

 — FAI UNISMUH MAKASSAR —	International Conference on Actual Islamic Studies		
	Vol. 3, No. 1	Agustus 2024	e-ISSN: 2988-7925

The Influence of Halal Tourism Development on MSME Income in Improving the Community Economy at the 99 Dome Mosque in Makassar City

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Abstrak

Kata Kunci: Wisata Halal, Pendapatan UMKM, Masjid Kubah 99, Sulawesi Selatan

Tujuan penelitian ini untuk menganalisis sejauh mana pengaruh pengembangan pariwisata halal terhadap pendapatan UMKM dalam meningkatkan ekonomi masyarakat pada Masjid 99 Kubah Kota Makassar. Sampel ini diambil dari 100 responden pelaku UMKM area Masjid 99 Kubah. Jenis data yang digunakan dalam penelitian ini adalah data kuantitatif. Pengumpulan data dilakukan dengan observasi dan pembagian kuesioner. Berdasarkan hasil penelitian ini data dengan menggunakan perhitungan statistik melalui aplikasi (SPSS) versi 23, Maka penulis menarik kesimpulan penting yaitu pengaruh pengembangan wisata halal berpengaruh positif dengan signifikan 0,000 berada dibawah 0,05 yang menunjukkan adanya pengaruh signifikan dari variabel pengembangan wisata halal terhadap pendapatan UMKM. Masjid 99 kubah dikatakan sebagai tempat wisata berbasis religius karena tidak hanya digunakan sebagai sarana ibadah tetapi juga digunakan sebagai tempat banyaknya kegiatan, keunikan bangunan, dan Tenant Kuliner yang menjadi daya Tarik wisatawan atau pengunjung, yang dimana kondisi Masjid 99 kubah ini sebagai lahan wisata halal sangat berpengaruh terhadap pendapatan masyarakat setempat.

Abstract

Keywords: Halal Tourism, MSME Income, 99 Dome Mosque, South Sulawesi.

This research aims to analyze the extent of the influence of halal tourism development on MSME income in improving the community economy at the 99 Kubah Mosque, Makassar City. This sample was taken from 100 MSME respondents in the Kubah Mosque area. The type of data used in this research is quantitative data. Data collection was carried out through observation and the distribution of questionnaires. This research has a positive effect with a significance of 0.000, which is below 0.05, which shows a significant influence of the halal

tourism development variable on MSME income. The 99 Kubah mosque is said to be a religious-based tourist attraction because it is not only used as a place of worship but also as a place for many activities; the uniqueness of the building and culinary tenants attract tourists or visitors, which is the condition of the mosque. These 99 domes as halal tourist areas have a significant influence on the income of the local community.

INTRODUCTION

Tourism in Indonesia is a place that has good prospects. Therefore, Indonesia needs to increase its management development capacity in order to attract more domestic and international tourists. The management itself also needs good human resources to utilize the existing workforce to attract the interest of halal tourism business actors in various regions of Indonesia. Tourism has become a hot topic and is intensively promoted internationally. Tourism is a business that aims to become a place that offers tourist objects and attractions close to the tourism sector.

Bank Indonesia (BI) stated that Indonesia in 2023 will continue positive growth driven by the performance of the leading Halal Value Chain (HVC) sector which grew by 3.93% (yoy). Overall, the leading HVC sector supports almost 23% of the national economy, contributed respectively by the Agriculture and Halal Food and Beverage sectors, Muslim Friendly Tourism (PRM) and Muslim Fashion.

Meanwhile, strengthening the Muslim fashion sector and the halal food and beverage sector through strengthening the Indonesian IKRA

(Sharia Creative Industry) program. In 2022, IKRA members totaling 669 business actors spread across 46 KPWDN will be involved in various activities at home and abroad which are collaborations with K/Ls related to these activities, including various trade promotion events, showcasing products of sharia business actors, to business meetings/matching both at home and abroad. In the Muslim Friendly Tourism (PRM) sector, in line with the momentum of increasing tourism activities, Bank Indonesia is collaborating with the Enhaii Halal Tourism Center, Bandung Tourism College, to conduct research on the study of the PRM business model.

