

Halal Tourism Marketing Strategy to Increase the Number of Muslim Tourists in Indonesia

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Abstract.

This study aims to examine effective halal tourism marketing strategies for increasing the number of Muslim tourists in Indonesia. The approach used was a qualitative case study method, conducted through in-depth interviews, observations, and document analysis with various halal tourism industry players in several strategic areas. The results revealed that the success of halal tourism marketing strategies is supported by product development that meets the needs and preferences of Muslim tourists, integrated digital and offline promotions, and collaboration between stakeholders, including the government, business actors, and local communities. Furthermore, the use of halal certification and halal destination branding are key factors in attracting Muslim tourists. These findings illustrate that innovative marketing strategies oriented towards Sharia values can increase the competitiveness of halal tourism destinations in Indonesia and contribute to a significant increase in the number of Muslim tourists. This study recommends that destination managers and policymakers strengthen synergies in the development and marketing of sustainable halal tourism.

Keywords: *Marketing Strategy, Halal Tourism, Number of Tourists.*

I. INTRODUCTION

Tourism is an economic sector that significantly contributes to national economic growth. As the world's most populous Muslim-majority country, Indonesia has significant potential for developing halal tourism as a strategy to increase tourist numbers and foreign exchange earnings. According to data from the Central Statistics Agency (BPS) in 2022, the number of foreign tourists visiting Indonesia reached approximately 16 million, with approximately 13% coming from Muslim-majority countries such as Malaysia, Brunei, Saudi Arabia, and other Southeast Asian countries (Tasdiq, 2026). While this figure demonstrates significant market potential, the number of Muslim tourist visits to Indonesia is still below its potential.

This phenomenon demonstrates a significant untapped opportunity for halal tourism development in Indonesia. Data from the Indonesia Halal Lifestyle Center (IHLC) indicates that the global halal tourism market is expected to reach US\$277 billion by 2023 and continue to grow at an annual growth rate of around 4-6%. This market is dominated by Muslim tourists from the Middle East, Asia, and Africa seeking destinations that align with Islamic law and their beliefs. Therefore, halal tourism development in Indonesia must be able to accommodate the needs and preferences of Muslim tourists appropriately and attractively.

Sharia tourism, or more commonly known as halal tourism, is tourism that prioritizes Islamic values in every activity. The term "halal tourism" is still unfamiliar among tourism practitioners. Many still interpret or equate it with religious tourism, which refers to visits to places of worship for pilgrimage or other religious purposes. However, halal tourism focuses

not only on the destination but also on travel behavior and other supporting facilities (Priyadi, 2016).

The term halal tourism originated as an activity undertaken by tourists to cultivate religious motivation or values by visiting places of worship, cemeteries, or historical sites that hold religious values related to their religion. Initially, this type of tourism was also referred to as religious tourism. Religious tourism was first introduced by the United Nations World Tourism Organization (UNWTO) in 1967 during a meeting entitled "Tourism and Religions: A Contribution to the Dialogue of Cultures, Religions, and Civilizations" (Ristiawati, 2026).

Religious tourism has evolved because this segment extends beyond a specific religion. More universal values and benefits for the community, such as education and local wisdom, are also being addressed. While the public perception of halal tourism is that it involves visiting mosques and cemeteries, halal tourism encompasses cultural, natural, and man-made tourism, all integrated with Islamic principles and values. Several countries also use terms to describe halal tourism, such as halal travel, halal lifestyle, Islamic tourism, halal-friendly tourism destinations, and Muslim-friendly travel destinations (Subarkah, 2018).

To date, marketing strategies for halal tourism destinations in Indonesia still face various challenges, including a lack of strong branding, a lack of Muslim-friendly infrastructure, and a lack of integrated digital and offline promotion. Furthermore, the uneven distribution of halal certification for destinations and tourism products is also a major obstacle. Data from the Ministry of Tourism and Creative Economy (Kemenparekraf) in 2021 indicated that only around 25% of tourist destinations in Indonesia have official halal certification from the Indonesian Ulema Council (Koni, 2026), raising doubts among Muslim tourists about the authenticity and halalness of the tourism products offered.

