figure 2. 2 PLTD Apung Museum

Source: [www.pasjabar.com](http://www.pasjabar.com)

PLTD Apung, also known as "Kapal Apung", is a disused electricity generator ship owned by PLN located in Banda Aceh, Indonesia. The ship, which has now been converted into a tourist attraction, is 63 meters long and has an area of approximately 1,900 square meters. Previously, the ship served as a power generator with a capacity of 10.5 Megawatts, but the generating engine was removed in 2010 and the ship is currently under the supervision of the Indonesian Ministry of Energy and Mineral Resources.

The vessel, weighing 2,600 tonnes, was originally located at sea near the Ulee Lheue ferry port. However, on 26 December 2004, the ship was pushed by 9-meter tsunami waves 2.4 km inland at Punge Blang Cut, Jaya Baru, Banda Aceh City due to an earthquake. The ship was given to the Aceh government during the conflict with the Free Aceh Movement (GAM).

Major renovations were carried out in 2012-2013, turning the ship into a tourist attraction by adding facilities such as two towers, monuments, walkways and fountains. Visitors can now board the ship to enjoy the view and understand its history.

### 3) Pantan Terong Hill



Figure 2. 3 Pantan Terong Hill

Source: [id.wikipedia.org/wiki/Panoramio](https://id.wikipedia.org/wiki/Panoramio)

Pantan Terong, located in the Gayo highlands of Takengon, Central Aceh District, Aceh Province, is a popular tourist destination at an altitude of around 1,350 meters above sea level. It offers stunning views of the city of Takengon and the Tawar Sea Lake, as well as the Belang Bebangka Horse Racing course in Pegasing sub-district. Known as the 'land above the clouds', Pantan Terong features clouds floating beneath it, especially during the rainy season, and is an ideal place to watch beautiful sunrises and sunsets. With cool and refreshing air, Pantan Terong also offers the opportunity to savor the famous Gayo Arabica coffee at the surrounding warungs and cafes. Facilities at Pantan Terong include parking, prayer rooms, toilets, stalls, cafes, and souvenir shops, with an affordable entrance fee of around IDR 5,000 and a separate parking fee. Visitors can also rent costumes to take pictures at various interesting spots. Located in Gampong Ulu Nuih, Bebesen Sub-district, only 7.3 km from Takengon city center, Pantan Terong can be accessed by a journey of about 20 minutes, although the steep uphill road requires extra caution when driving.

#### 4) Masjid Baiturrahim



Figure 2. 4 Baiturrahim Mosque

Source: posaceh.com

Baiturrahim Ulee Lheue Mosque, also known as Ulee Lheue Mosque, is a historic mosque in Banda Aceh, Indonesia. Built in the 17th century, the mosque is a legacy of the Sultanate of Aceh. It became an alternative venue for worshippers of Banda Aceh's Baiturrahman Mosque after a fire in 1873 due to an attack by Dutch troops.

The Baiturrahim Mosque has undergone several renovations since its establishment. Originally built of wood, the mosque was then rebuilt using permanent materials by the Dutch East Indies Government in 1922 in a European architectural style, without the use of iron or supporting bones, only bricks and cement.

In 1981, the Saudi Arabian government contributed to the renovation of the mosque, expanding its capacity to 1,500 worshippers. Although severely damaged by the earthquake and tsunami in 2004, the mosque remains standing and is one of the few surviving buildings in Ulee Lheue. After the tsunami, the mosque became the centre of attention and was made a religious tourism destination by the local government. The mosque continues to stand strong and be a historical witness to the various disasters that have hit Aceh, as well as a place of worship and reflection for visitors.

### 5) Ulee Lheue Beach



Figure 2. 5 Ulee Lheue Beach

Source: [www.nativeindonesia.com](http://www.nativeindonesia.com)

Ulee Lheue Beach in Meuraxa Sub-district, Banda Aceh, is a tourist site known as "Point 0 Tsunami". The area was once severely damaged by the tsunami, destroying most of the surrounding settlements. The beach is very popular as a place to enjoy the sunset, making it a favorite spot for Banda Aceh residents and tourists from outside the city to relax after a busy day.

The beach is easily accessible by both two- and four-wheeled vehicles, with no entrance fee. According to Serambinews.com's observations, the beach is often visited by teenagers who want to watch the sunset. In addition, visitors can also enjoy a variety of snacks sold along the beach. In addition to enjoying the sunset, visitors can also watch the Aceh Hebat Ship sailing from Sabang's Balohan Port to Ulee Lheue Port, adding to the uniqueness of the experience of visiting this beach.

## 6) Aceh Museum



Figure 2. 6 Aceh Museum

Source: acehportal.com

Museum Negeri Aceh, located in Banda Aceh, Indonesia, is an ethnographic museum that displays the cultural heritage of Aceh's tribes. Established by the Dutch East Indies government, the museum was inaugurated by the Dutch Civil and Military Governor in Aceh, General H.N.A. Swart, on 31 July 1915. The museum building was originally an Aceh pavilion that was exhibited in Semarang in 1914 and featured the personal collection of F.W. Stammeshaus, the museum's first curator, as well as heirlooms from Acehnese dignitaries.

The museum was originally a traditional Acehnese house and was located in Blang Padang, Kutaraja (Banda Aceh today). In 1969, on the initiative of T. Hamzah Bendahara, the museum was moved to its current location on Jalan Sultan Alaidin Mahmudsyah, with a land area of 10,800 m<sup>2</sup>. Since 1974, the museum has undergone several renovations and the addition of new buildings, including permanent exhibition buildings, meetings, temporary exhibitions, libraries, laboratories, and official residences.

In 1975, the museum was handed over to the Ministry of Education and Culture and officially became the Aceh State Museum on 28 May 1979, with the inauguration by Minister of Education and Culture Dr. Daod Yoesoef on 1 September 1980. In accordance with government regulations,

the management of the museum is under the Regional Government of the Province of Nanggroe Aceh Darussalam (now Aceh Province).

#### 7) Cut Nyak Dhien House



Figure 2. 7 Cut Nyak Dhien House

Source: andalastourism.com

Cut Nyak Dhien House, an educational tourist attraction in Lampisang Village, Aceh Besar, tells the story of the Acehnese people's struggle against Dutch colonialism. Although currently a replica, Cut Nyak Dhien's original house, which was burnt down by the Dutch in 1896, was rebuilt in 1981 and inaugurated in 1987 by the Minister of Education and Culture, Fuad Hassan. The structure of this Acehnese stilt house is supported by 65 red ironwood poles, demonstrating its resilience, including during the 2004 tsunami, serving as a refuge for residents.

Inside the house, visitors can take the stairs on the right side to enter a room once used to devise strategies against the Dutch, now adorned with photographs of Acehnese struggles. The design of the house is ingenious, with the dayangs' rooms at the front and Cut Nyak Dhien's room at the back, as a defense strategy. Visitors can also see a collection of traditional Acehnese weapons and the original well, the only remnant of the original house.

The house is open daily and is visited by around 50 to 100 daily visitors, including many from Malaysia. According to Asiah Yusuf, the caretaker since 2006, the nearly 40-year-old building is still well-maintained thanks

to regular maintenance by the staff. The Cut Nyak Dhien House is not only a place to remember history, but also to understand the determination and spirit of Cut Nyak Dhien and Teuku Umar's struggle against colonialism.

#### 8) Blang Padang Banda Aceh



Figure 2. 8 Banda Aceh Blang Padang Field

Source: ruangberita.co

Blang Padang Square, covering 8 hectares and located between Jalan Iskandar Muda, Jalan Sheikh Muda Wali and Jalan Prof Abdul Madjid Ibrahim in Banda Aceh, is a popular spot for locals to exercise and enjoy a meal. In addition, the field also serves as a tourist destination, with the Thanks to The World Monument and a replica of the RI-001 Seulawah Aircraft Monument. The monument honors the RI-001 aircraft, the Indonesian government's first aircraft and the start of Garuda Indonesia.

Blang Padang Square has significant historical value, especially in the context of Aceh's struggle during the Dutch colonial period. Acehnese citizens contributed with their wealth to purchase the RI-001 aircraft which was later donated to the Indonesian government. In the jogging track area of the field, there are 80 inscriptions thanking the countries that helped Aceh after the 2004 tsunami. Each inscription features a thank-you note in the language of the respective country.

## 9) Putroe Phang Park

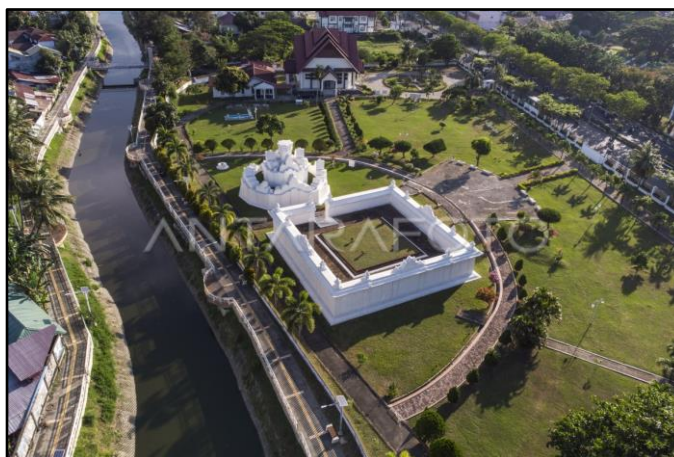


Figure 2. 9 Putroe Phang Park

Source: antarafoto.com

Putroe Phang Park in Banda Aceh is a historical park built by Sultan Iskandar Muda of the Kingdom of Aceh Darussalam as a tribute to his wife, Putroe Phang, who was originally from the Kingdom of Pahang. Originally called Taman Ghairah, the park was created to please Putroe Phang, especially when the Sultan was busy with government affairs. One of the interesting features of the park is the Pinto Khop, a small dome-shaped gate that connects the park to the palace, and was used by Putroe Phang to rest after swimming.

The park, located in Sukaramai, Baiturrahman, Banda Aceh, close to Gunongan, is part of the Bustanussalatin complex. It was in the past a beautiful amusement park, complete with ponds, walks, various types of flowers, fruits and vegetables, built to entertain the empress. Admiral de Beaulieu, who visited Aceh in 1621 AD, mentioned the beauty of the garden. The name Taman Ghairah was eventually changed to Taman Putroe Phang due to its popularity.

Although now only a small part of the original Bustanussalatin garden remains, Taman Putroe Phang is still a silent witness to the love story of Sultan Iskandar Muda and Putroe Phang, and an important part of Aceh's cultural heritage.

## 10) Sarang Cave Tours



Figure 2. 10 Putroe Phang Park

Source: kba.one

The Sarang Cave on Weh Island, Aceh, is an interesting tourist destination with exotic natural beauty. Located in Gampong Iboih, Sukakarya District, between Pasir Putih Beach and Lhong Angen, the cave offers a unique and enthralling holiday experience. Set at the foot of protected forest cliffs and hills jutting out into the sea, Sarang Cave features stunning natural scenery.

The journey to Gua Sarang is accompanied by the sound of crashing waves, birds singing in the protected forest and bats dancing in the sky. The combination of fresh air, sustainable forest and beautiful beaches creates an enchanting atmosphere for every visitor. However, caution needs to be maintained during the trip, especially due to the presence of wild animals such as monitor lizards that are often seen crossing the road.

Gua Sarang not only offers its natural beauty but has also become a magnet for travelers attracted by its natural charm and geographical uniqueness. The destination has become an important part of the tourist attraction in Sabang, Aceh, drawing visitors from all over to enjoy its natural treasures.

## 11) Geurutee Mountain Peak



Figure 2. 11 Geurutee Mountain Peak

Source: Instagram/@andrikilua

Mount Geurutee, located in Lamno Sub-district, Aceh Jaya District, Aceh Province, offers a unique beauty with a combination of mountainous scenery and Indian Ocean beaches. To reach the top of Mount Geurutee from Banda Aceh, the journey takes about an hour by two- or four-wheeled vehicle, via the national road that connects Banda Aceh with several districts in western Aceh.

The journey to Mount Geurutee offers stunning natural scenery. From Lhoknga, Aceh Besar to Geurutee, visitors are greeted on the right by a clean beach, while on the left is a soothing line of green hills, including Mount Kulu and Mount Paro. The air around Mount Geurutee is fresh and invigorating. The road to the summit meanders along the contours of the mountain, narrow and quite challenging with a steep ravine on the left side directly opposite the beach.

The view of the ocean from the top of Mount Geurutee's cliffs is captivating, with small islands visible in the distance. The white sand beach and rows of cypress trees provide a calming view, with the waves chasing towards the shore. Along the cliffs, there are food stalls overlooking the ocean, where

visitors can enjoy young coconut ice and fried noodles while enjoying the view.

During the Aceh conflict from 1990 to 2004, Geurutee was not a safe area to visit. However, after the tsunami and the establishment of peace in August 2005, the area started to come back to life. Residents started opening food stalls and Geurutee's neglected natural beauty started to attract attention. Now, with a peaceful atmosphere, Mount Geurutee is a bustling destination that brings blessings to locals and travelers passing through the area.

## 12) Indonesia Kilometre Zero Monument



Figure 2. 12 Indonesia Kilometre Zero Monument

Source: idtimes.com

Kilometer Zero Monument, often called Tugu Kilometer Nol, is an important geographical landmark in Indonesia. Located in the Sabang Tourism Forest, in Iboih Ujong Ba'u Village, Sukakarya Sub-district, the monument is approximately 5 km from Iboih Beach and 29 km to the west from Sabang city, which takes approximately 40 minutes to drive. The monument not only marks the furthest point west in Indonesia but is also a popular historical attraction among domestic and international travelers.

The Kilometer Zero point is marked by a circle with a diameter of 50 cm, and visitors can get a certificate from a travel agent as proof of having visited Indonesia's zero-kilometer point. The 22.5-metre-high monument

has a latticed circle design, with the top narrowing to resemble a drill bit. At the top is a statue of the Garuda bird holding the number zero.

At the bottom of the monument, there is a round pillar with an inauguration inscription signed by Vice President Try Sutrisno in 1997. In addition, there is also an inscription signed by Minister of Research and Technology BJ Habibie in the same year, recording Indonesia's geographical position as measured using GPS technology.

While the Kilometer Zero monument in Sabang is not exactly at the westernmost point of Indonesia, Lhee Blah Island, which is located further west than Breuh Island, is actually the westernmost point. The Kilometer Zero monument in Sabang has a twin in Merauke, located in Sota District, Merauke Regency, about 75 km from Merauke City and 3 km from the border monument.

### 13) Iboih Beach



Figure 2. 13 Iboih Beach

Source: babad.id

Iboih Beach in Sabang, Weh Island, is one of the famous marine tourism destinations located about 20 km from Sabang city center or a 40-minute drive from Sabang's Balohan port. Located on the western side of Sabang Island in Aceh, the beach offers stunning views of Rubiah Island, which is

famous for its 2,600-hectare Rubiah Marine Park rich with a variety of marine life and rare species.

Iboih Beach is known for its row of hillside bungalows with beach views and pleasant beachfront accommodation. Tourist facilities on the beach are quite complete, including restaurants, souvenir shops, and scuba diving and snorkeling service providers. The atmosphere at Iboih Beach is very pleasant, with a friendly and open local community, allowing visitors to enjoy the beauty of the beach with stunning panoramas.

#### 14) Laut Tawar Lake



Figure 2. 14 Laut Tawar Lake

Source: id.wikipedia.org

Laut Tawar Lake, located in the Gayo Highlands, Aceh Tengah District, Aceh, is known as a source of pride and tourism for the local community. The Gayo tribe refers to it as Lake Laut Tawar. As a tecto volcanic lake formed along the Semangko Fault, it has an area of 5,472 hectares, a length of 17 km and a width of 3,219 km. Its beauty captivates visitors, especially those coming from Takengon City on the western side of the lake.

Visitors can enjoy Lake Laut Tawar in various ways, such as traveling around by boat, rubber boat, canoe, or speedboat for around Rp 20,000. One of the must-visit places is Pante Menye Pier, which is interesting for its

unique and instagrammable design. Facilities at the lake include a prayer room, parking area, lifeboats, speedboats, restaurants, canoes, and lodging, making the experience there unforgettable.

The entrance ticket price for Lake Laut Tawar is IDR 5,000 per person. The distance from Lhokseumawe City is about 131 km with a traveling time of 3-4 hours, while from Medan City it is about 445.7 km with a traveling time of about 10 hours. The journey pays off with the natural beauty offered by Lake Laut Tawar.

#### 15) Lhoknga Beach



Figure 2. 15 Lhoknga Beach

Source: okuselatan.disway.id/

Lhoknga Beach, located in Lhoknga Sub-district, Aceh Besar District, is an ideal destination for nature lovers, surfers, and those seeking peace amidst stunning natural beauty. The beach offers fine white sand that is perfect for walking while enjoying the warmth of the sun, as well as clear and blue sea water, perfect for swimming or snorkeling. Behind the beach, there is a mangrove forest that is home to various species of wildlife.

Known as a favorite spot for surfers, Lhoknga Beach has ideal waves for both beginners and experienced surfers. When the waves are high, this beach is often visited by surfers from all over the world. Apart from surfing activities, the beach also offers other activities such as fishing, cycling or simply relaxing to enjoy the stunning sunsets.

Lhoknga Beach also offers opportunities to explore the rich culture of Aceh, including visits to historical mosques such as the Baiturrahman Mosque in Banda Aceh. Combining natural beauty, Acehese culture and a range of adventure activities, Lhoknga Beach is the perfect destination for an unforgettable experience.

### **II.1.10 Destination Positioning**

In the context of tourism, positioning is the approach by which a tourist destination defines its position in the minds of potential visitors in a way that differentiates it from competitors. This approach is key to standing out from the competition, with the essence of becoming the focus of attention in the minds of potential visitors. According to Kartajaya and Yuswohady (2005), positioning is a tactic to master the attention and mind of customers. Kasali (2005) states that positioning has the potential to penetrate and take root in semantic memory, allowing products and services to become closely associated in consumers' memories.

The ultimate goal of positioning in the tourism sector is to create an attractive and relevant value proposition, which gives potential visitors a reason to choose a destination. Positioning, as expressed by Kartajaya and Yuswohady (2005), can be an effective strategy to build trust and increase the credibility of a destination in the eyes of visitors. This trust and credibility is formed through a value proposition that is understood by marketers and a positive image that is perceived by visitors.

Integrating this with halal tourism in Aceh, positioning would involve developing a value proposition that reflects Aceh's uniqueness and compatibility with halal principles, ensuring that visitors not only remember Aceh as a distinct destination but also as a choice that fits their values. This will help Aceh not only to stand out among other halal destinations but also to build deeper relationships with visitors who are looking for an experience that complies with halal principles.

### II.1.11 Destination Branding

Destination branding is a method applied to create and communicate the unique identity of a tourist attraction, differentiate it from other places, and facilitate visitors' memory of the place. This concept serves as an approach in conveying the distinctive characteristics of a tourist spot, with the aim of standing out from competitors (Morisson & Anderson, 2002).

The destination branding process is about developing a character and personality that distinguishes a place from others. The essence of this process is to create and select a consistent set of brand elements that not only differentiate the destination but also create a positive perception in the minds of consumers (Cai, 2000). The benefits of destination branding are multifaceted; not only does it help differentiate a place from competitors, but it also increases expectations of the experience to be gained from the tourist attractions (Murphy, et. al, 2007).

By implementing destination branding, tourism managers can help tourists to differentiate between one destination and another, providing significant added value. An effective destination brand will create positive expectations for both current and potential future travelers. To build a strong brand, a well-designed and targeted strategy is essential, starting from setting the objectives, building a strong position in the minds of the target market, to promoting the destination nationally and internationally.

## II.2 Conceptual Framework

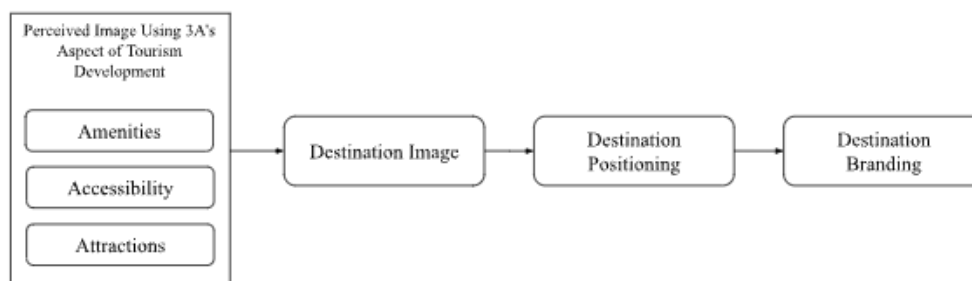


Figure 2. 16 Conceptual Framework of Aceh Halal Tourism Development

The Conceptual Framework in Figure 2.16 illustrates a strategic approach to developing and managing a destination image designed for halal tourism. To determine perceptions, researchers use basic aspects in tourism development, namely Amenities, Accessibility and Attractions (3A) which are important factors to determine tourist perceptions. Amenities include all facilities that meet halal requirements, Accessibility indicates the ease of reaching facilities and destinations, and Attractions refer to places or activities that attract tourists. These three aspects will form the Perceived Image of the destination, which is the impression that visitors have based on what tourists feel about the destination's amenities, accessibility and attractions (3A). To measure this variable, indicators from each of the 3A's basic aspects that are in accordance with halal principles will be used using sentiment analysis to determine positive and negative opinions based on tourist reviews on popular destinations in Aceh. This perceived image is very important because it directly affects the decision-making process of tourists regarding their destination choice.

The results of sentiment analysis on Perceived Image variables will be integrated with Destination Image is the impression you want to convey to tourists, this communicates the Unique Value Proposition (UVP) of a tourist destination in line with the principles of halal tourism which is aligned with Destination Positioning to build a unique identity and image of a tourist destination in the minds of potential tourism. Destination Positioning is done by conducting segmentation analysis using questionnaire survey to understand demographics, measure brand awareness and visit intentions. The goal is to differentiate the destination from its competitors, create added value, and attract target tourists. This will strategically align destination offerings with the needs and preferences of the target market.

Finally, Destination Branding is the culmination of the process. It involves creating a strong and memorable brand identity that aligns with the desired destination image. This includes the visual identity, messaging and overall narrative that summarizes the halal tourism experience offered by the destination.

In essence, this conceptual framework maps out the process from understanding visitor perceptions to creating strong destination branding and ensuring that each destination's offerings are aligned with the needs and values of halal travelers.

# Chapter III Research Methodology

## III. 1 Research Design

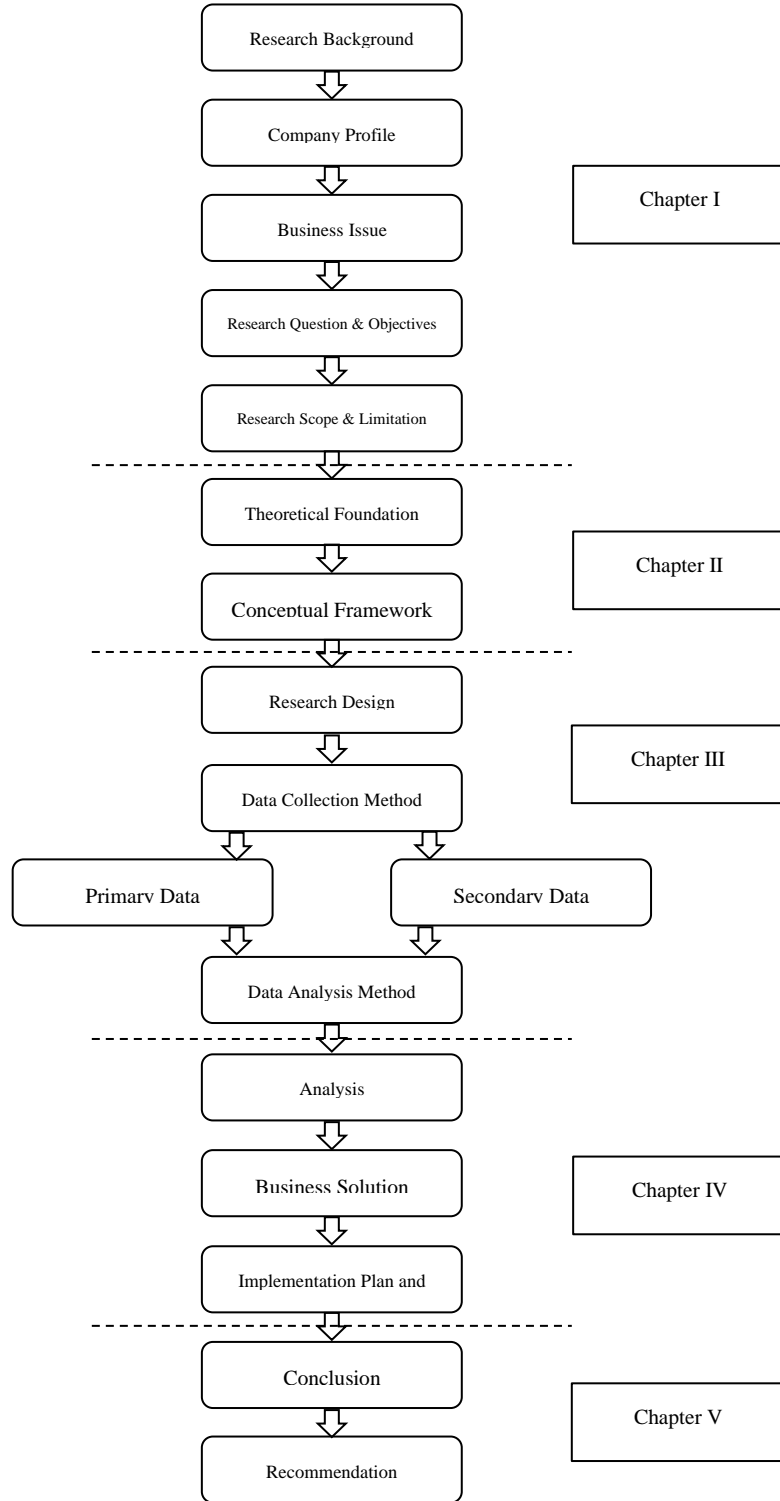


Figure 3. 1 Overall Research Design

Based on Figure 3.1, this research process is divided into five main stages. This initial stage outlines the research basics, including research background, profile of the company being studied, analysis of the current business situation, formulation of research questions, determination of objectives, and scope and limitations of the research. Bab II discusses the development of a theoretical basis and conceptual framework. Here, theories relevant to the research topic are discussed to provide a strong foundation for research. Next, Chapter III describes details about the research methodology. This includes data collection techniques, the research design adopted, as well as the methodology used in analyzing the data. In Chapter IV, regarding the results of data analysis. Here, the proposed business solution, implementation plan, and justification for the solution are examined in depth. Finally, Chapter V summarizes the conclusions of the research and provides suggestions based on the findings and analysis that have been carried out.