As halal tourism develops in the region, local residents will open up new business potential. So halal tourism has the opportunity to help the economy because there are many new business opportunities that have not been widely implemented so far, and tourism has the potential to become a source of additional income which is expected to help develop a country's economy.

Makassar City is one of the areas that is a tourist area, including the 99 Dome Mosque or better known as the Asmaulhusna Mosque which is located in the center point of Indonesia (CPI)

area. If you look at the architectural design of the mosque, the 99 Kubah Makassar Mosque is one of the unique mosques in Eastern Indonesia. The 99 Dome Mosque has superior views and aesthetics through the application of charming architectural forms, thus attracting domestic and foreign tourists to or simply immortalize the moment when they are inside the 99 Dome Mosque.

The city of Makassar, South Sulawesi is a city that is rich in tourism potential. With geographical and exotic areas between islands and beaches, making Makassar the main destination for tourists visiting South Sulawesi, of course this will increase regional income from the tourism sector. The city of Makassar has been included in the list of halal tourism in Indonesia, especially in South Sulawesi Province. If we look at it in terms of potential, the development of halal tourism in Makassar City is quite promising, considering that Makassar City is one that has many and varied tourist destinations, both in terms of artificial tourism and culture.

RESEARCH METHODS

This research uses quantitative methodology to determine the influence of each research variable on halal tourism which affects MSME income. The type of data used is primary data collected directly from respondents. The research conducted in this study used quantitative survey research methodology to collect data regarding

the extent to which halal tourism development and MSME income influence individual decisions to improve the community's economy.

A questionnaire containing relevant questions was used to assess participants' knowledge in this regard. The data obtained was then analyzed statistically using the Likert scale technique. The sampling method uses a purposive sampling technique, where the sample is determined randomly referring to criteria that are in accordance with the research objectives. The criteria for respondents in this research were MSMEs around the 99 dome mosque which were sampled and then used simple linear regression to analyze the data that had been obtained.

The population studied refers to MSME actors in the 99 dome mosque area, Makassar City, South Sulawesi Province. This population includes all MSMEs in the 99 dome mosque area in South Sulawesi with a total of 925,048 MSMEs. The sample size selected must reflect the diversity in the population to be able to provide results.

It can be seen from the MSME sample in the following table that there are 25 types of Micro Business, 40 Small Business, 30 Medium Business, and 5 Large Business. So the sample taken in this research was all MSMEs around the 99 Kubah Mosque, amounting to 100 respondents.

N0.	Type of business	Amount
1.	Micro business	25
2.	Small business	40
3.	Medium Business	30
4.	Big business	5
Amount		100

In the data analysis process, there are many analytical techniques used in this research, including descriptive statistical analysis, simple linear regression analysis, and classical assumption testing. This research also uses standard assumption tests which include normality tests, multicollinearity tests, autocorrelation tests, and heteroscedasticity tests. This research also carries out hypothesis testing, including the f test (simultaneous test), t test (partial test)

RESULTS AND DISCUSSION

This research was conducted in Makassar City, in South Sulawesi Province, therefore the respondents in this research were the people involved in this investigation who were MSME actors with a population of 925,048 MSMEs. The characteristics used in this

research are related to age, gender, education level, monthly income, and domicile of each respondent MSME actor.

Descriptive Analysis

This analysis was carried out to obtain the percentage of respondents' perceptions regarding the influence of

Level of education	Frequency	Percent
Elementary School (SD)	1	1.0
Junior High School (SMP)	1	1.0
High School (SMA)	77	77.0
Bachelor (S1)	21	21.0
Total	100	100.0

halal tourism development on MSME income in improving the community economy at the 99 dome mosque in Makassar city. To find out the respondents' assessments,

So the researcher used a questionnaire, each of which was accompanied by 5 answer choices that had to be chosen and considered appropriate according to the respondent.

