

Original Research Article

The Development Strategy of Cross-Border Tourism as Halal Tourism in Sambas Regency

Wahyu Hidayat^{1*}, Diah Arminingsih¹, Windhu Putra¹¹Faculty of Economics and Business, Tanjungpura University, Indonesia**Article History**

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Abstract: Tourism is a pivotal economic sector with significant development potential in Sambas Regency, West Kalimantan. The Aruk Cross-Border Tourism Festival serves as a strategic gateway for attracting foreign tourists to the region. This study aims to identify strategies for developing halal tourism through cross-border tourism at the Sebedang Lake in Sambas Regency. Employing a qualitative approach, data were collected through interviews and observations. The IFAS and EFAS analyses revealed opportunities rated at 2.100 and strengths at 2.179, which surpassed weaknesses rated at 1.089 and threats at 1.250. The recommended development strategy is the Strengths-Opportunities (SO) strategy, which involves leveraging the unique, pristine nature of Sebedang Lake as a tourist attraction, enhancing facilities, obtaining halal certification, and fostering cooperation with stakeholders. These measures can facilitate the transformation of Sebedang Lake into a premier halal tourism destination in Sambas Regency via a cross-border tourism program. The findings of this research are anticipated to significantly contribute to the advancement of halal tourism at Sebedang Lake.

Keywords: Tourism, Halal, SWOT Analysis, Development Strategy, Cross-Border Tourism.

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1. INTRODUCTION

Sambas Regency is situated on the northernmost west coast of West Kalimantan Province, encompassing an area of 6,395.70 km², or 639,570 hectares, which constitutes 4.36% of the total area of West Kalimantan Province. The coastal areas hold strategic value and play a crucial role in enhancing the economy and welfare of the local community (Ratnasari, 2022). Tourism, defined as travel undertaken by individuals or groups to specific destinations for recreation or to explore the attractions of the location, whether for brief or extended periods (Soleha, 2023), provides numerous benefits to both the community and the nation (Taufik *et al.*, 2023). Sambas is a district predominantly inhabited by the Malay population and is recognized as one of the regions in West Kalimantan Province with a rich cultural heritage and strong traditional customs.

Sambas Regency boasts numerous natural tourist destinations, including beaches, mountains, lakes, forests, and more. The natural environment forms the core of Indonesia's overall tourism appeal (Sulistiyadi *et al.*, 2017). Tourist destinations are a critical component of the tourism system, encompassing a combination of

various tourism products such as attractions, amenities, facilities, and supplementary services (Indrajaya *et al.*, 2019)

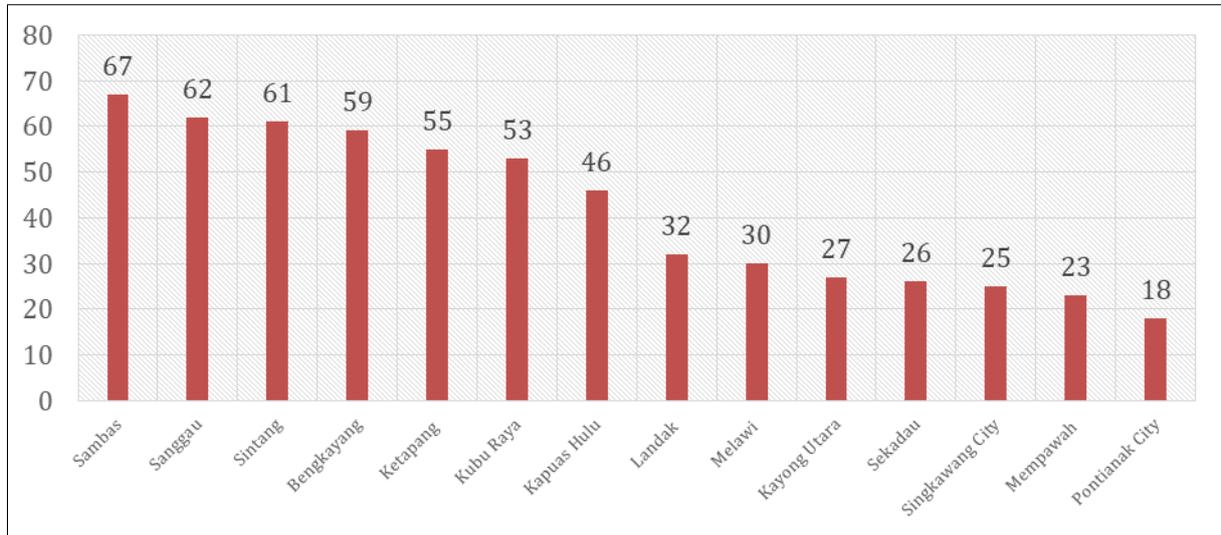
Based on the data presented, there are approximately 584 tourist destinations in West Kalimantan, with Sambas Regency having the highest number of tourist destinations, totaling 67. Sebedang Lake, situated in Sempalai Village, Sebawi District, Sambas Regency, is one of the most popular tourist attractions in the area. This natural destination offers scenic views of the lake and mountains, creating a cool and refreshing environment (Ulfa *et al.*, 2023). Its strategic location along a cross-province road enhances its accessibility.

