



Growth Tourism and Halal Certification as Pillars of Economic Transformation Based on the Halal Industry in Banyuwangi Regency

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Article Info	Abstract
Article history: Received March 10, 2026 Revised April 13, 2026 Accepted June 27, 2026 Available online August 15, 2026 *Corresponding author email: animjauhariyah@gmail.com Keywords: Economic Transformation, Halal Certification, Halal Industry, Tourism.	Introduction/Main Objectives: This study examines tourism growth in Banyuwangi Regency during 2020–2024 and its relevance to halal certification in supporting halal-industry-based economic transformation. Research Methods: A descriptive quantitative approach was used with secondary data from BPS, the Banyuwangi Regency Government, and supporting documents. Tourism visit trends were analyzed in relation to halal industry development. Finding/Results: Tourist visits showed a contraction–recovery–stabilization pattern, declining during 2020–2021, increasing significantly in 2022, slowing in 2023, and slightly decreasing in 2024. Halal certification strengthens product and service quality, tourist trust, and access to the halal tourism market. Conclusion: Integrating halal certification with tourism, MSMEs, culinary businesses, and the creative economy can strengthen Banyuwangi's halal ecosystem, regional competitiveness, investment, and community welfare.
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INTRODUCTION

Development global economy in two decades final show that the halal industry has experience transformation be one of sector economy that has the fastest growing in the world. The concept of halal is not Again understood solely as fulfillment obligation Islamic law , but has develop become standard quality, safety, cleanliness, sustainability, and trust recognized consumers in a way international. Conditions This make halal industry as one of the sector strategic capable push investment, increase Power competition products, expanding export markets, creating field work, and give contribution to growth economy national and area (Wilson, 2014; Faridah, 2019).

Indonesia as a country with amount resident Muslim the largest in the world has opportunity big For become center global halal industry. Potential the supported by the abundance source Power nature, magnitude amount perpetrator business micro, small and medium enterprises (MSMEs), the development industry food and beverage, cosmetics, pharmaceuticals, fashion Muslims, as well as increasing sector halal tourism. For support development halal ecosystem, government set Constitution Number 33 of 2014 concerning Guarantee Halal Products as base law organization halal certification. Policy the aim give certainty law to consumer at a time increase Power competition Indonesian products in the domestic market and international.

In perspective development economy, halal certification has remote function more wide compared to just an administrative process halal labeling. Halal certification is instrument policy capable public increase quality product, strengthening trust consumers, open greater market access wide, increase mark plus products, as well as push growth investment. Therefore that, halal certification is one of the factor important in transformation economy going to economy based empowered halal industry competitive and sustainable.

Banyuwangi Regency is one of the areas that have potential big in development halal industry. Structure Banyuwangi's economy is supported by the sector agriculture, plantations, fisheries, industry processing, trade , tourism, and MSMEs. Various product featured areas , such as coffee, cocoa, produce fisheries, food processed, herbal products, and craft local own opportunity big For develop through implementation halal certification. In addition that, the development sector tourist give opportunity integration between halal industry with destination tourism, halal culinary, hotels, and souvenir center so that capable create effect multiplier *effect* on growth economy area .

However Thus, the implementation halal certification at the level area Still face various challenges. Some of the actors businesses, especially MSMEs, are still own level relative halal literacy low. Limitations source Power human, lack of understanding about procedure certification, readiness document business, utilization technology information, as well as coordination inter-stakeholder interest become influencing factors acceleration development halal industry. Challenges the show that transformation economy based halal industry requires

synergy between government area, college high, institution companion, institution halal inspectors, business world, organizations society and sectors finance .

In a way conceptual, research This supported by several theory main. Theory Economic Transformation explain that development economy happen through change structure economy going to sectors that have productivity and value plus more high . In context study This , the halal industry is seen as sector strategic capable create source growth economy new through improvement quality products, investment, innovation, and exports.

Next, Theory Superiority Competition as proposed by Michael E. Porter (1990) explains that Power competition something the area is very much determined by the ability produce products that meet standard quality, have mark add, innovative, and capable compete in the global market. Halal certification is one of the standard strengthening quality reputation product as well as increase trust consumers .

Study this also uses Theory Institutional Theory from Douglass C. North (1990), who asserts that quality regulations, institutions, and governance is factor main in success development economy. In implementation halal certification, success policies are greatly influenced by effectiveness coordination inter-agency , capacity organization , as well as support consistent regulation.