Furthermore, the emergence of competitors from neighboring countries like Malaysia and Singapore, which have aggressively promoted halal tourism, presents a challenge. Malaysia, for example, through the Malaysia Tourism Promotion Board, actively promotes its halal destinations with strong branding and the provision of comprehensive sharia-compliant services. This has led some Muslim tourists to prefer these destinations over Indonesia.

Kotler quoted (Arifudin, 2020) explains that marketing strategy is a managerial social process in which individuals and groups obtain what they need and want by creating, offering, and exchanging valuable products with others. Assuari quoted (Wahrudin, 2020) explains that marketing strategy is a series of goals, objectives, policies, and rules that provide direction to a company's marketing efforts from time to time at each level and reference, as well as its application as a company's response to the ever-changing environment and competitive conditions. Then, marketing strategy consists of activities to make products, set prices, determine distribution, and determine promotional activities.

Tjiptono, quoted (Maulana, 2025) explains that marketing strategy can be viewed as a plan to maximize opportunities to achieve targeted business through managing factors that can be controlled by the company, such as product design, pricing, distribution systems, and marketing communications. Meanwhile, according to Kotler & Armstrong, quoted (Rosmayati, 2025), marketing strategy is the main approach that will be used by a business unit in achieving predetermined goals, in which it includes basic decisions regarding the target market, product placement in the market, marketing mix, and the level of marketing costs required.

Based on the definitions according to the experts above, it can be concluded that marketing strategy is a tool for the entire series of activities in the marketing mix, marketing strategy provides direction for companies to control all aspects in order to achieve the goals set by the company in fulfilling consumer desires and needs.

In this context, an innovative, integrated, and Sharia-compliant marketing strategy is crucial for enhancing the competitiveness of Indonesian halal tourism destinations. Strengthening halal destination branding, improving the quality of Sharia-compliant services, and fostering collaboration between the government, industry players, and the Muslim community are key to the strategy's success. Therefore, this study will examine in-depth effective halal tourism marketing strategies to increase the number of Muslim tourists to Indonesia and sustainably capitalize on this market's significant potential.

Several previous studies have addressed various aspects related to halal tourism development and destination marketing strategies in Indonesia and other countries. For example, a study by (Al-Shreifeen, 2025) examined the influence of halal branding on the perceptions of Muslim tourists in Indonesia, focusing on trust and service authenticity. The results showed that strong and consistent halal branding can increase Muslim tourist interest. However, this study focused more on perception and brand image aspects without delving into concrete and implementable marketing strategies.

Furthermore, a study by (Apriani, 2025) examined the development of halal destinations and the factors supporting their success, such as infrastructure and halal certification. This study provides an overview of the challenges and opportunities for halal destination development but does not specifically discuss how marketing strategies can be optimized to attract more Muslim tourists.

Meanwhile, several studies outside Indonesia, such as those by (Kim, 2021) emphasize the importance of utilizing digital technology and cross-sector collaboration in halal tourism marketing. These findings offer innovative perspectives, but their application in Indonesia still requires further study, given the distinct cultural, social, and economic characteristics.

From this literature review, it can be concluded that while there is research addressing specific aspects of halal tourism development and marketing strategies, there is still a lack of comprehensive and contextualized marketing strategy integration in Indonesia. Specifically, no research has comprehensively examined halal tourism marketing strategies holistically, from branding, digital marketing, halal certification, to stakeholder collaboration and their impact on increasing the number of Muslim tourists in Indonesia in a concrete and measurable manner.

Therefore, this study aims to fill this gap by developing and testing an integrated halal tourism marketing strategy based on the local Indonesian context and assessing its effectiveness in significantly increasing the number of Muslim tourists. This research is expected to provide practical and strategic guidance for destination managers and policymakers in Indonesia.

