

Enhancing Gastronomy Tourism Strategy Through Free Halal Certification Program in East Java

Strategi Meningkatkan Pelancongan Gastronomi Melalui Program Pensijilan Halal Percuma di Jawa Timur

Nurlaili Adkhi Rizfa Faiza¹, Ropingi El Ishaq², Muhammad Fikri Alan³, Aziza Anggi Maiyanti⁴

¹Faculty of Islamic Economics and Business, IAIN Kediri, Indonesia, Kediri

²Faculty of Ushuludin and Philosophy, IAIN Kediri, Indonesia, Kediri

³Faculty of Sharia and Law, IAIN Kediri, Indonesia, Kediri

⁴Faculty of Tarbiyah, IAIN Kediri, Indonesia, Kediri

Article progress

Received: 6 Nov 2024

Accepted: 15 Apr 2025

Published: 31 May 2025

**Corresponding author:*

Nurlaili Adkhi Rizfa Faiza¹,
Faculty of Islamic Economics
and Business, IAIN Kediri,
Indonesia, Kediri
Email: arizfafaiza@iainkediri.a
c.id

Abstract: This study examines the implementation of the Free Halal Certification/ Sertifikasi Halal Gratis (SEHATI) program for small and micro businesses, highlighting its significance in attracting Muslim tourists and supporting East Java's gastronomic tourism. Given the growing demand for halal-certified products, this program aims to make halal certification more accessible to small culinary businesses. Through surveys, interviews, and mixed-method analysis, the study reveals that both business owners and tourists in East Java hold a favorable view of halal certification, recognizing it as a key factor in fostering a halal lifestyle. The findings show that halal certification positively impacts business owners by enhancing consumer trust and broadening market reach, which aligns well with East Java's aspirations for culinary tourism growth. However, challenges remain, including limited public knowledge about halal certification, the need for easier access for business owners, and the importance of reinforcing the credibility of certifying institutions. To address these issues, the study recommends several policies: strengthening the halal ecosystem from production to distribution, establishing rigorous global standards, enhancing consumer awareness, diversifying halal products and services, encouraging international collaboration, ensuring transparency and accountability, and leveraging social media to promote halal gastronomy tourism. By implementing these recommendations, East Java can potentially boost its halal tourism sector, improve product quality, safeguard consumer rights, and stimulate economic growth.

Keywords: Halal, Certification, Gastronomy, Tourism, East Java

Abstrak: Kajian ini bertujuan untuk meneroka pelaksanaan pensijilan halal percuma untuk produk perniagaan kecil dan mikro. Pensijilan halal dianggap sebagai faktor penting dalam menarik pelancong Muslim yang merupakan segmen pasaran yang besar. Penyelidikan ini menganalisis kesan program Pensijilan Halal Percuma (SEHATI) terhadap pelaku perniagaan masakan, persepsi pengembara, dan perkembangan gastronomi pelancongan secara keseluruhan. Kaedah penyelidikan termasuk tinjauan, temu bual, dan analisis data kuantitatif dan kualitatif. Hasil kajian menunjukkan bahawa pelaku perniagaan dan pengembara di Jawa Timur mempunyai persepsi positif terhadap pensijilan halal dan melihatnya sebagai faktor penting dalam menyokong gaya hidup halal. Pensijilan halal memberi impak positif kepada pelaku perniagaan kerana ia meningkatkan keyakinan pengguna terhadap produk mereka supaya mereka dapat meluaskan jangkauan pasaran mereka. Hal ini tentunya selaras dengan perkembangan pelancongan gastronomi di