Besides that is , Social Capital Theory from Robert D. Putnam (1993) explains that success development influenced by the level trust, work same, and participation community. Development halal industry needs collaboration active between government, perpetrators business, college high, institution certification, halal product process assistants, and the community to create a strong and sustainable halal ecosystem .

Various study previously show that halal certification has impact positive to improvement Power competitiveness and performance economy . Wilson (2014) explains that halal has been develop become paradigm global business that provides mark plus for company . Faridah (2019) stated that implementation policy guarantee halal products in Indonesia play a role important in protection consumers and strengthening industry national. Yunus et al. (2014) found that halal certification increases trust consumers and interests buy to halal products. Yunus et al. (2014) emphasized importance collaboration inter-stakeholder interest in build ecosystem halal industry, whereas Yuningsih, Putri, and Jubba (2023) showed that halal certification contributes to improvement Power competitiveness of MSMEs and development halal industry in Indonesia.

Although thus , some big study previously more focus on aspects behavior consumer , marketing , implementation halal certification, or Power competition product. Integrating studies halal certification with transformation economy area based halal industry , especially at the level district , still relatively limited . Banyuwangi Regency as one of the areas that have potential big in development halal industry becomes relevant locations For study connection between implementation halal certification , strengthening MSMEs, development ecosystem halal industry , and transformation economy area .

Based on description said, research about "Halal Certification and Energy-Based Economic Transformation "Halal Industry in Banyuwangi Regency" become important For conducted . Research This expected can give contribution academic in development theory about connection between halal certification and transformation economy, at the same time give recommendation practical for government area, perpetrator business, college high, and stakeholders interest other in formulate capable policies speed up development halal industry as a driving force growth an inclusive, empowered economy competitive and sustainable .

METHOD

Study This use approach mixed methods (method mixture) with design Sequential Explanatory Design , ie research that began with quantitative data collection and analysis , then to be continued with study qualitative For explain, deepen, and interpret results analysis quantitative in a way comprehensive (Creswell & Plano Clark, 2018). Approach This chosen Because study No only aim measure connection between implementation halal certification and transformation economy based halal industry, but also understand in a way in-depth implementation process policies , factors that influence program success , as well as development strategies halal industry in Banyuwangi Regency .

Research location located in Banyuwangi Regency with consideration that area This own great potential in development halal industry. Banyuwangi Regency has sector featured in the form of agriculture, plantations, fisheries, industry processing, trade, tourism and business micro , small and medium enterprises (MSMEs) which are target main implementation policy halal certification. In addition that, Banyuwangi has also develop various MSME empowerment and strengthening programs economy relevant local with development ecosystem halal industry. Data collection was carried out through a number of technique, namely distribution questionnaire to respondents, interviews in-depth (*in-depth interview*) with informant key, observation field, study documentation to various regulations and reports official, and implementation *Focus Group Discussion* (FGD) for get input from various stakeholders interests . Use various technique data collection intended For increase completeness information at a time strengthen validity results study through the triangulation process.

RESULT AND DISCUSSION

Amount Visit Traveler Domestic in Banyuwangi Regency as following :



Figure 1. Number Visit Traveler Domestic in Banyuwangi Regency
(Source : Department of Culture and Tourism , 2026)

Based on Figure 1. the number of visit traveler domestic and international in Banyuwangi Regency during the 2019-2024 period shows fluctuating trend. In 2019, the number of visit reach 5,307,054 tourists , which is achievements highest during period observation . The height number visit the reflect condition sector Banyuwangi's growing tourism rapidly before occurrence COVID-19 pandemic .

Entering in 2020, the number visit traveler decrease in a way significant become 3,019,875 visit or down around 43.1% compared to year previously . Decrease This caused by the resulting COVID-19 pandemic restrictions mobility society , closure various destination tourism , as well as restrictions journey domestic and international . Conditions the the more worsened in 2021 when amount visit return down until reach 1,862,553 tourists , which is point lowest during period observation .

Along with improvement condition health society and start loosening policy restrictions travel , sector Banyuwangi tourism begins show signs recovery . This is seen in 2022 when amount visit increase become 2,948,543 traveler or go up around 58.3% compared to 2021. Trends positive the continued in 2023 with amount visit reach 3,112,443 tourists . Increase This supported by increasingly active promotion tourism , organization various regional festivals , improvements accessibility , as well as increasing trust public For do journey tour .

In 2024 , the number of visit experience A little decline become 2,773,987 tourists . Although experience correct compared to in 2023, the number the Still more tall compared to the pandemic period in 2020–2022 . Conditions This show that sector Banyuwangi tourism has enter phase recovery , although Still face challenge in guard consistency growth amount visit tourists .