1) Description of respondents based on age

Age	Frequency	Percent
17-25 year	67	67.0
26-35 year	22	22.0
36-45 year	7	7.0
46-55 year	3	3.0
55 years and above	1	1.0
Total	100	100.0

Table 4.1 Age of respondents

Source: data processed by SPSS 23 2024

From table 4.1 above, it can be seen that the majority of respondents aged 17-25 years were 67 people (67%) and the minority of respondent aged 55 years and over was 1 person (1%).

Descriptive of respondents on gender

Table 4.2 Respondent's gender

Gender	Frequency	Percent
Man	37	37.0
Woman	63	63.0
Total	100	100.0

Data source processed SPSS 23 2024

From table 4.2 it can be seen that the majority of respondents were woman, namely 63 people (63%) and men 37 people (37%).

3) Descriptive of respondents based on education level

Table 4.3 respondents education level

Data source processed SPSS 23 2024

From table 4.3 it can be seen that the majority of respondents dapat

education level is senior high school (SMA), namely 77 people (77%) and the minority education level of respondents is elementary school (SD) and junior high school (SMP), namely 1 person (1%).

4) Descriptive of respondents based on monthly income

Table 4.4 respondent's monthly income

monthly income	Frequency	Percent
< Rp 5.000.000	83	83.0
Rp 5.000.000 – Rp 10.000.000	13	13.0
Rp 10.000.000 – Rp 15.000.000	3	3.0
Rp 15.000.000 – Rp 20.000.000	1	1.0
Total	100	100.0

Data source processed SPSS 23 2024

From the table above, it can be seen that the majority of respondents' monthly income is <Rp. 5,000,000, namely 83 people (83%), then Rp. 5,000,000 – Rp. 10,000,000, namely 13 people (13%) and the minority of respondents' monthly income is Rp. 15,000,000-Rp. 20,000,000 is 1 person (1%).

5) Descriptive of respondents based on domicile

Table 4.5 origin of domicile

	Origin of Domicile	Frequency	Percentage
Valid	Makassar city	88	88.0
	Gowa	12	12.0
	Total	100	100.0

Data source processed SPSS 23 2024

From the table above it can be seen that the majority of respondents' domicile is Makassar City, namely 88 people (88%), then Gowa, namely 12 people (12%).

Validity test

Testing the validity of the instrument was carried out by testing construct validity through the use of factor analysis. The indicator is declared valid if the Pearson Correlation value $> r$ Data source table processed SPSS 23 2024

Table 4.6 Validity Test

From the table above we can conclude that:

- The validity value of the halal tourism development variable is greater than 0.1966, so all halal tourism development variables are declared valid.
- The validation value for MSME income is greater than the calculated r , namely 0.1966, so all MSME income indicators are valid.

Reliability Test

The reliability test was carried out using the SPSS program and using the Cronbach Alpha measurement technique, so the test results can be said to be reliable if Cronbach Alpha > 0.60 . From the results of testing the questionnaire data answers from 100 respondents in the research, the reliability coefficient results were obtained as the table below:

Table 4.7 Interpretation of Correlation Coefficients

Variable	Alpha	Information
Halal Tourism Development (X)	0.802	Strong/Reliable
MSME Income(Y)	0.870	Strong/Reliable

Data source processed SPSS 23 2024

Based on the table above, the reliability test for each variable shows that the Cronbach's Alpha value for the Halal Tourism Development variable (X) is 0.802 and the MSME Income variable is 0.870. So it can be concluded that the data obtained from the entire questionnaire statement instrument for each variable is reliable and meets the instrument requirements.

1. Classic Assumption Test

a) Normality Test

The normality test is used to test whether the residual values are normally distributed or not. Data normality can be tested using Kolmogorov-Smirnov.

