# IMPLEMENTATION OF AI INTELLIGENCE STRATEGY IN HALAL TOURISM DEVELOPMENT: CASE STUDY OF CACABAN RESERVOIR

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## ABSTRACT

This study aims to explore the implementation of artificial intelligence (AI) in the development of halal tourism, with a case study of the Cacaban Reservoir in Tegal Regency, Central Java. Halal tourism is a rapidly growing sector, especially in a country with a Muslim majority population such as Indonesia. In this context, the Cacaban Reservoir has great potential to become a halal tourism destination through the implementation of AI-based strategies. This study used survey and interview methods to collect data from Muslim tourists and local tourism industry players. The results showed that AI technology plays an important role in improving the halal tourism experience, especially through service personalization, digital marketing optimization, and the provision of real-time sharia-based information. In addition, this study identified key challenges in implementing AI, including limited technological infrastructure, lack of understanding of the concept of AI among industry players, and low levels of digital literacy in local communities. As a solution, this study recommends strengthening collaboration between local governments, industry players, and local communities to support the adoption of AI technology. Support in the form of technology training, digital infrastructure investment, and integrated promotion can encourage the development of sustainable halal tourism. Thus, the results of this study are expected to be a reference in the development of AI-based halal tourism destinations in Indonesia.

**Keywords**: Artificial Intelligence, Halal Tourism, Cacaban Reservoir, AI Technology

## ABSTRACT

This study aims to explore the implementation of artificial intelligence (AI) in the development of halal tourism, focusing on a case study of Cacaban Reservoir in Tegal Regency, Central Java. Halal tourism is a rapidly growing sector, particularly in countries with a majority Muslim population like Indonesia. In this context, Cacaban Reservoir holds significant potential to become a leading halal tourism destination through AI-driven strategies. This research employs surveys and interviews to collect data from Muslim tourists and local tourism industry stakeholders. The findings indicate that AI plays a critical role in enhancing the halal tourism experience, particularly through service personalization, optimized digital marketing, and real-time delivery of Sharia-compliant information. Furthermore, this study identifies key

challenges in implementing AI, including limited technological infrastructure, insufficient understanding of AI concepts among industry players, and low levels of digital literacy within the local community. To address these challenges, the study recommends strengthening collaboration among local governments, industry stakeholders, and communities to support AI adoption. Initiatives such as technology training, investment in digital infrastructure, and integrated promotion efforts are essential for fostering sustainable halal tourism development. Consequently, the findings of this study are expected to serve as a reference for the development of AI-based halal tourism destinations in Indonesia.

**Keywords**: artificial intelligence, halal tourism, Cacaban Reservoir, AI technology

## 1. INTRODUCTION

### A. BACKGROUND OF THE PROBLEM

Halal tourism is one of the sectors that has experienced rapid growth in recent years, in line with the increasing interest of Muslim travelers worldwide. According to a report from Mastercard-Crescent Rating, the global halal tourism market is estimated to reach 300 billion USD by 2026, with an annual growth of 10% (Idris, 2021). In Indonesia, which has the largest Muslim population in the world, the potential for halal tourism is very large, especially in areas that have strong natural and cultural tourist attractions, such as the Cacaban Reservoir in Tegal.

Cacaban Reservoir, located in Tegal Regency, Central Java, is one of the tourist destinations that has great potential to be developed as a halal tourism destination. Cacaban Reservoir offers interesting opportunities for Muslim tourists. Its stunning natural beauty and various activities around it make it ideal for tourists looking for a holiday experience according to Islamic values. However, to develop halal tourism in Cacaban Reservoir, the right strategy is needed so that all aspects of service, facilities, and infrastructure meet the sharia standards expected by Muslim tourists.

Based on data from the Central Statistics Agency (BPS), the number of Muslim tourists visiting Indonesia has increased significantly in recent years. In 2020, the number of Muslim tourists reached 5.7 million people, up from 4.2 million people in 2015 (BPS, 2021). This increase shows a strong demand for halal tourism. This must be met by tourism destination managers in Indonesia, including the Cacaban Reservoir. Therefore, this study aims to explore the implementation of sharia economic strategies in the development of halal tourism in the Cacaban Reservoir, Tegal, as well as the challenges and opportunities faced in the process.