Jawa Timur. Walaupun menghadapi beberapa cabaran, usaha berterusan perlu dilakukan untuk meningkatkan pengetahuan orang ramai tentang pensijilan halal, memudahkan akses kepada pensijilan halal untuk pelaku perniagaan, dan meningkatkan kredibiliti institusi pensijilan halal. Justeru, pensijilan halal boleh memainkan peranan yang lebih optimum dalam meningkatkan kualiti produk halal, melindungi hak pengguna, dan menggalakkan kemajuan pelancongan gastronomi di Jawa Timur. Hasil kajian ini mencadangkan dasar berikut: memperkukuh ekosistem halal daripada pengeluaran kepada pengedaran, menetapkan piawaian global yang ketat, meningkatkan kesedaran pengguna, mempelbagaikan produk dan perkhidmatan halal, menggalakkan kerjasama antarabangsa, memastikan ketelusan dan akauntabiliti, dan menggunakan media sosial untuk mempromosikan pelancongan gastronomi halal. Dengan melaksanakan saranan ini, Jawa Timur berpotensi untuk meningkatkan sektor pelancongan halal, meningkatkan kualiti produk, melindungi hak pengguna, dan merangsang pertumbuhan ekonomi.

Kata Kunci: Halal, Sertifikasi, Gastronomi, Pariwisata, Jawa Timur

Introduction

Gastronomic tourism has become a significant trend in the global tourism industry, with travelers seeking authentic culinary experiences in the destinations they visit. In Indonesia, especially in East Java Province, the potential for gastronomic tourism is huge due to the richness of local cuisine. Various traditional dishes, rich in taste and culinary history, make East Java an attractive destination for both local and foreign tourists (Diaconescu et al., 2016). Dishes such as *pecal*, *sate*, *rawon*, desserts like *gethuk*, *onde-onde*, *brem*, *pudak* particularly to attract muslim tourist who representt significant a significant market segment diverse culinary wealth, have great potential to develop gastronomic tourism.

One of the main challenges in the developing gastronomic tourism in East Java is to ensure that the food served, meets to halal standards, particularly to attract Muslim tourists who represent a significant market segment. Indonesia, as the country with the largest Muslim population in the world, has great potential in developing halal tourism. East Java, with its rich culture and cuisine, can be a pioneer in offering authentic and attractive halal gastronomic tourism experiences. Therefore, halal certification is a key element in the tourism development strategy in this region (Battour & Ismail, 2016). For Muslim tourists, the certainty that the food they consume is halal is an important factor in their travel decisions. Therefore, the implementation of a halal certification program becomes very relevant (Shafie & Othman, 2006).

Halal certification has become a crucial factor for Muslim consumers when selecting food products. It provides them with a sense of safety and confidence in consuming the product. Beyond offering reassurance to Muslim tourists, halal certification also enhances the trust and competitiveness of local culinary products in the global market. Studies have shown that restaurants with halal certification tend to attract more tourists, both domestic and international. (Oktadiana et al., 2022).

Before the transfer of halal certification management by the Indonesian Halal Product Guarantee Agency (BPJPH), in East Java, there were still obstacles in implementing halal certification, especially related to costs and complicated procedures. Many culinary micro and small business actors (MSEs) feel burdened by the cost of this certification (Faidah, 2017). Therefore, government intervention is needed to provide a free halal certification program to support this sector (Mawaddah & Farma, 2022). Then, in 2022, the government through BPJPH launched free halal certification (SEHATI) for MSEs actors. Based on BPJPH data records as of 3rd January 2024, total 252,490 halal certificates have been issued for business actors in East Java, 98,52% of which are Micro, Small and Medium Industries (MSMEs) (Kominfo Jatim, 2024).

The free halal certification program launched by the government is expected to encourage more culinary business actors in East Java to obtain halal certification. The implementation of the free halal certification program by the