Table 4.8 Normality Test Results

Data source processed SPSS 23 2024

Using the one sample Kolmogorov-Smirnov test, the normality test above found that significance (2-tailed P) ≥ 0.05 . This means that a calculated significance below 0.05 is considered insignificant, not normal, and a calculated significance above 0.05 is considered significant.

From the results of the normality test it can be seen that the Asymptotic significance for all independent and dependent variables is 0.146, which means the Asymptotic significance < 0.05 , so it can be said that all data normally distributed.

Model	Collinearity Statistics	
1. (Constant)	Tolerance	VIF
Halal Tourism Development	1.000	1.000

a) Multicollinearity Test

Multicollinearity test is used to test whether the regression model finds a strong correlation between independent variables. Therefore, the Variance inflation factor, also known as VIF, is assessed in the following way: a. Jika VIF lebih dari 10, then there is multicollinearity.

a. If VIF is less than 10, multicollinearity cannot occur.

b. if the tolerance is more than 0.1 multicollinearity does not occur.

c. if the tolerance is less than 0.1, multicollinearity occurs.

Tabel 4.9 Multicollinearity Test Results

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			27
Normal Parameters ^{a,b}	Mean		.0000000
	Std. Deviation		2.69997114
Most Extreme Differences	Absolute		.141
	Positive		.126
	Negative		-.141
Test Statistic			.141
Asymp. Sig. (2-tailed)			.178 ^c

Coefficients^a

Data source processed SPSS 23 2024

From the results above it can be seen that all tolerance values for each independent variable are > 0.10 , namely 1.000, meaning that there is no multicollinearity in this study. Besides that, from the VIF test results, for each independent variable < 10 , namely 1.000, the independent variables in this study are free from multicollinearity, which means they can be trusted and objective.

b) Heteroscedasticity Test

The heteroscedasticity test is used to determine whether there is an inequality in the residual variance of an event in the regression model. If the residual variance of one observation to another observation is the same, it is

called homoscedacity, and if the variances are different, it is called heteroscedacity. A good model for this situation is that heteroscedasticity does not occur. The basic criteria in this heteroscedasticity test are:

- a. Heteroscedasticity occurs when the points form a certain regular pattern.
- b. If there is no clear pattern, for example when the points are scattered above and below the number 0 and on the Y axis, heteroscedasticity does not occur.

Based on Figure 4.1, it can be seen that there is a distribution of residuals so that they are irregular and do not form a pattern. So this can be seen in the scattered points. The conclusion that can be drawn is that

Run Test	
	Unstandardized Residual
Test Value ^a	.22043
Cases < Test Value	49
Cases >= Test Value	51
Total Cases	100
Number of Runs	47
Z	-.800
Asymp. Sig. (2-tailed)	.423

heteroscedasticity does not occur.

c) Uji Autokolerasi

In a linear regression model, the autocorrelation test is used to determine whether there is a correlation between

confounding error in period t with confounding error in the previous period ($t-1$) in a linear regression model. Autocorrelation testing is generally used in research with time series data. Autocorrelation testing in this study used the autocorrelation run test. According to Ghazali (2018), the autocorrelation run test is used to test whether there is a high correlation between residuals. If the significance value of the run test results is less than 0.05, it can be concluded that there is 51 autocorrelation between residual values. Vice versa, if the significance value is greater than 0.05, it can be concluded that there are no symptoms of autocorrelation between the residual values. it was concluded that there were no symptoms of autocorrelation between residual values.

Table 4.10 Autocorrelation Results

Data source processed SPSS 23 2024

The table above shows that the significance value of the run test autocorrelation test is 0.423, which is greater than 0.05. Therefore, it can be concluded that there are no symptoms of autocorrelation in the regression model.