Sebedang Lake is designated as a tourism site by Regional Regulation Number 17 of 2015 concerning the Regional Spatial Plan (RTRW) of Sambas Regency 2015-2035 (Megawati *et al.*, 2019). In the Sambas Regency Tourism Development Master Plan (RIPARDA) 2016-2036, Sebedang Lake is identified as one of the most significant natural tourism areas for development. Tourism is a crucial component of national development as it upholds religious values, culture,

sustainability, environmental quality, and economic growth. Consequently, tourism must be systematically, planned, integrated, sustainable, and responsibly managed (Proceeding, n.d.). Sebedang Lake holds

potential for development into a halal tourism destination in Sambas Regency, supported by the predominantly Muslim population of the region.

Table 1.1: List of tourist destinations in West Kalimantan



Source: Destination and Tourism Industry Development Division, 2019 (Processed)

Table 1.2: Population by Religion in West Kalimantan

No	Regency/ City	Religion						
		Islam	Christian	Catholic	Hinduism	Buddhism	Confucianism	Other Beliefs
1	Sambas	562.990	11.728	18.376	189	42.955	3.014	3
2	Pontianak	512.502	32.682	40.076	345	83.535	2.456	2
3	Kubu Raya	505.656	23.996	34.687	521	44.122	1.075	35
4	Ketapang	371.958	45.880	148.255	505	7.028	696	534
5	Mempawah	229.234	19.448	23.756	66	33.697	1.088	453
6	Sanggau	164.885	82.384	237.874	145	3.603	105	311
7	Sintang	162.053	99.252	151.470	124	2.180	452	3
8	Kapuas Hulu	154.978	21.232	78.428	24	295	339	2
9	Singkawang	127.273	13.012	17.802	66	79.211	1.106	13
10	Melawi	123.613	54.604	54.834	37	1.192	260	1
11	Kayong Utara	122.349	1.728	964	504	1.937	425	-
12	Bengkayang	101.990	77.985	89.974	268	16.554	2.675	140
13	Sekadau	83.370	29.769	100.429	7	1.441	257	43
14	Landak	64.495	120.114	215.591	37	2.333	180	3
Total in 2020		3.287.346	633.814	1.212.516	2.848	320.083	14.160	1.543

Source: Population and Civil Registry Office of West Kalimantan, 2020

Based on the aforementioned data, Sambas Regency is characterized by a predominantly Muslim population and is the largest such area in West Kalimantan. This demographic presents a significant opportunity for the development of halal tourism in the region, especially given the current absence of halal tourism initiatives in Sambas Regency. According to the Global Muslim Travel Index (GMTI) (2021), halal tourism recovered to 94% of its pre-pandemic levels after plummeting to around 25% during the COVID-19 pandemic (Ali Shah et al., 2023). The establishment of halal tourism in Sambas Regency is likely to attract both domestic and international tourists, particularly from neighboring countries such as Malaysia and Brunei. The strategic location of Sambas Regency, which directly

borders Malaysia and serves as an international entry point, further enhances its potential as a desirable destination for foreign tourists.