government is expected to increase the participation of culinary SMEs in obtaining halal certification. This will have a positive impact on the development of gastronomic tourism because more restaurants and food stalls can serve halal food (Yousaf & Xiucheng, 2018). The free halal certification program is also in line with the government's efforts to improve the quality and competitiveness of national tourism. Halal certification is one of the important indicators in developing Muslim-friendly tourist destinations, which in turn can attract more tourists from Muslim-majority countries (Henderson, 2016). In addition to economic benefits, the halal certification program also has positive social implications. With halal certification, local communities will be more aware of the importance of halal aspects in daily consumption. This can also improve community welfare through increased culinary business turnover (Khan et al., 2020). Previous studies have shown that halal certification has a positive impact on the food and beverage industry. However, there are not many studies that specifically examine the impact of free halal certification programs on gastronomy tourism. This study is expected to fill this gap and provide appropriate policy recommendations. One successful example of the implementation of halal certification in the tourism sector is Malaysia. This country has long promoted halal certification as an integral part of their tourism strategy (Battour & Ismail, 2016). Malaysia's experience can be a valuable lesson for East Java in developing a halal certification program.

This study will also explore tourists' perceptions of halal certification. Understanding how tourists assess the importance of halal certification in choosing destinations and cuisines can help design more effective marketing strategies. Thus, this study does not only focus on economic aspects, but also on social and cultural aspects. The influence of halal certification programs on tourists' perceptions and preferences can provide a more comprehensive picture of the impact of this policy.

The results of this study are expected to be a basis for policy makers in designing similar programs in other regions. If the free halal certification program is proven effective in East Java, this model can be replicated in other provinces that have great gastronomic tourism potential. Finally, this study also contributes to the academic literature on halal tourism and gastronomy. By examining the relationship between the free halal certification program and tourism development, this study adds insight into how public policy can support the growth of an inclusive and sustainable tourism sector.

Literature review

Halal Certification

Halal certification is a process of assessment and recognition carried out by an authorized authority to determine whether a product, material, or service meets the requirements and standards set out in Islamic law. Halal certification ensures that the product or service is made, processed, or provided in accordance with the halal principles recognized by Muslims. There are three actors regulated in Law No. 33 of 2014, involved in the Halal Certification process, namely BPJPH, Halal Inspection Institution or LPH, and the Indonesian Ulema Council (MUI). (*Bagaimana Sinergi BPJPH, LPH, Dan MUI Dalam Sertifikasi Halal? Ini Penjelasan Kemenag, n.d.*)

The halal certification process involves a thorough examination of the ingredients used, production methods, sanitation, animal treatment, and cleanliness and separation in food processing. This certification aims to ensure that the product or service is free from ingredients that are forbidden in Islam, such as pork, alcohol, blood of non-halal animals, or additives of questionable halalness (Redaksi -, 2014).

As the global Muslim travel market grows, halal tourism—including halal gastronomy—has become a key area of focus. Halal certification ensures that food, accommodations, and services meet Islamic dietary and lifestyle requirements. In the culinary sector, this includes sourcing halal ingredients, maintaining cleanliness, and following ethical food preparation practices. Halal-certified tourism provides Muslim travelers with confidence and peace of mind, and it is increasingly viewed as a benchmark for quality and inclusivity, even for non-Muslim tourists who prioritize food safety and ethical consumption. Halal certification is important for manufacturers and providers of products or services because it helps them reach a wider market, especially in the Muslim community who pay attention to the halal aspect of their consumption. In addition, halal certification also provides assurance to consumers that the products or services they purchase are in accordance with Islamic principles (Kusuma, 2021).

Gastronomy Tourism

Gastronomy tourism, also known as culinary tourism, involves traveling for the purpose of experiencing the food and drink unique to a particular destination. It is increasingly recognized as a powerful tool for promoting cultural heritage, boosting local economies, and diversifying tourism offerings. In recent years, gastronomy tourism has evolved from simple food tasting to immersive experiences that include cooking classes, food festivals, and visits to local farms or markets. Gastronomic tourism, or culinary tourism, is a strategic dimension in the development of the contemporary tourism industry (De Jong et al., 2018). Not just an activity of consuming food and drinks, gastronomy represents the cultural values, history, and local identity of a region (Dixit, 2019). Amidst the increasing demand for authentic experiences from tourists, culinary specialties are an important indicator in choosing a destination. Indonesia, as a country with extraordinary cultural and culinary riches, has great potential in the development of gastronomic tourism (Ma'rifah et al., 2019). Each region offers unique flavors, distinctive processing techniques, and its own cultural narrative. In East Java, for example, culinary riches such as *rawon*, *rujak cingur*, and *pecal* reflect a highly valuable cultural heritage. However, along with the growing awareness of Muslim consumers and the trend of halal tourism, there is an urgent need to guarantee the halal aspects of these culinary products.