For a more detailed description of this research can be seen in Figure 3.2, the first step in the research lay in identifying a specific business problem, which became the point of departure for exploring the various aspects and challenges faced by the tourism sector in Aceh. Once the business problem was identified, the researcher moved on to the data collection stage. For primary data, the researcher collected information directly from the source, which included public data reviews that captured opinions on popular destinations in Aceh as well as surveys designed to understand more about traveler demographics, attitudes and perceptions. Secondary data, on the other hand, was collected from existing sources such as official documents issued by the Aceh Culture and Tourism Office, previous research reports, and relevant online databases.

With these two types of data, the research entered the analysis phase. Sentiment analysis techniques were adopted to interpret opinions from public review data, providing insight into the destination's image in the eyes of visitors. Segmentation analysis was used to parse and understand the diverse groups of the tourist market, allowing the research to target marketing strategies more effectively. The research also integrated PESTEL analysis, an approach that considers external factors such as political, economic, social, technological,

environmental and legal that affect tourist destinations. Internally, the researcher conducted a Destination Analysis, which evaluates what the strengths and weaknesses of the destination are. To analyze competitors in understanding the market position of halal tourism destinations in Aceh, researchers used Competitor Analysis.

Another important aspect of this research is the SWOT analysis, which brings together the findings from the external and internal analysis to identify strengths, weaknesses, opportunities and threats. This is a key step in developing a comprehensive business strategy.

Based on the results of this comprehensive analysis, the researcher then proposed an innovative business strategy to address the identified business issues. The main objective is to strengthen Aceh's market position as a halal tourism destination and improve its operational effectiveness.

Finally, this research design goes to the Destination Branding stage. This is a strategic step to design and implement an attractive brand identity for halal tourism destinations in Aceh, which will attract tourists both nationally and internationally. Destination Branding is not only about making Aceh famous but also about creating a resonant image and providing an authentic experience for tourists.

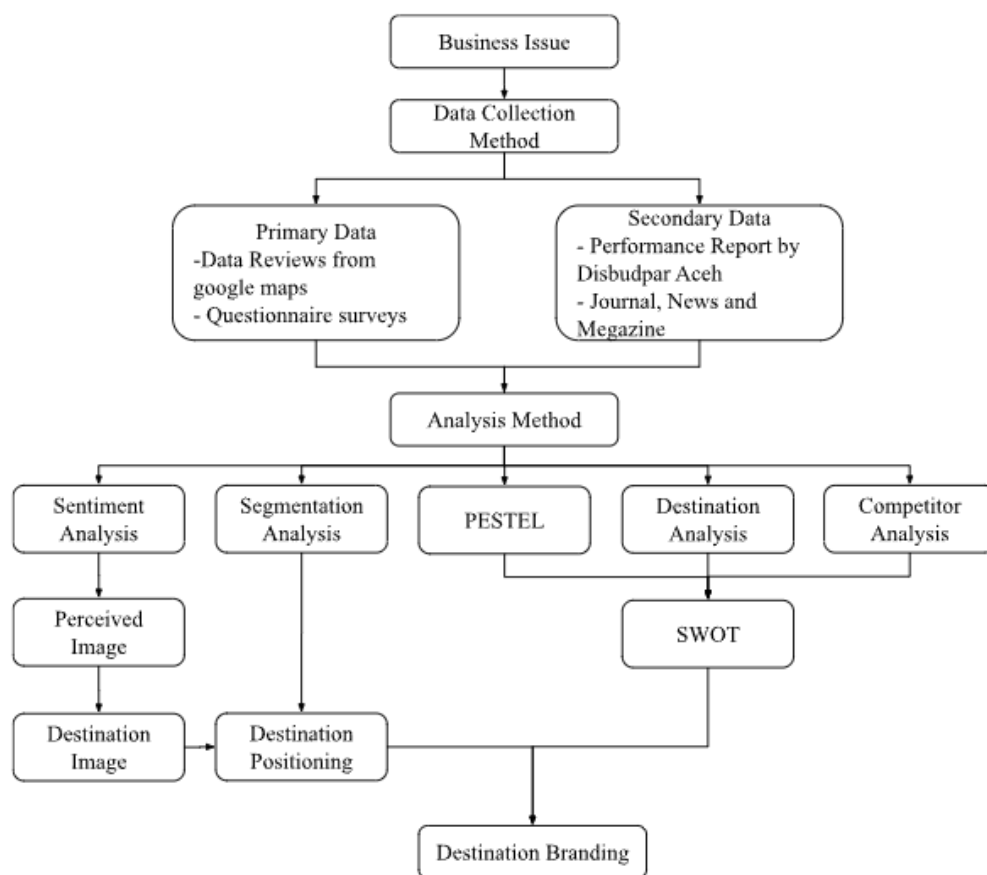


Figure 3. 2 Detailed of Research Design

### III. 2 Data Collection Method

The data used in this research consists of two types, namely, primary data and secondary data. Primary data, as explained by Sugiyono, is data obtained directly from the original source by researchers. This means that researchers collect data directly from the first object or source under study (Sugiyono, 2008). In line with the opinion of LP2M Medan Area University, primary research refers to the data collection process carried out directly by researchers, not through existing data from previous research. In this context, primary data is public reviews containing opinions and arguments of popular tourist destinations found on Google Maps, in addition to primary data using questionnaires to determine segmentation of halal tourism in Indonesia.

Secondary data was collected through literature review and documents obtained from Disbudpar Aceh. In addition, data is collected through several other sources such as journals, magazines or news that are useful for increasing understanding of the data obtained.

### III. 3 Data Analysis Method

This research was conducted using quantitative methods. According to Siyoto and Sodik, quantitative research is defined as a type of research that involves extensive use of numbers starting from data collection, analysis, and presentation. The main objective of this research is to develop and apply mathematical models, theories, and hypotheses related to natural phenomena (Hardani, 2020). Quantitative research is used as one of the characteristics of an approach that can generalize social phenomena that occur (Khusniyah & Hakim, 2019).

The research technique used in the sentiment analysis of user reviews of Aceh halal tourism on Google Maps is a quantitative method with Naive Bayes which requires descriptive data in the form of public words or sentences taken based on opinions and arguments of reviews of 15 Aceh tourist destinations according to popularity in the span of the past 2 years, based on the frequency of appearance on the web.

In addition, to enrich the analysis and provide more comprehensive insights, this research also involved the use of a questionnaire survey. A questionnaire survey is an additional quantitative research method that is useful in collecting data directly from respondents. It allows researchers to collect specific information related to demographics, perceptions, attitudes of tourists towards halal tourism destinations in Aceh. Here are the question types for segmentation analysis:

Respondent Criteria: Have an interest in Halal Tourism.		
<b>Demographics</b>		
No	Category	Question
1	Usia	<ul style="list-style-type: none"> <li>&lt; 20 tahun</li> </ul>

		<ul style="list-style-type: none"> <li>• 21-30 tahun</li> <li>• 31-40 tahun</li> <li>• 41-50 tahun</li> <li>• &gt; 50</li> </ul>
2	Jenis Kelamin	<ul style="list-style-type: none"> <li>• Pria</li> <li>• Wanita</li> </ul>
3	Pendidikan Terakhir	<ul style="list-style-type: none"> <li>• SMA/Sederajat</li> <li>• Diploma</li> <li>• Sarjana</li> <li>• Pascasarjana</li> </ul>
4	Pekerjaan	<ul style="list-style-type: none"> <li>• Pelajar/Mahasiswa</li> <li>• Pekerja Swasta</li> <li>• PNS/BUMN</li> <li>• Wirausaha</li> <li>• Lainnya...</li> </ul>
5	Provinsi Asal	<ul style="list-style-type: none"> <li>• Aceh</li> <li>• Sumatera Utara</li> <li>• Sumatera Barat</li> <li>• Riau</li> <li>• DKI Jakarta</li> <li>• Jawa Barat</li> <li>• Jawa Tengah</li> </ul>
6	Kisaran Pendapatan Perbulan	<ul style="list-style-type: none"> <li>• &lt; Rp 5 juta</li> <li>• Rp 5 juta - Rp 10 juta</li> <li>• Rp 10 juta - Rp 20 juta</li> <li>• &gt; Rp 20 juta</li> </ul>
7	Status Perjalanan yang biasa anda lakukan?	<ul style="list-style-type: none"> <li>• Solo Traveler</li> <li>• Pasangan</li> <li>• Keluarga</li> <li>• Grup Teman</li> </ul>
<b>Psychographics</b>		
1	Apa yang paling Anda cari dalam sebuah perjalanan wisata halal?	<ul style="list-style-type: none"> <li>• Pendidikan dan pembelajaran</li> <li>• Pengalaman spiritual dan keagamaan</li> <li>• Menjalin hubungan sosial</li> <li>• Petualangan dan eksplorasi</li> <li>• Rekreasi dan relaksasi</li> <li>• Menjelajahi budaya dan tradisi Islam</li> <li>• Makanan halal dan akomodasi yang sesuai syariah</li> <li>• Other....</li> </ul>
2	Seberapa sering Anda memilih destinasi wisata berdasarkan ketersediaan fasilitas halal?	<ul style="list-style-type: none"> <li>• (1) Tidak pernah</li> <li>• (5) Selalu</li> </ul>

3	Dalam memilih destinasi wisata halal, faktor apa yang paling mempengaruhi keputusan Anda?	<ul style="list-style-type: none"> <li>• Rekomendasi dari keluarga dan teman</li> <li>• Ulasan dan testimoni online</li> <li>• Informasi dari media sosial atau iklan</li> <li>• Pengalaman wisata sebelumnya</li> <li>• Harga dan paket perjalanan</li> <li>• Other....</li> </ul>
4	Bagaimana Anda biasanya menemukan informasi tentang destinasi wisata halal?	<ul style="list-style-type: none"> <li>• Media sosial (Facebook, Instagram, dll.)</li> <li>• Situs ulasan perjalanan (TripAdvisor, Google Review, dll.)</li> <li>• Rekomendasi dari keluarga atau teman</li> <li>• Agen perjalanan</li> <li>• Other...</li> </ul>
5	Bagaimana Anda biasanya merencanakan perjalanan wisata halal Anda?	<ul style="list-style-type: none"> <li>• Merencanakan sendiri berdasarkan riset</li> <li>• Menggunakan paket wisata dari agen perjalanan khusus wisata halal</li> <li>• Berdasarkan rekomendasi teman atau keluarga</li> <li>• Kombinasi perencanaan sendiri dan menggunakan agen perjalanan</li> <li>• Spontan/ mendadak</li> <li>• Other...</li> </ul>
6	Apa yang menurut Anda paling menantang saat mencari destinasi wisata halal?	<ul style="list-style-type: none"> <li>• Menemukan informasi yang akurat</li> <li>• Keterbatasan pilihan destinasi</li> <li>• Biaya perjalanan yang lebih tinggi</li> <li>• Kurangnya fasilitas halal di beberapa destinasi</li> <li>• Komunikasi dan interaksi dengan masyarakat lokal</li> <li>• Other...</li> </ul>
<b>Preferences and Needs</b>		
1	Seberapa sering Anda melakukan perjalanan wisata halal?	<ul style="list-style-type: none"> <li>• Sering (lebih dari 3 kali setahun)</li> <li>• Kadang-kadang (1-2 kali setahun)</li> <li>• Jarang (kurang dari 1 kali setahun)</li> <li>• Belum pernah, tapi tertarik</li> </ul>
2	Jenis aktivitas wisata halal yang Anda minati?	<ul style="list-style-type: none"> <li>• Kunjungan ke situs bersejarah dan budaya</li> <li>• Workshop seni atau kuliner</li> </ul>

		<ul style="list-style-type: none"> <li>• Wisata kuliner halal</li> <li>• Aktivitas alam terbuka</li> <li>• Mengunjungi pasar lokal dan pusat perbelanjaan</li> <li>• Mengikuti kegiatan spiritual atau keagamaan (mis. kajian, ceramah)</li> <li>• Menghadiri festival atau acara budaya lokal</li> <li>• Kegiatan relaksasi seperti spa atau meditasi</li> <li>• Aktivitas petualangan seperti hiking atau berkemah</li> <li>• Other....</li> </ul>
3	Faktor/ fasilitas penting dalam memilih saat mengunjungi destinasi wisata halal?	<ul style="list-style-type: none"> <li>• Fasilitas transportasi yang memadai</li> <li>• Pilihan Makanan Halal yang Beragam</li> <li>• Fasilitas ibadah yang memadai</li> <li>• Kebersihan, kenyamanan dan keamanan destinasi</li> <li>• Ketersediaan Tempat Parkir yang Memadai</li> <li>• Fasilitas Rekreasi yang Cocok untuk Keluarga</li> <li>• Other....</li> </ul>
4	Seberapa penting bagi Anda adanya fasilitas dan layanan yang sesuai syariah (seperti tempat ibadah, makanan halal, dll.) dalam wisata?	<ul style="list-style-type: none"> <li>• (1) Tidak penting sama sekali</li> <li>• (2) Sangat penting</li> <li>•</li> </ul>
5	Berapa kisaran anggaran yang Anda alokasikan untuk perjalanan wisata Anda? (per trip)	<ul style="list-style-type: none"> <li>• &lt; Rp 1 juta</li> <li>• Rp 1 juta - Rp 3 juta</li> <li>• Rp 3 juta - Rp 5 juta</li> <li>• &gt; Rp 5 juta</li> <li>•</li> </ul>
6	Faktor apa yang paling penting dalam memilih akomodasi/ paket wisata halal?	<ul style="list-style-type: none"> <li>• Harga terjangkau</li> <li>• Kualitas layanan dan pengalaman pelanggan</li> <li>• Fasilitas ibadah yang memadai</li> <li>• Privasi dan kenyamanan akomodasi</li> <li>• Keamanan dan Keselamatan selama perjalanan</li> <li>• Program wisata yang beragam dan edukatif</li> <li>• Kegiatan keluarga ramah anak</li> <li>• Other...</li> </ul>

7	Apakah Anda bersedia membayar lebih untuk paket wisata halal yang menyediakan fasilitas lengkap dan kualitas tinggi?	<ul style="list-style-type: none"> <li>• Ya</li> <li>• Tidak</li> </ul>
<b>Potential Visits to Aceh</b>		
1	Apakah Anda menetap/ pernah berkunjung ke Aceh?	<ul style="list-style-type: none"> <li>• Ya</li> <li>• Tidak</li> </ul>
2	Jika Anda pernah berkunjung ke Aceh, apa aspek yang paling Anda nikmati?	<ul style="list-style-type: none"> <li>• Keindahan alam</li> <li>• Warisan budaya dan sejarah</li> <li>• Makanan halal dan kuliner khas Aceh</li> <li>• Pengalaman spiritual</li> <li>• Keramahan dan budaya masyarakat lokal</li> </ul>
3	Seberapa tertarik Anda untuk berkunjung ke Aceh sebagai destinasi Wisata Halal?	<ul style="list-style-type: none"> <li>• (1) Sangat tidak tertarik</li> <li>• (5) Sangat tertarik</li> </ul>
4	Faktor apa yang akan mendorong Anda untuk berkunjung ke Aceh?	<ul style="list-style-type: none"> <li>• Warisan budaya dan sejarah</li> <li>• Keramahan dan budaya masyarakat lokal</li> <li>• Rekomendasi dari Teman atau Keluarga</li> <li>• Promosi atau Paket Wisata Menarik</li> <li>• Keindahan alam, seperti pantai dan pegunungan</li> <li>• Other....</li> </ul>
5	Apa halangan utama yang mungkin mencegah Anda berkunjung ke Aceh?	<ul style="list-style-type: none"> <li>• Biaya</li> <li>• Ketersediaan Informasi</li> <li>• Kekhawatiran tentang Keselamatan</li> <li>• Kurangnya Minat</li> <li>• Transportasi</li> <li>• Other....</li> </ul>

Using Sentiment Analysis technique, the review data collection consists of the following 15 destinations:

- 1) Masjid Raya Baiturrahman
- 2) Museum PLTD Apung
- 3) Pantan Terong
- 4) Masjid Baiturrahim
- 5) Pantai Ulee Lheue
- 6) Museum Aceh

- 7) Rumah Cut Nyak Dhien
- 8) Blang Padang Banda Aceh
- 9) Taman Putroe Phang
- 10) Wisata Gua Sarang
- 11) Puncak Gunung Geurutee
- 12) Monumen Kilometer Nol Indonesia
- 13) Pantai Iboih
- 14) Danau Laut Tawar
- 15) Pantai Lhoknga

In this study, several indicator attributes are used which are divided into categories, namely Attractions, Amenities, and Accessibility based on the Ministry of Tourism in 2015 on the readiness of halal tourist destinations, which can be seen through the variable components in the Table 3.1 below:

<b>Category</b>	<b>Indicators</b>	<b>Measurement</b>
Attractions	<ul style="list-style-type: none"> <li>- Shariah compliant natural, architectural, cultural and social tourism attractions</li> <li>- Sanitation and environment</li> <li>- Places of worship</li> <li>- Means of purification</li> </ul>	<ul style="list-style-type: none"> <li>- Positive</li> <li>- Negative</li> </ul>
Amenities	<ul style="list-style-type: none"> <li>- Accomodation (Hotel/Lodging, Restaurant)</li> <li>- Halal Food</li> <li>- Souvenir</li> <li>- Security</li> <li>- Services</li> </ul>	<ul style="list-style-type: none"> <li>- Positive</li> <li>- Negative</li> </ul>
Accessibility	<ul style="list-style-type: none"> <li>- Attractions Information</li> <li>- Affordability of attractions</li> <li>- Transportation (land, sea, air)</li> <li>- Appropriate cost</li> </ul>	<ul style="list-style-type: none"> <li>- Positive</li> <li>- Negative</li> </ul>

Table 3. 1 Variable Components of 3A

While the research flow used in conducting sentiment analysis with a machine learning approach, can be seen in the Figure 3.3

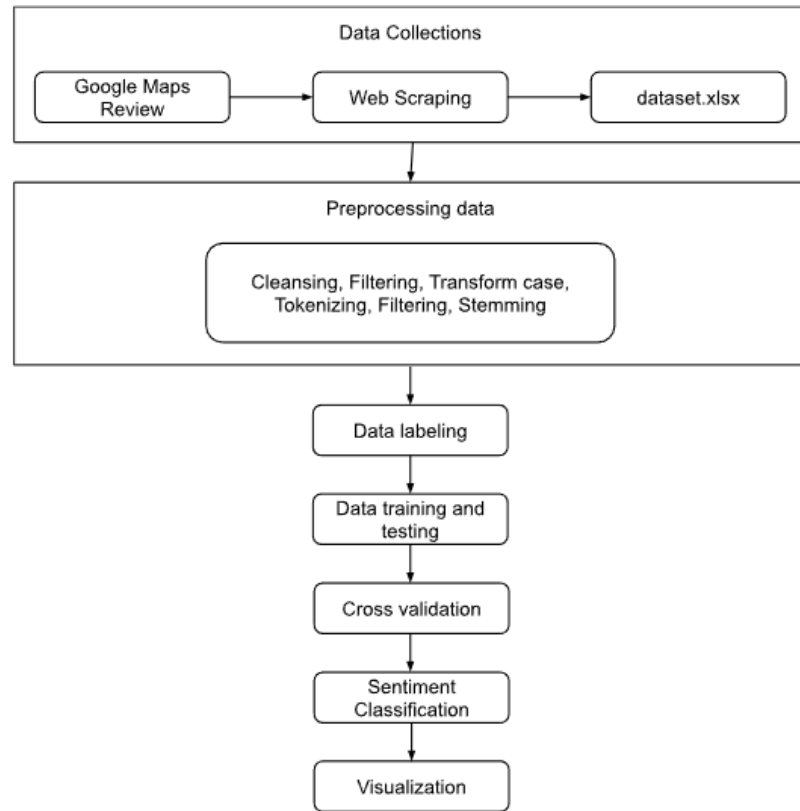


Figure 3. 3 Research Flow of Sentiment Analysis

a. Data collection

This research uses visitor review data on Google Maps. The data is collected using web scraping through the Instant Data Scraper application which is an extension application available on the Google browser. Web scraping is a semi-structured data retrieval process. The total data collected was 2,569 reviews of 15 popular tourist attractions in Aceh. All reviews obtained will then be processed into the next process using Rapidminer tools.

b. Pre-processing data

The data preprocessing stage is carried out to process features that are not used and become more structured. The text data pre-processing stage used goes through several stages, including:

- **Cleansing:** This stage is to clean the text data from non-letter characters (punctuation and numbers), URLs, and single characters. This is done because these non-letter characters are not important features and are considered meaningless.
- **Tokenizing:** The process of converting text data into tokens or words separated by spaces in the text. This stage is used to facilitate the process in the next stage.
- **Transform Cases:** The process of converting the text in the review to standardized form (lower case). This is used so that capital and non-capital letters (lower case) are not considered different features.
- **Filtering Stopwords:** This stage is used to take important words and discard words that are not important to the review, for example the conjunctions "and", "yang", "di" and so on or words that have no effect on the classification process. This stopword removal is done using the Indonesian stopword list dictionary based on the stopword list on Kaggle.com,   
<https://www.kaggle.com/datasets/oswinrh/indonesian-stoplist>
- **Stemming:** the process of converting words into their base word form by removing the affixes in a word.

#### c. Data labelling

The next stage is to perform data labeling. Each review will be given two labels, namely aspect labels and sentiment labels. For aspects divided into 3 namely, Attractions, Amenities, and Accessibility. Meanwhile, the sentiment labels used in this study are positive and negative. This sentiment label only uses positive and negative because the focus of this research is on improvement and development so that aspects that need to be improved (negative) and those that are already running well (positive) tend to be more

focused. This helps in making strategic decisions for the development and improvement of tourist destinations.

Sometimes there is matching data on some labels. This will become a problem in the next stage and impact the results if not handled properly. To overcome this, the researcher split the sentence into several parts and formed new data. For example, if there are sentences that are not possible to separate, the multi labeling technique will be used. With this technique, the data will be duplicated into new data and then given different labels so that the rows in the data that previously amounted to 2,569 became 2,961 data. Table 3.2 is an example of sentence splitting and Table 3.3 is an example of using multi-labeling technique.