The Cross-Border Tourism Festival has been held in Sambas Regency, specifically in Aruk Sajingan. The 2019 festival successfully attracted 2,361 tourists from Malaysia. According to data from the Aruk Immigration Post, on the first day of the festival, 583 tourists from Malaysia entered using passports, and 200 others entered using the Passenger Moving System (PMS). On the second day, the number of tourists increased, with 978 people entering using passports and 600 entering using PMS (Elyta & Uily Nuzulian, 2020).

In 2019, at least 14 Cross-Border Festivals (FCBs) were held in West Kalimantan Province.

International tourism, also known as "cross-border tourism," has been a significant focus for President Joko Widodo since 2015. Abdullah Azwar Anas, Chairman of Apkasi (Association Indonesian Regency Governments), stated that the cross-border tourism program initiated by the government has received full support from regencies in the border regions (Elyta & Uly Nuzulian, 2020). The festival attracts foreign tourists from countries such as Malaysia, the Philippines, Thailand, Papua New Guinea, and Timor Leste. According to I Gde Pitana, Deputy of Foreign Marketing at the Indonesian Ministry of Tourism, there were 217 cross-border tourism festivals held in 30 border locations and eight additional regions in 2017. These initiatives can boost local community incomes, create new jobs, improve infrastructure, and increase regional revenue. Furthermore, provincial and central governments stand to benefit from regional development through halal tourism (Abidiyanto & Adinugraha, 2023).

Each destination or tourist attraction possesses distinctive contexts and characteristics. General criteria for Islamic tourism encompass several key aspects. First, it prioritizes public welfare. Second, its objective is to offer enlightenment, rejuvenation, and serenity. Third, it abstains from practices associated with polytheism and superstition. Fourth, it maintains a stance against immoral behaviors. Fifth, it guarantees safety and comfort for visitors. Six, it emphasizes environmental preservation. Lastly, it demonstrates respect for socio-cultural values and local wisdom (Amalia, 2018).

On this background, the aim of this study is to delve into the advancement of halal tourism and ascertain the most efficacious approach to promote tourist destinations within Sambas Regency. The imperative to develop halal tourism stems from its recognition as both a national and global concern, as outlined in the 2019-2024 Indonesian Sharia Economy MasterPlan (Hakim, 2019). Concurrently, the tourism sector continues to register substantial growth annually (Jaelani, 2017). Although the current condition of tourism in Indonesia still faces several challenges (Supriadi *et al.*, 2023). Consequently, the Cross-Border Tourism program is anticipated to emerge as a potent strategy in enticing foreign tourists to explore Sambas Regency, with a particular focus on fostering the transformation of the Sebedang Lake tourist destination into a thriving hub of halal tourism.

2. LITERATURE REVIEW

Drawing from prior research, numerous studies have delved into the realm of halal tourism in Indonesia. Nevertheless, it is imperative to recognize that each destination or tourist attraction possesses its own distinct context and characteristics. While Shariah tourism adheres to certain common standards, including a focus

on public welfare, enlightenment, refreshment, tranquility, abstention from unsanitary practices, avoidance of sinful behaviors, provision of comfort and safety, preservation of nature, and respect for local social and cultural norms. Despite the extensive discourse on halal tourism in Indonesia at large in previous studies, there remains a noticeable scarcity of literature specifically addressing the Sebedang Lake tourist attraction in Sambas Regency. Hence, this study seeks to fill this gap by providing an appropriate development strategy, drawing upon existing precedents.

In studies conducted by Faza (2019) and Azizah (2021), the SWOT analysis method was employed, utilizing a mixed-method approach that combines both qualitative and quantitative methodologies. The findings aimed to delineate internal issues through the identification of indicators and subsequently proposed solutions to mitigate weaknesses. Among the strategic recommendations emerging from the SWOT Analysis is collaborative engagement with various stakeholders including the central government, local authorities, APII, businesses, and the community. This collaborative effort is envisioned to orchestrate, implement, and oversee the halal tourism program effectively.

