



**SYARAH: JURNAL HUKUM ISLAM DAN EKONOMI**  
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## **Analysis of The Implementation of Halal Tourism Destination Development as an Effort to Improve The Economy of Banda Aceh City**

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**Abstract:** The role of the Banda Aceh City government in increasing Halal Tourism Destination Development which is seen based on the number of visitors as the main benchmark in improving the economy of the community in this sector. There were 9 (nine) informants interviewed including the Banda Aceh City Tourism Office. This research was made to see from afar what are the shortcomings of the provision of halal tourism in Banda Aceh City. The research method used is qualitative by conducting interviews, as well as data reduction as the acquisition of research data. The results of the research obtained based on interviews with the Banda Aceh City Tourism Office, visitors, and traders are that the number of tourists coming to tourist destinations is increasing every year, except in 2020 due to Covid-19, most foreign visitors come from Malaysia, this is the application of regulations by the Banda Aceh City Tourism Office has improved, and the application of halal certification by business actors as one of the supporting indicators of Banda Aceh City Tourism.

**Keywords:** Halal Tourist Destinations; Economic Growth.

**Abstrak:** Peran pemerintah Kota Banda Aceh dalam meningkatkan Pengembangan Destinasi Wisata Halal yang dilihat berdasarkan jumlah pengunjung sebagai tolak ukur utama dalam meningkatkan perekonomian masyarakat perekonomian masyarakat di sektor ini. Terdapat 9 (sembilan) informan yang diwawancarai di antaranya Dinas Pariwisata Kota Banda Aceh. Penelitian ini dibuat untuk melihat dari jauh apa saja kekurangan dari penyediaan pariwisata halal yang ada di Kota Banda Aceh. Metode penelitian yang digunakan adalah kualitatif dengan melakukan wawancara, serta reduksi data sebagai perolehan data hasil penelitian. Hasil penelitian yang diperoleh berdasarkan wawancara dengan pihak Dinas Pariwisata Kota Banda Aceh,

*pengunjung, dan pedagang adalah bahwa jumlah wisatawan yang datang ke destinasi wisata meningkat setiap tahunnya, kecuali pada tahun 2020 karena Covid-19, pengunjung mancanegara paling banyak berasal dari Malaysia, hal ini penerapan peraturan oleh Dinas Pariwisata Kota Banda Aceh sudah semakin membaik, dan penerapan sertifikasi halal oleh pelaku usaha sebagai salah satu indikator pendukung Pariwisata Kota Banda Aceh.*

**Kata Kunci:** *Destinasi Wisata Halal; Pertumbuhan Ekonomi.*

## INTRODUCTION

Tourism plays an important role in driving investment in Indonesia. According to Law Number 10 of 2009 concerning tourism, the objectives of this sector are to increase state revenue, improve people's welfare and prosperity, encourage regional development, expand and equalize business and employment opportunities, introduce and utilize Indonesian tourist objects and attractions, foster a sense of love for the homeland, and strengthen friendship between countries.<sup>1</sup>

Currently, Indonesia has become part of several countries that are quite advanced in developing the concept of halal tourism. Indonesia is recorded to have experienced very specific progress in the GMTI (Global Muslim Travel Index) ranking, Indonesia was ranked 6th in 2015, and jumped in 2019, Indonesia held the first position with a total score of 78.<sup>2</sup> In 2023 Indonesia has been ranking first in the Global Muslim Travel Index (GMTI). Indonesia managed to outperform Saudi Arabia (72), UAE (71) and Türkiye (70). This achievement is an improvement from 2022, when Malaysia was in the top position. Indonesia also received the Stakeholder Awareness Campaign of the Year award which was given to the National and Sharia Economic Committee and the Indonesian Halal Tourism Association (PPHI).<sup>3</sup> Halal tourism prioritizes the fulfillment of basic needs of Muslims in tourist destinations such as worship, purification, and traveling in accordance with sharia provisions. Halal tourism developed in Indonesia is reflected in the strategic plan formulated by the Ministry of Culture and Tourism of the Republic of Indonesia, namely improving community welfare by opening up business opportunities, realizing sustainable tourism development and increasing tourist satisfaction.<sup>4</sup>

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<sup>1</sup> Anak Agung Adi Lestari, "Kebijakan Pemerintah Indonesia Dalam Pengembangan Pariwisata," *Jurnal Hukum Saraswati (JHS)* 2, no. 2 (2020).