#### Sentence Separation

<b>Raw data</b>	<b>Data that has been separated</b>	<b>Sentiment</b>	<b>Aspect</b>
Tempat nya keren, di tengah kota. Isinya sejarah terjadinya tsunami aceh. Kekurangan ada beberapa ruang yg sdh rusak	Tempat nya keren, di tengah kota. Isinya sejarah terjadinya tsunami aceh.	Positive	Attractions
	Kekurangan ada beberapa ruang yg sdh rusak	Negative	Attractions

Table 3. 2 Sentence Separation

#### Use of multi-labeling techniques

<b>Data that has been separated</b>	<b>Sentiment</b>	<b>Aspect</b>
Gokil bgt sih Iboih ini, kalo kesini wajib banget nyobain paket snorkelingnya. Pilihan kapalnya ada 3, ada kapal kayu paling sedikit kapasitasnya (4), kapal kaca paling banyak (12), sama yg kapasitasnya 8 tp saya lupa kapal apa, waktu itu saya cuma	Positive	Attractions

<p>berdua dan akhirnya pake kapal kayu. Buat snorkeling kita harus nyewa lagi, 50k buat sewa alat snorkelingnya. Kalo mau tambahan kayak guide sama sewa gopro juga ada, guide kalo ga salah 300k sama sewa gopro 200k. Kalo kita milih paket snorkeling, kita bakal diputerin di 4 destinasi snorkelingnya (tapi karena waktu itu ombaknya lagi tinggi jadi cuma dapet 3). Destinasi pertama itu snorkeling wilayah banyak ikannya, kedua wilayah karang bentuk bunga gitu, dan ketiga karang batik. Pantai paling barat Indonesia yang gokil abiss!!!</p>		
<p>Gokil bgt sih Iboih ini, kalo kesini wajib banget nyobain paket snorkelingnya. Pilihan kapalnya ada 3, ada kapal kayu paling sedikit kapasitasnya (4), kapal kaca paling banyak (12), sama yg kapasitasnya 8 tp saya lupa kapal apa, waktu itu saya cuma berdua dan akhirnya pake kapal kayu. Buat snorkeling kita harus nyewa lagi, 50k buat sewa alat snorkelingnya. Kalo mau tambahan kayak guide sama sewa gopro juga ada, guide kalo ga salah 300k sama sewa gopro 200k. Kalo kita milih paket snorkeling, kita bakal diputerin di 4 destinasi snorkelingnya (tapi karena waktu itu ombaknya lagi tinggi jadi cuma dapet 3). Destinasi pertama itu snorkeling wilayah banyak ikannya, kedua wilayah karang bentuk bunga gitu, dan ketiga karang batik. Pantai paling barat Indonesia yang gokil abiss!!!</p>	<p>Positive</p>	<p>Amenities</p>

Table 3. 3 Multi-Labeling Techniques

d. Data splitting: Train-Test Split

In machine learning, training and testing are important components to help algorithms learn from existing data, make predictions, and improve their accuracy. This classification modeling uses the hold-out data sharing method with a proportion of 80% training data and 20% test data.

e. Cross Validation

At this stage it is necessary to test to determine the performance of the model that has been applied. Cross validation has parameters namely number of folds, used to give the value of k (number of iterations) and sampling type used to select the sampling technique that divides the dataset (Nugroho, 2020).

f. Sentiment Classification

To perform classification in sentiment analysis, one of the frequently used algorithms is Naive Bayes. This algorithm is based on the principle of probability or chance. This algorithm is able to provide accurate estimates of certain events based on the classification results that have been carried out (Amaliah & Nuryana, 2022). The equation used in the Naive Bayes method is related to the calculation of probability.

$$P(X|Y) = \frac{P(X|Y) \cdot P(Y)}{P(Y)}$$

**Where:**

X = A temporary guess of data from a specific class

Y = Data with unknown class

$P(X|Y)$  = Probability of an estimate of X conditional on Y (posterior probability)

$P(X)$  = Estimated probability of X (prior probability)

$P(Y|X)$  = Estimated probability of Y with X

$P(Y)$  = Probability of Y

**Description:**

Posterior probability: the probability that class X exists

Prior probability: the probability that the initial sample is of class Y

g. Visualization

At this stage, the dataset will be processed to extract important information, namely by identifying the frequency of words or topics that appear most

often in comments or reviews from tourists. Thus, the data generated from this extraction process will make it easier to process and display relevant and necessary information for this research.

## Chapter IV Results and Discussion

### IV. 1 Analysis

This section reviews sentiment and aspect classification analysis, as well as visualization using WordCloud based on reviews of popular tourist destinations in Aceh. In addition, a market segmentation analysis was conducted to deepen the understanding of specific target markets. This section also includes an internal analysis conducted through the destination analysis method and an external analysis using the PESTEL framework, in order to provide a comprehensive view of the factors affecting the tourism sector in Aceh.

#### IV.1.1 Sentiment Analysis

##### a. Data collection

The review dataset was collected using web scraping totaling 2569 against 15 popular Aceh tourist destinations and the most relevant reviews in the 2021-2023 time span using the Instant Data Scraper extension in the Google Chrome browser as shown in Figure 4.1. The selection of the time span is due to consideration of the issuance of the Qanun in 2022 regarding the halal tourism development plan, so the data taken is only 2 years back to see one year before and one year after the issuance of the Qanun.

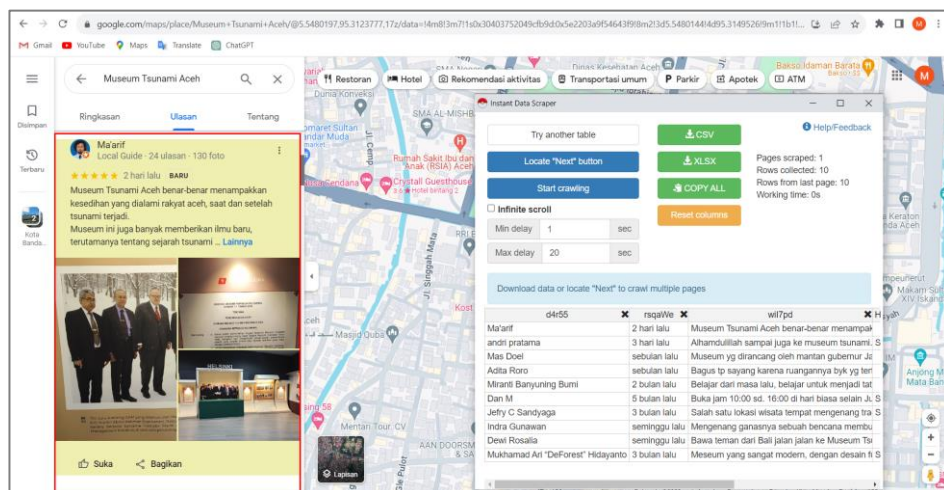


Figure 4. 1 Illustration of data collection using instant data scraper tools

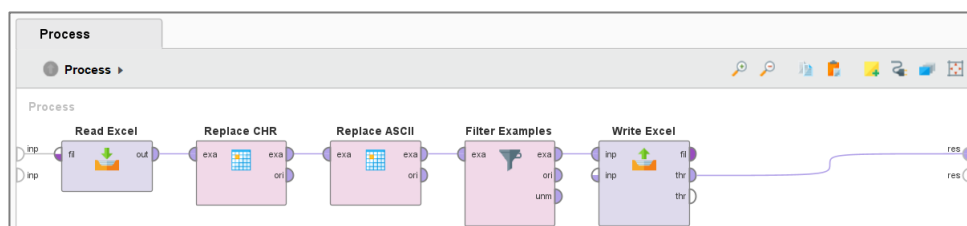
After the data scraping process is complete, then all tourist reviews will be stored in an xlsx format data file. Table 4.1 shows the reviews that have been obtained from web scraping results.

No	Locations	Reviews
1	Aceh Tsunami Memorial Museum	Museum yg dirancang oleh mantan gubernur Jawa Barat Ridwan Kamil..di dalamnya tersimpan dokumentasi baik foto dan video saat bencana tsunami yg mungkin tak kita temukan di YouTube atau media sosial lain.
2	Aceh Tsunami Memorial Museum	To know more on the situation of the tsunami in Aceh ..its good to visit this museum.. there are a lot of pictures and explanations on it. There is also a 10 minutes video on the things that happened on the tsunami
3	Aceh Tsunami Memorial Museum	Bawa teman dari Bali jalan jalan ke Museum Tsunami, mereka terkejut melihat kerangka helikopter yang di pajang dekat pintu masuk 😞
...	...	...
25 67	Wisata Gua Sarang	Tempatnya bagus banget, recommended Untuk menikmati hak indah, perlu melewati yg curam2. But, it's worth it indeed!
25 68	Wisata Gua Sarang	Tempat yang wajib kamu kunjungi bila sedang Ke Sabang. turun menyusuri pantai menguji iman haha naik menguji kekuatan tapi tiba ke bawah tidak akan pernah menyesal karna sungguh indah ciptaan sang pencipta
25 69	Wisata Gua Sarang	Baru kali ini perjalanan ke pulau ini.. dan memberi pengalaman wisata/panorama alam yang sungguh luar biasa, bagaikan surga ada di bumi serambi mekkah ini dan kami akan merindukan setiap sudut sisi di pulau ini 😊

Table 4. 1 Reviews Data Recap

b. Data Cleansing

The cleansing process is done to remove emoticons or characters that are not needed as in the Figure 4.2 By using the Replace CHR operator to remove unnecessary punctuation characters, then the Replace ASCII operator is used to remove characters or symbols that are not ASCII-based, to filter the missing attributes. Then the data will be copied back to the Excel file by using the Write Excel operator.



**Figure 4. 2 Data Cleansing Process**

In the Table 4.2 is an example of data results after going through data cleansing. The review data obtained at the data cleansing stage amounted to 2561.

Input	Output
Alhamdulillah wa Syukurillah. Mulai pintu masuk (ada helikopter yang menjadi "kenangan", sumur do'a, ruang audio visual, dll... menambah pengetahuan dan renungan akan Fabiayyi ala irobbikuma tukazzibaaan	Alhamdulillah wa Syukurillah Mulai pintu masuk ada helikopter yang menjadi kenangan sumur doa ruang audio visual dll menambah pengetahuan dan renungan akan Fabiayyi ala irobbikuma tukazzibaaan
Bawa teman dari Bali jalan jalan ke Museum Tsunami, mereka terkejut melihat kerangka helikopter yang di pajang dekat pintu masuk 😞	Bawa teman dari Bali jalan jalan ke Museum Tsunami mereka terkejut melihat kerangka helikopter yang di pajang dekat pintu masuk

**Table 4. 2 Result After Data Cleansing**

### c. Labeling, Data Training and Data Testing

The data labeling process is divided into 2 data, namely training and data set with the calculation of the portion of 70% training data and 30% training data. From the total data of 2561 due to sentence separation and multi-labeling techniques so that the rows in the data that previously amounted to 2,561 became 2,961 data. Training data totaling 2073 data will be labeled sentiment and aspects manually for sentiment using positive and negative labels, while aspects use attractions, amenities, and accessibility labels as shown in Table 4.3 While the training data is 888 data which will be labeled automatically using the Naive Bayes model.

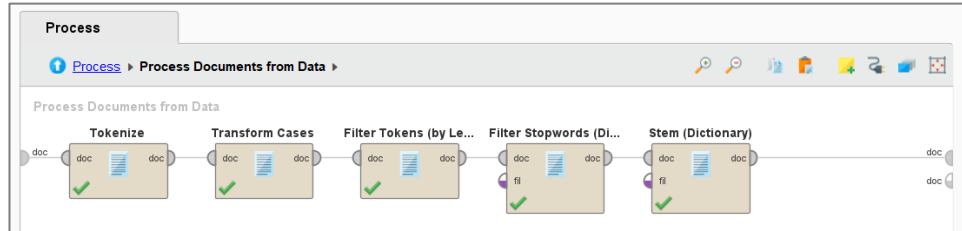
Reviews	Sentiment	Aspect
parkirannya banyak jd don't worry guys sangat reccommend untuk harga tiket masuknya juga murah banget untuk hitungan tempat wisata	Positive	Accessibility
tp sayang karena ruangnya byk yg tertutup jd bau lembab usahakan datang jgn pas weekend karena pasti rame bgt kdg ada rombongan org luar negeri maupun rombongan study tour	Negative	Attractions
Museum yang sangat modern dengan desain futuristik membuat siapapun yang masuk tidak akan pernah bosan dan yang paling penting adalah History Tsunami yg sangat mengerikan masih tetap dapat terasa bagi setiap yang berkunjung	Positive	Attractions
Puas dengan pelayanannya	Positive	Amenities

**Table 4. 3 Data Labeling**

### d. Text Preprocessing

After the data is labeled, it will be pre-processed before being used as training and test data (Zuriel & Fahrurozi, 2021). Some steps in preprocessing are Tokenizing, Transform Cases, Filter Stopwords

(Dictionary), Filter Tokens (by Length) and Stem (Dictionary). For the steps can be seen in Figure 4.3 which is a subprocess of document operator from data.



**Figure 4. 3 Text Processing**

With the following information:

- i. Tokenize: separating review data containing sentences into word units, can be seen in Table 4.4

Input	Output
Parkirannya banyak jd don't worry guys sangat reccommend untuk harga tiket masuknya juga murah banget untuk hitungan tempat wisata	'Parkirannya' 'banyak' 'jd' 'don't' 'worry' 'guys' 'sangat' 'reccommend' 'untuk' 'harga' 'tiket' 'masuknya' 'juga' 'murah' 'banget' 'untuk' 'hitungam' 'tempat' 'wisata'
Tp sayang karena ruangnya byk yg tertutup jd bau lembab usahakan datang jgn pas weekend karena pasti rame bgt kdg ada rombongan org luar negeri maupun rombongan study tour	'Tp' 'sayang' 'karena' 'ruangnya' 'byk' 'yg' 'tertutup' 'jd' 'bau' 'lembab' 'usahakan' 'datang' 'jgn' 'pas' 'weekend' 'karena' 'pasti' 'rame' 'bgt' 'kdg' 'ada' 'rombongan' 'org' 'luar' 'negeri' 'maupun' 'rombongan' 'study' 'tour'

**Table 4. 4 Tokenize Result**

- ii. Transform Cases: converts all bullets to lowercase. Can be seen in the Table 4.5

Input	Output
'Parkirannya' 'banyak' 'jd' 'don't' 'worry' 'guys' 'sangat' 'recoommend' 'untuk' 'harga' 'tiket' 'masuknya' 'juga' 'murah' 'banget' 'untuk' 'hitungam' 'tempat' 'wisata'	'parkirannya' 'banyak' 'jd' 'don't' 'worry' 'guys' 'sangat' 'recoommend' 'untuk' 'harga' 'tiket' 'masuknya' 'juga' 'murah' 'banget' 'untuk' 'hitungam' 'tempat' 'wisata'
'Tp' 'sayang' 'karena' 'ruangannya' 'byk' 'yg' 'tertutup' 'jd' bau' 'lembab' 'usahakan' 'datang' 'jgn' 'pas' 'weekend' 'karena' 'pasti' 'rame' 'bgt' 'kdg' 'ada' 'rombongan' 'org' 'luar' 'negeri' 'maupun' 'rombongan' 'study' 'tour'	'tp' 'sayang' 'karena' 'ruangannya' 'byk' 'yg' 'tertutup' 'jd' bau' 'lembab' 'usahakan' 'datang' 'jgn' 'pas' 'weekend' 'karena' 'pasti' 'rame' 'bgt' 'kdg' 'ada' 'rombongan' 'org' 'luar' 'negeri' 'maupun' 'rombongan' 'study' 'tour'

Table 4. 5 Transform Cases

- iii. Token Filter (by Length): conditions the words that will be filtered only have a certain character length with a minimum of 4 characters and a maximum of 22 characters, can be seen in Table 4.6.

Input	Output
'parkirannya' 'banyak' 'jd' 'don't' 'worry' 'guys' 'sangat' 'recoommend' 'untuk' 'harga' 'tiket' 'masuknya' 'juga' 'murah' 'banget' 'untuk' 'hitungam' 'tempat' 'wisata'	'parkirannya' 'banyak' 'don't' 'worry' 'guys' 'sangat' 'recoommend' 'untuk' 'harga' 'tiket' 'masuknya' 'juga' 'murah' 'banget' 'untuk' 'hitungam' 'tempat' 'wisata'
'tp' 'sayang' 'karena' 'ruangannya' 'byk' 'yg' 'tertutup' 'jd' bau' 'lembab' 'usahakan' 'datang' 'jgn' 'pas' 'weekend' 'karena' 'pasti' 'rame' 'bgt' 'kdg' 'ada' 'rombongan' 'org' 'luar'	'sayang' 'karena' 'ruangannya' 'tertutup' 'lembab' 'usahakan' 'datang' 'weekend' 'karena' 'pasti' 'rame' 'rombongan' 'luar' 'negeri' 'maupun' 'rombongan' 'study'

'negeri' 'maupun' 'rombongan' 'study' 'tour'	'tour'
---	--------

**Table 4. 6 Token Filter (by Length)**

- iv. Stopwords Filter (Dictionary): removes certain words that are not needed. These stopwords use an Indonesian dictionary sourced from the Kaggle website.

Input	Output
'parkirannya' 'banyak' 'don't' 'worry' 'guys' 'sangat' 'recoommend' 'untuk' 'harga' 'tiket' 'masuknya' 'juga' 'murah' 'banget' 'untuk' 'hitungam' 'tempat' 'wisata'	'parkirannya' 'don't' 'worry' 'guys' 'recoommend' 'harga' 'tiket' 'masuknya' 'murah' 'hitungam' 'tempat' 'wisata'
'sayang' 'karena' 'ruangannya' 'tertutup' 'lembab' 'usahakan' 'datang' 'weekend' 'karena' 'pasti' 'rame' 'rombongan' 'luar' 'negeri' 'maupun' 'rombongan' 'study' 'tour'	'sayang' 'ruangannya' 'tertutup' 'lembab' 'usahakan' 'datang' 'weekend' 'rame' 'rombongan' 'luar' 'negeri' 'rombongan' 'study' 'tour'

**Table 4. 7 Stopwords Filter (Dictionary)**

- v. Stemming: the process of converting a compound word into a base word. Stemming uses an Indonesian dictionary created by the researcher based on the dataset with the highest frequency of occurring affixed words.

Input	Output
'parkirannya' 'don't' 'worry' 'guys' 'recoommend' 'harga' 'tiket' 'masuknya' 'murah' 'hitungam' 'tempat' 'wisata'	'parkiran' 'don't' 'worry' 'guys' 'recommend' 'harga' 'tiket' 'masuk' 'murah' 'hitung' 'tempat' 'wisata'
'sayang' 'ruangannya' 'tertutup' 'lembab' 'usahakan' 'datang'	'sayang' 'ruangan' 'tutup' 'lembab' 'usaha' 'datang' 'weekend' 'ramai'

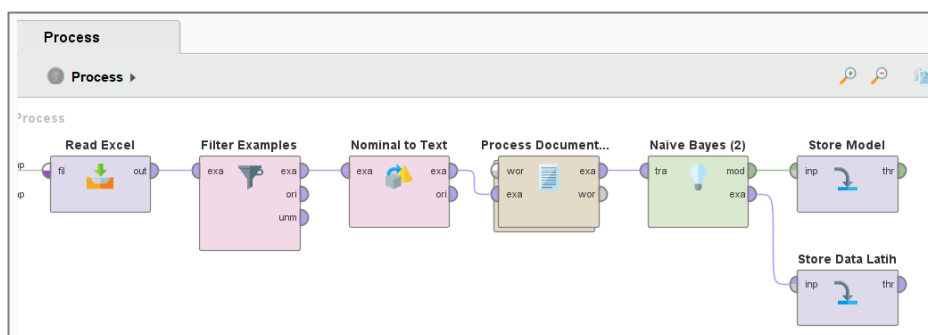
'weekend' 'rame' 'rombongan' 'luar' 'negeri' 'rombongan' 'study' 'tour'	'rombongan' 'luar' 'negeri' 'rombongan' 'study' 'tour'
---	---

**Table 4. 8 Stemming**

e. Naive Bayes Classification

i. Data Splitting for classification model

After going through data preprocessing through the Process Document from Data operator, the Naive Bayes algorithm will then be used to study data patterns to produce a negative and positive sentiment data classification model, so that the model will predict sentiment that has not been labeled positive and negative. The data is divided into 70% training data stored using the Store Training Data operator and 30% test data stored in the Store Model operator as shown in the Figure 4.4.



**Figure 4. 4 Data Splitting**

Training Data

bersih	sandal	sepatu	utara	wudhu	....	Sentimen	Aspect
0.103	0	0	0.245	0.51	....	Positif	Accessibility
0.069	0.338	0.314	0.164	0.34	....	Positif	Attractions

0.096	0	0	0.230	0.425	....	Positif	Attractions
...	...	...	...	...	...	...	...

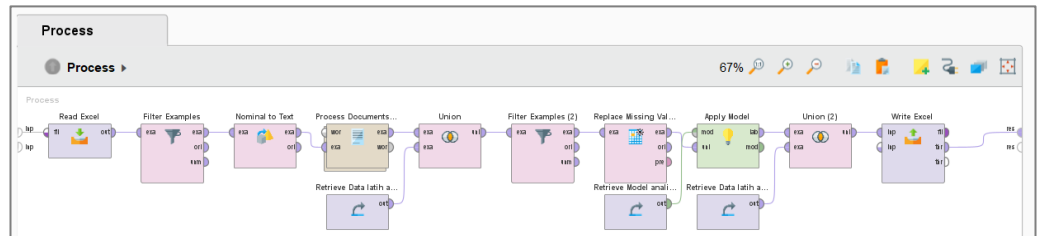
**Table 4. 9 Training Data**

Test Data that does not yet have a sentiment label

aceh	indah	jaya	pemandangan	....	Sentimen	Aspect
0	0	0.301	0	....	?	?
0.121	0.229	0	0	....	?	?
0	0	0	0.261	....	?	?
...	...	...	...	...	...	...

**Table 4. 10 Test Data that does not yet have a sentiment label**

ii. Model implementation



**Figure 4. 5 Model Implementation Process**

At this stage, the implementation of the Naive Bayes model will be carried out on data that does not yet have a label by merging the training data. The data is combined because the test data has different words from the training data so that to implement the model, the attributes between the test data and training data will be combined using the Union operator as shown in Table 4.11.

aceh	bersih	indah	jaya	pemandangan	sandal	sepatu	utara	wudhu	....	Sentimen	Aspect
?	0.103	?	?	?	0	0	0.245	0.51	....	Positif	Accessibility
?	0.069	?	?	?	0.338	0.314	0.164	0.34	....	Positif	Attractions
?	0.096	?	?	?	0	0	0.230	0.425	....	Positif	Attractions
0	?	0	0.301	0	?	?	?	?	...	?	?
0.121	?	0.229	0	0	?	?	?	?	...	?	?
0	?	0	0	0.261	?	?	?	?	...	?	?
...	...	...	...	...	...	...	...	...	...	...	...

**Table 4. 11 . Merging Training and Test Data**

After the training data and test data are combined using the Union operator, it is found that the attributes in the column "clean, sandals, shoes, north, ablution" or the first 3 rows of data are attributes belonging to the test data. While the attributes in the column "aceh, beautiful, jaya" or the last 3 rows are attributes of the training data. Rapidminer tools will automatically fill in with a question mark. Then using the Filter Example Operator, the training data or data that has been labeled will be deleted and leave the test data that does not yet have a label. The previous data merge was only to combine attributes as shown in Table 4.12.

aceh	bersih	indah	jaya	pemandangan	sandal	sepatu	utara	wudhu	....	Sentimen	Aspect
0	?	0	0.301	0	?	?	?	?	...	?	?
0.121	?	0.229	0	0	?	?	?	?	...	?	?

0	?	0	0	0.261	?	?	?	?	...	?	?
...	...	...	...	...	...	...	...	...	...	...	...

**Table 4. 12 . Unlabeled Test Data**

By using the Replace Missing Values operator, so that the data can be processed to perform sentiment analysis on test data or data that does not yet have a label, the attribute column that has a question mark value will be replaced with a value of 0 (zero), as seen in Table 4.13.

aceh	bersih	indah	jaya	pemandangan	sandal	sepatu	utara	wudhu	....	Sentimen	Aspect
0	0	0	0.301	0	0	0	0	0	...	?	?
0.121	0	0.229	0	0	0	0	0	0	...	?	?
0	0	0	0	0.261	0	0	0	0	...	?	?
...	...	...	...	...	...	...	...	...	...	...	...

**Table 4. 13 Replace Missing Values**

After the data is ready to be processed, then through the Naive Bayes model that has been trained before, we will apply the model to automatically fill in sentiment labels on training data or data that does not yet have a label, as seen in the Table 4.14.

aceh	bersih	indah	jaya	pemandangan	sandal	sepatu	utara	wudhu	....	Sentimen	Aspect
0	0	0	0.301	0	0	0	0	0	...	Positif	Accessibility
0.121	0	0.229	0	0	0	0	0	0	...	Positif	Attractions

0	0	0	0	0.261	0	0	0	0	...	Positif	Attractions
...	...	...	...	...	...	...	...	...	...	...	...

**Table 4. 14 Auto Labeling Sentiment**

Furthermore, after all the data has been labeled, the aspect classification stage will be carried out to group the data into each 3A aspect. The dataset obtained after going through the preprocessing and aspect classification stages can be seen in Table 4.15.