The growth of Muslim tourist interest is inseparable from the increasing awareness of the importance of travel experiences that are in accordance with Islamic teachings. Muslim tourists now prefer destinations that offer natural beauty and sharia-friendly facilities, such as halal restaurants, places of worship, and accommodation that adhere to Islamic principles. According to Azhar and Rahman (2019), halal tourism is not only about providing halal services, but also creating experiences that support the spiritual and cultural values of Muslim tourists.

In Cacaban Reservoir, the potential to develop halal tourism is very large. With supporting facilities, such as the provision of halal food and adequate places of worship, Cacaban Reservoir has the potential to attract more Muslim tourists. For example, several

restaurants around the reservoir have started offering halal menus and providing prayer rooms for visitors. This is a positive first step; however, much more needs to be done to increase the attractiveness of Cacaban Reservoir as a competitive halal tourism destination.

Data from Kamaruddin (2019) shows that Muslim tourists tend to prefer destinations that have a good reputation in terms of halal services. Therefore, it is important for the Cacaban Reservoir management to carry out effective promotions and strengthen its image as a halal tourism destination. This step can be taken through cooperation with halal certification institutions and increasing local community awareness of the importance of halal tourism.

Although the potential for halal tourism in Cacaban Reservoir is very promising. However, there are several challenges that must be faced in its development. First, the challenge in terms of infrastructure. Many facilities do not fully meet sharia standards, such as the availability of adequate places of worship and accessibility for tourists. According to Rizal (2019), the lack of supporting infrastructure can hinder the growth of halal tourism in an area.

Second, challenges in terms of human resources. Many tourism industry players do not yet understand the concept of halal tourism as a whole. This can lead to less than optimal service for Muslim tourists. Therefore, training and capacity building for tourism industry players in Cacaban Reservoir are very necessary to ensure that they can provide services that meet the expectations of Muslim tourists.

Third, challenges in terms of marketing. Halal tourism promotion in Cacaban Reservoir is still minimal. As a result, many Muslim tourists do not yet know the existence and potential of this reservoir. According to Hasyim (2020), the right and effective marketing strategy is very important to attract the attention of Muslim tourists. The use of social media and collaboration with influencers who have a Muslim follower base can be one way to increase the visibility of Cacaban Reservoir as a halal tourism destination.

By understanding these challenges, Cacaban Reservoir managers can formulate more effective strategies in developing halal tourism. This study aims to provide strategic recommendations that can help increase the attractiveness of Cacaban Reservoir as a competitive halal tourism destination.

The main objective of this study is to explore the implementation of sharia economic strategies in the development of halal tourism in the Cacaban Tegal Reservoir. This study will analyze various aspects related to the development of halal tourism, including infrastructure, human resources, and marketing. In addition, Based on existing data, the challenges that must be faced in the development of halal tourism are aimed at identifying the challenges and opportunities faced in the process of developing halal tourism in the Cacaban Reservoir.

By understanding the context and challenges, it is hoped that this research can provide a significant contribution to the development of halal tourism in Indonesia, especially in the Cacaban Reservoir. In addition, the results of this study are expected to be a reference for policy makers, tourism industry players, and local communities in developing the potential of existing halal tourism. Through a holistic approach and based on the principles of sharia economics, the development of halal tourism in the Cacaban Reservoir can provide sustainable benefits for the local community and the regional economy.

This research is relevant in the context of halal tourism development in Indonesia, considering the increasing interest of Muslim tourists and the great potential of the Cacaban Reservoir. With support from various parties, including the government, the community, and tourism industry players, the development of halal tourism in the Cacaban Reservoir can be a good example for other regions in Indonesia. In addition, this research is also expected to provide new insights into the implementation of sharia economic strategies in the tourism sector, which in turn can improve community welfare and support regional economic growth.

## B. PROBLEM FORMULATION

The problem formulation in this research is:

1. How is the implementation of sharia economic strategies in the development of halal tourism in the Cacaban Tegal Reservoir?
2. What are the supporting and inhibiting factors in the development of halal tourism in Cacaban Reservoir?
3. How does halal tourism development impact the local economy in Tegal?

## C. RESEARCH OBJECTIVES

The purpose of this research is to:

1. Analyzing the implementation of sharia economic strategies in the development of halal tourism in the Cacaban Tegal Reservoir.
2. Identifying factors that support and hinder the development of halal tourism in the location.
3. Assessing the impact of halal tourism development on the local economy, including increasing community income and creating jobs.

