

Marketing Strategy of Halal Tourism for Baduy Outbond

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Abstract. With the largest Muslim population in the world, Indonesia is one of the largest markets for the Halal tourism industry. Regarding this, tourism businesses in Indonesia should be aware of this. Halal tourism development is one component that can provide a significant economic contribution for all actors involved in it. The form of culture-based tourism that puts forward the values of Islamic law is expected to grow morals and personalities that excel in Islamic values. As a new concept in the tourism industry, of course, sharia tourism requires further development and a more comprehensive understanding of the collaboration of Islamic values implemented in the form of halal tourism activities. Baduy Outbound is a tourist destination that declares itself as a halal tourist spot. Information about outbound Baduy tourist destinations has not become a brand that is easy to obtain information in various media. Baduy Outbound is also expected to develop halal awareness and destination marketing, with halal certification from MUI for each standardization of facilities to create a sense of security, comfort, and hygiene in consuming tourist services or goods. To build halal destination marketing there must be effective communication, organized action is needed in conveying the message. For this reason, online media as an information backbone is currently the main influence in consumer decision making. Therefore, e-marketing is the right product marketing strategy in providing effective and efficient information for potential consumers. In addition, the Smart Tourism concept that can be applied to support the development of halal tourism in Baduy Outbound, among others: Building an element of informativeness, Building an element of accessibility, and by providing easy access by delivering information provided through technology and utilizing Big Data, Building an element of interactivity, and by building an element of personalization.

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