1. Hypothesis Testing

1) Simple Linear Regression Test

The simple linear regression test aims to test whether the halal tourism development variable (X) has an effect on the MSME income variable (Y). After the results of the classical assumption test are carried out and the overall results show that the regression model meets the classical assumptions,

then the next stage is to evaluate and interpret the multiple regression model.

This test refers to 2 things, namely:

- a. If the significance value is <0.05 , it means that variable X has an effect on variable Y
- b. If significance is > 0.05 , it means that variable X has no effect on variable Y

Table 4.11 results of the simple linear regression test

Based on the table above, the regression equation in this regression test is:

$$y = 0.917 + 0.962 x + e$$

The results of the tests obtained above are as follows:

- a. The constant value obtained is 0.917, which means that if Tourism Development is Halal and the value is 0 then the Decision Making that occurs is 0.917.
- b. The regression coefficient $X_1 = 0.962$ means that halal tourism development increases by 1 unit, then Decision Making increases by 0.962. The Halal Tourism Development variable has a positive effect on MSME income because the results of simple regression analysis do not show negative numbers.

2) Simultaneous Test (F Test)

Simultaneous Test (F Test) is used to determine whether all independent variables have the same influence on the dependent variable. If $F_{\text{count}} > F_{\text{table}}$, it can be said that the independent variable has an influence on dependent variable and vice versa, then the results are as follows:

Table 4.12 F Test Results

Based on the results of the calculated F statistic showing significance for halal tourism development, namely $0.000 < 0.05$, it can be simultaneously concluded that the halal tourism development variable (X) has a significant influence on the MSME income variable (Y) at the 99 dome mosque in Makassar City.

2) Partial Test (t Test)

The partial test is used to see the effect of the independent variable on the dependent variable. The test is carried out on the t test by looking at the significant t value, if the number is <0.05 then it can be said that the independent variable has an influence on the dependent variable. The results of this test can be seen in table 4.13. shows the calculated t value for each variable:

Through t-test statistics on halal tourism development (x) it is possible to partially determine the influence on MSME income. Based on the Partial Test (t-Test), it was found that the development of halal tourism has a positive and significant influence on MSME income.

By testing the halal tourism development variable on MSME income, we found the calculated t value of 16.670 is greater than the t table value of 1.660 with a significance of 0.000, which is below 0.05. This shows that halal tourism development variables have significant influence on MSME income.

Based on the results of regression testing, a simple linear regression equation can be found as follows: $Y = 0.917 + 0.962X$, where:

The Halal Tourism Development variable is X , and Y is MSME income. If the value of $X = 0$ and $Y = 0.917$, the value of constant (α) obtained is 0.917, which shows that if Tourism Development is Halal and has a value of 0 then the level of decision making that occurs is 0.917. In addition, the regression coefficient X_1 is 0.962, which shows that if Halal Tourism Development increases by 1 unit, then the decision making variable increases has a positive impact on the income of small and medium enterprises (MSMEs) because the results of the simple regression analysis test do not show negative numbers.

Discussion

The Influence of Halal Tourism Development on MSME Income

1) The 99 Kubah Mosque has an influence on the income of MSMEs, the 99 Kubah Mosque has a positive and significant influence in that the public is aware of the 99 Kubah Mosque as a halal tourism development area related to MSME income which is very

important, the 99 Kubah Mosque is a tourist attraction that applies the sharia tourism concept which increasingly shows its existence. able to increase the country's foreign exchange and improving the community's economy, one of which is increasing the income of the community in the 99 Dome Mosque area. This is because if the facilities around the mosque increase, the income earned by MSME actors will increase every month and provide satisfaction with the service.

2) The flow of tourist visits influences MSME income. The flow of tourist visits has a positive and significant effect on MSME income because the monthly income earned by MSME actors means that the flow of visits to the tourist attraction area continues to increase. And most of the existence of MSMEs is developed so that they can continue to play a role in improving the community's economy. , then the factors that influence the income of MSMEs are because the attractiveness of the 99 Kubah Mosque tourist attraction triggers visitors to come and also benefits MSME players, thus affecting the smooth running of the business and the income earned.