The word *gastro* comes from the Greek "*gastros*" comes from the Greek words which meaning stomach, and "*gnomos*" meaning science or law. Gastronomy discusses intercultural relations in the context of food and beverages, and studies cultural elements through a culinary lens (Pramezwary et al., 2022). Within the framework of tourism, gastronomy plays a role as a cultural asset that can strengthen regional identity, increase income, and promote community welfare (Sufa et al., 2020). In addition, gastronomic tourism broadens the understanding of food as a cultural heritage, strengthens the image of the destination, and contributes to the process of culinary globalization (Pramezwary et al., 2022; Yeoman et al., 2021). Thus, gastronomy is not just a complementary element but becomes a driving force for innovation and sustainability of tourist destinations. Amidst this opportunity, the integration of halal standards is a must to meet the demands of the global Muslim market, as well as build trust in the tourism sector based on religious values.

While there is a growing body of work on halal tourism and gastronomy in Indonesia, several gaps remain Limited empirical studies on the effectiveness of halal certification in increasing tourist arrivals, few region-specific studies focused on East Java's culinary tourism potential, Lack of integration between halal certification initiatives and broader sustainability or cultural preservation goals, minimal research on traveler perceptions of halal-certified vs. non-certified culinary experiences. From this explanations, future research could focus on:

- a. Longitudinal studies measuring the impact of halal certification on business growth;
- b. Case studies of successful halal gastronomic tourism destinations.
- c. Consumer behavior analysis among Muslim and non-Muslim tourists in halal culinary settings.
- d. Evaluating the scalability and sustainability of free halal certification programs.

Methodology

This study uses a mixed methods approach (Ivankova & Creswell, 2009) by combining quantitative descriptive and qualitative explorative methods to evaluate the effectiveness of the free halal certification program in improving gastronomic tourism strategies in East Java. This approach was chosen to obtain a comprehensive picture, both in terms of numbers and narratives, regarding the extent to which government policy intervention through halal certification has an impact on the culinary sector as part of regional tourism attractions.

Data collection was carried out in several stages. First, primary data was collected by distributing questionnaires to micro and small business actors in the culinary sector spread across all districts/cities in East Java. This questionnaire contains 12 question indicators designed to measure perceptions, experiences, and the impact of the halal certification program on their businesses. The minimum number of respondents refers to Roscoe's theory in Sekaran (2016), which is ten times the number of indicators, so a minimum of 120 respondents are required. To increase the validity and representativeness of the data, the number of samples was increased to 200 business actors. In addition, a survey was also conducted on 40 tourists who had been on culinary tours in East Java to determine their perceptions of the importance of the halal aspect in the culinary consumed.

Furthermore, qualitative data were collected through semi-structured interviews with informants consisting of officials from the tourism office, cooperative and UMKM office, representatives of BPJPH, and tourism and culinary industry players. This interview aims to deepen understanding of the policy and implementation of the free halal certification program and the challenges faced in the field. In addition, this study also uses secondary data in the form of tourism sector development reports, creative economy statistics data, and official documents from related institutions as supporting materials for the analysis. Quantitative data from the questionnaire were analyzed using descriptive statistical analysis techniques to describe the respondent profile, response trends, and patterns that emerged from perceptions of halal certification. Meanwhile, qualitative data from the interview results were analyzed thematically to find important issues and narratives that strengthen the quantitative results. The results of these two types of data are then integrated to produce a complete understanding of the effectiveness of the free halal certification program on the development of gastronomic tourism. With this approach, it is hoped that the research will be able to contribute to academic discourse and policy, especially in designing tourism development strategies based on halal values and local wisdom.