Sentimen	Attractions	Amenities	Accessibility
Positive	1959	270	281
Negative	169	93	189

**Table 4. 15 3A Aspect Classification**

Distribution of positive and negative sentiments on three aspects of tourism Attractions, Amenities, and Accessibility. Attractions have the highest number of positive sentiments as many as 1959 indicating tourists are generally satisfied with the attractions visited. However, there were 169 negative sentiments. The imbalance in the data reflects a general trend in tourism, where attractions usually get more attention and generally get positive feedback. However, the high amount of negative sentiment for accessibility suggests that this is an area that needs improvement. Meanwhile, Amenity has a more balanced sentiment distribution, although it tends to be positive, there are some aspects of amenity that can still be improved.

f. Evaluation

The purpose of the evaluation stage is to measure the performance of the model by obtaining accuracy, precision, recall values. Validation using a value of  $K = 10$  produces a confusion matrix to get an evaluation. The

accuracy resulting from implementing the Naive Bayes model for positive and negative sentiment is 85.76% of the 2961 review data used as a dataset, this means that the model is good enough to detect sentiment classes. As seen in Table 4.16.

accuracy: 85.75% +/- 1.26% (micro average: 85.75%)			
	true Positif	true Negatif	class precision
pred. Positif	2475	387	86.48%
pred. Negatif	35	64	64.65%
class recall	98.61%	14.19%	

**Table 4. 16 . Sentiment Model Evaluation**

$$\text{Accuracy} = \frac{TP+TN}{TP+TN+FP+FN} = \frac{2475+64}{2475+64+387+35} = \frac{2539}{2961} = 0.85748 = 85.75\%$$

$$\text{Recall} = \frac{TP}{TP+FN} = \frac{2475}{2475+35} = 0.98605 = 98.61\%$$

$$\text{Precision} = \frac{TP}{TP+FP} = \frac{2475}{2475+387} = 0.86477 = 86.48\%$$

The resulting accuracy in the Attractions aspect is 91.63%

accuracy: 91.63% +/- 0.50% (micro average: 91.64%)			
	true Positif	true Negatif	class precision
pred. Positif	1946	165	92.18%
pred. Negatif	13	4	23.53%
class recall	99.34%	2.37%	

**Table 4. 17 Evaluation of Attraction Aspect**

$$\text{Accuracy} = \frac{TP+TN}{TP+TN+FP+FN} = \frac{1946+4}{1946+4+165+13} = \frac{1950}{2128} = 0.91635 = 91.63\%$$

$$\text{Recall} = \frac{TP}{TP+FN} = \frac{1946}{1946+13} = 0.99336 = 99.34\%$$

$$\text{Precision} = \frac{TP}{TP+FP} = \frac{1946}{1946+165} = 0.92183 = 92.18\%$$

The resulting accuracy in the Amenities aspect is 74.64%

accuracy: 74.64% +/- 2.35% (micro average: 74.66%)			
	true Positif	true Negatif	class precision
pred. Positif	269	91	74.72%
pred. Negatif	1	2	66.67%
class recall	99.63%	2.15%	

**Table 4. 18 Evaluation of Amenities Aspect**

$$\text{Accuracy} = \frac{TP+TN}{TP+TN+FP+FN} = \frac{269+2}{269+2+91+1} = \frac{271}{363} = 0.74655 = 74.64\%$$

$$\text{Recall} = \frac{TP}{TP+FN} = \frac{269}{269+1} = 0.99629 = 99.63\%$$

$$\text{Precision} = \frac{TP}{TP+FP} = \frac{269}{269+91} = 0.74722 = 74.72\%$$

While the accuracy generated in the Accessibility aspect is 74.26%

accuracy: 74.26% +/- 4.65% (micro average: 74.26%)			
	true Negatif	true Positif	class precision
pred. Negatif	69	1	98.57%
pred. Positif	120	280	70.00%
class recall	36.51%	99.64%	

**Table 4. 19 Evaluation of Accessibility Aspect**

$$\text{Accuracy} = \frac{TP+TN}{TP+TN+FP+FN} = \frac{69+280}{69+280+1+120} = \frac{349}{470} = 0.74255 = 74.26\%$$

$$\text{Recall} = \frac{TP}{TP+FN} = \frac{69}{69+120} = 0.36507 = 36.51\%$$

$$\text{Precision} = \frac{TP}{TP+FP} = \frac{69}{69+1} = 0.98571 = 98.57\%$$

g. Visualization

Review data from preprocessing results are visualized using WordCloud on each aspect that has sentiment value and can be seen in Figure 4.6 WordCloud visualization results show that the Attractions aspect is dominated by words “masjid” “baiturrahman” as the main attraction in halal





Overall against 15 tourist destinations, obtained positive sentiment WordCloud which can be seen in Figure 4.9 Word like “masjid” The dominant theme emphasizes the main attraction of Aceh, which is known for its religious heritage. It also reflects Aceh as an example of the integration between Islamic architectural beauty and deep spiritual engagement. Word like “sholat” showing mosques are also important as affordable and equitable religious facilities, to be able to meet the religious needs of Muslim tourists, especially in performing the five daily prayers. Words like “bersih”, “indah” shows the value of aesthetics and cleanliness which is a priority for Muslim travelers. The words "sejarah", and "museum" highlight a strong interest in learning and cultural appreciation. The words "pemandangan" and "pantai" signify a desire to enjoy the beauty of nature while adhering to halal principles. The word "tsunami" can be interpreted as a tribute to local history. All these words describe a destination that not only offers the basic necessities of halal tourism but also an immersive and memorable experience spiritually and emotionally.



**Figure 4. 9 Positive Sentiment for Aceh Tourism Destination**

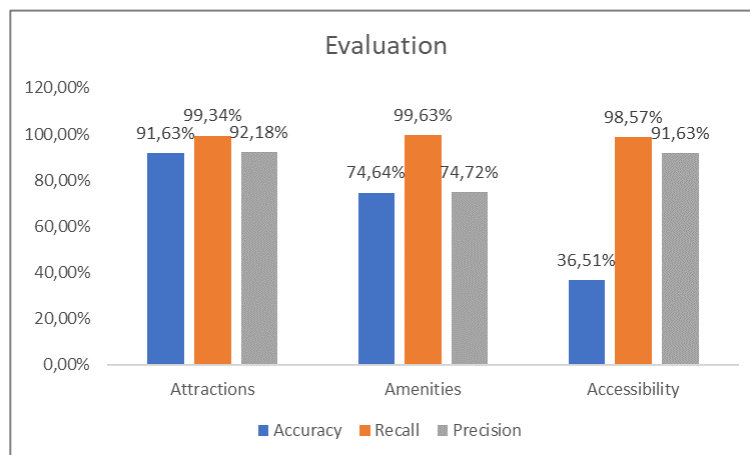
As for the WordCloud on negative sentiments that describe some of the challenges in the context of halal tourism as seen in Figure 4.10 The word "jalan" which is still inadequate, unkept "toilet" facilities, and the problem of “sampah”, “kotor” indicate the need and improvement of infrastructure and poor hygiene. The words “tutup” and "renovasi" express frustration

with attractions that are inaccessible due to repairs or policies, while "rawat" indicates the need for better maintenance or lack of attention. The word "panas" indicates discomfort caused by the climate, given Aceh's proximity to the coast, the climate is hotter and causes discomfort for visitors. Disturbance from "monyet" at one tourist destination such as the 0 kilometer Indonesia monument in Sabang reflects unwanted animal disturbances at tourist sites. The word "masjid" is also present in negative sentiments, reflecting problems with worship facilities, such as maintenance or access.



**Figure 4. 10 Negative Sentiment for Aceh Tourism Destination**

Furthermore, the data of the evaluation results on the 3A aspects of tourism, will be visualized using a barchart as shown in Figure 4.11 The evaluation graph shows the performance of the Naive Bayes classification model in tourism aspects. The Attraction aspect recorded an accuracy of 91.63%, the highest among the other categories, indicating the model is quite accurate in predicting sentiments related to tourism attractions. This was followed by Amenity with an accuracy of 74.64%, and the lower Accessibility at 36.51%. The high precision and recall for Attractions show that the model is very good at identifying true positive sentiment and is rarely wrong in its predictions.



**Figure 4. 11 . Evaluation of 3A’s Aspects**

#### IV.1.2 Destination Analysis

Destination analysis, also known as product development analysis, is a detailed evaluation of the strengths and weaknesses of a tourist destination. Based on the Travel and Tourism Competitiveness Reports produced by the World Economic Forum there are several criteria to assess various aspects of halal tourism in Aceh, which include:

- Policies, regulations, and laws that support halal tourism.  
Policies, regulations, and laws that support halal tourism in Aceh cover various important aspects. On the one hand, Aceh Qanun Number 8 of 2013 on tourism stipulates that the implementation of tourism in Aceh must be based on values such as faith and Islam, comfort, justice, populism, togetherness, sustainability, openness, as well as customs, culture, and local wisdom. Although this Qanun does not specifically regulate halal tourism, the Aceh Ulama Consultative Assembly (MPU) has issued MPU Aceh Fatwa Number 2 of 2022 which emphasizes the obligation of non-Muslim tourists to appreciate and respect tourism arrangements based on Islamic values and local wisdom. Aceh's tourism development plan is contained in Qanun Number 3 of 2022, which is valid until 2037. Through the halal tourism program, Aceh has a vision to make Aceh a leading halal tourism destination in the world. This Qanun

regulates the strategy and method of tourism development, including focusing on the growing halal tourism.

In analyzing halal tourism in Aceh, several aspects become the main focus. First, there is an increasing trend of awareness and demand for halal tourism, both from domestic and international travelers, as well as the implementation of Islamic sharia which gives a unique identity to the region's tourism. Aceh's key strengths in this sector include its rich natural and cultural tourism potential, the implementation of Islamic sharia that attracts Muslim tourists, the hospitality of the people, the availability of worship facilities, halal standardized food, environmental safety, meeting the needs of Muslim tourists, government and MPU support, cultural events and festivals, and public education and awareness on the importance of halal tourism.

However, there are challenges such as the absence of specific laws and regulations governing halal tourism specifically in Aceh, the implementation of sharia facilities and infrastructure and halal certification that still need to be improved, and the perception that tourism may be considered incompatible with Islamic values by some people. Weaknesses include limited promotion and publication of halal tourism potential in Aceh, transportation infrastructure that needs to be improved, limitations in meeting halal tourism standards in accordance with the Global Muslim Travel Index (GMTI) criteria, and negative perceptions of Islamic law. (Mohamad Handi Khalifah et al., 2023)

- Environmental sustainability in halal tourism practices. Environmental sustainability in halal tourism practices in Aceh, which is integrated with the concept of green economy, refers to the Banda Aceh City Qanun No 3 of 2022 on halal tourism. This involves training and socialization to the community as well as businesses, ensuring that tourism activities not only meet halal

criteria but are also environmentally friendly. Coaching and supervision are key to maintaining sustainability and ensuring the practices are working as expected.

The growing trend in Aceh shows an increasing awareness of the importance of environmentally sound halal tourism. This is reflected in the efforts of the government and the community in developing halal tourism that not only pays attention to sharia aspects but also nature conservation. Tourists visiting Aceh are also increasingly aware of the importance of protecting the environment, which is in line with Islamic values on nature conservation. In addition, there is a global trend towards more sustainable and eco-friendly tourism, with investors such as Halal International China Hong Kong (HICHK) showing interest in developing tourism facilities that prioritize sustainability, such as halal 5-star hotels, luxury glamping lodges, and star observation facilities that use green technology and AI (DPMPTSP, 2023).

Aceh's strength in developing sustainable halal tourism lies in strong regulatory support and local government commitment. Aceh has natural and cultural wealth that becomes a tourist attraction, such as the Baiturrahman Grand Mosque, and the consistent application of Islamic law provides its own uniqueness that attracts Muslim tourists (Pahlepy, 2022).

However, the main challenge in implementing the green economy concept in halal tourism in Banda Aceh City as the capital of Aceh and the center of commerce is to change the mindset of the community and business actors. Despite good socialization, there are still shortcomings in hygiene facilities and infrastructure, indicating that the concept of green economy has not been fully integrated in halal tourism practices.

Weaknesses in infrastructure that support the green economy concept, such as inadequate garbage can facilities at tourist sites,

indicate deficiencies in infrastructure. In addition, the mindset change required is not only in the local community but also in tourists and businesses, which may require time and more intensive efforts.

- Security and safety aspects for tourists.

Security and safety for tourists in halal tourism practices in Aceh is an important aspect that continues to receive serious attention from the local government, as expressed by the Head of Dinas Kebudayaan dan Pariwisata (Disbudpar) Aceh, Almuniza Kamal. Based on current trends, there is an increased focus on traveler security and safety, which includes improving security infrastructure and services at tourist sites as well as developing broader tourism infrastructure. The Government of Aceh has shown a strong commitment to improving the safety and convenience of tourists, including through improved banking facilities for easier transactions for tourists. Aceh, with its wealth of natural and cultural attractions, has great potential to attract more tourists while ensuring their safety.

However, there are challenges in managing risks at natural attractions, such as beaches and waterfalls, which require risk management and provision of adequate safety facilities. In addition, changing the mindset of communities and tourism actors on the importance of security and safety, especially in the face of natural disasters and accidents, is another challenge. Weaknesses in security infrastructure, especially in more remote locations, as well as limited resources and training for security and rescue personnel at tourist sites, are also concerns.

- Health and hygiene standards according to halal principles

In supporting halal tourism in Aceh, health and hygiene aspects play an important role, as shown by the increasing trend in the implementation of CHSE (Cleanliness, Health, Safety &

Environment Sustainable) standards initiated by tDisbudpar Aceh. This standard covers the improvement of cleanliness, health, safety and environmental sustainability in tourist destinations, which is an important part of halal tourism. In addition, the active participation of the community in maintaining cleanliness, as seen in the Aceh Cultural Week event, shows the increased awareness and involvement of the community in supporting tourism.

A key strength in this aspect lies in the strong support of the Aceh government, which, through its various agencies, is committed to improving health and hygiene standards in tourist destinations. Initiatives such as the Pokdarwis training in Aceh Tamiang also demonstrate efforts to raise awareness and educate communities on the importance of hygiene and health in tourist destinations, which is highly relevant to halal tourism principles.

However, there are challenges in maintaining consistent implementation of CHSE standards across all tourist destinations, especially in more remote or less developed locations. Waste management and sanitation in tourist destinations, especially natural ones, remains a major challenge. Weak infrastructure for hygiene and sanitation, as well as limited resources and training for hygiene and health workers at tourist sites, are also concerns.

- **Transportation infrastructure**

Transportation infrastructure plays an important role in supporting the halal tourism industry in Aceh, as reflected in the various initiatives and development plans outlined by Minister of Transportation Budi Karya Sumadi and the Aceh Government. There is an increasing trend in the construction and development of transportation infrastructure, including ports, airports and railways, aimed at improving connectivity and accessibility. In particular, the focus on improving inter-island connectivity, such as Ulee Lheue

Port, demonstrates efforts to strengthen access to island tourist destinations, which is particularly relevant for halal tourism.

Strong support from the central and local governments in the development of transportation infrastructure in Aceh, including plans to increase the frequency of Hajj and Umrah flights, demonstrates the potential for economic and tourism enhancement, including halal tourism. However, developing transportation infrastructure that is both efficient and sustainable and environmentally friendly is a challenge, along with the need for effective coordination between various parties, including local governments, businesses, and local communities.

Some areas of Aceh still face limited transportation infrastructure, particularly in more remote locations, and a high reliance on government-financed and -operated infrastructure projects can lead to delays and limitations in development. Therefore, the development of transportation infrastructure in Aceh has great potential to support the growth of halal tourism. Government support and a comprehensive development plan are key in this endeavor, but sustainable and efficient infrastructure improvements, as well as good coordination between all relevant parties, are required. Improved transportation infrastructure will not only ease access to halal tourism destinations in Aceh but will also contribute to a more comfortable and safe experience for tourists.\

- Tourism infrastructure, including halal-compliant accommodation, restaurants and facilities

Tourism infrastructure in Aceh, including accommodation, restaurants and tourism facilities, plays an important role in supporting halal tourism, in line with global and Aceh-specific trends to develop this sector. The Government of Aceh, through the Dinas Kebudayaan dan Pariwisata (Disbudpar) Aceh, has shown

strong support for the development of halal tourism, including through the Aceh Tourism Development Master Plan (RIPKA). This includes improvements in halal certification for restaurants and accommodation as well as training for tour guides and tourism workers to understand the needs of Muslim travelers. The local Muslim community is also involved in this development, helping to create a welcoming environment for Muslim travelers.

However, there are challenges in developing equitable halal tourism infrastructure across Aceh, including in remote areas, as well as maintaining consistency in halal standards across tourism facilities. Limited resources and training to develop adequate halal tourism infrastructure, as well as a high reliance on government initiatives, can cause delays and limitations in the development of halal tourism infrastructure. Therefore, to achieve the full potential of halal tourism in Aceh, there is a need for equitable and consistent infrastructure improvement, as well as adequate resources and training. The improvement of halal tourism infrastructure will not only ease access to halal tourism destinations in Aceh but will also contribute to a more comfortable and safe experience for Muslim travelers.

- Information and communication technology supporting halal tourism promotion and access to information

Information and communication technology (ICT) plays a crucial role in supporting halal tourism in Aceh, facilitating the dissemination of information about halal tourism destinations, available facilities, and shariah-compliant activities. Emerging trends show an increased use of digital media for halal tourism promotion, with travelers increasingly relying on online information to plan their trips. This encourages the government and tourism industry players in Aceh to more actively use ICT in marketing halal tourism destinations. Aceh's strengths in ICT include government support in promoting halal tourism through digital initiatives and

strong branding as a halal tourism destination that can be leveraged through digital promotion.

However, challenges include limited ICT infrastructure in some tourist areas, which may hinder access to information and effective communication, as well as the need for capacity building of human resources in managing and utilizing ICT for halal tourism promotion. Weaknesses include the lack of uniformity and quality of promotional content by halal tourism actors in Aceh, which can result in inconsistent and less attractive information for tourists. In addition, deficiencies in facilities and infrastructure at tourist sites, such as the minimal availability of trash cans and the unsanitary condition of bathrooms and ablution stations, can reduce tourist comfort. Uneven ICT infrastructure in some areas is also a weakness, hampering access to information and effective communication.

- Price competitiveness in the halal tourism industry

Price competitiveness in the halal tourism industry in Aceh plays an important role in supporting the development of this sector. With a majority Muslim population, Aceh has been developing tourism in accordance with Islamic law, including providing facilities that meet the needs of Muslim tourists, such as hotels with halal-certified kitchens and sharia-certified hotels. Competitive price is the key to attract more tourists, both domestic and international, to visit Aceh and enjoy the tourism experience in accordance with Islamic values. Trends in the halal tourism industry in Aceh are showing an increase, in line with the growing number of Muslim tourists and improved access to information. Halal tourism has become one of the main focuses of the Indonesian Ministry of Tourism, with Indonesia ranked as the first halal travel destination by the Global Muslim Travel Index (GMTI) in 2019.

A key strength of halal tourism in Aceh is the strong support from the local government and Muslim-majority community. This facilitates the implementation of facilities and services that comply with Islamic law, such as halal restaurants and easily accessible places of worship. Aceh also has unique biological, cultural and cultural diversity, which can serve as an additional attraction for tourists. However, there are challenges in the costs incurred by tourism business services to build infrastructure that supports halal tourism, such as the construction of prayer rooms and halal certification. Although the government has issued a budget for the development of infrastructure facilities and infrastructure, there is still a need for non-physical development such as employee development, economy, and education which also require costs. Indirect costs are also a challenge because these are costs that cannot be charged directly to an expenditure but are very important for the sustainability of the halal tourism program.

In addition to the cost issue, other challenges include raising awareness and understanding of the concept of halal tourism among non-Muslim tourists, as well as ensuring that the facilities and services provided not only meet the needs of Muslim tourists but can also be enjoyed by non-Muslim tourists.

- Quality and availability of human resources who understand halal tourism

The quality and availability of human resources (HR) who understand halal tourism is a crucial aspect in supporting the halal tourism industry in Aceh. Current trends show an increase in halal tourism-related training and education, including training in photography, videography, and adventure tour guides, reflecting an awareness of the importance of skilled human resources in this industry. Digital transformation in the tourism sector, which involves the use of digital platforms for promotion and marketing, also demands human resources who not only understand halal

tourism but are also competent in digital technology. The Aceh government's support in developing human resources in the tourism sector, including halal tourism, through various training and education programs, shows a strong commitment. In addition, the people of Aceh, who are predominantly Muslim, have a natural understanding of the needs of halal tourism, which can be a strong foundation for HR development in the sector.

However, the industry faces challenges, including limited resources and access to specialized halal tourism training in some areas, as well as the need to diversify HR skills, including digital marketing, customer service, and business management. There are also weaknesses, such as non-uniformity in the quality and standard of training provided to HR in the halal tourism sector, as well as the need to ensure a deep understanding of halal tourism among HR, including non-religious aspects such as sustainability and safety. By improving the quality and availability of halal tourism-savvy human resources, Aceh can be more effective in attracting Muslim and non-Muslim tourists, and ensuring a rich and fulfilling tourism experience. This requires collaboration between the government, educational institutions, and the tourism industry to create a comprehensive training program that is relevant to the needs of the current halal tourism market.

- Natural and cultural resources that attract halal tourism

Aceh, known as "Serambi Mekkah," has great potential in the development of halal tourism, thanks to its rich natural and cultural resources. The natural beauty that includes beaches, mountains, and biodiversity, along with the richness of Islamic culture and history, make Aceh an ideal destination for travelers seeking a shariah-compliant travel experience. The global trend in halal tourism is showing significant growth, and Aceh, with its natural and cultural potential, is well positioned to capitalize on this trend. The government and people of Aceh who support Islamic values have

built infrastructure that supports halal tourism, including sharia-compliant accommodation, halal restaurants, and adequate worship facilities, all of which meet the Global Muslim Travel Index (GMTI) criteria.

However, Aceh also faces challenges in developing halal tourism, including the lack of specific regulations regarding halal tourism and the need to raise awareness about the concept of halal tourism that goes beyond pilgrimages to places of worship. Other challenges include ensuring that the facilities and services provided actually meet halal standards and promoting Aceh as an attractive halal tourism destination internationally. Research shows that halal tourism has a significant influence on tourist satisfaction, with an R Square coefficient of 58.4%, which indicates the magnitude of the influence of halal tourism on tourist satisfaction. To overcome this challenge, good cooperation between the government, tourism businesses, and local communities is needed to create a satisfying tourism experience for Muslim tourists, by utilizing the rich natural and cultural resources in Aceh.

### IV.1.3 Segmentation Analysis

#### a. Demographics Aspect

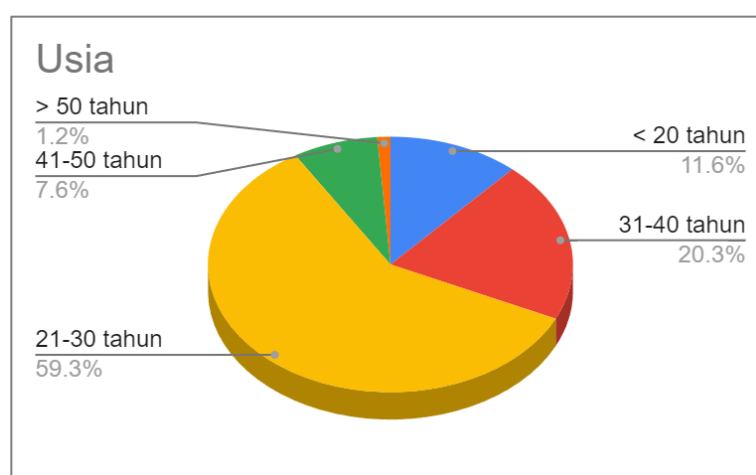
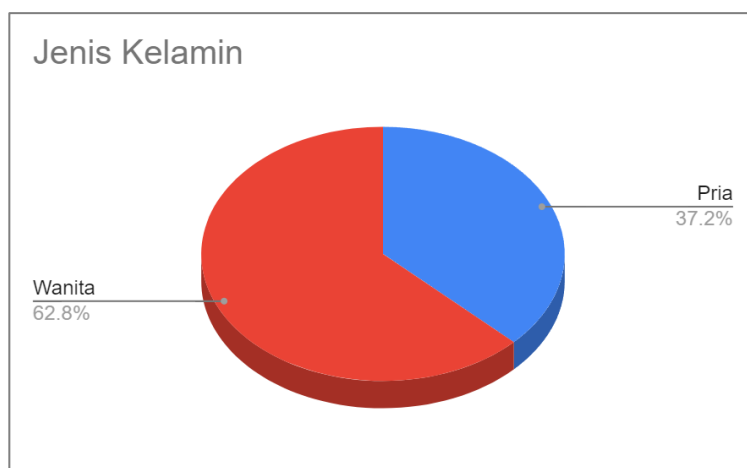


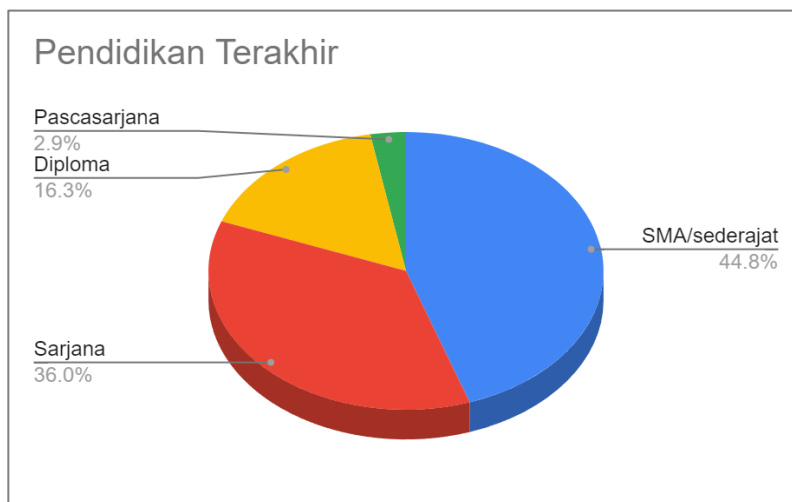
Figure 4. 12 Age

Based on the survey graph on interest in halal tourism, the halal tourism sector has a great opportunity to grow among young people, especially 21-30 year olds. This indicates that marketing strategies should utilize digital media and social media to reach out and attract this segment with innovative tour packages that suit their lifestyle. For the 31-40 year old segment, who may be in the career and family building stage, product offerings need to emphasize family and child education aspects. For the under 20 segment, there is an opportunity to develop educational and interactive programs, while for the 41-50 and over 50 age group, halal tourism offerings may need to be more focused on convenience and accessibility.