<sup>2</sup> Muhammad Salman Al Farisi, "Konsep Pariwisata Halal Di Indonesia Dalam Perspektif Maqashid Syariah," *Perbanas Journal of Islamic Economics and Business* 2, no. 1 (2022): 84.

<sup>3</sup> Siska Wahyuni and Yeni Nuraeni, 'Peran Komunikasi Pariwisata Pada Kegiatan Penghargaan Top Muslim Friendly Destination 2023', *Jurnal Pustaka Komunikasi*, 7.1 (2024), 38–49.

<sup>4</sup> Amir Syamsuadi, Liza Trisnawati, and Luluk Elvitaria, "Analisis Pengembangan Pariwisata Halal Di Kecamatan Siak," *Indonesian Journal of Intellectual Publication* 1, no. 3 (2021): 212–18.

Tourists are one of the actors who play an important role in carrying out activities or actions to carry out tourist visits or planned trips to obtain satisfaction from consumers or tourists themselves.<sup>5</sup> Meanwhile, sharia (halal) tourism is an activity that is supported by various facilities and services provided by many people, because the characteristics of the product are universal and do not conflict with the sharia values contained therein.<sup>6</sup>

Indonesia as one of the largest countries in the world has its own convenience in implementing the concept of halal tourism because the majority of the population in Indonesia is Muslim, The number of Muslim residents in Indonesia in 2023 will be 248.37 million people. This number is equivalent to 87.1% of the total population in Indonesia.<sup>7</sup> So it is very easy to implement and does not feel burdensome. Although Indonesia consists of various tribes, cultures, and religions, it does not make it a significant challenge. This is what makes the diversity thick in Indonesia, halal tourism is present not as a barrier for non-Muslim brothers and sisters in this country, but rather a convenience that has wide accessibility and can be enjoyed by all cultural circles, or any religion in Indonesia.<sup>8</sup>

Regional governments are given the basis for decentralization by Law Number 23 of 2014 concerning Regional Government, which gives them the authority to manage and supervise their own households based on selected government affairs. The regional government law, article 12 paragraph 3, stipulates that regional governments can manage several sectors, including the tourism sector, which is mentioned in letter b of the law, and gives each region the authority to utilize the potential that exists in its region.<sup>9</sup>

One of the cities with regional potential that supports this is the province of Aceh. With a predominantly Muslim society and a culture that is thick with Islam, Aceh as a province also has special authority to regulate and manage its own government affairs and the interests of its people in accordance with the regulations and laws that have been set. According to the Constitution of the Republic of Indonesia, Aceh Province

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<sup>5</sup> Muhammad Rival and Yen Polisda, 'Karakteristik Wisatawan Mancanegara Di Industri Perhotelan', *Jurnal Pariwisata Bunda*, 3.2 (2023), 1-17.

<sup>6</sup> Siddique E. Azam et al., "Halal Tourism: Definition, Justification, and Scopes Towards Sustainable Development," *International Journal of Business, Economics and Law* 18, no. 3 (2019): 23-31.

<sup>7</sup> Jurnal Penelitian Ilmu-ilmu Sosial and Keislaman Web, "TAZKIR: Jurnal Penelitian Ilmu-Ilmu Sosial Dan Keislaman Web: Jurnal.Iain-Padangsidimpuan.Ac.Id/Index.Php/TZ/ 9, no. 2 (2023).

<sup>8</sup> M. Riyanda Fitra and Anas Hidayat, "Dampak Persepsi Wisatawan Non-Muslim Pada Destinasi Wisata Halal," *Jurnal Locus Penelitian Dan Pengabdian* 2, no. 9 (2023): 917-27.

<sup>9</sup> M Fernanda, Aldri Frinaldi, and Lince Magriasti, "Desentralisasi Dan Otonomi Daerah Dalam Upaya Penyelenggaraan Pemerintahan Daerah Yang Baik," *JISIP (Jurnal Ilmu Sosial Dan Pendidikan)* 7, no. 3 (2023): 2409-18,

is a province that has a single special government. The special status of Aceh Province is clarified in Law No. 4 of 1999 concerning the government of the Special Region of Aceh Province and is strengthened by Law No. 11 of 2006 concerning the government of Aceh.<sup>10</sup>

The implementation of local government in tourism development plays a very important role in supporting the success of development in the tourism sector. The development and growth of tourism need to be anticipated so that it remains on track and it carrying capacity. In accordance with the legal basis in Law No. 32 of 2004 and Aceh Qanun number 8 of 2013, it has consequences for the region to explore and empower all the potential owned by the region as development capital without having to rely on the central government.<sup>11</sup> This is also in accordance with the rules of Qanun number 3 of 2022 article 6, which states that the provisions for organizing halal tourism must be followed by adequate worship facilities at tourist locations, and must be considered to fulfill the needs in carrying out worship as a priority. This is in line with the conditions of the province of Aceh, which is predominantly Muslim, of course its implementation is maximized for halal tourism.