Research conducted by Siregar *et al.*, (2023), Nurohman & Qurniawati (2021), Sari *et al.*, (2024), Destiana & Kismartini (2020), and Rimet (2019) has extensively explored halal tourism utilizing qualitative descriptive research methodologies, complemented by the utilization of SWOT analysis to gather data and formulate development frameworks. From these studies, it is evident that the advancement of halal tourism necessitates the strategic leveraging of prevailing opportunities and strengths, such as the provision of requisite amenities encompassing accommodation, dining establishments, places of worship, halal-certified sustenance, assurance of security, and maintenance of cleanliness. Moreover, fostering collaborative partnerships among local governments, the private sector, and community stakeholders is deemed essential to optimize the trajectory of tourism development.

Andriani & Jannah (2022), conducted research employing a comprehensive qualitative approach, which underscores the interdependence of individual components for reciprocal gains. Within this framework, a descriptive qualitative analysis, utilizing the SWOT methodology, was undertaken in two phases. Subsequently, the outcomes of this analysis were quantitatively articulated through the application of the Analytic Network Process (ANP) method. The ANP, a mathematical theory, facilitates decision-makers in navigating feedback loops and interrelated factors (dependencies). According to the data processing outcomes derived from the ANP, fostering community collaboration emerges as the most pivotal strategy.

In their study, Wahab *et al.*, (2023) employed the Analytical Network Process (ANP) methodology to

examine the strategic development of halal tourism in Banjarmasin City. ANP serves as a tool to ascertain the prioritization of key aspects crucial for the advancement of halal tourism. This research adopts a mixed-method approach, integrating both quantitative and qualitative methodologies. Questionnaires and expert interviews were utilized to identify primary challenges, potential solutions, and strategic approaches. The investigation was facilitated using the SuperDecisions software. The findings of this study are anticipated to be instrumental for governmental bodies and tourism organizations in formulating initiatives to establish halal tourism destinations in Banjarmasin City.

Taqy & Asnita (2023) conducted descriptive research employing quantitative methods. The Likert scale was utilized to gauge respondents' evaluations of SWOT indicators. Upon identifying internal and external factors, the Strength-Opportunities strategy emerges as a viable option for the development of halal tourism on Lombok Island. This finding parallels the research conducted by Wisanggara & Syofyan (2021), which also employed qualitative descriptive research methodologies. The outcomes of the IFAS and EFAS analyses revealed a value of 1.53 and an EFAS (-) value of 0.3, positioning the Puncak Koto Panjang tourist attraction in quadrant II of the SWOT matrix. This positioning suggests that while the attraction boasts robust internal strengths, it grapples with significant external challenges. Diversification emerges as a potential approach to address these challenges.

Wahyudi *et al.*, (2022) employed a dual approach comprising descriptive and quantitative analyses. The study utilized the purposeful sampling method, entailing the deliberate selection of respondents. Notably, the Internal Factor Evaluation (IFE) surpassed the External Factor Evaluation (EFE), indicative of stronger internal factors relative to external ones, encompassing both strengths and weaknesses compared to opportunities and threats.

In contrast, Soehardi (2022), adopted a qualitative exploratory research methodology. As delineated by Arikunto, exploratory research endeavors

to uncover factors influencing specific phenomena. The author employed a nonprobability sampling technique. The analysis revealed Lingga Regency's potential for halal tourism, underscored by its historical significance and the Malay culture intricately intertwined with Islamic heritage.

In his research, Yusuf *et al.*, (2021), adopted an expert system approach, incorporating interviews, questionnaires, direct observation, and expert involvement in data synthesis. The findings underscored the significance of three primary aspects in shaping the halal tourism model in Aceh: adherence to Sharia principles, attainment of halal certification, and empowerment initiatives.

3. METHODS

This study adopts an inductive qualitative approach, facilitating an in-depth exploration of a certain phenomenon and a comprehensive understanding of the multifaceted context surrounding tourist attraction development. Conducted within the vicinity of Sebedang Lake, situated in Sempalai village, Sebawi sub-district, Sambas district, West Kalimantan, this research utilizes SWOT analysis, encompassing both Internal Factor Analysis (IFAS) and External Factor Analysis (EFAS).