Tables and Figures

Writing tables and figures can be seen as follows:

Item Pernyataan		Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	r Tabel
Pengembangan wisata halal	X1	80.54	70.695	0.669	0.902	0.1966
	X2	81.20	73.354	0.383	0.908	0.1966
	X3	81.20	73.172	0.399	0.908	0.1966
	X4	80.99	75.990	0.154	0.914	0.1966
	X5	80.77	69.957	0.515	0.906	0.1966
	X6	80.55	70.008	0.681	0.902	0.1966
	X7	80.59	68.749	0.651	0.902	0.1966
	X8	81.05	70.856	0.504	0.906	0.1966
	X9	80.71	71.077	0.636	0.903	0.1966
	X10	80.59	70.790	0.638	0.903	0.1966
Pendapatan UMKM	Y1	81.22	71.567	0.507	0.906	0.1966
	Y2	80.89	70.483	0.666	0.902	0.1966
	Y3	80.85	69.018	0.651	0.902	0.1966
	Y4	80.98	70.323	0.592	0.904	0.1966
	Y5	80.96	70.968	0.490	0.906	0.1966
	Y6	80.55	69.240	0.735	0.900	0.1966
	Y7	80.77	72.239	0.480	0.906	0.1966
	Y8	80.98	69.535	0.609	0.903	0.1966
	Y9	81.19	70.559	0.528	0.905	0.1966
	Y10	80.51	71.525	0.577	0.904	0.1966

Table 4.6 Validity test

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error			
	Beta				
1	0.917	2.489		0	0.713
(Constant)	0.962	0.058	0.860	.369	0.000
Halal Tourism Development					

Table 4.11 results from a simple linear regression test

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression Residual Total	1718.079 605.921 2324.000	1 98 99	1718.079 6.183	277.878	0.000 ^b

Tabel 4.12 Simultaneous F Test Results

Model	Unstndardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistic	
	B	Std.Error	Beta			Tolerance	VIF
1 (Constant)	0.917	2.489		0.369	0.713		
Halal Tourism Development	0.962	0.058	0.860	16.670	0.000	1.000	1.000

Tabel 4.13 Simple linear regression model (T test)

CONCLUSION

Based on research entitled "The Influence of Halal Tourism Development on MSME Income in Improving the Community Economy at the 99 Kubah Mosque, Makassar City" which was carried out by collecting data through distributing questionnaires with MSME actors in the 99 Kubah Mosque area, Makassar City as well as direct research at the 99 Kubah Mosque location:

1. The thesis can be concluded that the development of halal tourism at the 99 Kubah Mosque, it can be said that it is good to have development for halal tourism, especially in the government sector and the community really supports this. However, the lack of knowledge of MSME actors regarding halal tourism makes the government a forum for creating tourism. Halal first promotes halal tourism.
2. One way of measuring the success of the tourism sector is the flow

of visits Domestic tourists tend to increase from year to year. One of the factors that needs attention in efforts to increase the flow of visits is the tourism marketing aspect which is very important to increase the income of MSMEs in the 99 Dome Mosque area of Makassar City.

Suggestion

The suggestions that the author can convey to parties involved in developing halal tourism to increase MSME income and improve the community's economy are:

- a) The Tourism Office and the local Village Government state that the implications of developing halal tourism at the 99 Kubah Mosque in Makassar City are important for developing more effective marketing strategies with a focus on increasing income and encouraging overall economic growth. Therefore, there is a need for socialization and understanding for the community. Because most of society don't know about halal tourism. And it is hoped that

local communities will play a more active role in promoting and maintaining tourism in their area.

and opportunities for the development of halal tourism.

- b) Future researchers are advised to discuss more deeply and focus on the development of halal tourism on MSME income, including management

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