Community income is also one of the objects that influences economic growth in Aceh province as a result of the implementation of this halal tourism, as regulated in Qanun number 3 of 2022 article 7, that community income is empowered because of the existence of halal tourism objects in certain places in the Aceh province area, as a result of its management and empowerment, the community plays a role in increasing economic growth in Aceh province (Banda Aceh, W. 2022). Banda City as the capital city of Nanggroe Aceh Darussalam Province was rebuilt by the provincial government assisted by international parties. Like most regions in Indonesia, including Banda Aceh which is rich in tourism potential, both natural and artificial.<sup>12</sup>

With the determination of the city of Banda Aceh by the Indonesian Minister of Tourism as the World of Islamic Tourism, making the province of Aceh as a whole a leading Islamic tourist destination in Indonesia. Until now, the Aceh government has strengthened the level of human resources at the district/city level in order to advance the halal tourism sector in the

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<sup>10</sup> Eko Budi Santoso et al., "Pengembangan Wisata Halal Di Kota Banda Aceh," *Jurnal Ilmu Pemerintahan Widya Praja* 47, no. 2 (2021): 195-208,

<sup>11</sup> Iskandar Budiman, "Strategi Pemerintah Daerah Kota Langsa Povinsi Aceh Dalam Mengembangkan Obyek Wisata Halal", *Jurnal Samudra Ekonomi Dan Bisnis*, 11.1 (2020), 16-28.

<sup>12</sup> Woro Swesti, "Dampak Pariwisata Terhadap Kondisi Sosial Budaya Masyarakat Di Banda Aceh," *Jurnal Kepariwisata Indonesia: Jurnal Penelitian Dan Pengembangan Kepariwisata Indonesia* 13, no. 2 (2019): 49-65,

province of Aceh.<sup>13</sup> Therefore, halal tourism is one of the objects that will be seen as an influence on economic growth in the city of Banda Aceh and its influence is seen from the role of the autonomous government of Aceh Province which is considered capable in terms of organizing halal tourism in Aceh, especially the city of Banda Aceh. Judging from the economic growth above, it can be ascertained that the role of Banda Aceh City is significant to the economic growth in Aceh Province. One of them is the indicator of halal tourism objects as part of economic growth in the city of Banda Aceh.<sup>14</sup>

In 2022, the number of tourist visits to Banda Aceh City was 327,458 domestic tourists and 711 foreign tourists, if the total number of tourists visiting Banda Aceh City was 328,169 people.<sup>15</sup> This is a fairly large number of visits, considering that Aceh is famous for its strong Islamic culture, but it does not rule out the possibility that all levels of society will participate and be able to visit with the intention of traveling to Banda Aceh City. The following is a summary of tourism statistics data in Banda Aceh City in 2022, including:

**Tabel 1: Summary of Tourism Statistics Data for Banda Aceh in 2022**

Types of Tourism	Number of Tour Units
Accommodation (Hotel)	91
Restaurant	258
Coffee Shop & Cafe	295
Souvenir Shop	13
Tourist attraction	43
Salon, Spa, Bridal Makeup	177
Guide Tour	42
Tourism ambassador	26

Source: Statistics Data of the Banda Aceh Tourism Office, 2023

The focus of researchers is on tourist destinations, Halal guarantees for visitors are something important to pay attention to. The destinations are the most important elements for tourists who want to visit a particular place or city. Usually destinations are based on a landmark or place that is

<sup>13</sup> Joni Harnedi and Yulizar Yulizar, "Pariwisata Syariah Di Aceh Tengah: Peluang Dan Tantangan Stain Gajah Putih Dalam Pendirian Prodi Pariwisata Syariah," *Jurnal As-Salam* 5, no. 1 (2021): 76-89.

<sup>14</sup> Nanda Rahmi, "Kajian Ekonomi Pariwisata Syariah Kota Banda Aceh," *Jurnal Samudra Ekonomi Dan Bisnis* 8, no. 1 (2017): 577-89.

