

Halal Tourism Strategy at Raudhatul Ulum Sakatiga Islamic Boarding School (Study of Halal Tourism Development and Community Economic Strategy)

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Abstract. This paper discusses the halal tourism program (Halal Tourism) at the RaudhatulUlulSakatiga Islamic Boarding School which has the potential to generate economic value for the community. Two main themes will be studied in this paper: first, what is the development of tourism that has the potential for economic value at the Raudhatul Ulum Sakatiga Islamic Boarding School? Second, how can the economic strategy of the Raudhatul Ulum Sakatiga Islamic Boarding School institution be an economic empowerment of the community? This research is field research located at the Raudhatul Ulum Sakatiga Islamic Boarding School, Indralaya, OganIlir, South Sumatra. The results of this study are: one, halal tourism developed with two types; internal institutions that reach thousands of consumers, external ones that are general consumers, types of halal tourism in the following several ways; white bay lake that is integrated with catering services, lodging, and sports rides in the pesantren environment. Two, the stretegi of economic development in the country; 1) involving the community in the management of halal tourism, 2) opening partners services in services, 3) the principle of understanding in developing local tourists, 4) preserving nature so that it is conducively realized, 5) Islamic boarding schools are centers of economic, religious, educational and cultural activities in the halal tourism environment.

Keyword: halal tourism, empowerment, economic strategy, economic growth.