In a way overall , graph the describe that development visit tourists in Banyuwangi Regency are greatly influenced by factors external, in particular COVID-19 pandemic . After experience sufficient contractions sharply in 2020–2021 , the sector tourist succeed show trend recovery in 2022–2023 , although in 2024 there will be A little decline . Phenomenon This indicates that policy government area in strengthen promotion destinations , organizing tourism events , increasing quality amenities , as well as development infrastructure tour has give contribution positive to resurrection sector Banyuwangi tourism , however effort improvement Power competition destination Still need Keep going done so that the number visit can return approach condition before pandemic .



Figure 2. Growth Visit Traveler Domestic in Banyuwangi Regency (Source: Department of Culture and Tourism , 2026 (processed))

Based on chart 2. Growth Visit Traveler Domestic in Banyuwangi Regency 2020–2024 , seen that rate growth visit traveler experience sufficient dynamics sharp as impact recovery sector tourist post- COVID-19 pandemic . The growth rate in 2020 was recorded as big as -0.43 , then A little improved in 2021 to -0.38. Although Still is in the negative zone , condition This show that decline amount visit traveler start slow down compared to year previously .

In 2022 , growth visit traveler experience very significant improvement until reach 0.58 , which is number growth highest during period observation. Condition the show success of the recovery process sector tourist along with the end various restrictions activity society , increasing mobility traveler domestic , as well as the more active organization Various tourism agendas in Banyuwangi Regency . Various cultural festivals , sports tourism, and promotions destination tour participate give contribution to increasing interest public For visit.

However Thus , in 2023 the rate growth return slow down become 0.06. Although Still show growth positive , improvement amount traveler No Again as high as year previously . This is

indicates that phase rebound (recovery) fast) post-pandemic start end and growth visit enter better conditions stable .

Furthermore , in 2024 growth return experience contraction until reach -0.11 . The number show existence decline amount visit compared to 2023. Decrease This can influenced by various factors, such as change pattern journey tour society, increasing competition between destination tourism , conditions economy national influence Power buy society, as well as decrease effect recovery post - pandemic push surge visit .

In a way overall , graph show that growth visit traveler domestic in Banyuwangi Regency during the 2020–2024 period experienced pattern contraction – recovery – stabilization . The 2020–2021 period was a period of decline consequence COVID-19 pandemic , 2022 will be point come back very strong recovery, while 2023–2024 shows trend normalization growth . Conditions This indicates that although sector Banyuwangi tourism has succeed rise , government area still need strengthen promotional strategies destination, diversification product tourism, improvement quality services , as well as organizing large-scale events national and international so that growth visit traveler can return increase in a way sustainable .

Based on chart growth visit traveler domestic in Banyuwangi Regency for the 2020–2024 period, it can be seen that sector tourist experience quite a fluctuation significant . In 2020 and 2021, growth Still be on the numbers negative consequence the COVID-19 pandemic that limits mobility society . Entering 2022 happened surge growth as big as 0.58 , then slow down become 0.06 in 2023 and back experience contraction as big as -0.11 in 2024. The pattern show that the recovery process tourist has ongoing , but Not yet fully capable maintain stable and sustainable growth.

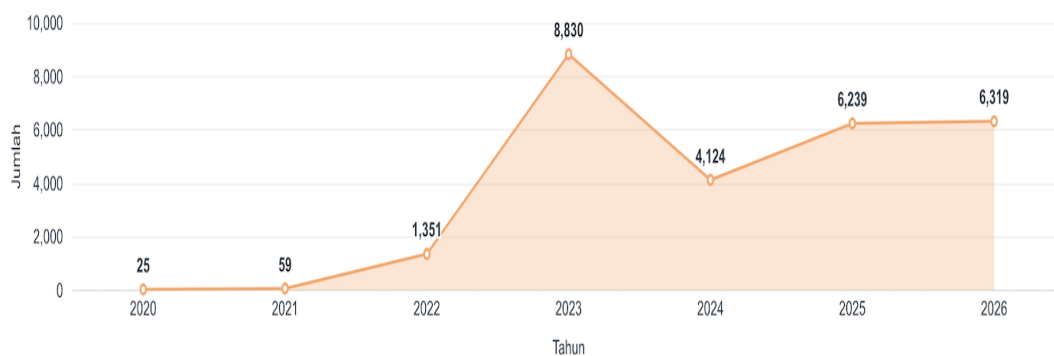


Figure 3. SH Issued per Year (Sources: <https://satudata.halal.go.id/dataset>)

The graph “**SH Issued per Year**” illustrates the development in the number of SH issued during the period from 2020 to 2026. In 2020, the number of SH issued was still very low, at only **25 SH**, before increasing to **59 SH in 2021**. A much more significant increase occurred in 2022, when the

number reached **1,351 SH**. This growth continued dramatically in 2023, when SH issuance surged to **8,830**, representing the highest figure throughout the observation period. This substantial increase indicates a significant expansion in SH issuance activities compared with the previous years.