<sup>15</sup> Dinas Pariwisata Kota Banda Aceh, *Statistik Kepariwisataaan Kota Banda Aceh Tahun 2022* (Dinas PARIwisata Kota Banda Aceh, 2022).

a characteristic of a region, for example destinations in Banda Aceh City.<sup>16</sup> Destinations in Banda Aceh City are formed from many events that contain many historical and cultural values of the past owned by the Acehnese people. Such as the Baiturrahman Mosque in Banda Aceh City which has a history as the only Grand Mosque that stands strong after being hit by the Natural Disaster (Natural Disaster) Tsunami that occurred in 2004, the PLTD Apung ship as a silent witness to the strength of the Aceh tsunami waves that made the ship move to the mainland of the community settlement, and so on.

In 2023, the Aceh Government will try to boost human resources through tourism in Aceh. This aims to attract more tourists to visit the province of Aceh, not only domestic tourists but also foreign tourists. The government's attention to the tourism sector may not be as optimal as expected by the community, or it could be that human resources in Aceh have not been able to increase their role as a community engaged in tourism.<sup>17</sup>

## RESEARCH METHODS

This type of research uses qualitative research. Qualitative research is one of the research methods that aims to gain an understanding of reality through an inductive thinking process. In this research, researchers are involved in situations that are set in the phenomena being studied. Researchers carry out research activities objectively towards the subjective reality being studied.

The research was conducted at tourist destination locations in the city of Banda Aceh, including the Baiturrahman Mosque, the Tsunami Museum, the Floating PLTD Ship, and the Keuchik Leumiek Mosque. The object of the research focuses on visitors around the tourist destination as the research location, and business actors as one indicator of how empowered the economy is in the city of Banda Aceh.

Informants who need to be interviewed in this study are visitors and business actors around halal tourism destinations who will be asked through interviews whether the role of the government in helping the halal tourism sector as one of the indicators to advance the economy in the city of Banda Aceh. There are at least 9 informants who will be interviewed and data collection will be carried out according to the answers from the informants. The 9 informants include the tourism office,

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<sup>16</sup> Muhammad Munzir et al., "Pengembangan Kawasan Wisata Tsunami Di Kota Banda Aceh (Studi Implementasi Kebijakan Qanun Aceh Nomor 8 Tahun 2013 Tentang Kepariwisataaan)," *Jurnal Penelitian Ekonomi Akuntansi (JENSI)* 6, no. 2 (2022): 92-108.

<sup>17</sup> Rusli Yusuf and Rayyan Wahyu Maulana, 'Pembentukan Karakter Peduli Lingkungan Pada Masyarakat Desa Wisata Nusa Kecamatan Lhoknga Kabupaten Aceh Besar', 15 (2023), 405-13.

visitors and also business actors who are empowered in tourist destinations in the city of Banda Aceh.

By using qualitative research, an analysis of phenomena, events, social activities, attitudes, perceptions, thoughts, and data acquisition activities is carried out through interviews that will be conducted by the researcher. The primary data source in this study is visitors and surrounding business actors in halal tourist destinations in the city of Banda Aceh.

In this case, the researcher will interview visitors who visit tourist attractions and business actors who are considered to contribute to economic growth around tourist destinations. With a minimum sample of 11 people covering both samples whose data will be obtained by the researcher. What will be asked is related to the policies made by the Banda Aceh City government regarding economic growth in the city of Banda Aceh whose main indicator is halal tourism destinations.

The results of the data collected from visitors and business actors in the tourist destinations of Banda Aceh city. The data obtained is written in the form of a report or detailed data, the report is compiled based on the data obtained is reduced, summarized, the main points are selected, focused on the important things. The data reduction stage is carried out by selecting, centralizing, and simplifying the data found in the field. In reducing data guided by research questions that must be answered based on data in the field. The presentation of research data is presented in the form of a table. Data verification is carried out by taking the core of real findings in the field and connecting them with relevant basic theories.<sup>18</sup>

After the data is presented which is also in the data analysis series, the next process is drawing conclusions or verifying the data. In the data analysis stage, a qualitative researcher begins to look for the meaning of objects, notes the regularity of patterns, explanations, possible configurations, causal flows and propositions. The conclusions of the data in the first stage are loose, remain open and skeptical, unclear then increase to be more detailed and specific and firmly rooted. The conclusions from the data presented or obtained, depend on the size of the collection of field notes, their coding, storage, and the retrieval methods used, the researcher's ability to draw conclusions.<sup>19</sup>

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<sup>18</sup> Via Putika Sari and Ika Candra Sayekti, "Evaluasi Pelaksanaan Asesmen Kompetensi Minimum (AKM) Pada Kompetensi Dasar Literasi Membaca Peserta Didik Sekolah Dasar," *Jurnal Basicedu* 6, no. 3 (2022): 5237-43.