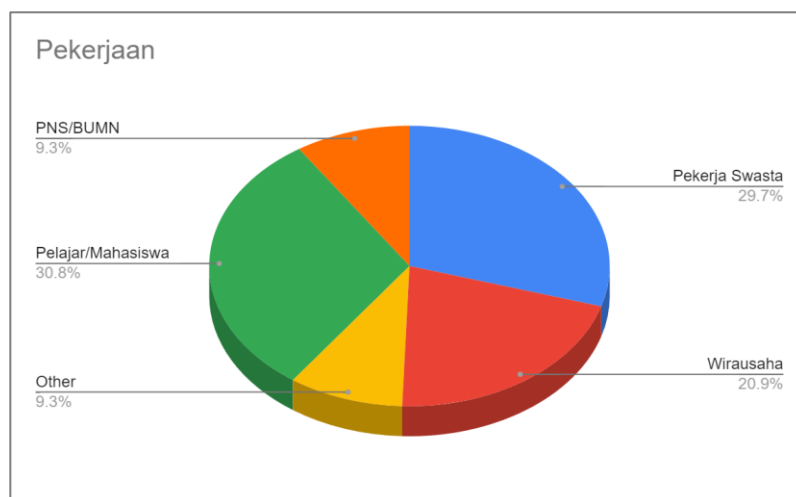
**Figure 4. 13 Gender**

The graph shows that women are the majority in the halal travel market, reaching 62.8%. This indicates that women may have a key role in halal-related travel decisions, both as individuals and in a family context. Marketing strategies and product development could better target women's needs and preferences, including privacy, security, and programs that support spiritual and personal development.



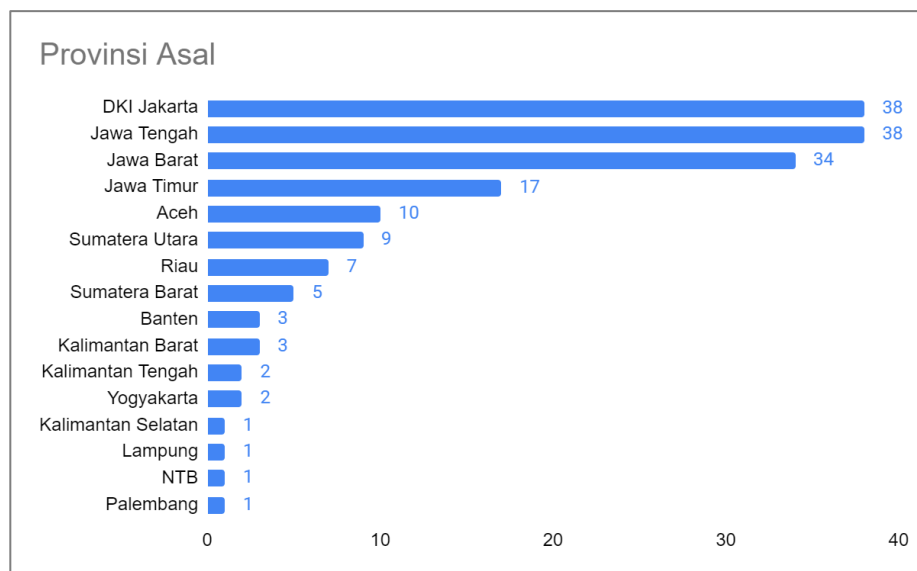
**Figure 4. 14 Last Education**

From the last education level chart, we see that the largest group is high school graduates (44.8%), followed by bachelor's degree (36.0%) and diploma (16.3%). This shows that halal tourism attracts interest from a diverse range of education levels, but is particularly popular among those with secondary and tertiary education. Greater knowledge of halal standards and awareness of the importance of travel in accordance with Islamic values may be higher among these groups. Therefore, informative and knowledge-based marketing and education materials can be an effective marketing tool.



**Figure 4. 15 Occupation**

From the graph given, it can be seen that the largest segment of respondents interested in halal tourism are students (30.8%), followed by private workers (29.7%), and self-employed (20.9%). This indicates that halal tourism is attractive to individuals who are still in education as well as those who are already in the work environment. Students and college students as potential market segments suggest that halal tourism marketing can be integrated with educational and campus activities. Meanwhile, the presence of private workers and entrepreneurs in a significant proportion indicates an opportunity for customized halal tourism packages, as well as the potential for cooperation with companies for halal business travel packages.



**Figure 4. 16 Province of Origin**

The graph depicts the distribution of respondents based on their province of origin in the context of interest in halal tourism. DKI Jakarta and Central Java stand out as the largest sources of respondents, indicating that these two regions may have a population that is more aware of halal tourism or better accessibility to information related to halal tourism. West Java and East Java also showed significant numbers, reaffirming the importance of Java as a key market. The presence of respondents from Aceh, although smaller, but there is still room to improve marketing activities and education about halal tourism, this requires a more effective communication strategy

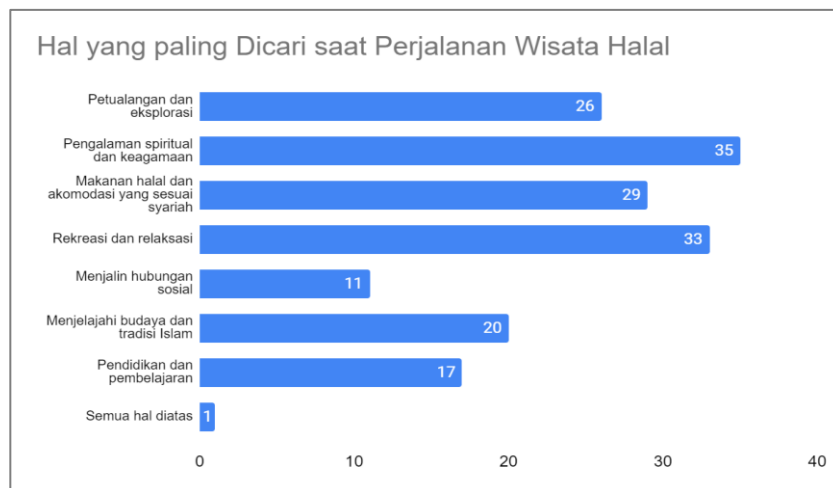
to reach and involve local communities in the development of halal tourism in the Aceh area.



**Figure 4. 17 Monthly Income Range**

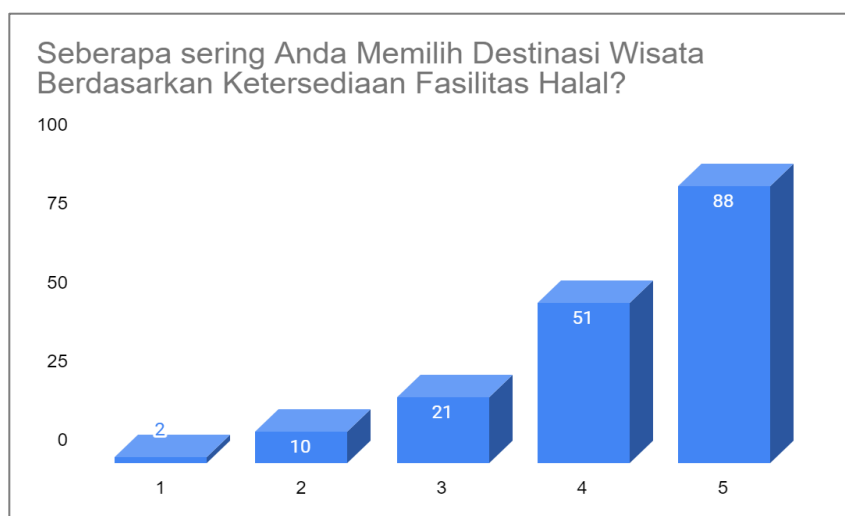
From this monthly income graph, the majority of respondents have an income below Rp 5 million, reflecting that halal tourism must be offered at an affordable price to reach this largest market. The Rp 5 million - Rp 10 million segment indicates a significant middle market, who may be looking for value-added travel options. The >Rp 10 million group, although smaller, indicates an opportunity for premium halal tourism products and services.

**b. Psychographics**



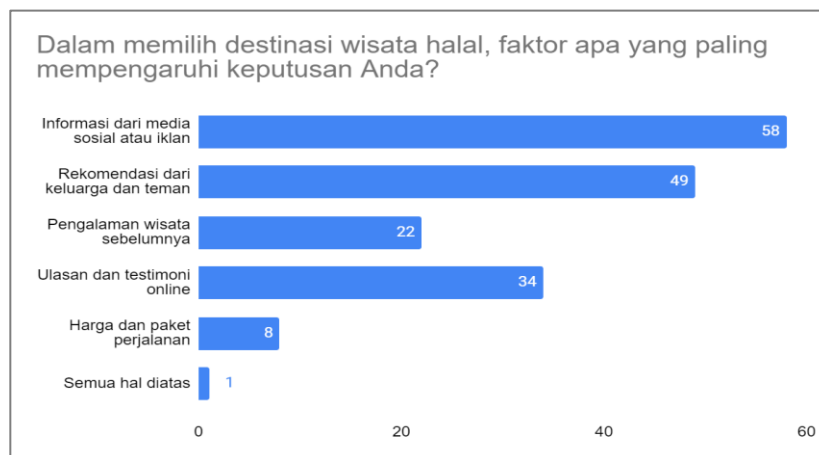
**Figure 4. 18 Most Wanted Things when Traveling for Halal Tourism**

This graph illustrates consumer preferences for certain aspects of halal tourism. Spiritual and religious experiences rank highest, indicating that these aspects are very important to travelers seeking halal tourism. Halal food and Shariah-compliant accommodation were also important, signaling the need to ensure that halal standards are met in all aspects of travel. Recreation and relaxation were also rated highly, indicating that leisurely travel experiences that remain within the halal corridor are also sought after by travelers.



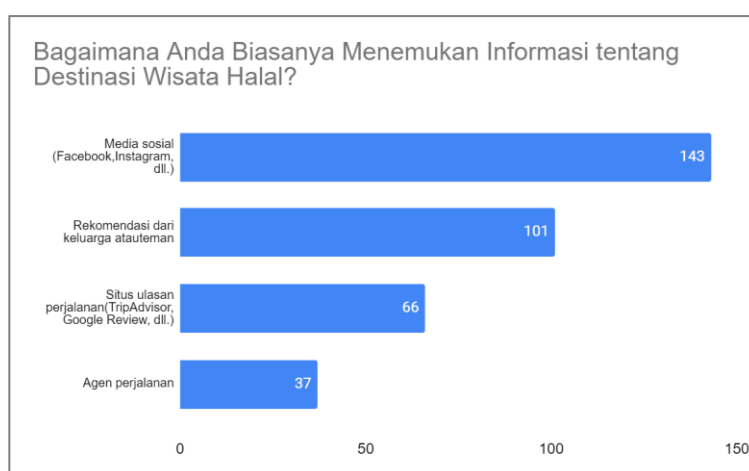
**Figure 4. 19 Frequency in Choosing Halal Facilities**

This graph shows that the majority of respondents, with a significant number of 88 people, often choose travel destinations based on the availability of halal facilities, giving the highest score of 5. This indicates that halal facilities are an important factor in their decision making. A score of 4 is also quite high, with 51 respondents, confirming the importance of this factor, albeit with some flexibility. The lower numbers for scores 1 to 3 suggest that there is a small proportion of respondents who may not consider halal facilities as a major factor in their destination selection.



**Figure 4. 20 Factors Affecting the Decision to Choose a Halal Destination**

This graph illustrates the factors that influence the decision to choose a halal travel destination. Information from social media or advertising appears to have the greatest influence, followed by recommendations from family and friends. This shows the importance of digital marketing and word-of-mouth in influencing consumer decisions. Online reviews and testimonials were also considered important, confirming that a destination's online reputation can be very influential. Previous travel experience and the price of travel packages had a lower influence, indicating that decisions are not solely based on cost or previous experience.



**Figure 4. 21 Information about Halal Destinations**

This graph indicates that social media is the main source of information about halal travel destinations, with the highest number of 143 respondents relying on it. Recommendations from family and friends are also highly influential, demonstrating the importance of social trust in decision-making. Travel review sites such as TripAdvisor and Google Reviews come next, confirming their role in providing trustworthy information. Travel agents, while still relevant, seem to be less used than other online sources.



**Figure 4. 22 Challenges when Searching for Halal Tourism Destinations**

The graph shows that the biggest challenge respondents face when searching for halal travel destinations is finding accurate information. This signifies the importance of reliable and verified sources of information. Another challenge is communication and interaction with local communities, indicating the need for a more inclusive and interactive approach. Higher travel costs are also a consideration, along with the lack of halal facilities in some destinations and limited destination choice, emphasizing the need for more affordable and diverse halal tourism options.

### c. Preferences and Needs



**Figure 4. 23 Usual Travel Status**

The travel status graph shows that most respondents travel with their families, which accounts for 43%. This indicates that there is a strong need for family-friendly tour packages in the halal tourism segment. Couples as travelers take second place, indicating that romantic travel experiences that are in line with halal values also have a significant market. Solo travelers and groups of friends also have an important share, signaling opportunities for products that target individual adventures and socialization in groups. This suggests that halal tourism service providers should provide a range of options that can suit different forms of travel.



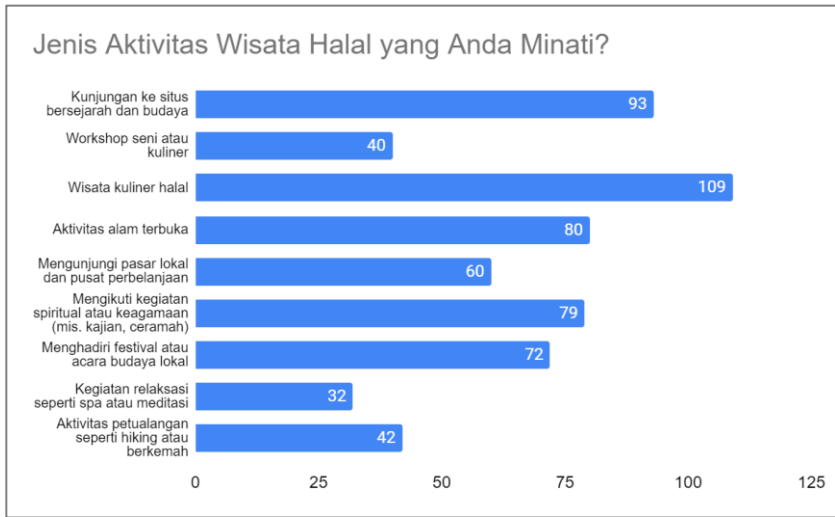
**Figure 4. 24 Planning a Halal Tourism Trip**

This graph shows preferences in planning a halal travel trip. More than half of the respondents plan their trips based on friends or family recommendations, and almost the same number plan their own based on personal research. The use of tour packages from travel agents specializing in halal travel is quite popular as well. The combination of self-planning and using a travel agent shows the desire for personal control as well as the need for convenience. Spontaneous planning is less common, confirming that most halal travelers prefer structured planning.



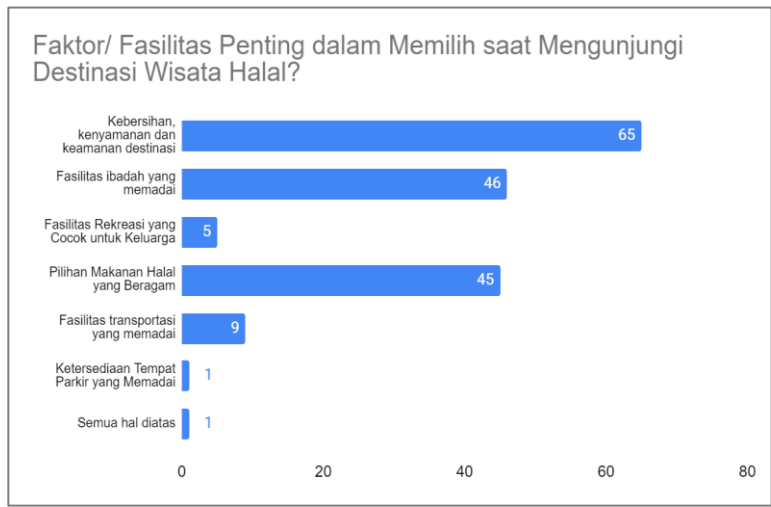
**Figure 4. 25 Frequency of Halal Tourism Travel**

This pie chart shows the frequency of halal tourism trips taken by respondents. The majority of respondents take halal tourism trips occasionally (1-2 times a year). A smaller segment travels more frequently (more than 3 times a year), and there are also those who rarely do so (less than 1 time a year). In addition, there are respondents who have never traveled for halal tourism but are interested. This indicates that there is considerable interest and a potential market for halal tourism that may not be fully tapped.



**Figure 4. 26 Preferred Halal Activities**

This graph displays the types of halal tourism activities that respondents are interested in. Halal food tourism dominates as the most preferred activity, demonstrating the importance of food in the halal travel experience. This is followed by visits to historical and cultural sites and outdoor activities, reflecting the desire for a well-rounded experience that involves exploring and appreciating nature and culture. Spiritual activities also feature prominently, signaling that religious aspects are important in halal tourism. Art and culinary workshops, as well as adventure activities such as hiking or camping, although less popular, remain part of halal tourism preferences.



**Figure 4. 27 Important Factors and Facilities when Choosing a Halal Tourism Destination**

This graph highlights the important factors or facilities considered when choosing a halal tourism destination. Cleanliness, comfort and safety of the destination are the most important factors for respondents. Adequate worship facilities and diverse halal food options are also highly prioritized, signifying the importance of meeting the basic needs of Muslim travelers. Other factors such as family-friendly recreational facilities, adequate transportation, and availability of sufficient parking have a smaller role in decision making. This suggests that basic aspects of Shariah compliance are the top priority for travelers when choosing a halal destination.



**Figure 4. 28 Importance of Halal Facilities**

This graph shows that most respondents consider it very important to have Shariah-compliant facilities and services in tourism, with the highest option score of 5 chosen by 123 respondents. This emphasizes that Shariah compliance is not just an add-on, but rather a core component of the travel experience for the majority of respondents. Factors such as places of worship and halal food are key determinants in their travel decisions.



**Figure 4. 29 Budget Allocation for Travel**

This graph shows the distribution of travel budgets allocated by respondents for leisure travel. Most respondents, at 47.1%, allocate a budget of Rp 1 million to Rp 3 million per trip, indicating a strong preference for economical travel. A total of 27.3% of respondents have budgets below Rp 1 million, emphasizing the need for very affordable travel options. Only a small percentage, 9.3%, allocated budgets above Rp 5 million, suggesting that the market segment for premium travel may be limited.



**Figure 4. 30 Factors in Choosing Accommodation**

From this graph, security and safety during travel as well as affordable prices are the most important factors for respondents in choosing accommodation or

halal tour packages. Quality of service and customer experience as well as adequate worship facilities are also highly valued. Privacy and comfort of accommodation were the next important considerations. Meanwhile, diverse and educational tour programs and child-friendly family activities have a lower priority. This suggests that basic factors such as safety, price, and Shariah compliance are key in the decision to choose a halal tour package.



**Figure 4. 31 Willingness to Pay More for Halal Tourism Package**

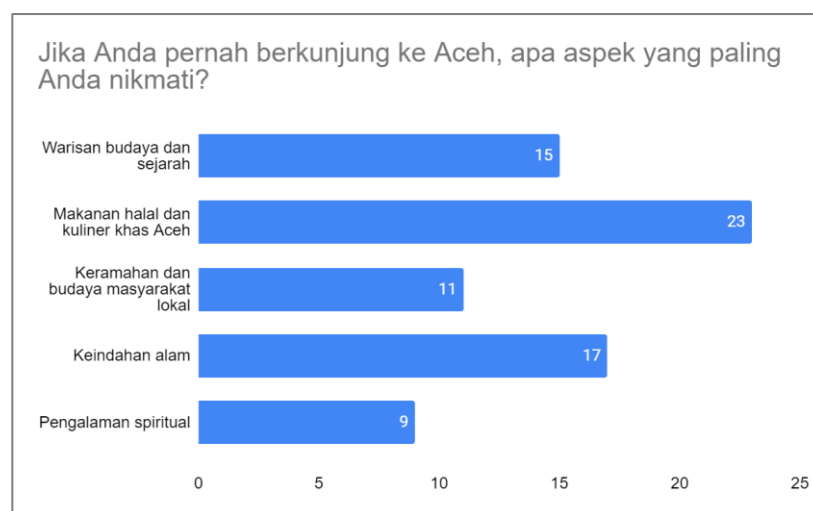
This graph shows that the majority of respondents, 93%, are willing to pay more for halal tour packages that offer complete facilities and high quality. Only 7% stated that they are not willing to pay more. This indicates a significant market for premium halal travel packages that can meet consumers' high expectations for facilities and services.

**d. Potential Visit to Aceh**



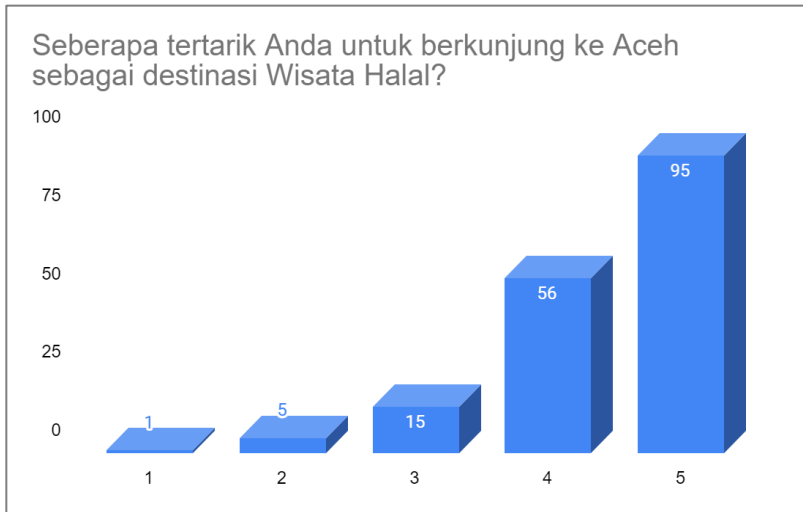
**Figure 4. 32 Respondents Who Have Settled in/Over Visited Aceh**

This graph shows that approximately 44.2% of respondents have lived in or visited Aceh, while the majority, 55.8%, have not. This indicates that there is a significant number of people who may not be familiar with Aceh as a tourist destination, providing opportunities for marketing and promotion aimed at increasing visitation to Aceh.



**Figure 4. 33 Aspects Most Enjoyed in Aceh**

This graph shows the preferences of past visitors to Aceh. Halal food and Acehese specialties are the most enjoyed aspects, signaling the importance of gastronomy in the Aceh tourism experience. Natural beauty was also highly valued, indicating an appreciation of Aceh's natural environment. Cultural and historical heritage as well as the hospitality and culture of the local people also received significant attention, while spiritual experiences, although lower, remained an important aspect for some visitors.



**Figure 4.34 Interest in Halal Travel to Aceh**

This graph shows that the level of interest in visiting Aceh as a halal tourist destination is very high, with the majority of respondents giving a score of 5. This indicates a strong interest in Aceh as a halal tourist destination. A score of 4 also shows significant interest, while scores of 1 to 3 have a much smaller number, confirming that most respondents are very interested in visiting Aceh.



**Figure 4.35 Motivation to Visit Aceh**

This graph shows that cultural heritage and history are the main factors that encourage people to visit Aceh, followed by the hospitality and culture of the local people. Natural beauty such as beaches and mountains are also a significant draw. Promotions or attractive tour packages and recommendations from friends or family have less influence. This suggests that cultural, social and natural aspects are the key elements that attract tourists to Aceh.



**Figure 4. 36 Obstacles to Visiting Aceh**

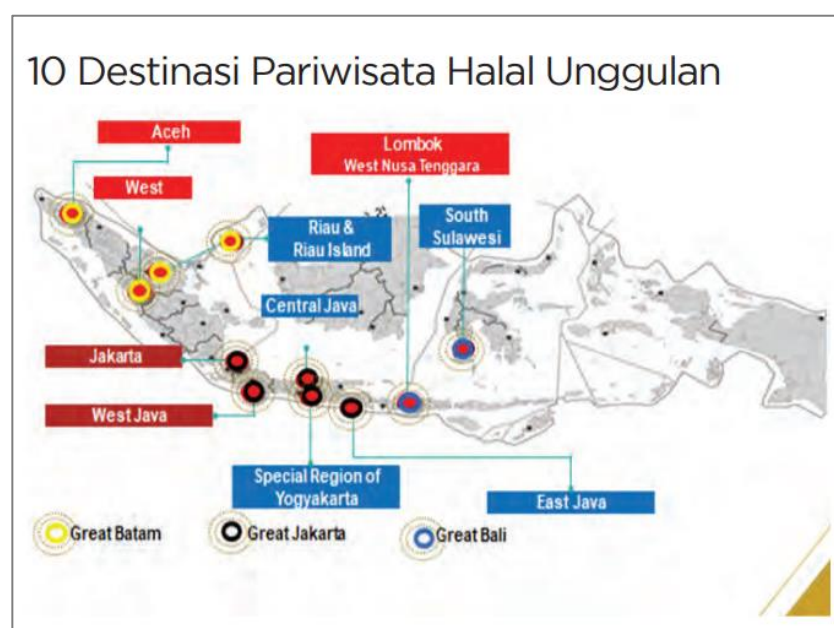
Cost was the main barrier stated by respondents against visiting Aceh, suggesting that economic factors play an important role in the decision to travel. Concerns about safety and availability of information were also significant concerns, indicating the need for improved communication and safety infrastructure. Transportation and lack of interest were lower but still relevant barriers, suggesting that access and marketing could be improved to increase visitation to Aceh.

#### **IV.1.4 PESTEL Analysis**

In conducting an external analysis of the halal tourism industry in Aceh using the PESTEL framework. This analysis includes Political, Economic, Social, Technological, Environmental, and Legal aspects, each of which offers unique insights and challenges. By understanding these aspects, it can be useful in the strategic planning and decision-making process.