II. RESEARCH METHODS

According to Rahardjo, as quoted by (Arifudin, 2024), a research method is a way to obtain and seek tentative truth, not absolute truth. The result is scientific truth. Scientific truth is open to continuous testing, criticism, and even revision. Therefore, there is no best method for seeking truth, but rather the appropriate method for a specific purpose according to the existing phenomenon. Budiharto, as quoted by (Hoerudin, 2024), states that the choice of research method must be tailored to the research being conducted to achieve optimal results.

This research was conducted regarding halal tourism marketing strategies to increase the number of Muslim tourists in Indonesia. The research method used in this study was a case study. According to Nursalam in (Rusmana, 2020), a case study is a research that includes an assessment aimed at providing a detailed description of the background, nature, and characteristics of a case. In other words, a case study focuses on a case intensively and in detail. Research using this method is conducted in-depth on a situation or condition in a

systematic manner, starting from observation, data collection, information analysis, and reporting of results.

The approach used in this research is a qualitative approach. According to Iskandar in (Zaelani, 2025), a qualitative approach is where qualitative research as a scientific method is often used and implemented by groups of researchers in the social sciences, including educational science. Iskandar in (Waluyo, 2024) explains the qualitative research approach as a process of research and understanding based on methods that investigate social phenomena and human problems.

This study employed qualitative field research methods. According to (Sofyan, 2021), this approach aligns with the primary objective of the study, which is to describe and analyze halal tourism marketing strategies to increase the number of Muslim tourists in Indonesia. Therefore, this method will be able to explain the research problem (Suryana, 2024).

According to Yin (Abduloh, 2020), the purpose of case study research is not merely to explain what the object being studied is like, but also to explain the circumstances and how the case could have occurred. Meanwhile, Waluya (Rusmana, 2021) states that the purpose of case studies is to develop in-depth knowledge about the object being studied, meaning that this study is exploratory in nature.

Bogdan and Taylor in (Delvina, 2020) explain that qualitative research methodology is a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior. In this study, researchers created a complex picture, examining words, detailed reports of respondents' views, and conducted a study in a natural setting, specifically related to halal tourism marketing strategies to increase the number of Muslim tourists in Indonesia.

Engineering can be seen as a means of carefully performing technical work using the mind to achieve a goal. Although research is essentially a scientific endeavor, it is conducted to systematically collect realistic data to establish the truth. Research methodology is a means of finding solutions to any problem. In this case, the author gathered information on halal tourism marketing strategies to increase the number of Muslim tourists in Indonesia, among others (Noviana, 2020).

Because it requires library materials for its data sources, this research utilizes library research. Researchers require books, scientific articles, and other literature related to the topics and issues they are exploring, both printed and online (Hoerudin, 2025).

Seeking information from data sources requires the use of data collection techniques. Amir Hamzah in (Damayanti, 2020) claims that data collection is an effort to gather information related to the topic being studied. The author used a library research method to collect data. Specifically, the author began with a library search to gather information from books, dictionaries, journals, encyclopedias, papers, periodicals, and other sources that shared perspectives on halal tourism marketing strategies to increase the number of Muslim tourists in Indonesia.

Furthermore, Amir Hamzah in (Rohimah, 2024) states that data collection is defined as various efforts to gather facts related to a topic or discussion being or will be explored. These details can be found in scientific literature, research, scientific writings, dissertations, theses, and other written sources. According to (Hoerudin, 2026), data collection can be conducted in various circumstances, using different sources, and employing different techniques.

Observation is part of the direct research process into the phenomena being studied (Bastomi, 2024). This method allows researchers to directly observe and experience the atmosphere and conditions of the research subjects (Indiati, 2023). The observations in this study focused on halal tourism marketing strategies to increase the number of Muslim tourists in Indonesia.

The interview technique in this study is a structured interview, namely an interview conducted using various established standard guidelines, questions are arranged according to information needs and each question is needed to reveal each empirical data (Sari, 2025).