<sup>19</sup> Muhammad Syahrums, *Pengantar Metodologi Penelitian Hukum: Kajian Penelitian Normatif, Empiris, Penulisan Proposal, Laporan Skripsi Dan Tesis*, ed. by Irfan Marhani (Dotplus Publisher, 2022).

## DISCUSSION/RESULTS AND DISCUSSION

### Banda Aceh City Tourism Brand

“Charming Banda Aceh” is a tourism brand of Banda Aceh City that has existed since 2015. This brand takes the form of a circle inspired by the stamp of the ancient Aceh Kingdom, namely “Cap Sikureng” or Cap Sembilan which is round with 9 small circles containing the names of the Aceh Kings written in Arabic Jawi which are collected in one circle. Then, the small circles form a crescent moon symbol that reflects all aspects of tourism that are thick with Islamic values. The colors on the logo characterize diverse tourism because Banda Aceh is the Capital City of Aceh Province where all tribes gather with various cultural traditions. By having a charm (Charm) in Banda Aceh City that radiates the specialness of a comfortable and friendly city life. All blend in a beautiful and peaceful harmonious life so that it becomes the main attraction for tourists. There are symbols of 5 tourism icons which are interpreted as 5 leading destinations, namely: religious tourism, arts and culture tourism, Tsunami tourism, nature tourism, and culinary tourism, all of which are leading tourism that displays the charm of Banda Aceh City.

### Analysis of Tourist Visit Data in Banda Aceh City

As follows, data is presented on the number of visitors who come to Banda Aceh, both from domestic and foreign tourists, including:

**Table 2: Number of Tourist Visits to Banda Aceh City**

Month	Domestic Tourists	Overseas Tourism
January	25.401	1.492
February	20.768	1.696
March	22.136	2.288
April	29.728	888
May	27.939	2.339
June	26.518	2.064
July	28.835	2.850
August	32.050	2.681
September	30.313	2.683
October	31.404	2.030
November	41.450	2.507
December	39.709	3.260

Source: Data from the Banda Aceh Tourism Office, 2023

The data from the recapitulation of tourist visits from year to year for the last 5 years is as follows:

**Table 3: Total Number of Tourists in the Last 5 Years**

Year	Domestic Tourists	Foreign Tourists	Total Tourists
2019	477.189	26.803	503.992
2020	168.952	3.245	172.197
2021	251.636	200	251.836
2022	327.458	711	328.169
2023	355.251	26.778	382.029

Source: Data from the Banda Aceh Tourism Office, 2023

It can be seen from the recapitulation data above, it appears that from 2019-2023 there was indeed a significant decline in the total number of tourists visiting Banda Aceh City. This is not without reason, but due to the Covid-19 incident that hit the world, including Indonesia, which began to implement lockdowns in various places in March 2020. However, the researcher's focus was not on the Covid-19 incident, but rather the destinations presented by Banda Aceh City that could attract the attention of visiting tourists, and whether there was a connection with the economic development that occurred in Banda Aceh City in question. Both in terms of economic growth for business actors and the people of Banda Aceh City itself.

Based on the data presentation above, it can also be seen that there is a significant increase that occurred in 2023, which means the number of foreign tourists increased by around 200%. There are several foreign tourists who come from various different countries, including the United States with 295 people, Spain with 206 people, England with 252 people, the Netherlands with 274 people, Sweden with 87 people, Germany with 301 people, France with 271 people, China with 331 people, Thailand with 520 people, Singapore with 302 people, Malaysia with 22,730 people, South Korea with 87 people, Japan with 103 people, and Australia with 218 people.