SWOT analysis, an acronym for Strengths, Weaknesses, Opportunities, and Threats, comprises a two-dimensional framework encompassing four key elements. Strengths and weaknesses emanate from internal organizational factors, while opportunities and threats emanate from external sources and environmental influences (Nurohman & Qurniawati, 2021). In the domain of SWOT analysis for halal tourism, the synthesis of internal and external factors (IFAS) alongside the aggregation of external factors (EFAS) assume pivotal roles as essential tools for formulating effective strategies based on SWOT analysis. In practical application, IFAS and EFAS serve to consolidate SWOT analysis outcomes into critical factors, thereby serving as the foundation for delineating nuanced and robust strategies.

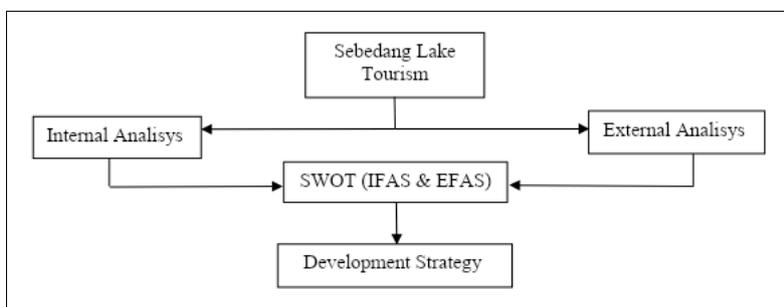


Figure 3.1: Conceptual Framework

Data collection methodology in this study employs interview techniques conducted with pertinent

stakeholders, including managers of tourist attractions, visitors, and local governmental authorities.

Consequently, the advancement of tourist destinations is orchestrated through a meticulously structured program engaging all stakeholders (Hasibuan *et al.*, 2019). Complementing the interviews, the author also employs direct observation methods conducted at Sebedang Lake to ascertain the prevailing conditions, assess available facilities, and observe interactions between visitors and the surrounding environment.

The qualitative data collected will undergo inductive analysis, entailing the identification of patterns, themes, and interrelationships found in the data. This methodological approach empowers the researcher to derive nuanced and contextually rich conclusions from the research findings.

4. RESULTS AND DISCUSSION

4.1. History and Development of Sebedang Lake

Situated between two villages in Sebawi Sub-district, namely Sempalai Sebedang Village and Sepuk Tanjung Village, Sebedang Lake spans an area of 63.4 hectares. Renowned for its pristine and picturesque natural scenery, this tourist destination boasts crystal-clear waters and fresh air. Particularly during weekends and holidays, Sebedang Lake attracts a plethora of visitors. Recent data collected during the Eid al-Fitr holiday in 2024 indicates that the number of tourists visiting Sebedang Lake reached 23,601 individuals (Disporapar Kab. Sambas, 2024).

Sebedang Lake stands as the sole lake in Sambas Regency, nestled within Sebawi District. According to historical accounts, Sultan Muhammad Syafiuddin, the ruler of Sambas, harbored a vision of establishing a tranquil retreat beyond the confines of his palace adorned with captivating vistas. Tasking his attendants to scout for a suitable location, they chanced upon the idyllic site of Sebedang. Subsequently, Sultan

Sambas promptly instructed the construction of a pagong or embankment, which over time resulted in the formation of the lake (Megawati *et al.*, 2019). The developmental trajectory of Sebedang Lake was meticulously steered through SWOT analysis, enabling the delineation of apt and efficacious strategies.

4.2. Halal Tourism Development Strategy through IFAS and EFAS

The process of SWOT analysis commences by identifying internal factors (strengths and weaknesses) and external factors (opportunities and threats). Subsequently, each internal (IFAS) and external (EFAS) factor is assigned an overall importance value of 1.0. In the rating phase, the Likert scale is employed, with strengths and opportunities rated as follows: 4 (very important), 3 (important), 2 (less important), and 1 (not important), while weaknesses and threats receive the inverse ratings: 4 (not important), 3 (less important), 2 (important), and 1 (very important). The resultant score is obtained by multiplying the weight by the rating.