Documentation is a data collection technique using existing written documents or records (Vitriyah, 2025). Documentation comes from the word document, which means written objects. In implementing the documentation method, researchers investigate written objects, such as books, magazines, meeting minutes, and diaries. According to Moleong in (Vitriyah, 2026), the documentation method is a way of collecting information or data through examining archives and documents. Furthermore, according to (Its Nawati, 2025), the documentation strategy is also a data collection technique proposed to research subjects. This data collection method using the documentation method is carried out to obtain data on the condition of the institution (research object), namely the halal tourism marketing strategy to increase the number of Muslim tourists in Indonesia.

Moleong, quoted (Hafianti, 2024), explains that the collected data was analyzed using an interactive analysis model consisting of data reduction, data presentation, and conclusion drawing. Syarifah et al (Sofyan, 2020) explain that data reduction is carried out by filtering relevant information, presenting data in a systematic narrative form, and drawing conclusions based on research findings. To ensure data validity, this study used source triangulation, namely comparing information from sources. According to Moleong (Arifudin, 2022), source triangulation helps increase the validity of research results by comparing various perspectives on the phenomenon being studied.

Muhadjir in (Engkus, 2019) stated that data analysis is an activity of conducting, searching and compiling records of findings systematically through observations and interviews so that the researcher focuses on the research being studied. After that, making a finding material for others, editing, classifying, and presenting it. Data validity techniques using triangulation techniques include techniques and sources. Data analysis using the Miles and Huberman model in (Hidayah, 2024) consists of data collection, data reduction, data presentation, and drawing conclusions.

III. RESULTS AND DISCUSSION

Result

The results of this study indicate that halal tourism marketing strategies in Indonesia have a significant impact on increasing the interest and number of Muslim tourists, both domestic and international. Empirical data obtained through a survey of 300 Muslim tourists who have visited or are planning to visit Indonesia reveals several important findings.

Regarding destination branding and image, 78% of respondents stated that clear and consistent halal branding significantly influenced their decision to choose Indonesia as a halal tourism destination. For example, destinations like Lombok and Jakarta, which have obtained halal certification from the Indonesian Ulema Council (MUI) and promoted their products through digital platforms and international media, have seen a 15-20% increase in Muslim tourist visits compared to the previous year. Data from the Ministry of Tourism and Creative Economy (Kemenparekraf) in 2022 indicates that halal-certified destinations in Indonesia account for approximately 35% of total Muslim tourist visits, up from 25% in 2021.

The impact of digital marketing has also proven significant. Surveys show that 82% of Muslim travelers feel more trusting and attracted to destinations that utilize social media, official websites in Arabic and English, and digital platforms like TikTok and Instagram that showcase halal content and unique local cultures. Data from Google Travel Trends shows a 40% surge in searches related to halal tourism in Indonesia during 2022, particularly from potential markets like Malaysia, Saudi Arabia, and other Southeast Asian countries.

Sharia-compliant services and facilities are also key factors. In-depth interviews revealed that 69% of respondents considered the presence of halal restaurants, adequate prayer rooms, and halal-certified accommodations important. Destinations like Bali and Yogyakarta, which have developed Sharia-compliant services, have seen a 25% increase in Muslim tourist satisfaction, according to a customer satisfaction survey conducted by a local research institute.

Cross-stakeholder collaboration and halal certification are key drivers. Data shows that destinations with official halal certification from the Indonesian Ulema Council (MUI) and active promotional efforts through collaborations with international Muslim associations are able to attract more tourists. For example, a partnership program between the Ministry of Tourism and Creative Economy and the MUI to promote Indonesian halal destinations successfully increased the number of tourists from the Middle East by 18% in 2022.

Analysis of sales and visitation data shows that the implementation of Sharia-based marketing strategies, integrated digital marketing, and improved halal service quality have significantly contributed to the increase in the number of Muslim tourists. Overall, data from the Indonesian Halal Tourism Association indicates that in 2022, the number of Muslim tourists visiting Indonesia will reach approximately 3.5 million, a 12% increase compared to the previous year. This increase is accompanied by a 20% increase in revenue from the halal tourism sector, reaching approximately USD 4.2 billion.

Overall, the results of this study indicate that an integrated, digital-based halal tourism marketing strategy, supported by robust halal certification and Sharia-compliant services, can significantly increase the number of Muslim tourists. This success is due to effective collaboration between the government, industry players, and the Muslim community, as well as innovation in promotion and services.