Results and discussion

The rapid growth of the world's Muslim population is an opportunity for Indonesia, which also has a Muslim majority population and an internationally recognized halal certification institution (BPJPH, 2023) and supported by its culinary richness to develop halal food as a Gastronomy Tourism strategy. However, Indonesia also has the challenge of competing with many products from other countries that have also been certified halal. To face product competition, Indonesia needs to strengthen the image of Indonesian culinary, especially East Java Province, with a culinary brand image that does not ignore Islamic law.

Gastronomy discusses the intercultural relationship regarding the enjoyment of food and beverage in a region (Hanie et al., 2023). It studies various components of culture through the lens of culinary centers. Gastronomy is very important in increasing the tourist attraction of an area, increasing the number of tourists, improving the tourist experience, strengthening regional identity, and stimulating the growth of other sectors. So, there is no doubt that gastronomy has an important role in the development of a destination, which can provide benefits to the macro economy if utilized properly (Hussin, 2018).

Gastronomy tourism is one of the fastest growing aspects of the global travel industry, as it introduces Muslim travelers to local cuisine prepared with Halal ingredients. This is a driving factor behind the phenomenal growth in the tourism industry, as more and more Muslim travelers seek holiday experiences around the world (Hanie et al., 2023). Of course, the products offered must be clearly halal, this is proven by the presence of a halal certificate on the product.

Halal certification of food products is currently at the forefront of efforts to protect consumers (Salindal et al., 2018).

Not only for Muslim consumers, but for all consumers who currently have a higher level of awareness regarding food hygiene and its impact on body health (Kusumastuti, 2017). Halal certification plays a role in gaining consumer trust, expanding marketing and increasing company sales (Yunos et al., 2014). Not only that, but halal certification is also a strategic step for producers to maintain consumers, differentiate themselves from competitors and provide added value to products (Salindal et al., 2018).

Currently, the tourism sector in East Java Province is a mainstay in economic growth. The progress of the tourism sector is used as an assessment of economic stability and regional security, especially when there are many foreign tourist visits (BPS Jawa Timur, 2024). So that a very crucial effort is needed to support tourism in East Java, especially halal gastronomy tourism.

The East Java Provincial Government through the Governor of East Java (Kominfo Jatim, 2024) stated that halal certification is very important for business actors to enter the halal industry. Given the potential of the global halal market continues to grow along with the increasing demand for halal products in the food, fashion, pharmaceutical, cosmetic, tourism, media, recreation, and Islamic finance sectors. For this reason, the government continues to encourage the acceleration of the implementation of halal certification. Both by the Halal Product Guarantee Organizing Agency (BPJPH) and the Indonesian Ulema Council (MUI) and other institutions. The East Java Provincial Government also supports the acceleration of the East Java Halal Industry Certification through the BPJPH SEHATI (Free Halal Certification) Program in various strategic forums so that halal certification can be achieved optimally, effectively and as quickly as possible. If the halal certification process is optimized, halal products from East Java will be able to provide

more significant support for meeting the needs of gastronomic tourism. With this, in addition to being a center for halal gastronomic tourism, East Java can also become the center of the Halal Value Chain in the future.

Support for the acceleration of halal certification is also carried out by the East Java Provincial Culture and Tourism Office (Disbudpar) through the Tourism Resources Development and Creative Economy (PS Parekraf) sector. The East Java Disbudpar is actively involved in directly carrying out halal certification for East Java community MSME products, especially those carried out at tourist village destination points. In collaboration with institutions that accompany the halal product process, the East Java Dibunpar is accelerating halal certification in 380 Tourist Villages. By working together with communities, academics, business people, and the media to make East Java a center for halal gastronomy tourism. Of course, this is in line with the spirit of the East Java Provincial Government to make East Java a halal industrial center that is also Muslim-friendly.

The synergy of government support for halal certification is also carried out by the Department of Industry and Trade. It not only facilitates free halal certification but also provides subsidies for regular halal certification registration.