Following the analysis of IFAS and EFAS, the subsequent step involves the construction of a SWOT matrix. This matrix serves as a tool to amalgamate the outcomes of the two analyses and devise suitable strategies. Comprising Indicators, strengths and opportunities (SO), strengths and threats (ST), weaknesses and opportunities (WO), and weaknesses and threats (WT), the SWOT matrix is predicated upon several key indicators. These include, but are not limited to: prioritizing public welfare, fostering enlightenment, tranquility, and avoidance of polytheistic practices and superstitions. Furthermore, emphasis is placed on upholding moral integrity, ensuring safety and comfort, preserving environmental integrity, and respecting socio-cultural values and indigenous wisdom (Amalia, 2018).

Table 4.1: Factors Internal (IFAS)

Strategic Factors	Weight	Rating	Score
Strengths			
Strategic location of tourism sites	0,107	4	0,429
Availability of halal food and beverages	0,089	4	0,357
Excellent internet, electricity and water	0,089	3	0,268
Accessible place of worship	0,107	4	0,429
Clean and well-maintained site	0,071	3	0,214
Affordable ticket	0,071	3	0,214
Pristine and cool natural environment	0,089	3	0,268
Total	0,625		2,179
Weaknesses			
Limited public understanding of halal tourism	0,089	2	0,179
Insufficient visitor information centers	0,071	3	0,214
Insufficient visitor information centers	0,089	3	0,268
Low levels of security	0,071	3	0,214
Lack of vision and mission for tourist attractions	0,054	4	0,214
Total	0,375		1,089
Total	1		

Source: Processed Data, 2024

Table 4.2: Factors External (EFAS)

Strategic Factors	Weight	Rating	Score
Opportunities			
Support from local government	0,150	4	0,600
Introduction of local culture to international tourists	0,050	2	0,100
Creation of employment opportunities	0,150	4	0,600
Increase in community and regional income	0,100	3	0,300
Predominantly Muslim population	0,125	4	0,500
Total	0,575		2,100
Threats			
Negative public perception regarding the history of Sebedang Lake tourist site	0,050	4	0,200
Deforestation around the tourist site	0,050	4	0,200
Natural disasters	0,100	3	0,300
Rising crime rates	0,125	2	0,250
Influx of foreign cultures	0,100	3	0,300
Total	0,425		1,250
Overall Total	1		

Source: Processed Data, 2024

The internal factor (IFAS) score for strengths is 2.179, and for weaknesses, it is 1.089, indicating a difference of 1.089. Meanwhile, the external factor (EFAS) score for opportunities is 2.100, and for threats, it is 1.250, reflecting a difference of 0.850.

Table 4.3: SWOT Matrix

IFAS	Halal Tourism Indicators	Strengths	Weaknesses
Opportunities		SO Strategy	WO Strategy
	Public Welfare	Develop tourism infrastructure around Sebedang Lake, including roads, bridges, and parking facilities.	Implement training and development programs for human resources in the Sebedang Lake tourism sector.
	Enlightenment, Refreshment, and Tranquility	By capitalizing on the uniqueness of Sebedang Lake as a natural tourist attraction that remains pristine,	Exploit emerging tourism opportunities, such as educational tourism, cultural tourism, and culinary tourism.
	Avoiding Disgusting and Dirty Matters	Provision of adequate trash bins, clean toilets, and well-maintained tourist areas.	Involvement of the local community in the management of tourist sites to ensure the cleanliness of the tourist areas is maintained.
	Abstaining from Sinful Acts	Segregation of tourist facilities for males and females and the addition of worship facilities.	Ensuring tourist sites and activities are free from prohibited actions.
	Comfort and Security	Providing education to the local community about the importance of tourism and how to be good hosts to tourists.	Utilizing social media and information technology to enhance the management of Sebedang Lake tourism.
	Preserving Environmental Sustainability	Collaborating with the local community to develop sustainable products aimed at preserving the environmental integrity of Sebedang Lake.	Promoting Sebedang Lake and establishing cooperative networks with other tourist destinations in Indonesia and abroad.
	Respecting Local Social and Cultural Principles	Promoting Sebedang Lake as an ecological and adventure tourism destination to attract tourists.	Enhancing cooperation with central government, local authorities, and private sectors for the development of tourism at Sebedang Lake.