## 1. Political

The political perspective on Indonesian tourism involves various aspects, including government policies, international cooperation, and political influence on tourism development. In the context of halal tourism, the Indonesian government has paid special attention by designating 10 provinces as key destinations for Halal Tourism, including Aceh. This shows political support in developing halal tourism in Indonesia.



**Figure 4. 37 Top 10 Halal Tourism Destinations in Indonesia**

Source: KNEKS, 2023

In addition, Bank Indonesia also provides positive support for the development of halal tourism through payment systems, market access, and halal tourism-related investment promotion. This shows that political aspects, especially in terms of policies and support from state financial institutions, play an important role in the development of halal tourism in Indonesia.

Positive impact on regional tourism development. Government support and state financial institutions can help increase tourism investment and infrastructure in the region, thereby increasing

tourism attractiveness and increasing the number of tourist visits. In addition, political perspectives can also influence international cooperation in regional tourism development. Political support from the government can help increase cooperation with other countries in tourism development, such as tourism promotion and investment. This can help increase the attractiveness of regional tourism and increase the number of foreign tourist visits to the area.

In the context of halal tourism, Aceh province in Indonesia has great potential as a major destination. Government support and focus on halal tourism has had a positive impact on Aceh province. Aceh province has been designated as one of the top destinations for Halal Tourism by the Indonesian Ministry of Tourism. This shows recognition of the potential of halal tourism in Aceh province.

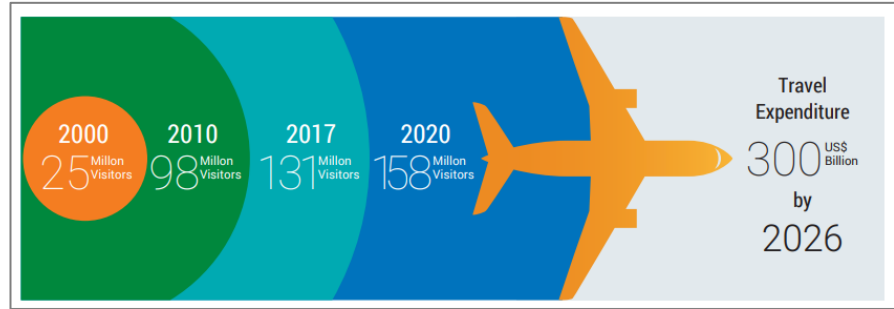
Political support and focus on halal tourism can also help increase tourism investment and infrastructure in Aceh, thus increasing the attractiveness of halal tourism in the province. In addition, international cooperation in halal tourism development can also help improve Aceh's tourism promotion in the international market.

## **2. Economic**

The tourism sector, both in Indonesia and globally, is expected to continue experiencing steady growth in 2023, after experiencing a severe decline during the peak of the COVID-19 pandemic in 2020 to 2021. Due to the long-term impact of COVID-19, it is estimated that Indonesia will only begin to reach pre-pandemic levels of inbound tourism in 2025 and 2026. Indonesia's Ministry of Tourism and Creative Economy launched the electronic Visa on Arrival (e-VOA) and Second Home Visa in November and December 2022 respectively, as part of efforts to revive the Travel and Tourism (T&T) sector.)

One potential market that is predicted to continue to increase year on year is Muslim tourist arrivals. This is as mentioned in the Global

Muslim Travel Index (GMTI 2018) report, that the Muslim traveler market share is growing rapidly, even predicted to increase by USD 220 billion in 2020 and is expected to increase by USD 80 billion to USD 300 billion by 2026.



**Figure 4. 38 Development of Muslim Travelers and Predicted Growth Until 2026**

Source: GMTI, 2018

diversity of natural resources and a large number of human resources. Based on the 2010 population census, the total population of Indonesia reached 237,641,326 people (BPS, 2010). When classified, Islam is the religion with the largest adherents, totaling 207,176,162 people or 87 percent of the total population. This data indicates that the country is well suited to adopt the concept of halal tourism.

Tourism in Aceh plays an important role in the local economy. With a large and growing global Muslim population, Aceh has the opportunity to attract Muslim travelers seeking destinations that adhere to sharia law. This can increase tourism revenue and support regional economic growth. The presence of halal tourism, which targets specialized market segments, offers significant economic potential, not only as a source of revenue but also as an opening for employment opportunities. The increasing global interest in halal tourism puts Aceh in a strategic position to become a major destination in Southeast Asia.

Halal tourism contributes significantly to job creation in Aceh. From direct jobs such as tour guides, hotel and restaurant employees, to indirect jobs in other related sectors, such as transportation and services. The tourism sector, including halal tourism, helps in the redistribution of income to different layers of society. The income earned from this sector can help improve the standard of living of local communities and help reduce Aceh's dependence on more traditional sources of income that are more vulnerable to global economic fluctuations.

Despite Aceh's increasing popularity in the Muslim market, there are challenges in understanding and providing halal facilities. These shortcomings, particularly in halal food certification, point to the need for improvement and harmonization of halal standards. The Indonesian government has been promoting Aceh as a major halal destination, but there needs to be improvements in halal facilities and services to increase competitiveness and attract potential markets such as the Middle East.

### **3. Social**

Aceh has significant natural and cultural potential for the development of halal tourism. The award achieved by Aceh as one of the halal tourist destinations in Indonesia and won the World's Best Halal Cultural Destination at the 2016 World Halal Tourism Award in Abu Dhabi. The large number of domestic and foreign tourists who stop by for beach trips, especially surfing, history and culture in Aceh. The arrival of tourists certainly brings changes to the social and cultural aspects of society. As explained by Cook and Sellitz (1955: 52-3) that social interaction arises when interpersonal relationships occur with certain situations and conditions or interactions that start from observing the behavior of other individuals, which leads to long-term and familiar relationships. Tourists and local people can have relationships or interactions when they make souvenir buying and selling transactions, when

tourists use the services of local people as drivers or tour guides, and when meeting at tourist attractions such as restaurants, hotels, travel agencies and so on.

The condition of the people in Aceh before tourism developed was very different. The two momentums of Aceh's awakening marked by the resolution of the prolonged conflict and the tsunami natural disaster that seized international attention are two factors that cannot be ruled out in the momentum of growth and development of tourism, especially in Aceh. In addition, of course it is widely known that Aceh implements Islamic law in regulating the life order of the Acehnese people. For the people of Banda Aceh, religious teachings are the benchmark for all attitudes and behavior, how to look and even how to get along with others. Attitudes and views on everything regarding the assessment of right-wrong and good-bad are always associated with Islamic teachings. Therefore, all the movements of community life are always bound by Islamic law which is packaged in the form of adat (law) and customs. Therefore, Aceh earned the nickname "Serambi Mekah", as a manifestation of the spirit and values born from the fusion. Related to this, the tourism developed in general in Aceh is tourism based on Islamic culture.

The positive impacts of tourism development in Aceh include several important aspects. First, the preservation of local culture, including the preservation of traditional dances, Aceh's cultural history, and various historical buildings in Aceh. This shows that tourism can be an impetus to preserve the rich cultural heritage of the area. Secondly, there is an increase in the mastery of foreign languages by local people, which can open up their access to a wider network. This can help broaden the horizons and opportunities for local people.

However, such developments also face challenges, including conflicts of interest among stakeholders, which can create tensions between tourism entrepreneurs and local communities. This can disrupt relationships between those involved in the tourism industry and local communities. There is resistance from some parties to tourism development programs, which may reflect disagreement with the direction of tourism development in the area. This suggests that not all parties are comfortable with the impact of tourism development.

#### **4. Technology**

Technology has contributed greatly to the advancement of halal tourism, which is a segment of tourism designed to meet the needs of Muslim travelers in accordance with sharia principles. With technology, marketing and promotion of halal tourism has become more effective and can reach a wider audience through the use of social media and other digital platforms.

Online reservations and bookings have also made it easier for Muslim travelers to find and book services that suit their needs, such as halal hotels and restaurants, all within a few clicks. Technologies such as augmented reality (AR) and virtual reality (VR) can be used to provide richer and more interactive experiences in halal tourism destinations, such as displaying information about Islamic history and values in historical places.

In addition, technologies such as the Internet of Things (IoT) and wearable devices can be used to improve services in halal hotels and tourist attractions, by providing facilities such as Qibla direction and prayer time schedules integrated with hotel rooms. Education and awareness about halal tourism can also be enhanced through virtual experiences that allow people to explore halal tourism destinations from their homes.

During the pandemic, technology has played an important role in the adaptation and recovery of the tourism sector, including halal tourism. Virtual tourism has become an alternative solution for travelers to explore destinations virtually, helping to revive the affected tourism industry. Thus, technology not only eases logistics and travel planning but also helps in maintaining and enhancing the quality of the halal tourism experience at the center.

## **5. Environmental**

The environmental score shows the provinces that succeed in creating a dynamic and harmonious atmosphere for tourists in Figure 4.20 West Sumatra as the leading province ranking in this criterion, with a score of 76 shows the comprehensive approach that tourism has and has a strong commitment to Halal tourism. Next are West Nusa Tenggara and West Java. These top 3 provinces have shown great effort in creating an environment conducive to the needs of travelers, able to adapt to the dynamic demands of the tourism sector, while ensuring commitment to Halal practices, especially for the Muslim community.

Province	Environment Score	Rank
Sumatera Barat	76	1
Nusa Tenggara Barat	73	2
Jawa Barat	67	3
DI Yogyakarta	66	4
Jawa Tengah	65	5
Aceh	65	5
Jawa Timur	58	7
Kalimantan Selatan	56	8
Sulawesi Selatan	55	9
Banten	51	10
DKI Jakarta	49	11
Kepulauan Riau	46	12
Riau	42	13
Kepulauan Bangka Belitung	42	13
Sumatera Selatan	31	15

**Table 4. 20 IMTI 2023 ACES Rankings - Environment**

Source: Indonesia Muslim Travel Index, 2023

While Aceh is ranked 5th, the halal tourism industry in Aceh is affected by various environmental factors that must be considered for its strategic management. The environmental aspect of the halal tourism strategy in Aceh involves the protection of natural heritage, which is a major attraction for environmentally conscious travelers, including those seeking halal destinations. Sustainable tourism development, effective waste management, community engagement, and infrastructure aligned with environmental preservation are essential. Educating tourists and promoting environmentally friendly practices are also key.

Aceh has demonstrated a commitment to protecting these environmental treasures, which are critical to sustaining the tourism sector. Aceh is proactively working to develop world-class halal tourism by promoting its natural attractions, such as Weh Island, which is famous for its coral reefs that are important for marine

biodiversity. The Sabang Regional Management Board is taking steps to position the area as an international tourist destination. This is in line with global conservation efforts within the Coral Triangle, which is home to a large number of the world's coral reef species. Strategic management in Aceh also involves promoting cultural, artistic and sporting events to attract foreign tourists and increasing the number of direct flight and cruise ship arrivals to boost tourism. These initiatives are part of Aceh's broader goal to make Aceh a world-class halal tourism destination while ensuring environmental sustainability.

## **6. Legal**

Legal aspects play an important role in supporting the development of halal tourism in Indonesia, including at the provincial level. Legal regulations and policies made by the central and local governments aim to create an adequate framework to facilitate the growth of the halal tourism sector in accordance with the values and needs of the Muslim community.

At the national level, Law No. 10/2009 on Tourism is the legal basis that regulates the sustainable development of tourism and the management of tourist destinations in Indonesia. This law provides a foundation for the central and local governments to develop tourism, including halal tourism, by taking into account aspects of sustainability and local wisdom.

Government Regulation No. 50/2011 on the National Tourism Development Master Plan 2010-2025 sets the strategy and direction of Indonesia's tourism development, which includes the development of halal tourism as one of the potential market segments. Specifically for halal tourism, there is DSN Fatwa No 108/DSN-MUI/X/2016 concerning Guidelines for Organizing Tourism based on Sharia Principles.

At the provincial level, particularly in Aceh, the local government has taken steps to integrate the values of Islamic law into the development of halal tourism. Aceh is unique in that it is the only province in Indonesia that fully implements Islamic sharia, which is also reflected in its halal tourism regulations. The central government supports the implementation of local regulations in Aceh through a national legal framework that provides space for regions to develop tourism policies according to local characteristics. This is in accordance with the principle of regional autonomy stipulated in Law No. 23/2014 on Regional Government, which authorizes local governments to organize and manage government affairs in accordance with the uniqueness and potential of their respective regions.

In the context of halal tourism, the Aceh government has issued local regulations governing the implementation of tourism in accordance with the principles of Islamic law. This includes regulations on the provision of halal food, accommodation that meets halal standards, as well as tourism activities that do not conflict with Islamic values. The central government's support in the legal aspect of halal tourism implemented in Aceh is also reflected in policies that facilitate the development of halal tourism at the national level, as stipulated in the Regulation of the Minister of Tourism and Creative Economy of the Republic of Indonesia on Guidelines for the Development of Halal Tourism Destinations. This policy provides guidance for local governments, including Aceh, to develop halal tourism destinations that comply with national standards.

In addition, the central government also provides support through various programs and initiatives that can assist provincial governments in developing halal tourism. For example, through training and development program capacity aimed at improving the skills and knowledge of halal tourism industry players at the local level. These programs can include training in marketing, destination

management, and understanding of halal tourism standards that must be met. The central government can also provide support in the form of funding or incentives for regions that actively develop halal tourism. This could include assistance for the development of tourism infrastructure, such as halal accommodation facilities and halal restaurants, as well as the development of tourism products that appeal to Muslim tourists.

In the context of Aceh, the central government can work with the local government to ensure that regulations and policies implemented at the local level are aligned with national policies and do not pose obstacles to the overall development of halal tourism. This cooperation is important to create synergy between central and local policies and to ensure that Aceh can utilize its halal tourism potential to the fullest.

#### **IV.1.5 Destination Competitive Analysis**

Berdasarkan IMTI Report, 2019 terhadap Halal Tourism Development Province maka akan competitiveness analysis akan dilakukan pada Provinsi Lombok dan Aceh yang masing-masing menduduki posisi 1 dan 2. The analysis was carried out using destination competitiveness analysis, by Ritchie and Crouch (2003)

Destination competitiveness in this model is composed of five components:

- Supporting factors and resources
- Core resources and attractors
- Destination management
- Destination policy, planning and development
- Qualifying and amplifying determinants

<b>Competitive Components</b>	<b>Aceh (Halal Tourism)</b>	<b>Lombok (Halal Tourism)</b>
<b>Comparative Advantages (Resource Endowments)</b>		

Human Resources	Experienced in Islamic and halal practices	Growing expertise in halal services
Physical Resources	Islamic landmarks, natural landscapes	Diverse landscapes including beaches and mountains
Knowledge Resources	Deep knowledge of Islamic culture and halal practices	Increasing knowledge in halal tourism
Capital Resources	Established halal tourism infrastructure	Investments in developing halal-friendly infrastructure
Infrastructure	Advanced halal-specific amenities	Developing halal-compliant facilities
Historical/Cultural Resources	Rich Islamic heritage	Rich local culture with Islamic influences
Size of Economy	Strong economic contributor from halal tourism	Significant tourism sector with growing halal segment
<b>Competitive Advantages (Resource Deployment)</b>		
Audit & Inventory	Regular halal compliance audits	Implementation of halal standards
Maintenance	Systematic upkeep of halal facilities	Regular maintenance of halal tourism facilities
Growth & Development	Sustained halal tourism development	Strategic growth in the halal tourism market
Efficiency	Efficient halal tourism operations	Optimizing operations for halal tourism
Effectiveness	High customer satisfaction in halal tourism	Effective marketing for halal tourism
<b>QUALIFYING &amp; AMPLIFYING DETERMINANTS</b>		
Location	Strategically attracting regional Muslim visitors	Proximity to Bali, offering a halal complementary experience
Safety/Security	Safety with Islamic law enforcement	Ensuring safety in accordance with halal standards
Cost/Value	Competitive pricing for halal services	Value-for-money halal experiences
Interdependencies	Synergies with other Islamic tourism providers	Collaboration with regional tourism sectors
Awareness/Image	Established as a leading halal destination	Developing a strong halal tourism brand

Carrying Capacity	Accommodating large numbers of Muslim visitors	Managing impact of tourism on local culture and environment
<b>DESTINATION POLICY, PLANNING &amp; DEVELOPMENT</b>		
System Definition	Defined as a Sharia-compliant destination	Defining halal tourism within the broader tourism system
Philosophy/Values	Tourism policies aligned with Islamic values	Integration of halal principles with local values
Vision	World-leading halal tourism destination	Diverse and welcoming halal tourism destination
Positioning/Branding	Authentic Islamic heritage destination	Complementary destination with halal options
Development	Continuous development of halal infrastructure	New developments in halal tourism
<b>DESTINATION MANAGEMENT</b>		
Organization	Structured Islamic tourism management	Structuring tourism management for halal initiatives
Marketing	Targeting Muslim-majority markets	Marketing efforts to attract Muslim travelers
Quality of Service/Experience	High-quality services adhering to halal standards	Ensuring high-quality halal services
Information/Research	Market research on Islamic tourism trends	Researching halal tourism market trends
HR Management	Training in Islamic hospitality	Training for staff in halal tourism services
Finance & Venture Capital	Funding for Islamic tourism projects	Securing funding for halal tourism initiatives
Visitor Management	Managing visitor flows during Islamic festivals	Managing visitor experiences for halal tourism
Resource Stewardship	Conservation of Islamic cultural heritage	Sustainable management of cultural and natural resources
Crisis Management	Preparedness for emergencies with consideration for halal requirements	Crisis management with halal tourism considerations
Physiography & Climate	Coastal regions suitable for Islamic tourism	Natural beauty appealing to a broad audience including halal tourists
Culture & History	Islamic educational institutions and historic sites	Promotion of unique culture with Islamic elements

Mix of Activities	Activities aligned with Islamic principles	Diverse activities with halal-friendly options
Special Events	Religious and cultural Islamic events	Cultural festivals accommodating halal needs
Entertainment	Entertainment adhering to Islamic values	Family-oriented and halal-compliant entertainment
Superstructure	Infrastructure for Islamic conventions	Facilities supporting halal tourism, such as prayer rooms
Market Ties	Strong ties to Islamic tourism markets	Building ties with global halal tourism networks
<b>SUPPORTING FACTORS &amp; RESOURCES</b>		
Infrastructure	Halal-compliant transport and utilities	Developing transportation for halal tourism needs
Accessibility	Accessible to Muslim travelers	Facilitating access to halal tourism sites
Facilitating Resources	Halal-certified travel agents and guides	Resources to support the halal tourism industry
Hospitality	Known for Islamic hospitality	Training in Islamic hospitality
Enterprise	Established halal tourism businesses	Growth of halal-compliant businesses
Political Will	Government support for Islamic tourism	Support for halal tourism development

**Table 4. 21 Destination Competitive Analysis**

#### IV.1.6 SWOT Analysis

To develop a strategy for the development of the halal tourism industry, it is necessary to map the current condition and position of Aceh, using SWOT analysis. The mapping of strengths, weaknesses, opportunities, and challenges based on destination analysis and PESTEL is summarized in Table 4.21

<b>Strength</b>	<b>Weakness</b>
1. Aceh has policies, regulations and laws that support halal tourism, including Aceh Qanun No. 8	1. Despite improvements in transportation infrastructure development, there are still

<p>of 2013 that establishes Islamic values and local customs as the basis for tourism. MPU Aceh's Fatwa No. 2 of 2022 also affirms the obligation of non-Muslim tourists to respect Islamic values and local wisdom. In addition, the issuance of Qanun Number 3 of 2022-2037 concerning the Aceh tourism development master plan includes focusing on developing halal tourism.</p> <ol style="list-style-type: none"> <li>2. Aceh has been recognized as a leading halal tourism destination by winning the World's Best Halal Cultural Destination award in 2016, demonstrating the potential and quality of halal tourism on offer.</li> <li>3. Aceh has significant natural and cultural potential, including beaches suitable for surfing, as well as rich history and culture, which attract domestic and international tourists.</li> <li>4. Disbudpar Aceh has initiated the implementation of CHSE (Cleanliness, Health, Safety &amp; Environment Sustainable) standards to improve cleanliness, health, safety and environmental sustainability in tourist destinations.</li> <li>5. The Government of Aceh</li> </ol>	<p>limitations in some areas, particularly in more remote locations. High reliance on government-funded and run infrastructure projects can lead to delays and uncertainties in development.</p> <ol style="list-style-type: none"> <li>2. Maintaining consistent application of CHSE standards in all tourist destinations, as well as in raising awareness and community involvement in maintaining cleanliness and health in tourist destinations.</li> <li>3. Risks in management at natural attractions and in changing the mindset of the community and tourism actors about the importance of security and safety. Uneven security infrastructure and limited resources for security officers are also a concern.</li> <li>4. Uneven ICT in some areas hinders access to information and effective communication, which is essential for the promotion and management of halal tourism.</li> <li>5. Reliance on government budgets for halal tourism infrastructure development can lead to limitations in equally important non-physical developments, such as human resource</li> </ol>
---	--

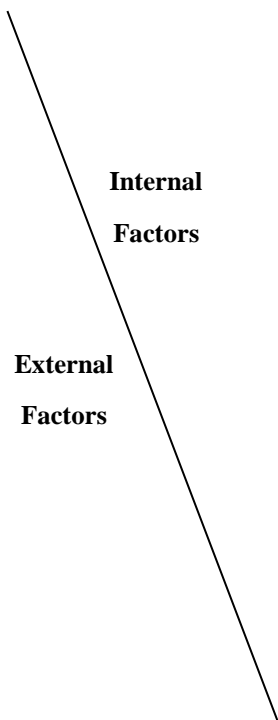
<p>has shown a strong commitment to improving tourist safety and convenience, including through improved banking facilities for easier transactions for tourists.</p>	<p>development, promotion, and education. This may hinder the sustainable and comprehensive growth of the halal tourism sector in Aceh.</p>
<p style="text-align: center;"><b>Opportunity</b></p>	<p style="text-align: center;"><b>Thread</b></p>
<ol style="list-style-type: none"> <li>1. The political support from the Indonesian government which has designated 10 provinces as key destinations for Halal Tourism, including Aceh, shows the opportunity for more structured and focused halal tourism development and promotion.</li> <li>2. Support from state financial institutions such as Bank Indonesia in the development of halal tourism through payment systems, market access, and promotion related to halal tourism, creating opportunities for increased tourism investment and infrastructure in the region.</li> <li>3. Legal frameworks created by the central and local governments to facilitate the growth of halal tourism, as stipulated in the Regulation of the Minister of Tourism and Creative Economy of the Republic of Indonesia on Guidelines for the Development of Halal Tourism Destinations.</li> </ol>	<ol style="list-style-type: none"> <li>1. Inconsistent government policy changes or a change in government may lead to uncertainty in regulation and support for halal tourism, which may hinder the growth of the industry.</li> <li>2. Global and regional economic instability can affect tourist purchasing power and investment in the tourism sector. This may impact the number of tourist arrivals and revenue from the halal tourism sector.</li> <li>3. As a region located in an earthquake and tsunami prone zone, Aceh is exposed to the risk of natural disasters that can disrupt tourism operations and damage infrastructure.</li> </ol>

**Table 4. 22 SWOT Analysis**

## IV.2 Business Solution

### a. TOWS Matrix

The Tows Matrix in Table 4.22 sets the strategic direction for Aceh's tourism development by combining internal strengths and external opportunities and addressing threats. Strengths such as regulations supporting halal tourism and international recognition are used to attract political and financial support, while addressing weaknesses in infrastructure and security management. The proposed strategy also includes improving marketing to deal with global economic instability and utilizing CHSE standards as a competitive advantage.

 <p><b>Internal Factors</b></p> <p><b>External Factors</b></p>	<p><b><u>Strengths (S)</u></b></p> <p><b>S1.</b> Regulations that support halal tourism</p> <p><b>S2.</b> International recognition as a halal tourist destination</p> <p><b>S3.</b> Attractive natural and cultural potential</p> <p><b>S4.</b> Implementation of CHSE standards</p> <p><b>S5.</b> Aceh government's commitment to improving traveler safety and comfort</p>	<p><b><u>Weaknesses (W)</u></b></p> <p><b>W1.</b> Inadequate transportation infrastructure</p> <p><b>W2.</b> Challenges in consistent implementation of CHSE standards</p> <p><b>W3.</b> Security risk management in natural attractions and changes in community mindset</p> <p><b>W4.</b> Uneven ICT infrastructure</p> <p><b>W5.</b> Dependence on government budget</p>
	<p><b><u>Opportunities (O)</u></b></p> <p><b>O1.</b> Political support for halal tourism</p> <p><b>O2.</b> Country financial institution support</p> <p><b>O3.</b> Supportive legal</p>	

framework <b>O4.</b> Technological advancements for marketing	can also serve as a resilience strategy against inconsistent government policies by reinforcing Aceh's image as a stable and committed halal tourism destination.
<b><u>Threats (T)</u></b> <b>T1.</b> Inconsistent government policies <b>T2.</b> Global and regional economic instability <b>T3.</b> Social or political tensions <b>T4.</b> Natural disaster risk	O4, S3 & T2, S4 Leverage Aceh's natural and cultural potential along with the CHSE standards to craft a Unique Value Proposition that emphasizes natural beauty, authentic culture, and halal culinary experiences. Use technological advancements in marketing to enhance the branding approach "Aceh: The Halal Heartland." This strategy aims to differentiate Aceh in the global market, offering a unique halal tourism experience that resonates with the branding concept and mitigates the impact of global economic instability by providing a clear and compelling reason for tourists to choose Aceh.