In addition to the government, the involvement of gastronomy business actors is certainly very vital. Based on BPJPH data records as of 3rd January 2024, total 252.490 halal certificates have been issued for business actors in East Java, 98,52% of which are Micro, Small and Medium Industries (MSMEs) (Kominfo Jatim, 2024).

Table 1. Results of the Survey of Business Actors' Perceptions of Halal Certificates

Notes	%
Halal certification as an effort to meet the needs of halal products for consumers	99.5%
MSEs is one of the main parties responsible for providing halal products for consumers	99.5%
Business actors understand all the requirements to obtain halal certification	100.0%
Halal certification can improve product quality	100.0%
Halal certification increases the credibility of culinary businesses	99.5%
Halal certification is in line with the principles of hygiene and safety/health of consumer products	100.0%
Halal certification is important to increase consumer confidence in products	99.5%
Halal certification helps increase product sales	99.0%
Halal certification can help reach a wider market.	99.0%
The cost of obtaining halal certification is too expensive	17.2%
The process of obtaining halal certification is too complicated.	11.1%
The government should provide subsidies to help UMK obtain halal certification.	99.5%

This study has collected information from 200 halal-certified gastronomy business actors from all over East Java, 54% of whom are East Javanese specialty food business actors. The results of this study indicate that 100% of business actors who have carried out halal certification fully understand the requirements for halal certification, and they also understand that one of the main parties responsible for providing halal products for consumers is MSEs. Then 99,5% of business actors agree that halal certification is important to increase consumer confidence in their products. 99,0% of business actors also stated that after obtaining halal certification, their product sales increased. This is because halal certification increases the credibility of their products so that their market reach is wider. This is also because Halal certification is in line with the principles of hygiene and safety/health of consumer products.

According to the survey results, 17,2% of business actors stated that the cost of obtaining halal certification is too expensive. This statement was given by business actors who use the regular paid scheme, while 82,8% stated that it was not expensive because they used the free halal certification scheme. Only a small portion, namely 11,1% of business actors, stated that the halal certification process was complicated, while others stated that it was easy. Almost all business actors expect. The government should provide subsidies to help MSEs obtain halal certification.

Meanwhile, from the tourist side, the results of the research questionnaire stated that in general, East Java tourists have a positive perception of halal certification. They see it as a guarantee of the halalness of the products consumed, thus increasing the sense of security and comfort in shopping and eating food. Some important findings from the study regarding East Java tourists' perceptions of halal certification:

- a. Level of Awareness: Most people are aware of halal certification and understand its meaning. Public awareness of halal certification is increasing along with the education and socialization carried out intensively by various parties.
- b. Importance of Halal Certification: People consider halal certification as an important factor in choosing products, especially food and beverages. The presence of halal certification also provides consumers with confidence that the product is safe and in accordance with Islamic law. Survey results also show that Muslim consumers prioritize halal-certified products over non-certified products.
- c. Impact of Halal Certification: Halal certification increases consumer confidence in products, thereby increasing purchasing power.

The results above show that the free halal certification program can also increase inclusivity in the tourism industry. By providing easy and free access to obtain halal certification, more small and medium businesses can participate in the wider tourism market. This is important to create a more sustainable and equitable tourism ecosystem. In addition, this program also has the potential to increase global awareness of East Javanese cuisine. With halal certification, East Javanese specialties can be more easily promoted in the international market, especially in countries with large Muslim populations. This opens opportunities for wider exports of culinary products. On the other hand, the free halal certification program can also encourage innovation in the culinary industry. Business actors will be encouraged to create new products that meet halal standards, which in turn can enrich the variety of culinary delights offered to tourists.

Responding to the survey results above, Nuryani (2024) stated that the implementation of this program requires close cooperation between the government, business actors, and the community. The government needs to ensure that the halal certification process is carried out transparently and accountably. Rahardjo (2024) and Somad (2024) also added that business actors need to be given training and assistance so that they can meet halal requirements properly. In this context, support from various stakeholders is the key to the success of the free halal certification program. Collaboration between local governments, certification bodies, culinary associations, and local communities is needed to ensure that this program can run effectively and provide maximum benefits.