Source: Processed Data, 2024

Table 4.4: SWOT Matrix

IFAS EFAS	Halal Tourism Indicators	Strengths	Weaknesses
<i>Threats</i>		ST Strategy	WT Strategy
	Public Welfare	Attracting investment from the private sector to develop quality tourism infrastructure and accommodations.	Constructing infrastructure such as trekking trails and picnic areas that are environmentally friendly and easily accessible.
	Enlightenment, Refreshment, and Tranquility	Conducting afforestation around tourist areas to prevent erosion and preserve the environment.	Installing informative signboards and clear signage for easy understanding by tourists.
	Avoiding Disgusting and Dirty Matters	Prohibiting tourist activities that could potentially pollute the lake water and enforcing cleanliness regulations.	Providing facilities such as public toilets, changing rooms, and family-friendly dining areas.
	Abstaining from Sinful Acts	Collaborating with religious figures to conduct awareness campaigns on Sharia-compliant tourism to the local community.	4. Collaborating with religious figures to conduct awareness campaigns on Sharia-compliant tourism to the local community.
	Comfort and Security	5. Establishing clear and stringent rules regarding acceptable and unacceptable behavior within tourist areas.	Collaborating with law enforcement agencies to ensure the safety of tourists.
	Preserving Environmental Sustainability	6. Developing educational programs on the importance of preserving the environment of Sebedang Lake.	Organizing educational programs about the flora and fauna of Sebedang Lake, as well as the importance of environmental conservation.
	Respecting Local Social and Cultural Principles	7. Providing education to tourists about the culture and customs of the local community at Sebedang Lake.	Hosting local art and cultural performances to attract tourists and introduce the local culture.

Source: Processed Data, 2024

Following an assessment of both internal and external factors, the subsequent step involves crafting a SWOT analysis diagram. This diagram serves as a tool to delineate the internal and external factors pertinent to

the advancement of halal tourism. The overarching objectives of this process are strategic planning and the attainment of effective decision-making outcomes.

