

Development of a Halal Ecosystem in the Lego-Lego Makassar Culinary Tourism Area Based on KHAS Zones (Halal, Safe and Healthy Culinary)

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Abstract. This study aims to determine the implementation and development potential of the halal ecosystem through the KHAS (Kuliner Halal, Aman dan Sehat) or Halal culinary is safe and healthy zone in the Lego-lego Makassar Area, which was established on April 3, 2023, in collaboration with the South Sulawesi Provincial Government, Bank Indonesia and the Regional Economic and Financial Committee Sharia (KDEKS). The research used a combined quantitative and qualitative approach (mixed methods). The respondents were 40 visitors and 30 UMKM culinary tenants using purposive random sampling. The research findings include visitors to the Lego-Lego Makassar tourist destination with a background of 35% employees, 30% entrepreneurs, 20% students, and the rest are employees, students, and the private sector, each 5%. The intensity of visits to the Lego-Lego Area is 60% visiting 1-3 times, more than six times as much as 25%, and 4-6 times to Lego-lego as much as 15%. The aspect that makes them interested in visiting the Lego-Lego area is its exciting and culinary atmosphere; as much as 50%, as many as 35% said it was because of a friend or family recommendation, and the remaining 15% because of its strategic location. The level of satisfaction of respondents related to the culinary tour experience in the Lego-Lego area through the application of the KHAS zone; namely, 50% stated that they were satisfied, 30% stated that they were pretty satisfied, 15% stated that they were not satisfied and only 5% stated that they were delighted. As many as 36 culinary UMKM tenants at Lego-Lego have known the KHAS zone area based on local government outreach as much as 40%, information from social media 20%, from friends or family 20%, from TV/newspaper media 13% and the remaining 7% information from managers. All MSME tenants have participated in the KHAS zone-based Lego-Lego development program through activities carried out by related stakeholders, namely 47% halal certification seminars, 33% participation in halal food socialization, and 20% participation in MSME training. Regarding constraints and future development, 27% expect an increase in supporting facilities, 27% expect increased access to information, 13% expect financial support, 13% say the level of competition is very high, 7% expect training and assistance, and 13% say it is good. The Lego-Lego area has excellent potential for developing a halal ecosystem through the KHAS zone. The city of Makassar is known to have heterogeneous ethnic and cultural riches and is one of the leading destinations for MICE, marine and cultural tourism, and a religious community.

Keywords: Lego-Lego, KHAS Zone, Ecosystem, Halal.