**Table 4. 23 TOWS Matrix**

b. Target Markets

Based on the segmentation analysis that has been carried out, 4 potential targets are obtained according to the travel category, namely:

<b>Target</b>	<b>Criteria</b>
<b>Target 1 - Harmony Pairs</b>	<ul style="list-style-type: none"> <li>- <b>Demographics:</b> Couples, mainly in the age of 31-40 years old, who are building a career and family. They are looking for a romantic travel experience that complies with halal values, and have education that varies from high school/equivalent to university level;</li> <li>- <b>Provinces of Origin:</b> Potentially from provinces such as DKI Jakarta, Central Java, West Java, and East Java;</li> </ul>

	<ul style="list-style-type: none"> <li>- <b>Trip purposes:</b> Romantic vacation, honeymoon, special celebration;</li> <li>- <b>Trip planning and travel arrangements:</b> A structured plan, choosing accommodation or halal tour packages with consideration of security, safety, and price;</li> <li>- <b>Psychographics and lifestyles:</b> Prioritizing privacy, comfort, and service quality. Seeks memorable experiences to enrich relationships;</li> <li>- <b>Special interests:</b> Cultural tourism, natural beauty, halal food, romantic activities;</li> <li>- <b>Technology uses:</b> Actively use social media and travel apps for information, inspiration and experience sharing. Destination's online reputation is an important consideration.</li> </ul>
<p><b>Target 2 - Buddy Crew</b></p>	<ul style="list-style-type: none"> <li>- <b>Demographics:</b> Groups of friends, usually young (21-30 years old) such as students, college students, or young professionals, who seek adventure and shared experiences in new destinations;</li> <li>- <b>Provinces of origin:</b> Potentially from provinces with high awareness of halal tourism such as DKI Jakarta, Central Java, West Java, and East Java;</li> <li>- <b>Trip purposes:</b> Exploration, adventure, and social activities. They seek fun and memorable experiences to share with friends.</li> <li>- <b>Trip planning and travel arrangements:</b></li> </ul>

	<p>Planning is often collective and spontaneous, with information seeking through social media and review sites.</p> <ul style="list-style-type: none"> <li>- <b>Psychographics and lifestyles:</b> Likes socializing, adventure, and cultural exploration.</li> <li>- <b>Special interests:</b> Outdoor activities, festivals, local performances, cultural sites. Interested in educational and diverse travel.</li> <li>- <b>Technology uses:</b> Highly connected to technology, often using social media to share experiences and seek inspiration for their next destination. They also rely on reviews</li> </ul>
<p><b>Target 3 - Solo Rover</b></p>	<ul style="list-style-type: none"> <li>- <b>Demographics:</b> Solo travelers, tend to be students and young professionals, aged 21-30. Often looking for a personalized experience;</li> <li>- <b>Provinces of origin:</b> Can come from various provinces, including DKI Jakarta, Central Java, Yogyakarta, South Kalimantan, Lampung, NTB, and Palembang;</li> <li>- <b>Trip purposes:</b> A combination of adventure, spiritual experience, and halal food and accommodation opportunities;</li> <li>- <b>Trip planning and travel arrangements:</b> Plan trips based on personal research and recommendations from family or friends, with a tendency to be independent but still value trusted advice.</li> </ul>

	<ul style="list-style-type: none"> <li>- <b>Psychographics and lifestyles:</b> Characteristic of seeking personal growth, adventure, and cultural experiences. Values flexibility and spontaneity in travel, yet prioritizes safety, affordability, and halal conformity.</li> <li>- <b>Special interests:</b> Interested in educational, diverse travel programs and activities that support personal reflection and spiritual growth.</li> <li>- <b>Technology uses:</b> Tend to be tech-savvy, using social media like Instagram, TikTok, Facebook for inspiration and information. Also rely on travel review sites like TripAdvisor and Google Reviews for informed decision-making about destinations and accommodation.</li> </ul>
<p><b>Target 4 - Family Adventurers</b></p>	<ul style="list-style-type: none"> <li>- <b>Demographics:</b> Families interested in halal tourism generally consist of parents with children between 31-40 years old. They are looking for destinations that provide fun and educational experiences for the whole family, while adhering to halal principles;</li> <li>- <b>Provinces of origin:</b> This family can come from various provinces in Indonesia such as DKI Jakarta, Central Java, Yogyakarta, South Kalimantan, Lampung, NTB, and Palembang;</li> <li>- <b>Trip purposes:</b> Spending quality time together, education for children, and spiritual experiences in line with halal</li> </ul>

	<p>values;</p> <ul style="list-style-type: none"> <li>- <b>Trip planning and travel arrangements:</b> Well-planned, prioritizing safety, comfort and affordability. Family-friendly accommodation and worship facilities.</li> <li>- <b>Psychographics and lifestyles:</b> Looking for fun and educational activities for all family members. Comfort and privacy are important factors in their travel.</li> <li>- <b>Special interests:</b> Educational tourism programs, child-friendly activities, and historical or cultural sites</li> <li>- <b>Technology uses:</b> Social media for inspiration and information. Travel review sites like TripAdvisor and Google Reviews are also important in helping them make decisions about destinations and accommodation. Online travel booking apps are also often used to ease the booking process.</li> </ul>
--	---

**Table 4. 24 Target Market**

### c. Positioning–image–branding approach (PIB)

#### **Overall positioning and image**

Based on the results of sentiment analysis, there are positive and negative sentiments given by visitors in assessing tourism destinations in Aceh. Therefore, in conducting positioning, it is necessary to consider various aspects that have become attractions and challenges for Aceh. This positioning approach will focus on enhancing the positive aspects that visitors appreciate, such as spiritual richness, natural beauty, authentic culture and halal culinary experiences. In addition, strategic steps will be taken to address the challenges expressed in the negative sentiments, such as infrastructure improvements and improved hygiene standards.

From the results of Sentiment Analysis from visitors who have visited Aceh, the Unique Value Proposition (UVP) for halal tourism in Aceh can be integrated with consideration of positive and negative sentiments as follows:

1. Positive sentiments highlighting "masjid" and "baiturrahman" indicate that Aceh is known for its religious heritage, especially iconic mosques such as the Baiturrahman Grand Mosque as the main attraction. Visitors appreciate the ease of access to places of worship and facilities that support their needs, making Aceh an ideal destination for travelers seeking spiritual tranquility and rich history.
2. Words such as "pemandangan" and "pantai" indicate Aceh's natural appeal. This emphasizes Aceh as a destination that offers natural beauty that can be enjoyed in a sharia-compliant context, combining natural beauty with spiritual values.
3. Authentic cultural experiences, such as at the Tsunami Museum and other historical sites, create an educational and enriching experience for visitors. Aceh offers a unique opportunity to learn and appreciate its rich culture.
4. The words "bersih", "toilet", "wudhu", and "sholat" illustrate the importance of clean and adequate facilities for worship. Aceh must be committed to providing clean amenities that meet the needs of Muslim travelers.

5. Positive sentiments with the words "makan" and "enak" relate to delicious halal food as an important part of enhancing the tourism experience. This will elevate Aceh's rich halal cuisine as one of the main attractions.
6. Regarding negative sentiments, such as inadequate "jalan" issues and poorly maintained "toilet", ensuring that Aceh continues to develop as a friendly and comfortable halal tourism destination will require a commitment to improved infrastructure and hygiene standards.
7. Addressing negative sentiments such as "panas" and disturbance from "monyet", pointing to the need to improve the overall tourism experience. This requires efforts to provide a comfortable and enjoyable experience for tourists.

The positioning approach for Aceh halal tourism is designed with an inviting theme and personalizes the experience by incorporating Aceh's cultural richness and spiritual uniqueness.

#### Positioning Approach of Aceh Halal Tourism: "**Aceh: Harmony in Halal Discovery**"

This phrase describes Aceh as a destination rich in spiritual and cultural heritage, offering a harmonious experience between modern life and Islamic tradition. It is not just about admiring the architectural beauty of its iconic mosques, but also experiencing the spiritual depth that is embodied in them. In this context, Aceh consistently applies halal principles, from cuisine to accommodation and recreational activities, providing a safe and comfortable environment for Muslim visitors. In addition, Aceh's incredible natural treasures from beaches to mountains can be explored in a shariah-compliant manner, combining a mesmerizing physical experience with spiritual fulfillment. The phrase also reflects how visitors can enrich their knowledge and understanding of Aceh's history and culture through authentic experiences and culture, such as those offered by the Tsunami Museum and other historical sites, making Aceh a well-rounded and meaningful halal tourism destination.

Spiritual	<b>Consumer Invitation</b>	Cultural
<b>Product Characterization</b>	<b>Aceh: Harmony in Halal Discovery</b>	<b>Consumer Personalization</b>
Natural	<b>City Destination Associations</b>	Culinary

**Table 4. 25 Positioning Approach for Aceh Halal Tourism**

1. **Consumer Invitation:** Describes the invitation to tourists to explore and experience various aspects of halal in Aceh, from spirituality to natural wealth.
2. **Product Characterization:** Describes the characteristics of Aceh's halal tourism products, including spiritual harmony, cultural richness, halal culinary excellence, and ecological beauty.
3. **Consumer Personalization:** Highlighting how Aceh's tourism experience can be personalized to meet individual wants and needs.
4. **City Destination Associations:** Linking product characteristics with specific destinations in Aceh, strengthening each city's identity and offering a distinctive experience.

For the specific implementation of each dimension in the matrix, matrix expressions are used that communicate the value, message, or invitation to convey the marketing message to consumers.

<b>Attributes</b>	<b>Consumer Invitations</b>	<b>Consumer Personalization</b>	<b>Product Characterizations</b>	<b>City Destination Association</b>
-------------------	-----------------------------	---------------------------------	----------------------------------	-------------------------------------

Spiritual	Find Your Peace in Aceh	Your Peaceful Journey	Serenity of the Soul	Divine peace in Banda Aceh
Cultural	Dive into Aceh's Soul	Your Cultural Story	Tradition Alive	Meulaboh's Historic Soul
Natural	Breathe in Aceh's Nature	Nature Your Way	Aceh's Pristine Beauty	Sabang's Nature's Gem
Culinary	Savor Aceh's Flavors	Your Culinary Exploration	Halal Delight	Takengon's Flavorful Experience

**Table 4. 26 Matrix Dimension**

### **Positioning and Image for each selected Target Market**

#### Target 1: Harmony Pairs

- Positioning: "Aceh: Serenade of Serenity". It offers a romantic and tranquil experience, attracting couples seeking a combination of privacy, natural beauty and cultural experiences.
- Image: Aceh as a paradise for couples, where they can enjoy natural beauty and culture in an atmosphere that supports halal values.

#### Target 2: Buddy Crew

- Positioning: "Aceh: The Adventure Hub", for young groups who seek adventure and strengthen friendships with fun and social bonding activities such as outdoor activities (trekking, snorkeling, or surfing) and culture (local festivals, cultural tours).
- Image: A gathering place for young energetic souls, seeking new and authentic experiences in an environment that supports halal principles.

#### Target 3: Solo Rover

- Positioning: “Aceh: Your Spiritual Exploration” For solo travelers who seek a wealth of personal experiences, spiritual growth, and adventure.
- Image: An ideal place for self- and spiritual exploration, providing experiences that support self-reflection and spiritual activities, and offering comfort and safety for solo travelers.

#### Target 4: Family Adventurers

- Positioning: "Aceh: Family Halal Haven". Aimed at families looking for a fun and educational destination while adhering to halal principles.
- Image: As a family-friendly destination, providing fun and educational activities for all family members, with guaranteed comfort and halal facilities.

### Destination Branding

After establishing the Positioning and Image for each market segment, the next step is to define the Destination Branding. This is done to communicate to the target market and reflect the values and key attributes that have been previously identified. Here is the branding concept for Aceh halal tourism:

<p><b>Destination Branding: "Aceh: The Halal Heartland"</b></p> <p><i>This phrase is a commitment to Aceh where everything follows the principles of halal living. It's not just about the rules being followed, but also about experiencing the essence of a halal lifestyle every day. Every visitor in Aceh can experience the depth of culture and the beauty of nature in accordance with Islamic values. This phrase invites anyone looking for a halal travel destination to come and experience for themselves the authenticity and quality that Aceh has to offer, from its delicious food to its serene places to rest. Aceh is not just a place to visit, but a place to live an experience that will be remembered forever.</i></p>
<p><b>Logo</b></p> <ul style="list-style-type: none"><li>- Logo Design: Create a logo design that reflects Aceh's identity as a</li></ul>

halal tourism hub. The logo could possibly incorporate design elements featuring Aceh's iconic elements Baiturrahman Grand Mosque to represent Aceh's spiritual heritage. Natural elements such as coastlines, waves or mountains to depict Aceh's natural beauty. Combine with traditional Acehnese motifs, to give a unique touch and local aesthetic. The color palette can use green which symbolizes Islam, blue which represents Aceh's sea and sky, and gold which signifies glory and cultural richness.

- Ensure that the logo is memorable, simple, clear and can work across multiple platforms, from print to digital and is recognizable at any size.

### **Visual Message**

- Tagline: "Aceh: Discover Halal, Discover Heart". This slogan is short, memorable and directly conveys the main message that Aceh is the place to discover the essence of halal tourism. This slogan can be placed below the logo.
- Visual story: Every promotional material tells the same story - Aceh as a friendly, peaceful destination full of spiritual experiences.

### **Marketing Campaign**

Using a variety of media, including online, print, and indoor and outdoor advertising to reach an effective target market. Below is the marketing campaign concept for Aceh Halal Tourism:

- Aircraft and Transportation Media Magazine
  - Showcasing Aceh: Work with airlines and railways to include interesting articles and images about Aceh in their magazines. This could include hidden destinations, local cuisine and Aceh's cultural heritage.
  - Advertising at Stations and Airports: Display attractive visual

advertisements at heavily visited train stations and airports, showcasing the beauty and uniqueness of Aceh.

- Virtual Reality and Interactive
  - Interactive Story Maps: Developed an online interactive map featuring special places in Aceh with associated stories. Visitors can explore the map and listen to stories from locals about those places.
  - Gamification of Tourism Experience with "Treasure Hunt" game: Organized a digital treasure hunt that invited tourists to explore Aceh while completing challenges and learning about local culture. Participants who completed the challenges received special prizes.
- Online competition: Held an online competition with the theme "Tell Your Story With Aceh", where participants were asked to create content about Aceh by submitting creative story ideas or digital artwork inspired by Aceh, Aceh recipes, dances, or songs. Share them through social media using specific hastags such as "#AcehChallenge", "GetToKnowAceh".
- Influencer Cultural Immersion Trips: Inviting influencers to experience "immersion trips" in Aceh, where they live daily life with the local community, and then share this experience through their platforms.

### **Brand Experience**

Merujuk pada kesan dan emosi yang dirasakan oleh wisatawan ketika mereka berinteraksi dengan produk atau layanan baik yang dialami secara langsung maupun tidak langsung.

- Product Integration: Ensuring that every travel product, from tours to culinary experiences, reflects Aceh's halal values and culture. Through the creation of exciting Aceh tour packages that combine adventure, culture, culinary and spiritual elements.

- **Events and Activities:** Organize events and activities that can strengthen Aceh's brand as a halal tourism destination, such as organizing Aceh Cultural Event Week in tourist destinations to introduce tourists to Aceh's rich culture and nature through a series of events featuring Aceh's art, dance, culinary and history. Activities will be organized in iconic locations such as the Aceh Tsunami Museum and natural destinations, offering an immersive and authentic experience of Aceh. It can also work with local restaurants to ensure that they meet halal standards and encourage them to provide information about the origin and ingredients of the food.
- **Education Program for Tourism Industry Players:** Develop training programs for hotels, restaurants, and tourism service providers on halal standards and how to provide appropriate services for Muslim tourists. In addition, it can conduct halal certificate programs to businesses that meet the standards of efforts to strengthen Aceh's halal tourism brand.

### **Monitoring dan Evaluation**

Using metrics to evaluate the success of branding "Aceh: The Halal Heartland". This evaluation includes measuring the level of brand awareness in the target market, how effective the brand is in increasing intention to visit the destination, and the impact on the destination image. Then, it is necessary to assess whether the brand has created a unique competitive identity for Aceh, as well as its role in increasing the volume of tourist visits and spending. In addition, it is important to measure the level of brand recall and memorability among the target market. These metrics will include surveys, visitation data analysis, visitor feedback, and market research to get a comprehensive picture of the effectiveness of Aceh halal tourism branding strategy.

### IV.3 Implementation Plan & Justification

The implementation plan is designed as a strategic guide to further strengthen Aceh's position as a halal tourism destination. This plan will outline the steps to be taken to realize the branding strategy that has been developed. This plan is expected not only for the present but for sustainable growth that will make Aceh excel in halal tourism.

Plan	Timeline	Location	Responsibility	Purpose	Action
Develop a detailed branding strategy	Q1 2024	Aceh Tourism Department	Marketing Division	To strengthen the basis for branding efforts	Review SWOT analysis, TOWS Matrix and target market research
Create compelling branding content (visual, story)	Q2 2024	Aceh and various locations in Indonesia	Marketing Division, Creative team, local artists, photographers	To attract the target market and showcase the uniqueness of Aceh	Develop stories and visuals that highlight Aceh's cultural, spiritual, natural and culinary aspects
Launch branding campaign	Q3 2024	Online and offline	Marketing team, PR agency	To introduce and promote Aceh as a unique tourism destination	Multi-channel marketing campaigns, collaboration with influencers, participation in tourism expos
Improve tourism-related infrastructure	Q3-Q4 2024	Tourism sites to be upgraded	Local government, construction company	To address weaknesses in transportation and facilities	Improve roads, public facilities, and signage for better traveler experience
Conduct training for local	Q1 2025	Hotels, restaurants, tourist	Tourism Business and Institutional	To ensure quality experience	Workshops, certification programs,

businesses and halal standards		attractions	Development Division	and consistency of service for travelers	regular quality audits
Maintaining engagement with travelers and stakeholders	Q2 2025 and beyond	Online, offline, Aceh tourism center	Marketing team, Social Media Team	To build long-term relationships and receive continuous feedback	Regular updates on social platforms, feedback surveys, tourist engagement activities
Monitoring and evaluating the effectiveness of the branding strategy	Every six months starting from Q3 2025	Aceh Tourism Office	Evaluation team, external auditor	To ensure the plan is working and understand the impact and make adjustments as needed	Review marketing analytics, tourist statistics, stakeholder feedback, and adjust strategies as needed.

**Table 4. 27 Implementation Plan**

## **Chapter V Conclusion and Recommendation**

### **V.1 Conclusion**

The tourism industry, including halal tourism, is an important factor in Indonesia's economy, especially after recovering from the impact of the COVID-19 pandemic. The significant increase in the number of tourist arrivals both domestic and international in 2022 signifies tremendous growth. Indonesia, particularly Aceh, is recognized as having great potential in the development of halal tourism, given its strategic geographical location and rich culture and history. Aceh, as one of the ten provinces selected as a flagship destination for halal tourism, has significant potential to integrate the principles of Islamic law with its tourism potential.

Dinas Kebudayaan dan Pariwisata (Disbudpar) Aceh, under the Aceh Government, is responsible for preserving culture and developing tourism in Aceh, including halal tourism. They implement policies and work programs aimed at developing tourism destinations and promoting Aceh as a leading halal tourism destination.

This research aims to identify visitors' perceptions of the basic aspects of tourism development - amenity, accessibility, and attractions (3A) - particularly in the context of halal tourism in Aceh. In addition, this research aims to formulate effective marketing strategies to improve Aceh's image as a leading halal tourism destination.

This research uses a quantitative approach with a focus on sentiment analysis of user reviews on Google Maps and uses questionnaires to enrich insights into traveler demographics, attitudes, and perceptions. The research was conducted in Aceh Province with an eye on the dynamics and changes taking place in the halal tourism industry, especially after the issuance of the Qanun on Aceh Tourism Development. The research boundary covers the period from 2021 to 2023 and focuses on popular tourist destinations in Aceh.

This research reveals that the development of halal tourism in Aceh requires an integrated approach including infrastructure improvement, effective promotion, and halal-compliant destination development. Visitors' positive perception of the 3A aspects of halal tourism in Aceh can be the foundation for a more focused marketing strategy, which in turn will enhance Aceh's image as a leading halal tourism destination at the global level.

### **To answer research questions no. 1**

*How are visitors' perceptions of the basic aspects in the development of tourism amenity, accessibility, and attractions (3A), in this case towards destinations that comply with halal principles in Aceh?*

Based on the results of sentiment analysis described through WordCloud, visitors' perceptions of the basic aspects in the development of halal tourism in Aceh, namely amenity, accessibility, and attractions (3A), can be described as follows:

- 1) Attractions: Visitor sentiment shows a strong focus on religious aspects with the dominance of words such as "masjid" and "baiturrahman," signaling the importance of easily accessible places of worship for Muslim travelers. Words such as "museum," "tsunami," and "sejarah" also stand out, referring to historical events such as the 2004 Tsunami, positioning Aceh as a place with significant historical and learning value. In addition, words such as "pemandangan" and "pantai" emphasize Aceh's shariah-compliant natural attractions.
- 2) Amenity: Perceptions of amenity indicate the importance of clean sanitation facilities, as indicated by the words "bersih" and "toilet." The words "wudhu" and "sholat" emphasize the need for adequate places of worship and purification. In addition, the words "makan" and "enak" indicate the importance of delicious halal food in the tourist experience,

while "souvenir" and "jual" mark the importance of access to merchandise and mementos.

- 3) Accessibility: In terms of accessibility, frequently occurring words such as "jalan", "parkir", and "masjid" underscore the importance of easy road access, adequate parking, and easy access to mosques. The word "kapal" and "motor" indicate the important role of transportation in access to tourist destinations. Other words such as "gratis", "murah", "tutup", and "bayar" indicate consideration of the cost and availability of tourism facilities, reflecting the importance of accessible infrastructure and affordable services in supporting a tourism industry that is welcoming to all, including Muslim travelers who seek facilities according to their needs.

Overall visitor perceptions of halal tourism destinations in Aceh include positive and negative sentiments as follows:

- 1) Positive Sentiment:
  - The dominant word "masjid" emphasizes Aceh's main attraction related to its religious heritage, showing the integration of Islamic architectural beauty and deep spiritual engagement.
  - The word "sholat" indicates the importance of mosques as affordable and equitable religious facilities to fulfill the religious needs of Muslim tourists, especially in performing the five daily prayers.
  - Words such as "bersih", "indah", "sejarah", and "museum" highlight the interest in cleanliness, aesthetics, learning, and cultural appreciation.
  - The words "pemandangan" and "pantai" signify the desire to enjoy the beauty of nature while adhering to halal principles.
  - The word "tsunami" depicts respect for Aceh's local history.
- 2) Negative Sentiments:
  - Inadequate "jalan", unmaintained "toilet" facilities, and "sampah" and "kotor" issues indicate the need for infrastructure and hygiene improvements.
  - The words "tutup" and "renovasi" indicate frustration with attractions that are inaccessible due to repairs or policies.

- The word "panas" indicates discomfort due to the hotter climate in Aceh due to its coastal location.
- The annoyance of "monyet" at some tourist sites indicates problems with unwanted animals at tourist sites.
- The word "masjid" also appears in negative sentiments, reflecting issues with worship facilities such as maintenance or access.

### **To answer research questions no. 2**

*How can an effective marketing strategy be implemented to enhance Aceh's destination image as a leading halal tourism destination?*

An effective marketing strategy to enhance Aceh's destination image as a leading halal tourism destination involves a comprehensive, integrated approach that focuses on Aceh's unique strengths. The following is a summary of the strategy:

#### 1) TOWS Matrix:

- Capitalize on Aceh's regulations supporting halal tourism and international recognition to define and attract target market segments like Harmony Pairs and Family Adventurers. Develop marketing campaigns that highlight Aceh as "Harmony in Halal Discovery," showcasing a harmonious blend of spiritual and cultural heritage. This positioning can also serve as a resilience strategy against inconsistent government policies by reinforcing Aceh's image as a stable and committed halal tourism destination.
- Leverage Aceh's natural and cultural potential along with the CHSE standards to craft a Unique Value Proposition that emphasizes natural beauty, authentic culture, and halal culinary experiences. Use technological advancements in marketing to enhance the branding approach "Aceh: The Halal Heartland." This strategy aims to differentiate Aceh in the global market, offering a unique halal tourism experience that resonates with

the branding concept and mitigates the impact of global economic instability by providing a clear and compelling reason for tourists to choose Aceh.

2) Target Markets:

Define target market segments such as Harmony Pairs, Buddy Crew, Solo Rover, and Family Adventurers, with specific criteria for each segment.

3) Positioning Approach:

Using the "Aceh: Harmony in Halal Discovery" which portrays Aceh as a destination rich in spiritual and cultural heritage, offering a harmonious experience between modern life and Islamic tradition.

4) Unique Value Proposition (UVP):

Utilize UVPs such as natural beauty, authentic culture, and halal culinary experiences to differentiate Aceh from other destinations.

5) Branding Approach:

Using the branding concept "Aceh: The Halal Heartland" which communicates Aceh's identity as a center of halal tourism and invites tourists to experience the halal lifestyle.