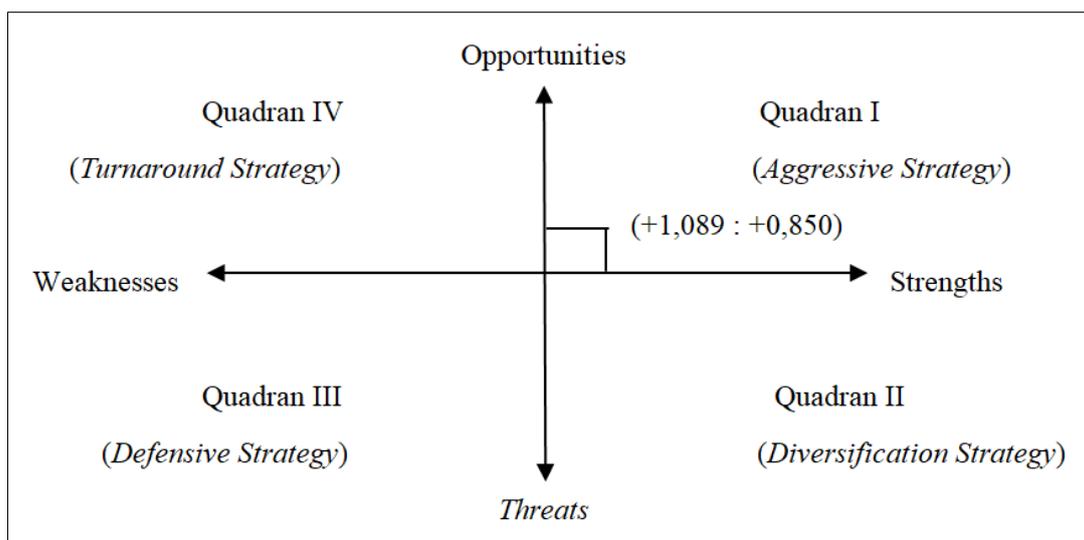


Figure 4.1: SWOT Analysis Diagram

The internal factors (IFAS) and external factors (EFAS) are positioned within Quadrant I, indicative of the prevalence of strengths and opportunities (SO), strengths and threats (ST), weaknesses and opportunities (WO), and weaknesses and threats (WT). Upon the

integration of all elements into the SWOT analysis matrix and diagram, a comprehensive analysis can be conducted to elucidate the interplay between strengths and opportunities (SO) and strengths and threats (ST). Quadrant I represents a favorable scenario wherein

Sebedang Lake thrives; hence, the Strength-Opportunity (SO) strategy is deemed applicable. Notably, this aligns with the findings of studies conducted by Semnasti *et al.*, (2023), Sajida & Syafrida (2022) and (Rizky, 2021), which also advocate for the utilization of the Strength-Opportunity (SO) strategy.

Sebedang Lake emerges as a promising prospect for a halal tourist destination within Sambas Regency. Its potential is underscored by the momentum generated from the cross-border tourism festival at PLBN Aruk, complemented by the presence of a cross-border market managed by local entrepreneurs, which collectively draw the interest of foreign tourists. Furthermore, the allure of this destination is further accentuated by its strategic location coupled with its inherent natural charm. The findings of the SWOT analysis corroborate the efficacy of adopting the Strength-Opportunities (SO) strategy. This approach capitalizes on Sebedang Lake's intrinsic strengths as a pristine natural attraction, coupled with the fortuitous opportunities presented by governmental backing and the untapped tourist influx in the vicinity. Operationalizing this strategy entails the development of tourism infrastructure surrounding Sebedang Lake, advocacy for the tenets of halal tourism, and fostering collaboration among diverse stakeholders to elevate Sebedang Lake as the quintessential halal tourism emblem of Sambas Regency.

5. CONCLUSION AND RECOMMENDATIONS

Given its strategic geographical positioning, picturesque natural landscapes, predominantly Muslim populace in Sambas Regency, and adjacency to border areas, Sebedang Lake stands poised with substantial potential for metamorphosis into a halal tourism enclave. A pivotal reinforcing factor stems from the cross-border tourism initiatives, notably exemplified by the Aruk Cross Border Festival, which has demonstrably bolstered foreign tourist traffic. Through adept utilization of extant strengths and opportune circumstances, alongside proactive mitigation of inherent weaknesses and looming threats, the Sebedang Lake tourism milieu holds promise for comprehensive development. In spearheading the halal tourism agenda for Sebedang Lake, the adoption of an SO (Strengths-Opportunities) strategy emerges as an auspicious prospect. These strategic imperatives encompass leveraging the distinctive allure of Sebedang Lake as an unspoiled natural sanctuary, augmenting infrastructural facilities, fostering ecological and adventure tourism facets, and fostering collaborative ventures with governmental entities and local stakeholders.

Furthermore, several initiatives can propel the development of Sebedang Lake. The local government of Sambas Regency must assume a pivotal role in fostering halal tourism at Sebedang Lake by spearheading endeavors such as infrastructure development, advocacy for pertinent regulations,

fostering a cohesive halal tourism community geared towards cultivating halal culinary delights, souvenirs, and tourism services, along with orchestrating culturally enriched festivals reminiscent of the Sarawak Tourism Board's initiatives. Moreover, pivotal to this agenda is the enhancement of foundational amenities encompassing road connectivity, religious edifices, and culinary establishments. However, this research confronts certain challenges, notably constrained research timelines and a generalized focus on Sebedang Lake's development strategies, thus underscoring the imperative for subsequent research to delve into the significance of halal certification for Micro, Small, and Medium Enterprises (MSMEs) in the vicinity of Sebedang Lake.

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