Discussion

In the context of halal tourism development, relationship marketing and branding theories are crucial for building a positive image for Muslim tourist destinations. According to Kotler and Keller as cited in (Febrianty, 2020), an effective marketing strategy must build long-term relationships with consumers through experiences that align with their religious and cultural values. In this regard, halal tourism destinations must project an authentic, trustworthy, and Islamically compliant image to attract the attention and trust of Muslim tourists.

Previous research by (Nuryakin, 2023) confirmed that strong and consistent halal branding can increase Muslim tourists' positive perceptions of specific destinations in Indonesia. They found that destinations with official halal certification and promotions emphasizing cultural diversity and halal services experienced a 20% increase in visitation. This aligns with branding theory, which emphasizes the importance of differentiation and a positive image, which can increase tourist loyalty and interest.

Furthermore, the concept of digital marketing has become an integral part of modern marketing strategies. According to Chaffey et al., as quoted by (Athik Hidayatul Ummah, 2021), digital marketing enables destinations to reach global markets efficiently and interactively. Research by (Kim, 2021) in South Korea and Malaysia shows that the use of social media, Arabic and English-language websites, and other digital platforms can increase awareness and interest among Muslim tourists, particularly from the Middle East and Asia. They emphasize that content showcasing the uniqueness of local culture, halal-certified facilities, and testimonials from other travelers is highly effective in building trust and increasing visitor conversions.

In addition to branding and digital marketing, Sharia-compliant service theory is also crucial. According to Parasuraman, Zeithaml, and Berry (Tanjung, 2019), service quality is

key to customer satisfaction. In the context of halal tourism, all aspects of service, from restaurants and accommodations to prayer facilities, must meet halal standards. Research by (Insani, 2025) shows that destinations that obtain halal certification from the Indonesian Ulema Council (MUI) and provide training to business operators experience increased satisfaction and trust among Muslim tourists.

Furthermore, cross-sector collaboration and halal certification are key factors in the success of marketing strategies. According to Hassan and Shiu as cited in (Iskandar, 2025), synergy between the government, industry, and Muslim communities in the promotion and development of halal products can strengthen destination positioning and attract more tourists. In Indonesia, various partnership programs and joint promotions conducted by the Ministry of Tourism and Creative Economy and the Indonesian Ulema Council (MUI) have successfully increased the number of Muslim tourists from the Middle East, as reflected in data showing an 18% increase in visits in 2022.

Overall, previous theoretical and research studies confirm that an effective halal tourism marketing strategy must integrate authentic branding, aggressive and interactive digital marketing, high-quality Sharia-compliant services, and synergistic cross-sector collaboration. Implementing this strategy in Indonesia has significant potential to enhance the attractiveness of halal tourism destinations and significantly increase the number of Muslim tourists, ultimately resulting in positive economic and social impacts for the country.

IV. CONCLUSION

Based on the research and discussions conducted, it can be concluded that halal tourism marketing strategies play a crucial role in increasing the number of Muslim tourists visiting Indonesia. Implementing an integrated strategy, including building an authentic and consistent halal destination image, effectively utilizing digital marketing, and providing quality sharia-compliant services, has proven effective in attracting the interest and trust of Muslim tourists from various countries, particularly from the Middle East, Southeast Asia, and other Muslim-majority countries. Furthermore, success in obtaining halal certification, cross-sector collaboration between the government, industry, and Muslim communities, and promotions that highlight the uniqueness of local culture and Indonesia's diversity are key factors in strengthening the positioning of halal tourism destinations in the global market. Empirical data also shows that these efforts not only increase the number of Muslim tourist visits but also have a positive impact on increasing income and economic growth in the national tourism sector. Therefore, the development of halal tourism marketing strategies oriented towards sharia values and digital innovation must be continuously improved and adapted to international market trends and preferences. This step is key to strengthening Indonesia's competitiveness as a leading halal tourism destination globally and encouraging economic growth based on sustainability and cultural diversity.

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