After reaching its peak in 2023, the number of SH issued decreased considerably in 2024 to **4,124**, representing a decline of approximately **53.3%** compared with the previous year. However, this decline was not sustained. In 2025, SH issuance recovered to **6,239**, followed by a slight increase to **6,319 in 2026**. This development indicates a process of **recovery and stabilization** following the decline in 2024. Although the figures for 2025 and 2026 did not return to the peak level recorded in 2023, they remained substantially higher than those recorded during the 2020–2022 period.

Overall, the graph demonstrates a **long-term upward trend in SH issuance, despite considerable year-to-year fluctuations**. The period from 2020 to 2022 can be characterized as an initial growth phase, 2023 as the peak phase, 2024 as a period of decline, and 2025–2026 as a recovery and stabilization phase. Therefore, the data indicate that SH issuance increased considerably between 2020 and 2026, particularly from 2022 onward. To determine the factors behind the sharp increase in 2023 and the subsequent decline in 2024, further analysis would be required, particularly regarding policies, the number of applications, service capacity, and other factors influencing the SH issuance process.

Condition the become challenge at a time opportunity for Government Banyuwangi Regency for do transformation of development strategy tourist through strengthening ecosystem halal industry . Trends tour moment This No only emphasize beauty destination , but also quality services , security food , hygiene , and certainty halal products and services consumed tourists . Therefore that is, halal certification be one of instrument important in increase Power competition destination tour .

Halal certification provides guarantee that product food, drinks, and various available services has fulfil halal standards according to provision Islamic law . Belief the No only provide a sense of security for Muslim tourists , but also reflects quality product through implementation principle halal thayyiban , namely halal, hygienic , safe , and high quality . With Thus , halal certification does not only functioning as instrument compliance to regulations , but also become a marketing strategy that is capable of increase mark plus economy area .

Banyuwangi Regency has potential big in development halal industry because supported by wealth destination tour nature, culture , culinary , and economy creative . Various business micro, small and medium enterprises (MSMEs) operating in the sector culinary , souvenirs, hotels, restaurants, catering, to service tourist is part from chain mark halal industry that can strengthened through acceleration halal certification . Increasingly Lots perpetrator business that earns halal certificate , increasingly high level trust traveler to quality available services .

Transformation economy based the halal industry is also in harmony with effort diversification economy area. During This sector tourist give effect multiplier *effect* on trade, transportation, accommodation, agriculture, fisheries, to industry creative. When the whole sector supporters the integrated in halal ecosystem, then benefit the economy generated No only in the form of improvement amount visit tourists , but also an increase investment , creation field work , strengthening MSMEs, and improvement income public .

In perspective development economy area , transformation going to halal industry can strengthen Power Banyuwangi's competitiveness as destination halal tourism (halal tourism destination). Concept This No means change all over destination become tour religion, but rather ensure that need Muslim tourists can filled through provision food and Drink halal certified , adequate worship facilities, good sanitation, and friendly service to Muslim - *friendly* tourism approach the still inclusive so that can enjoyed by all traveler without differentiate background religious background or culture.

From the side policy, implementation Constitution Number 33 of 2014 concerning Guarantee Halal Products along with regulation implementation give runway strong law for government area For expand halal certification in the sector tourism and MSMEs. Support through mentoring programs halal certification , coaching perpetrator business, digitalization marketing halal products, as well as synergy between government are, college high, BPJPH, Halal Inspection Institution (LPH), and associations perpetrator business will speed up formation ecosystem empowered halal industry competitive .

With Thus , fluctuations growth visit traveler as seen in the graph show that improvement amount traveler No Enough only depend on promotion destination tourism. A more comprehensive development strategy is needed comprehensive through strengthening halal certification and transformation economy based halal industry . The strategy expected capable increase quality destination tourism, expanding domestic halal tourism market access and international, strengthening Power competitiveness of MSMEs, as well as create growth economy more areas inclusive, sustainable and empowered competition high. This is at a time put Banyuwangi Regency as one of the capable areas integrate sector tourist with development halal industry as the main pillar development economy area.