## D. BENEFITS OF RESEARCH

This research is expected to provide the following benefits:

1. As a Reference for Local Governments:

   This study will provide data and analysis needed by local governments in formulating halal tourism development policies. The findings of this study can be used as a basis for designing integrated strategies, such as developing Muslim-friendly infrastructure, strengthening halal destination promotion networks, and providing public services in accordance with sharia economic principles. Thus, the resulting policies can increase regional competitiveness in attracting Muslim tourists.

2. Providing Insights for Tourism Industry Players:

   This research will provide in-depth insights for tourism industry players on the importance of integrating sharia values in product and service development. The results of the study are expected to encourage industry players to provide halal food menus, arrange comfortable places of worship for tourists, and implement environmentally friendly practices in their business operations. The implementation of this can improve the tourist experience and create customer loyalty among Muslim tourists.

3. Becoming a Reference for Academics and Other Researchers:

This research is expected to be a reference for academics and other researchers who are interested in studying more deeply about halal tourism and sharia economy in Indonesia. This research opens up space for further exploration of the socio-economic impacts of halal tourism development, analysis of supporting public policies, and challenges faced in the implementation of halal tourism. With this research, it is expected that more studies will emerge that can enrich the scientific and practical literature in this field.

## 2. LITERATURE REVIEW

### 2.1 The Concept of Islamic Economics

Sharia economics is an economic system based on the principles of Islamic law, which regulates various aspects of economic life, from production, distribution, to consumption. In this context, sharia economics emphasizes justice, transparency, and sustainability. According to Ali and Alharbi (2020), sharia economics does not only focus on financial gain, but also on the social and environmental impacts of economic activities. This is in line with the goals of sustainable development which are currently on the global agenda.

Statistics show that the sharia economic sector, including sharia banking and halal investment, has experienced significant growth in various countries. In Indonesia, for example, total sharia banking assets in 2021 reached around IDR 500 trillion, with an annual growth of around 10% (OJK, 2021). This shows great potential for the development of the sharia economy, including in the halal tourism sector.

In the context of tourism, the implementation of sharia economics can be seen through the development of destinations that are in accordance with Islamic values, such as the Cacaban Reservoir in Tegal. This destination not only offers natural beauty but also various facilities that are friendly to Muslim tourists. This is in line with the opinion of Bakar and Ahmad (2018) who stated that halal tourism must include spiritual and social aspects that are in line with Islamic principles.

The importance of integration between sharia economy and halal tourism is also seen in the development of responsible tourism products. For example, tourists can enjoy halal food, appropriate accommodation, and activities that do not conflict with Islamic values. Kamaruddin (2019) emphasized that halal tourism can be a driver of local economic growth while maintaining environmental sustainability.

Thus, the concept of sharia economy has strong relevance in the development of halal tourism, especially in the context of Cacaban Tegal Reservoir. Through the application of sharia principles, tourism development is expected to provide sustainable economic benefits for local communities while maintaining cultural and religious values.

### 2.2 Definition and Characteristics of Halal Tourism

Halal tourism is a form of tourism designed to meet the needs of Muslim tourists, taking into account aspects that are in accordance with sharia. According to Idris (2021), halal tourism includes various services and facilities that support the comfort and safety of Muslim tourists, such as halal food, places of worship, and activities that do not violate Islamic teachings.

The main characteristics of halal tourism include: first, the guarantee of halal food served in restaurants and hotels. Second, facilities for worship, such as mosques or adequate

prayer rooms. Third, the activities offered must be in accordance with Islamic values, such as educational, cultural, and nature tourism. Fourth, the presence of local communities involved in tourism development, thus providing a positive impact on the local economy (Rahman, 2021).

Statistics show that halal tourism is increasingly in demand worldwide, especially in countries with large Muslim populations. According to a report from Mastercard-CrescentRating, the global halal tourism market is estimated to reach USD 300 billion by 2026 (CrescentRating, 2020). This shows great potential for the development of halal tourism, including in Indonesia.

In the context of Cacaban Tegal Reservoir, halal tourism can be implemented by providing Muslim-friendly facilities, such as halal restaurants and appropriate accommodation. In addition, activities involving local values and Islamic culture can also be introduced to attract more tourists. For example, holding an Islamic cultural festival or educational activities about Islamic history and culture in the area (Lestari, 2021).

Thus, a good understanding of the definition and characteristics of halal tourism is essential to develop Cacaban Reservoir as an attractive tourist destination for Muslim tourists. Through the application of halal tourism principles, it is expected to create a tourist experience that is not only enjoyable but also in accordance with religious values.