### **Visitor Perceptions of Halal Tourism in Banda Aceh**

Based on research by Abdul Khaliq (2022) entitled "Implementation of Halal Tourism Policy and Its Impact on Tourist Visits in Banda Aceh City", it contains the results that the development carried out by the government in the halal tourism sector is directly proportional to the

number of visitors or tourists who attend tourist attractions in the city. The availability of supporting facilities for facilities and infrastructure, especially for worship, greatly determines the interest of tourists who want to visit tourist attractions, not only that, facilities related to creative promotion and free space for expression affect the level of tourists who attend certain tours. What was found by Abdul Khaliq The mosque facilities near the PLTd Apung are still under construction which makes it difficult for Muslim tourists to worship, a different thing was found by the researcher that the mosque which is right in front of the PLTD Apung tourist attraction is ready for construction, which makes tourists present at the tourist location can feel comfortable in performing prayers. Feelings of satisfaction and support are always seen from tourists who attend halal tourist attractions in Banda Aceh City, this is in accordance with what is felt and seen by researchers directly at the related research locations. Researchers who are present as visitors also feel the difference that is felt by maximizing tourist destinations in a positive direction that can be felt by tourists or tourists who attend.

#### **Trader's Perceptions of Halal Tourism Destinations in Banda Aceh City**

What the researcher got was something that was in accordance with the expectations of what the researcher had previously thought. The answers given by most traders were not much different from the answers that would be obtained from traders from tourist destinations in other places, the increase in turnover or profit was most definitely obtained on certain days or on holidays. This also definitely happened to traders in other tourist destinations besides Banda Aceh City. However, what needs to be realized is that everything sold, especially food and drinks by traders must be halal.

However, in knowing halal certification. Researchers did not find a definite answer due to the relationship of this answer, because most of them do not know whether halal certification is mandatory by census to do business or not, meaning that the label given or obtained is only limited to the halal logo on each product traded by the seller, not with attachments or letters that should be shown. This is not without reason, perhaps or researchers assume that because the traders interviewed were mostly only shopkeepers, not with the direct owner of the shop, while if the shop owner was directly, most of them gave answers that did not

match, meaning the answer did not lead to the implementation of halal certification whose questions were asked by researchers.

Similar things are found in previous research by Cut Nurasyimin, M. Hafidzul Furqan (2023) on the results of observations conducted by the researcher concerned from the five leading halal tourist attractions of the Baiturrahman Grand Mosque, Aceh Tsunami Museum, Floating PLTD, Syah Kuala Tomb, and Boat Above the House. Showing that 100% of business actors in the food and beverage sector around the 5 tourist attractions mentioned do have a halal logo, meaning that the food and beverages are included in the category of meeting the standards in the development of halal tourism (Halal Tourism). This shows that the halal logo on each product sold by business actors represents that halal certification has been carried out, both from the government directly and related religious institutions such as MPU.

### **Perception of the Banda Aceh City Tourism Office Towards the Implementation of Halal Tourism**

In the interview conducted by the researcher, the answer from the Banda Aceh City Tourism Office was very helpful for the researcher in obtaining information that was in accordance with the research. Through one of the experts in this field, Mr. Henry Setyawan as JF Parekraf at the Banda Aceh City Tourism Office, the researcher found the answer that the implementation of comprehensive and gradual support and selection in advancing the preservation of halal tourism destinations had been maximized. This is evidenced by the discussions above on how they socialize the rules that apply to business actors in tourism destinations that are implemented gradually and selectively.

Researchers conclude that what they have done so far can improve the economy in Banda Aceh City, especially in the tourism sector, with the implementation of Qanun number 8 of 2013 maximally making every tourist destination in Banda Aceh City in accordance with the sharia in force in this city. This proves that the role of the government is not only seen from the side of development and support of facilities in each destination, but is carried out regularly and regulatory. This is in accordance with previous research from Uswatun Hasananh (2023) where the conclusion of the study was that the implementation of Qanun number 3 of 2013 had been implemented well by the government (in this case a case study in Baiturrahman sub-district) but in socializing sharia-based

tourism has not been maximized, based on this study such as hotels, and lodging in Baturrahman sub-district has not been found.

## CONCLUSION

The implementation of Qanun number 13 of 2013 is also considered to be successfully implemented in stages by the Banda Aceh City government, the inclusion of the halal logo on every product sold by business actors is a supporting aspect for the implementation of halal tourism in Banda Aceh City. If there is no role from the government, either directly or indirectly, the implementation of halal-based tourism destinations in Banda Aceh City may not be implemented optimally, because basically the regulations issued through the city government have a significant impact on meeting aspects of economic improvement and economic growth such as this tourism aspect. With, the increasing number of visitors Year on Year causes the economy to increase even though it is fluctuating, the same thing applies specifically to the creative economy which can be one indicator of economic improvement and growth in Banda Aceh City.

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