The findings of this study reveal that tourism growth in Banyuwangi Regency during the 2020–2024 period followed a contraction–recovery–stabilization pattern. Although the tourism sector recovered significantly after the COVID-19 pandemic, maintaining sustainable growth requires comprehensive strategies that improve destination competitiveness. One of the most effective approaches is strengthening halal certification as a key component of halal industry-based economic transformation, particularly within tourism-related sectors such as hospitality, culinary businesses, micro, small, and medium enterprises (MSMEs), and the creative economy.

The findings are consistent with the study of Battour and Ismail (2016), who argued that halal tourism extends beyond the provision of halal food. It represents a comprehensive tourism

ecosystem that includes halal-certified products, Muslim-friendly accommodations, prayer facilities, and service standards that fulfill the needs of Muslim travelers. Their study concluded that halal tourism has become a significant source of competitive advantage for destinations seeking to attract the rapidly expanding global Muslim travel market.

Similarly, Samori, Salleh, and Khalid (2016) emphasized that the successful development of halal tourism depends on the integration of halal-certified tourism products, supportive government policies, adequate infrastructure, and effective destination marketing. They found that countries investing in halal tourism infrastructure are more likely to experience sustained growth in Muslim tourist arrivals and improved tourism competitiveness.

The results of this study also support Jaelani (2017), who found that the halal tourism industry contributes significantly to regional economic development by generating employment opportunities, increasing local business activities, and improving community income. Jaelani further argued that halal tourism should be viewed not only as a religious concept but also as an economic development strategy capable of enhancing destination competitiveness while providing benefits for both Muslim and non-Muslim tourists.

From the perspective of destination competitiveness, Mastercard and CrescentRating (2024) reported that the global Muslim travel market continues to expand and is expected to become one of the fastest-growing segments of international tourism. Their report highlights that destinations offering halal-certified products and Muslim-friendly services are better positioned to attract international visitors and strengthen their competitiveness in the global tourism market.

The findings of the present study are also in line with Jauhariyah (2019), who reported that the implementation of halal-friendly tourism policies in Banyuwangi was designed to increase tourist arrivals through service innovation and the provision of Muslim-friendly tourism facilities. Furthermore, Jauhariyah (2023) emphasized that sustainable tourism development should be based on destination quality, stakeholder collaboration, and religious moderation, thereby enhancing both the quantity and quality of tourist visits while preserving Banyuwangi's multicultural values.

More recently, Jauhariyah, Syafa'at, and Mahmudah (2025) argued that halal certification functions not only as a legal compliance mechanism but also as a strategic destination branding instrument. Their study demonstrated that halal certification strengthens tourist confidence, expands access to international halal tourism markets, enhances destination competitiveness, and creates additional economic value for tourism businesses and MSMEs.

In addition, the bibliometric review conducted by Battour et al. (2024) revealed that halal tourism has emerged as one of the fastest-growing research themes in tourism studies. The review concluded that halal tourism is increasingly recognized as a strategic driver of sustainable tourism development, destination competitiveness, and inclusive economic growth, particularly in countries with substantial Muslim populations such as Indonesia and Malaysia.

Overall, the findings of this study reinforce previous empirical evidence that tourism growth and halal certification are mutually reinforcing factors. Sustainable tourism development should not rely solely on increasing tourist arrivals but must also be supported by a comprehensive halal industry ecosystem. The integration of halal certification across tourism services, culinary businesses, accommodation, MSMEs, and creative industries can enhance destination quality, strengthen Banyuwangi's position as a competitive halal tourism destination, and accelerate halal-industry-based economic transformation, thereby promoting inclusive, resilient, and sustainable regional economic development.

CONCLUSION

Growth visit traveler domestic in Banyuwangi Regency during the 2020–2024 period shows pattern contraction – recovery – stabilization. After experience decline consequence COVID-19 pandemic in 2020–2021, visits traveler increase significant in 2022, then slow down in 2023 and slightly decline in 2024. Conditions This show that sector tourist has recovered , but Still need a strategy to guard sustainable growth . Strengthening halal certification and transformation economy based halal industry is a strategy that can increase Power competition destination Banyuwangi tourism . Through development halal ecosystem that involves sector tourism , MSMEs, culinary , and economy creative , expected capable increase trust tourists , expanding the market, as well as push growth economy inclusive and sustainable areas .

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