The implementation of halal policies can vary from country to country depending on local laws, culture, and market needs. In countries with large Muslim populations, such as Indonesia and Malaysia, halal policies are often managed by government agencies or official organizations that have the authority to issue halal certificates. In other countries, these policies may be managed by private agencies or non-governmental organizations (Zain & Zakaria, 2022)

In the context of East Java, proactive government initiatives and enthusiastic participation from local businesses have significantly accelerated the adoption of halal certification. This has not only led to an increase in the number of halal-certified products but has also resulted in a surge in tourist arrivals, especially Muslim tourists seeking authentic culinary experiences.

However, the success of halal gastronomy tourism in East Java does not only depend on certification. It also depends on the quality of culinary offerings, the effectiveness of promotional strategies, and the overall tourism infrastructure. To sustain this growth, stakeholders must continue to collaborate and invest in developing innovative halal food products, strengthening the tourism ecosystem, and promoting East Java as a leading halal gastronomy destination on the global stage.

Furthermore, there need to be several alternative policies that need to be implemented by the government to improve the halal ecosystem in Indonesia. In the future, halal certification policies are likely to undergo significant developments along with changes in society, economy, and technology. Some of the policy that could occur are as follows:

- a. Strengthening the halal ecosystem from upstream to downstream starting from halal financial support for raw material providers such as slaughtered animal meat providers, to certification of product distribution businesses, so that the halal supply chain and halal value chain are fulfilled.

- b. Improved standards and regulations, covering global standards and tighter regulation. With increasing international trade and globalization, halal certification standards may become more uniform at the international level. International organizations may work together to develop more consistent halal standards across countries. Tighter Regulation needs when Governments and certification bodies may implement stricter regulations to ensure the authenticity and integrity of halal certificates. This includes closer oversight of production processes and supply chains.(Rizki et al., 2023)
- c. Increased consumer awareness included consumer demand and consumer education.(Abd Razak et al., 2020) Consumer demand, needs increasing consumer awareness and demand for halal products, manufacturers may be more motivated to obtain halal certification and adhere to stricter standards. Consumer Education covering Consumers will become more educated about the importance of halal certification and will be more selective in choosing products based on such certification.
- d. Product and service diversification included new products and innovation in certification. Free Halal certification may be expanded to include more types of products and services, including non-food technology and services, such as cosmetics and pharmaceuticals. Also, there is a need to align certification with new product and process innovations, such as in plant-based or biotechnology products.
- e. Collaboration between countries and organizations included international cooperation and global certification organization. Countries with large Muslim populations and halal certification bodies may work together more to ensure alignment and mutual recognition of halal certification worldwide. Besides that, the emergence of global certification organizations that can provide internationally recognized halal certification, making it easier for companies to meet standards in different countries. (Rachmiatie et al., 2024)
- f. Increased transparency and accountability included audit, supervision, and reporting. Audit and supervision of the certification process will be more transparent to prevent fraud and ensure that certification truly reflects compliance with halal standards. Also, increased reporting of the certification process and audits to the public to maintain the integrity of halal certification.
- g. Increase the promotion of halal gastronomy tourism through social media on a massive scale. With these changes, halal certification policies will increasingly adapt to global dynamics, improve accuracy, and expand the scope of certification to meet the needs of the evolving market.

Conclusion

The convergence of Indonesia's Muslim population, rich culinary heritage, and robust halal certification system present significant opportunities for East Java to expand the global halal gastronomy tourism market. The study revealed that halal certification plays a significant role in enhancing consumer confidence, expanding market reach, and improving the overall attractiveness of a destination.

The survey results of tourists showed that most tourists have a high level of awareness of the halalness of products. The importance of halal certification increases tourists' trust in culinary products in East Java.