## V.2 Recommendation

Based on the analysis and findings of this study, recommendations that can be given for the development of Aceh halal tourism are a series of integrated and effective strategies. Optimization of attractions, amenities, and accessibility is the main key to improving the quality of halal tourism, meet the expectations and needs of tourists. In addition, the development of data-based marketing strategies to highlight the uniqueness of halal tourism in Aceh, improve destination image, and attract more tourists. The importance of cooperation between the government, tourism businesses, and local communities cannot be ignored in developing and promoting halal tourism.

Furthermore, innovation in the development of halal tourism products and packages that are attractive and reflect the cultural and spiritual richness of Aceh is another important factor. Halal tourism education and training for tourism actors in Aceh needs to be strengthened to improve understanding and skills in providing quality halal tourism services. The utilization of technology and digital media in promotion, including marketing through social media and digital platforms, is also very relevant in the current context.

Further research to explore specific aspects of halal tourism, such as tourist preferences and behavior as well as the economic impact of halal tourism, is needed to deepen understanding and develop more specific strategies. Finally, periodic evaluation and measurement of the effectiveness of marketing strategies is important to ensure that the objectives of halal tourism development in Aceh are effectively achieved. These recommendations are expected to provide clear direction and effective strategies for the development of halal tourism in Aceh, as well as a guide for further research in the same field.

## REFERENCES

PT. Ivonesia Solusi Data Website Team. (2022, November 5). *Digital listening tools: Alasan Industri pariwisata Perlu Mengetahui destinasi Wisata Populer*. PT. Ivonesia Solusi Data Official Website: <https://ivosights.com/read/artikel/digital-listening-tools-alasan-industri-pariwisata-perlu-mengetahui-destinasi-wisata-populer>

Fatimah, Z. A., & Naryoso, A. (2018, December 28). *Hubungan Antara Intensitas mengakses informasi Pariwisata Akun Instagram @indtravel Dan intensitas komunikasi word of mouth Dengan Minat Wisatawan Mancanegara Berkunjung Ke Indonesia*. Interaksi Online. <https://ejournal3.undip.ac.id/index.php/interaksi-online/article/view/22691>

Gustiani, M. (2018, October). Peran electronic word of mouth Dalam Membangun Citra Destinasi Guna Mempengaruhi Keputusan Berkunjung Wisatawan Ke Suatu Destinasi Pariwisata - trunojoyo. <https://journal.trunojoyo.ac.id/kompetensi/article/viewFile/4962/3370>

Hasanah, R., & Yustanti, W. (2021). *Analisis Sentimen dan Peningkatan Popularitas Tempat Wisata dengan Naïve Bayes dan AHP*. Journal of Emerging Information System and Business Intelligence (JEISBI). <https://ejournal.unesa.ac.id/index.php/JEISBI/article/view/38259>

Ferryawan, R., Kusriani, & Wibowo, F. W. (2019). Analisis sentimen wisata Jawa Tengah Menggunakan Naïve Bayes. <https://informa.poltekindonusa.ac.id/index.php/informa/article/download/146/122/>

Johannes, J., & Erta, A. C. (2018). Pengaruh Orientasi Pasar Terhadap kinerja Pemasaran Wisata Alam. <https://www.semanticscholar.org/paper/PENGARUH-ORIENTASI-PASAR-TERHADAP-KINERJA-PEMASARAN-Johannes-Erta/0d78ca773f9f2895926d68c17f08e0fb8057405e>

Cendana, M., & Permana, S. D. H. (2019). Pra-Pemrosesan Teks Pada Grup Whatsapp Untuk Pemodelan Topik. <https://scholar.google.com/citations?user=aEpHLEYAAAAJ>

Zuraida, V., Purwitasari, D., & Faticah, C. (2018). Cross-domain topic learning berbasis frase untuk PEMODELAN topik pada rekomendasi Kolaborasi Penelitian. *INTEGER: Journal of Information Technology*, 3(2). <https://doi.org/10.31284/j.integer.2018.v3i2.255>

Mtapuri, O., & Giampiccoli, A. (2018). Tourism, community-based tourism and ecotourism: A definitional problematic. *South African Geographical Journal*, 101(1), 22–35. <https://doi.org/10.1080/03736245.2018.1522598>

Husain, J. A. A.-M., & (Kuwait), K. (2009). Mukadimah hlm. xiii. In *Maqashid Syariah*. essay, AMZAH

. IAEI. (2020). Laporan Perkembangan Pariwisata Ramah Muslim Daerah. Komite Nasional Ekonomi Dan Keuangan Syariah (KNEKS), 72 pages.

Wahyulina, S., Darwini, S., Retnowati, W., & Oktaryani, S. (2018). Persepsi Wisatawan muslim terhadap sarana PENUNJANG wisata halal di kawasan Desa Sembalun lawang Lombok Timur. *JMM UNRAM - MASTER OF MANAGEMENT JOURNAL*, 7(1), 32–42. <https://doi.org/10.29303/jmm.v7i1.400>

Kotler, Philip., and Keller, Kevin., Lane. 2019. Marketing Management 13th edition Volume 1. Erlangga. Jakarta

Imoto, J. M., Saitoh, K., Sasaki, T., Yonezawa, T., Adachi, J., Kartavtsev, Y. P., Miya, M., Nishida, M., & Hanzawa, N. (2013). Phylogeny and biogeography of highly diverged freshwater fish species (leuciscinae, Cyprinidae, Teleostei) inferred from mitochondrial genome analysis. *Gene*, 514(2), 112–124. <https://doi.org/10.1016/j.gene.2012.10.019>

Ardianto, R., Rivanie, T., Alkhalifi, Y., Nugraha, F. S., & Gata, W. (2020). Sentiment analysis on e-sports for education curriculum using naive Bayes and support vector machine. *Jurnal Ilmu Komputer Dan Informasi*, 13(2), 109–122. <https://doi.org/10.21609/jiki.v13i2.885>

Meiria, E., Haribowo, I., & Suherlan, A. (2022). Pemanfaatan Media Sosial Dalam Pengaruhnya Terhadap Pembentukan Persepsi dan Reputasi Wisata Halal di Indonesia. <https://jurnal.stie-aas.ac.id/index.php/jei/article/download/6392/2850>

Gustisa Wisnu, G. R., Ahmadi, Muttaqi, A. R., Santoso, A. B., Putra, P. K., & Budi, I. (2020). Sentiment analysis and topic modelling of 2018 Central Java gubernatorial election using Twitter data. *2020 International Workshop on Big Data and Information Security (IW BIS)*. <https://doi.org/10.1109/iwbis50925.2020.9255583>

Google. (n.d.). *Destinasi Wisata Populer di Aceh*. Google search. [https://www.google.com/search?q=destinasi%2Bwisata%2Bhits%2Baceh&sca\\_esv=585073649&sxsrf=AM9HkKnjzayNXBBJ5PBt-Jc3PeJdxVL1SQ%3A1700840231772&ei=J8NgZafYLvSW4-EP546GoAQ&ved=0ahUKEwjnh9bO-9yCAxV0yZgGHWeHAUQQ4dUDCBA&uact=5&oq=destinasi%2Bwisata%2Bhits%2Baceh&gs\\_l=EGxnd3Mtd2l6LXNlcnAiGmRlc3RpbmFzaSB3aXNhGEgaGl0cyBhY2VoMgUQIRigATIIECEYFhgeGB0yCBahGBYYHhgDMggQIRgWGB4YHUilWVCNGVjEVnAFeASQAQCYAaMBoAH\\_D6oBBDEzLji4AQPIAQD4AQHCAGQQABhHwgIEECMYJ8ICCxAuGIAEGLEDGIMBwgILEC4YgWEYsQMYgATCAGUQLhiABMICBRAAGIAEwgIIEC4YgAQYsQPCAggQABiABBjJA8ICCxAAGIAEGIoFGJIDwgIUEC4YgAQYlwUY3AQY3gQY4ATYAQHCAgYQABgWGB7CAggQABgWGB4YCsICCBAAGBYHhgPwgIEECEYFeIDBBgAIEGIBgQBGi6BgYIARABGBQ&sclient=gws-wiz-serp#ttdcs=EAE](https://www.google.com/search?q=destinasi%2Bwisata%2Bhits%2Baceh&sca_esv=585073649&sxsrf=AM9HkKnjzayNXBBJ5PBt-Jc3PeJdxVL1SQ%3A1700840231772&ei=J8NgZafYLvSW4-EP546GoAQ&ved=0ahUKEwjnh9bO-9yCAxV0yZgGHWeHAUQQ4dUDCBA&uact=5&oq=destinasi%2Bwisata%2Bhits%2Baceh&gs_l=EGxnd3Mtd2l6LXNlcnAiGmRlc3RpbmFzaSB3aXNhGEgaGl0cyBhY2VoMgUQIRigATIIECEYFhgeGB0yCBahGBYYHhgDMggQIRgWGB4YHUilWVCNGVjEVnAFeASQAQCYAaMBoAH_D6oBBDEzLji4AQPIAQD4AQHCAGQQABhHwgIEECMYJ8ICCxAuGIAEGLEDGIMBwgILEC4YgWEYsQMYgATCAGUQLhiABMICBRAAGIAEwgIIEC4YgAQYsQPCAggQABiABBjJA8ICCxAAGIAEGIoFGJIDwgIUEC4YgAQYlwUY3AQY3gQY4ATYAQHCAgYQABgWGB7CAggQABgWGB4YCsICCBAAGBYHhgPwgIEECEYFeIDBBgAIEGIBgQBGi6BgYIARABGBQ&sclient=gws-wiz-serp#ttdcs=EAE)

Wikimedia Foundation. (2022, December 14). *Masjid baiturrahman Banda Aceh*. Wikipedia. [https://id.wikipedia.org/wiki/Masjid\\_Baiturrahman\\_Banda\\_Aceh#cite\\_note-5](https://id.wikipedia.org/wiki/Masjid_Baiturrahman_Banda_Aceh#cite_note-5)

Wikimedia Foundation. (2022, December 15). *PLTD Apung*. Wikipedia. [https://id.wikipedia.org/wiki/PLTD\\_Apung](https://id.wikipedia.org/wiki/PLTD_Apung)

Wikimedia Foundation. (2023, February 25). *Pantan Terong*. Wikipedia. [https://id.wikipedia.org/wiki/Pantan\\_Terong](https://id.wikipedia.org/wiki/Pantan_Terong)

Isnanto, B. A. (n.d.). *Pantan Terong Aceh: Daya Tarik, Fasilitas, Harga Tiket, Dan Rute*. detiksumut.

<https://www.detik.com/sumut/wisata/d-6878952/pantan-terong-aceh-daya-tarik-fasilitas-harga-tiket-dan-rute>

*Masjid Baiturrahim, Jejak Sejarah di Ulee Lheue: Republika ID.* republika.id. (n.d.). <https://www.republika.id/posts/31107/masjid-baiturrahim-jejak-sejarah-di-ulee-lheue>

Wikimedia Foundation. (2023, June 21). *Masjid Baiturrahim Ulee Lheue*. Wikipedia. [https://id.wikipedia.org/wiki/Masjid\\_Baiturrahim\\_Ulee\\_Lheue](https://id.wikipedia.org/wiki/Masjid_Baiturrahim_Ulee_Lheue)

*Masjid Baiturrahim, Jejak Sejarah di Ulee Lheue: Republika ID.* republika.id. (n.d.). <https://www.republika.id/posts/31107/masjid-baiturrahim-jejak-sejarah-di-ulee-lheue>

Wikimedia Foundation. (2023, April 25). *Museum Aceh*. Wikipedia. [https://id.wikipedia.org/wiki/Museum\\_Aceh](https://id.wikipedia.org/wiki/Museum_Aceh)

*Rumah Cut Nyak Dhien, Simbol Perjuangan Rakyat aceh melawan belanda.* Kementerian Pendidikan, Kebudayaan, Riset, dan Teknologi. (2020, February 29). <https://www.kemdikbud.go.id/main/blog/2020/02/rumah-cut-nyak-dhien-simbol-perjuangan-rakyat-aceh-melawan-belanda>

*Lapangan Blang Padang.* Visit Aceh. (2022, March 26). <https://visitaceh.id/lapangan-blang-padang/>

Direktorat jenderal kekayaan Negara, Kementerian Keuangan ri. (n.d.). <https://www.djkn.kemenkeu.go.id/kanwil-aceh>

Prasetya, A. (2022, March 15). *Menikmati Keindahan Gua Sarang di Sabang, spot wisata eksotis di tebing paling Barat Pulau weh.* Serambinews.com. <https://aceh.tribunnews.com/2022/03/15/menikmati-keindahan-gua-sarang-di-sabang-spot-wisata-eksotis-di-tebing-paling-barat-pulau-weh>

Zulkarnaini. (2018, June 26). *Pesona Gunung Dan Laut di Puncak Geurutee.* kompas.id. <https://www.kompas.id/baca/utama/2018/06/26/pesona-gunung-dan-laut-di-puncak-geurutee>

*Monumen Kilometer Nol*. Dinas Kebudayaan dan Pariwisata Aceh. (2016, June 17). <https://disbudpar.acehprov.go.id/monumen-kilometer-nol/>

Safariwisata, & Safariwisata. (2021, February 25). *Pantai iboih sabang pulau weh: Destinasi Utama Wisata Bahari Sabang*. Safari Wisata International. <https://www.safariwisata.co.id/pantai-iboih-sabang/>

Daniswari, D. (2022, July 8). *Danau Laut Tawar: Daya Tarik, Harga Tiket, Dan Rute* *Halaman all*. KOMPAS.com. <https://regional.kompas.com/read/2022/07/09/063000678/danau-laut-tawar--daya-tarik-harga-tiket-dan-rute?page=all>

Prayitno, P. (2023, September 14). *Menikmati Keindahan Pantai Lhoknga Aceh Besar, Surganya Para Peselancar*. liputan6.com. <https://www.liputan6.com/regional/read/5396431/menikmati-keindahan-pantai-lhoknga-aceh-besar-surganya-para-peselancar?page=2>

Sugiyono. (2008). *Metode Penelitian Pendidikan: (Pendekatan Kuantitatif, Kualitatif Dan R & D)*. Alfabeta.

J. Andriani H Hardani. Ustiawaty, *Buku Metode Penelitian Kualitatif Dan Kuantitatif*

Khusniyah, N. L., & Hakim, L. (2019). Efektivitas Pembelajaran Berbasis daring: Sebuah Bukti Pada pembelajaran bahasa INGGRIS. *Jurnal Tatsqif*, 17(1), 19–33. <https://doi.org/10.20414/jtq.v17i1.667>

Nugroho, K. S. (2020, June 4). *Validasi Model Klasifikasi Machine learning Pada RapidMiner*. Medium. <https://ksnugroho.medium.com/validasi-model-machine-learning-pada-rapidminer-50be0080df14#:~:text=Pada%20RapidMiner%2C%20operator%20cross%20validation,pengujian%20sekaligus%20mengukur%20kinerja%20model>.

Zuriel, H. P., & Fahrurozi, A. (2021). Implementasi ALGORITMA klasifikasi support vector machine Untuk Analisa Sentimen Pengguna Twitter

TERHADAP Kebijakan PSBB. *Jurnal Ilmiah Informatika Komputer*, 26(2), 149–162. <https://doi.org/10.35760/ik.2021.v26i2.4289>

Mohamad Handi Khalifah, Azhar, I., Muhammad Salman, & Mayang Murni. (2023). Religion and tourism growth in Aceh: A conceptual framework. *Jurnal Penelitian Ekonomi Akuntansi (JENSI)*, 7(1), 101–110. <https://doi.org/10.33059/jensi.v7i1.7845>

DPMPTSP. (2023, August). *Investor Hong Kong Tertarik Kembangkan Sektor Pariwisata halal Dan Green Di Aceh*. [dpmptsp.acehprov.go.id](https://dpmptsp.acehprov.go.id). <https://dpmptsp.acehprov.go.id/berita/kategori/news/investor-hong-kong-tertarik-kembangkan-sektor-pariwisata-halal-dan-green-di-aceh>

Pahlepy, M. (2022, September 8). *Penerapan KONSEP Green Ekonomi Dalam pengembangan pariwisata halal di kota banda aceh*. Go to start page! <https://repository.ar-raniry.ac.id/id/eprint/24324/>

Mohamad Handi Khalifah, Azhar, I., Muhammad Salman, & Mayang Murni. (2023). Religion and tourism growth in Aceh: A conceptual framework. *Jurnal Penelitian Ekonomi Akuntansi (JENSI)*, 7(1), 101–110. <https://doi.org/10.33059/jensi.v7i1.7845>

Kasmaniar, K., Mukhdasir, Nurfitriani Syamsuddin, Fahmi Arfan, & Saiful Amri. (2023). Pengaruh Daya Tarik wisata halal terhadap kepuasan Wisatawan Berkunjung Ke Kota Sabang. *JEMSI (Jurnal Ekonomi, Manajemen, Dan Akuntansi)*, 9(4), 1511–1515. <https://doi.org/10.35870/jemsi.v9i4.1373>

Sadhali. (2023, December 9). *Disbudpar Aceh tingkatkan SDM Pemandu Wisata adventure*. [rri.co.id](http://rri.co.id) - Portal berita terpercaya. <https://www.rri.co.id/wisata/475441/disbudpar-aceh-tingkatkan-sdm-pemandu-wisata-adventure>

Syahputra, B. (2023, May 29). *Tingkatkan SDM PARIWISATA, 50 peerta ikuti pelatihan fotografi Dan Videografi*. [rri.co.id](http://rri.co.id) - Portal berita terpercaya.

<https://www.rri.go.id/takengon/hiburan/248790/tingkatkan-sdm-pariwisata-50-peerta-ikuti-pelatihan-fotografi-dan-videografi>

Kompasiana.com. (2023, November 8). *Pengembangan Dan Peluang Wisata halal di aceh.* KOMPASIANA. [https://www.kompasiana.com/efnitamayangsari9005/654b7d32ee794a1e6f3a2da2/pengembangan-dan-peluang-wisata-halal-di-aceh?page=all&page\\_images=1](https://www.kompasiana.com/efnitamayangsari9005/654b7d32ee794a1e6f3a2da2/pengembangan-dan-peluang-wisata-halal-di-aceh?page=all&page_images=1)

Setyadi, A. (n.d.). *Brand wisata halal andalan daya tarik Turis Ke Aceh.* detiksumut. <https://www.detik.com/sumut/wisata/d-6194573/brand-wisata-halal-andalan-daya-tarik-turis-ke-aceh>

Kompasiana.com. (2023a, May 25). *Mengembangkan klaster pariwisata halal di aceh.* KOMPASIANA. <https://www.kompasiana.com/dina47741/646eda6608a8b571db192ae2/mengembangkan-klaster-pariwisata-halal-di-aceh>

Admin. (n.d.). *Kunjungan Kerja menteri Perhubungan Bersama pemerintah Aceh Terkait Pembangunan Sektor Perhubungan di Provinsi Aceh.* biroadmpemb.acehprov.go.id. <https://biroadmpemb.acehprov.go.id/berita/kategori/kunjungan-kerja/kunjungan-kerja-menteri-perhubungan-bersama-pemerintah-aceh-terkait-pembangunan-sektor-perhubungan-di-provinsi-aceh>

*Kunjungan Kerja menteri Perhubungan Bersama pemerintah Aceh Terkait Pembangunan Sektor Perhubungan di Provinsi Aceh.* biroadmpemb.acehprov.go.id. (n.d.). <https://biroadmpemb.acehprov.go.id/berita/kategori/kunjungan-kerja/kunjungan-kerja-menteri-perhubungan-bersama-pemerintah-aceh-terkait-pembangunan-sektor-perhubungan-di-provinsi-aceh>

*Berita Umum.* Konektivitas Transportasi di Aceh Terus Ditingkatkan Kementerian Perhubungan Republik Indonesia. (n.d.). <https://kemenhub.go.id/post/read/konektivitas-transportasi-di-aceh-terus-ditingkatkan>

Mursalin. (2021, July 28). *Disbudpar Aceh Ajak Pelaku Wisata konsisten diterapkan chse.* Pos Aceh. <https://posaceh.com/disbudpar-aceh-ajak-pelaku-wisata-konsisten-terapkan-chse/>

Harnita, C. M. (n.d.). *Warga Ikut Terlibat Jaga Kebersihan, pengunjung: Lingkungan arena PKA-8 Bersih Dan Nyaman.* Warga Ikut Terlibat Jaga Kebersihan, Pengunjung: Lingkungan Arena PKA-8 Bersih dan Nyaman. <https://www.acehprov.go.id/berita/kategori/wisata-lingkungan/warga-ikut-terlibat-jaga-kebersihan-pengunjung-lingkungan-arena-pka-8-bersih-dan-nyaman>

Wiguna, R. (2023, August 22). *Aceh Tamiang Edukasi Pokdarwis Kelola Sampah di Objek Wisata.* Serambinews.com. <https://aceh.tribunnews.com/2023/08/22/aceh-tamiang-edukasi-pokdarwis-kelola-sampah-di-objek-wisata>

RMOLACEH. (2022, July 29). *Kadisbudpar Tanggapi Permasalahan Pariwisata Aceh.* RMOLACEH. <https://www.rmolaceh.id/kadisbudpar-tanggapi-permasalahan-pariwisata-aceh>

Nasir, M. (2023, May 3). *Jangan Ada Yang “mati” lagi, Benahlah Keamanan Wisatawan di Objek Wisata Aceh Tamiang.* ACEHSATU. <https://acehsatu.com/jangan-ada-yang-mati-lagi-benahlah-keamanan-wisatawan-di-objek-wisata-aceh-tamiang/>

Fajri, R., & Ifdhal, M. (2022, September 14). *Disbudpar Aceh Minta Perbankan Beri Kenyamanan Wisatawan Bertransaksi - Antara News Aceh.* Antara News. <https://aceh.antaraneews.com/berita/305085/disbudpar-aceh-minta-perbankan-beri-kenyamanan-wisatawan-bertransaksi>

LintasAtjeh. (n.d.). *Peran pariwisata Aceh Dalam Pengembangan Sektor Ekonomi.* Lintas Atjeh. <https://www.lintasatjeh.com/2023/05/peran-pariwisata-aceh-dalam.html>

Hariani, D., & Hanafiah, M. H. (2023, October 3). *The competitiveness, challenges and opportunities to accommodate the halal tourism market: A Sharia-*

*law tourism destination perspectives*. Journal of Islamic Marketing. <https://www.emerald.com/insight/content/doi/10.1108/JIMA-05-2023-0147/full/html>

Swesti, W. (2019). Dampak pariwisata Terhadap Kondisi sosial Budaya Masyarakat di Banda Aceh. *Jurnal Kepariwisataan Indonesia: Jurnal Penelitian Dan Pengembangan Kepariwisataan Indonesia*, 13(2), 49–65. <https://doi.org/10.47608/jki.v13i22019.49-65>

Rencana Kerja Tahun 2023. [https://ppid.acehprov.go.id/assets/uploads/3IE1/informasi-publik/jbbL/Rencana\\_Kerja\\_Tahun\\_20231.pdf](https://ppid.acehprov.go.id/assets/uploads/3IE1/informasi-publik/jbbL/Rencana_Kerja_Tahun_20231.pdf)

Disbudpar. (2023, March). *Laporan Kinerja (LKJ) Tahun 2022 Dinas Kebudayaan dan Pariwisata Aceh*. PPID Provinsi aceh. <https://ppid.acehprov.go.id/v2/api/widgetInfoPub/60>

Disbudpar. (2022, April). *Laporan Kinerja (LKJ) Tahun 2021 Dinas Kebudayaan dan Pariwisata Aceh*. PPID Provinsi aceh. <https://ppid.acehprov.go.id/v2/api/widgetInfoPub/60>

Nisvi, N. A. (2021). Analisis KONSEP 3A (ATRAKSI, Amenitas Dan Aksesibilitas) Dalam Pengembangan Wisata Religi Makam Ki Ageng Tarib Desa Tarub Kecamatan Tawangharjo Kabupaten Grobogan. [https://eprints.walisongo.ac.id/14889/1/SKRIPSI\\_1701036043\\_NONI\\_AHVALU\\_N\\_NISVI\\_Lengkap.pdf](https://eprints.walisongo.ac.id/14889/1/SKRIPSI_1701036043_NONI_AHVALU_N_NISVI_Lengkap.pdf)

Yoeti, O. A. (1983). *Pengantar Ilmu pariwisata*. Angkasa.

Nugroho, W., & Sugiarti, R. (2018). *Analisis potensi Wisata Kampung Sayur organik ngemplak sutan mojosongo berdasarkan Komponen Pariwisata 6A*. Cakra Wisata. <https://jurnal.uns.ac.id/cakra-wisata/article/view/34139>

R., B., & Rozak, H. A. (2012, October 1). *Kualitas Dayatarik Wisata, Kepuasan Dan Niat Kunjungan Kembali Wisatawan Mancanegara di Jawa Tengah*. *Dinamika Kepariwisataan*.

<https://www.neliti.com/publications/241294/kualitas-dayatarik-wisata-kepuasan-dan-niat-kunjungan-kembali-wisatawan-mancaneg>

Cooper, C. P. (2005). *Tourism: Principles and practice*. Financial Times Prentice Hall.

Nurhadi, F. D. C., Mardiyono, & Rengu, S. P. (n.d.). Strategi Pengembangan pariwisata Oleh Pemerintah Daerah Terhadap Pendapatan Asli Daerah.

<https://media.neliti.com/media/publications/77667-ID-strategi-pengembangan-pariwisata-oleh-pe.pdf>