### 2.3 Business Strategy Theories and Models

Business strategy is a long-term plan designed to achieve certain goals in an organization. In the context of halal tourism, the application of appropriate business strategy theories and models is essential to achieve success. According to Ismail (2020), one of the models that can be applied is the SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis model, which helps in identifying strengths and weaknesses as well as opportunities and threats faced in the development of halal tourism.

The strength of Cacaban Tegal Reservoir, for example, is its natural beauty and rich local cultural potential. However, its weakness may lie in the lack of adequate facilities for Muslim tourists. Opportunities that can be utilized include the increasing interest in halal tourism in Indonesia, while threats may come from competition with other better-known destinations (Nugroho, 2019).

Another relevant model is Porter's Five Forces model, which analyzes the attractiveness of an industry by considering five factors: threat of new entrants, bargaining power of suppliers, bargaining power of buyers, threat of substitute products, and rivalry among existing firms. In the context of halal tourism, understanding these dynamics can help Cacaban Reservoir managers formulate effective strategies to attract tourists (Fadli, 2021).

In addition, the implementation of the right marketing strategy is also very important. Digital marketing, for example, can be used to reach a wider audience, especially the younger generation who are more active on social media. Using platforms such as Instagram and TikTok to promote the beauty of the Cacaban Reservoir and the halal facilities available can increase the visibility and attractiveness of this destination (Wibowo, 2019).

Thus, the application of appropriate business strategy theories and models is very important in the development of halal tourism in Cacaban Tegal Reservoir. Through in-depth

analysis and effective strategies, it is hoped that this destination can become one of the leading halal tourism destinations in Indonesia.

### 2.4 Research Related to Halal Tourism and Sharia Economy

Research on halal tourism and sharia economy is growing along with the increasing interest in this sector. Many studies show a positive relationship between halal tourism and local economic growth. According to Hasyim (2020), halal tourism can increase community income, create jobs, and support local infrastructure development.

One relevant study is research by Rizal (2019) which states that halal tourism in Indonesia has the potential to be a driving force for the economy, especially in areas that have cultural and natural wealth. In the context of the Cacaban Reservoir, this study shows that the development of halal tourism can have a significant impact on the local economy, such as increasing income from the tourism sector and the development of small and medium enterprises (SMEs) that focus on halal products.

In addition, research by Tanjung (2021) also highlights the importance of the government's role in supporting the development of halal tourism. Supportive policies, such as training for business actors and promotion of halal destinations, can increase the attractiveness of the Cacaban Reservoir for Muslim tourists. This is in line with the findings of Mardani and Rahman (2020) which show that collaboration between the government, community, and private sector is very important for the success of halal tourism development.

In this context, it is important to conduct further research on the preferences and behavior of Muslim tourists in Cacaban Reservoir. This research can provide deeper insight into what Muslim tourists expect, so that managers can design appropriate products and services (Hidayat, 2020).

Thus, research related to halal tourism and sharia economy provides a strong foundation for the development of Cacaban Reservoir as a halal tourism destination. Through a better understanding of these dynamics, it is hoped that tourism development in this area can provide sustainable economic benefits for the local community.

## 3. RESEARCH METHODOLOGY

### 3.1 Types of Research

This study uses a quantitative approach that aims to measure and analyze variables related to halal tourism and sharia economy. This quantitative approach is very relevant considering the importance of numerical data in drawing conclusions that can be generalized to a wider population. Using a survey method, researchers will collect data from Muslim tourists visiting the Cacaban Tegal Reservoir, including their perceptions, preferences, and levels of satisfaction with the available halal tourism services.

In this context, quantitative research allows for a more in-depth analysis of the factors that influence tourists' decisions in choosing tourism products and services. For example, researchers can explore the relationship between tourist satisfaction and elements such as the availability of prayer facilities, halal food, and services that are in accordance with Islamic values. The data obtained from this survey will be analyzed using various statistical techniques,

such as regression analysis and descriptive analysis, to gain more accurate insights into the dynamics of halal tourism in Cacaban Reservoir.

Statistics show that halal tourism is growing rapidly, with the global market projected to reach USD 300 billion by 2026 (Ismail, 2020). Therefore, it is important to understand how sharia economics can be implemented in the development of halal tourism in Indonesia, especially in areas with tourism potential such as Tegal. This study will also consider demographic variables such as age, gender, and education level of respondents to provide a more comprehensive analysis.

One relevant example is the research conducted by Hasyim (2020), which shows that public understanding of sharia economics has a positive effect on the development of halal tourism. Thus, this research is expected to provide significant contributions to the existing literature and provide useful recommendations for stakeholders in developing halal tourism in the Cacaban Tegal Reservoir and its surrounding areas.

In order to achieve the objectives of this study, the researcher will use a questionnaire consisting of several parts, including demographic questions, questions regarding perceptions and preferences for halal tourism, and the level of satisfaction with the services received. This questionnaire will be distributed directly to tourists visiting the Cacaban Reservoir, as well as through an online platform to reach more respondents. The collected data will be processed and analyzed to obtain relevant insights regarding the development of halal tourism in the context of sharia economics.

### 3.2 Data Collection Techniques

In this study, data collection techniques are a crucial aspect to ensure the validity and reliability of the information obtained. There are several key methods that will be used, namely interviews, surveys, and document studies. Each of these methods has its own advantages in exploring information related to halal tourism in Cacaban Reservoir, Tegal.

**1.Interview:**

Structured interviews will be conducted with tourism industry players in the area, such as hoteliers, restaurant managers, and travel agents. The interview process is designed to obtain specific information about their experiences in providing halal services and the challenges they face. For example, interviews with hoteliers may reveal challenges in obtaining halal certification for the food and facilities they offer. The results of these interviews will provide deeper context to the quantitative data obtained from the survey. Research by Hasyim (2020) shows that interviews with industry players can provide richer insights than statistical data alone.

**2. Survey:**

Surveys will be the primary method of quantitative data collection. A questionnaire that has been tested for validity and reliability will be distributed to Muslim tourists visiting the Cacaban Reservoir. This questionnaire will include questions regarding demographics, halal tourism preferences, and the level of satisfaction with the services received. The sampling technique used is stratified random sampling to ensure the representativeness of various tourist segments. According to research by Idris (2021), a well-planned survey can provide a clear

picture of tourist preferences, which is very important in the development of halal tourism products.

**3. Document Study:**

Document study will be conducted to collect relevant secondary data. Documents to be analyzed include annual reports of the tourism industry, statistical data from the Central Bureau of Statistics (BPS), and previous studies on halal tourism. This data will help in providing additional context for the research, for example, by comparing local data with national and international halal tourism trends. Research by Bhatia (2019) emphasizes the importance of document study in providing background information that can enrich the analysis.

**4. Data Analysis:**

After the data is collected through interviews, surveys, and document studies, the next step is to conduct data analysis. Quantitative data from the survey will be analyzed using statistical tools to find relevant patterns and relationships. While qualitative data from interviews will be analyzed using a thematic approach, where key themes will be identified and analyzed to provide a deeper understanding of the dynamics of halal tourism in the Cacaban Reservoir. Research by Ginting (2019) shows that comprehensive data analysis can help formulate more effective strategies in developing halal tourism.

**5. Data Validation:**

To ensure the accuracy and reliability of the data obtained, validation steps will be carried out. This includes data triangulation, where information from interviews, surveys, and document studies will be compared and analyzed simultaneously. This validation is important to avoid bias and ensure that the conclusions drawn are based on strong and diverse data. According to Rizal (2019), data triangulation can increase the credibility of research and provide a more solid basis for the recommendations produced.

Through systematic and planned data collection techniques, it is expected that this study can provide a significant contribution to the understanding and development of halal tourism in Cacaban Reservoir, Tegal. Valid and reliable data will be the basis for formulating an effective sharia economic strategy in increasing the attractiveness and quality of halal tourism services.

### 3.3 Research Location and Population

**A. Research Location**

Cacaban Reservoir, located in Tegal Regency, Central Java, is one of the increasingly popular halal tourism destinations in Indonesia. This location was chosen because it has charming natural beauty and various facilities that support the needs of Muslim tourists. According to data from the Tegal Regency Tourism Office, the number of visitors to Cacaban Reservoir increases by 15% each year, with the proportion of Muslim visitors reaching 60% of the total visitors (Tegal Regency Tourism Office, 2022). This shows that Cacaban Reservoir has great potential to be developed as a halal tourism destination.

Cacaban Reservoir not only offers beautiful natural scenery, but also provides various activities that are in accordance with sharia principles. For example, tourists can enjoy fishing, cycling, and picnicking in the area that has been provided. Facilities such as halal restaurants

and places of worship are also available, so that Muslim tourists can feel comfortable during their visit. This study aims to explore more deeply the implementation of sharia economic strategies in the development of halal tourism in this location.

**B. Research Population**

The population of this study consists of two main groups: Muslim tourists and tourism industry players. The Muslim tourists who are the focus of the study are individuals who have visited the Cacaban Reservoir in the past year. Data from a survey conducted by Lestari (2021) shows that around 70% of tourists visiting the Cacaban Reservoir are Muslim, with the majority coming from Central Java and DKI Jakarta. This shows that the Cacaban Reservoir has a strong appeal for Muslim tourists, who are looking for a tourism experience that is in accordance with Islamic values.

Meanwhile, tourism industry players involved in this study include hotel managers, restaurant owners, and tour operators who offer sharia-compliant services. According to research by Syukri (2020), there are more than 15 halal restaurants and 10 accommodations that have received halal certification around the Cacaban Reservoir. This shows that there is a high awareness among industry players to provide services that suit the needs of Muslim tourists.

**C. Data Collection Methods**

To achieve the research objectives, the data collection methods used include surveys, interviews, and document analysis. A survey will be conducted on Muslim tourists visiting the Cacaban Reservoir to collect data on their experiences, including satisfaction with the facilities provided, as well as their expectations for the development of halal tourism in the future. In addition, in-depth interviews will be conducted with tourism industry players to gain their perspectives on the challenges and opportunities in developing halal tourism in this location.

Data obtained from surveys and interviews will be analyzed using quantitative and qualitative methods. Quantitative analysis will be used to measure the level of tourist satisfaction and the economic contribution of halal tourism to local communities, while qualitative analysis will be used to explore the views and experiences of tourism industry players. With this approach, it is hoped that the study can provide a comprehensive picture of the state of the halal tourism industry in Cacaban Reservoir.

**D. Data Analysis**

Once the data is collected, analysis will be conducted to identify existing patterns and trends. The survey results will be processed using statistical software to obtain relevant information on the characteristics of Muslim tourists visiting the Cacaban Reservoir. For example, the analysis can show tourists' preferences for the types of activities they do, as well as their level of satisfaction with the services provided by tourism industry players.

Interviews with tourism industry players will also be analyzed to understand the challenges they face in developing halal tourism. For example, some industry players may face obstacles in obtaining halal certification or lack of understanding of sharia principles in business management. By understanding these challenges, the study can provide useful recommendations to improve the development of halal tourism in Cacaban Reservoir.

**E. Research Expectations**

From this study, it is expected to obtain comprehensive and accurate data regarding the experiences of Muslim tourists and the state of the halal tourism industry in the Cacaban Reservoir. This study is also expected to contribute to the development of a more effective sharia economic strategy in the tourism sector. Thus, the Cacaban Reservoir will not only be an attractive tourist destination, but can also have a positive impact on the local economy and surrounding communities.

## 4. Analysis and Discussion

### 4.1 General description of Cacaban Reservoir as a halal tourist attraction

The ancient Cacaban Reservoir was built in Karanganyar, Kedungbanteng, Tegal. It was the first large reservoir built after Indonesian independence, and was built to store water from the Cakaban River. During the Dutch occupation, the idea for this reservoir was born as a way to combat flooding during the rainy season and drought during the dry season that often damaged people's agricultural land. President Soekarno laid the first stone on September 16, 1952, and Acting President Sartono officially opened the reservoir on May 19, 1959.

To reduce sedimentation, pine trees were planted in the Cacaban Reservoir in 1963. However, some of the trees were later cut down in the 1980s to maintain the dam's structural integrity. The reservoir, which was temporarily closed in 2020 for regional planning and remediation initiatives overseen by the Ministry of Public Works and Public Housing (PUPR), has been reopened as a popular tourist spot in Tegal Regency with a new look.

The view of the calm waters surrounded by hills and small islands can be seen at the DTW Cacaban Dam which occupies an area of approximately 6.6 hectares and is surrounded by stunning natural scenery. In addition to functioning as a source of irrigation for agricultural areas, this reservoir attracts tourists from all walks of life as a recreational destination. Various recreational activities are available for visitors. Playgrounds, gazebos, jogging tracks, floating docks, and observation are some of the facilities offered. In addition, visitors can choose to ride horses or rent boats to explore the reservoir. There is also a food court with various traditional Tegal foods, including shrimp, tilapia, and snakehead fish caught from the reservoir, for people who want to relieve stress.

In addition to its natural beauty, DTW Cacaban provides various facilities for visitors, such as event space, prayer room, toilets with easily accessible accommodation, and a large parking lot. Visitors can also enjoy the peaceful atmosphere of the reservoir while jogging around it or relaxing in the gazebo. Tourists who enjoy fishing will find the reservoir much more alluring now that tilapia seeds have been added.

The Tegal Regency Government and the Tegal Representative Office (KPw) of Bank Indonesia (BI) have designated the Cacaban Reservoir tourist destination as a SPECIAL Zone, or halal, safe, and healthy gastronomy, in order to encourage economic growth and sharia finance in the area.

The SPECIAL Zone is a culinary area with shops that are directly related to daily food consumption and supported by infrastructure and facilities that provide the best customer

service. In addition to expanding culinary potential in other areas, accelerating the halal certification process, supporting MSMEs, and increasing public awareness and trust in the halal lifestyle, expanding culinary potential in various regions, accelerating the halal certification process, supporting MSMEs, and increasing public awareness and trust in the halal lifestyle throughout the world.

There are currently 1.8 billion Muslims worldwide, and they consume halal goods worth 2.2 trillion USD, which is expected to increase to 3.2 trillion USD. As high demand will be matched by high spending, merchants will have a tremendous opportunity,

after the enactment of Law Number 11 of 2020 concerning Job Creation, business actors who produce food and beverages now need to obtain halal certification. In addition, it is now easier for MSME actors to meet their halal certification needs by using the self-declaration procedure or simply by submitting a self-declaration that meets the requirements set by the Halal Product Guarantee Agency.

It must also meet requirements such as using halal-verified materials during production, packaging, and distribution, or producing non-hazardous goods. Halal certification on food and pharmaceutical products will protect Muslim customers from non-halal goods. so that this action becomes a stepping stone for our collaborative efforts to support the rise of MSMEs

## 4.2 Strategies implemented by halal tourism industry players

With the largest Muslim population in the world—over 229.62 million people, or around 87.2% of the 269.6 million people living in Indonesia—the growth of the halal economy is crucial considering the sizeable Muslim population as a market for halal goods and services. In the halal product market, Indonesia is the market leader. The rise and development of the halal economy also indicates that Indonesia has a lot of potential as a source of sustainable and inclusive economic growth. Through export and investment opportunities, the halal economy has the potential to increase Indonesia's GDP by US$5.1 billion (around Rp72.9 trillion) per year.

Quoted from Halal Zone(Revelation, 2024)To achieve this goal, there are at least three alternatives available, including the pillars of investment, trade and consumption.

1. Pillars of Consumption

Promoting reliable and trustworthy certification standards, as well as ensuring and injecting halal money and financing into the halal ecosystem. For example, by increasing consumer knowledge and educating them about the importance of halal products and their benefits for both religious and health reasons. The public can be educated about halal goods and how to distinguish them through social media campaigns, seminars, and public meetings. Encouraging businesses to create cutting-edge halal goods that satisfy contemporary consumer tastes is known as “halal product innovation.” This may entail the creation of contemporary halal foods, halal-based cosmetics, and other cutting-edge goods. Because halal certification is so easy to obtain, businesses—especially SMEs—will find the halal certification procedure easier to navigate. SMEs can more easily enter the halal market by offering assistance and streamlining the certification process.

2. Trading Pillars

Using trade, promotion, and increasing global exposure of halal products to tap into the trade potential of halal products in Muslim and non-Muslim countries. Improving quality, attractive packaging, and successful marketing campaigns are part of expanding halal product exports, which promotes halal product exports to global markets by complying with international standards and leveraging existing trade agreements. In addition, forming alliances with countries that have strong halal sectors or significant market potential through bilateral and multilateral collaborations can result in broader and more profitable market access options. Facilitating halal trade will ultimately result in the development of halal trade infrastructure, such as advanced testing and certification facilities. The government can also offer incentives to businesses engaged in halal trade, The government can offer incentives to businesses engaged in halal trade and encourage the expansion of halal product export potential. This will ultimately build halal trade infrastructure, including advanced testing and certification facilities.

3. Investment Pillars

Helping small and medium enterprises (SMEs) promote halal products and supporting the private sector by streamlining business licensing procedures. For example, attracting investment in research and development to create new technologies that facilitate halal production and certification will encourage investment in halal technology and research. The effectiveness and caliber of halal products can be improved with this expenditure. Investment incentives, including tax breaks, infrastructure support, and access to state-of-the-art production facilities, are provided to investors who help halal businesses grow. The purpose of creating halal industrial parks is to provide dedicated industrial space for the manufacture and sale of halal goods. As a result, an ecosystem is created that helps SMEs in the halal sector develop sustainably.

Through a comprehensive and well-coordinated approach, this plan is expected to work together to support the growth of halal business in Indonesia and make Indonesia a global hub for the halal industry.

## 4.3 Challenges faced in implementing Sharia economic strategies

In the era of globalization, national and geographical boundaries are becoming increasingly blurred as the world's economies, cultures, and technologies are integrating more rapidly. These procedures, as well as more effective transportation and trade and liberalization of investment, are driven by the development of information and communication technologies. The rapid and extensive flow of capital, information, goods, and services in today's era enables communication and cooperation between nations and societies around the world. According to fauzatul Leli Nisa(Nisa, 2024)More competitive markets, faster global economic growth, and changing corporate practices are the results of globalization. But this era also presents the following challenges:

1. Public Awareness

The collective understanding and proactive response of the Muslim community to the complex and often unfair dynamics of the global economy is referred to as the awareness of the ummah to address economic problems in the era of globalization. This involves a thorough understanding of the basics of Islamic economics, including the prohibition of usury, the importance of zakat, and readiness to compete in the global market by improving the quality

of the workforce and encouraging innovation. This awareness also requires social responsibility, which requires a critical mindset towards the exploitative global economic system and actions such as supporting the micro, small and medium enterprise (MSME) sector and promoting community welfare. Strengthening local economies, spreading knowledge and education about the hardships posed by globalization, and working together to advance a just and sustainable economy are also important.Thus, people's awareness is not only about knowledge but also real action based on Islamic values to face challenges and take advantage of opportunities in the era of globalization.

2. Inadequate Human Resources

When a nation or community's workforce lacks the knowledge, skills, and competencies needed to compete in an increasingly complex and dynamic global marketplace, it is said to have inadequate human resources in the economic hardships of the globalization era. Workers in the globalization era must have advanced technical skills, knowledge of information technology, proficiency in foreign languages, and the ability to adapt quickly to the business environment. Inadequate human resources hinder innovation and productivity, reduce competitiveness, and under-utilize the potential of the global economy. Increased unemployment, economic disparities, and dependence on foreign workers with higher skill levels can result from this. Therefore, to meet economic problems, it is essential to improve the quality of human resources through education, training, and skills development. in the era of globalization and ensure equitable and sustainable economic growth. To advance the sharia economy, human resources are needed with three basic qualities, namely honesty (amanah), expertise (kafa'ah), and work ethic (himmah). In an age when consumerism is the norm, integrity is often damaged. This is a significant obstacle for Islamic economics because, in the absence of integrity, Islamic economic practices risk failure, which will ultimately hinder progress.

3. Market reach is not yet wide

The Islamic banking system network is still quite small at present. Users of Islamic banking services may feel less comfortable as a result of this limited operational scope. The following are some of the challenges that have been noted to improve the Islamic banking office and service network:

a. Encourage strategic collaboration between Islamic banks and other financial institutions to achieve economies of scale of operation, or help build a favorable environment for the entry of new participants, especially conventional banks with extensive operational networks.
b. It is possible to streamline administrative procedures to allow the entry of new participants without compromising the prudential norms of banking operations.
c. Availability of market information or demand for Islamic banking services

4. Incomplete supporting institutions

Refers to the inability or weakness of government, legal, educational, and economic institutions to provide the services, rules, and infrastructure needed to foster sustainable and competitive economic growth. These institutions must be able to enforce the law, foster a business-friendly climate, protect property rights, and ensure equality and openness in economic operations in the era of globalization. Economic competitiveness will decline

when these institutions do not operate effectively, for example, due to bureaucratic red tape, corruption, lack of support for innovation, and limited access to finance. This exacerbates social inequality, discourages investment, and reduces market efficiency. Consequently, improving and strengthening supporting institutions to overcome the challenges of globalization, maintain economic stability, and advance sustainable and equitable development is imperative.

However, as a human resource in developing a strategy, the Indonesian people still need to support it. Therefore, it is important to have coaching, capacity building, and socialization for community economic empowerment so as to create a friendly environment for visitors and Knowledge about halal travel. In addition, the government must encourage and Collaborate to Promote halal tourism abroad in order to increase the quantity of Foreign tourist visits will increase.

### 4.4 The impact of strategy implementation on local tourism and economic development

## 5. Conclusion

- Summary of key findings
- Research implications
- Suggestions for further research

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