In the context of East Java, proactive government initiatives and enthusiastic participation from local businesses have significantly accelerated the implementation of halal certification. This has not only led to an increase in the number of halal-certified products but also triggered a surge in tourist arrivals, especially Muslim tourists seeking authentic culinary experiences.

However, the success of halal gastronomy tourism in East Java does not only depend on certification. It also depends on the quality of culinary offerings, the effectiveness of promotional strategies, and the overall tourism infrastructure. To sustain this growth, stakeholders must continue to collaborate and innovate in developing innovative halal food products, strengthening the tourism ecosystem, and promoting East Java as a leading halal gastronomy destination on the global stage.

Thus, several policy recommendations are proposed, including 1). Strengthening the halal ecosystem from upstream to downstream, 2) Improving standards and regulations, including global standards and stricter regulations, 3) Increasing consumer awareness including consumer demand and consumer education, 4) Better halal products and services, 5) Improving the quality of halal products and services. diversification of services including new products and innovations

in certification, 5) collaboration between countries and organizations including international cooperation and global certification organizations, 6) increasing transparency and accountability including audits, supervision, and reporting, and 7) increasing the promotion of halal gastronomy tourism through social media on a large scale.

References

- Abd Razak, M. A., Ramli, M. A., & Jamaludin, M. A. (2020). The potential of food terrorism towards halal ecosystem. *Food Res*, 4, 1–11.
- Bagaimana Sinergi BPJPH, LPH, dan MUI dalam Sertifikasi Halal? Ini Penjelasan Kemenag.* (n.d.).
- Battour, M., & Ismail, M. N. (2016). Halal tourism: Concepts, practises, challenges and future. *Tourism Management Perspectives*, 19, 150–154.
- BPJPH. (2023). *Terakreditasi ISO/IEC 17025: 2017, Laboratorium Halal BPJPH Diakui Internasional*. <https://bpjph.halal.go.id/detail/terakreditasi-iso-iec-17025-2017-laboratorium-halal-bpjph-diakui-internasional>
- BPS Jawa Timur. (2024). *Statistik Pariwisata Provinsi Jawa Timur Vol. 9 2024*. <https://jatim.bps.go.id/publication/download.html?nrbvfeve=NTk1MDdkNDQ1M2FkZTQyY2ZiODA1MTY3&xzmn=aHR0cHM6Ly9qYXRpbS5icHMuZ28uaWQvcHVibGljYXRpb24vMjAyNC8wNy8wMy81OTUwN2Q0NDUzYWRI>
[NDJjZml4MDUxNjcvc3RhdGlzdGlrLXBheml3aXNhGEtcHJvdmluc2ktamF3YS10aW11ci0yMDIzLm](https://doi.org/10.24127/jst.v9i1.12345)
- De Jong, A., Palladino, M., Puig, R. G., Romeo, G., Fava, N., Cafiero, C., Skoglund, W., Varley, P., Marciàno, C., & Laven, D. (2018). Gastronomy tourism: An interdisciplinary literature review of research areas, disciplines, and dynamics. *Gastronomy and Tourism*, 3(2), 131–146.
- Diaconescu, D. M., Moraru, R., & Stănciulescu, G. (2016). Considerations on gastronomic tourism as a component of sustainable local development. *Amfiteatru Economic Journal*, 18(Special Issue No. 10), 999–1014.
- Dixit, S. K. (2019). *The Routledge Handbook of Gastronomic Tourism*. Taylor & Francis. <https://books.google.co.id/books?id=1z33DwAAQBAJ>
- Faidah, M. (2017). Sertifikasi halal di Indonesia dari civil society menuju relasi kuasa antara negara dan agama. *ISLAMICA: Jurnal Studi Keislaman*, 11(2), 449–476.
- Hanie, Md Said, N. F., Othman, R., Wan Sulaiman, W. S. H., Mohd Hatta, F. A., & Ramya, R. (2023). The Benefits, Challenges, and Opportunities of Halal Gastronomy Tourism – A Review Perspective. *Halalpsphere*, 3(1), 90–96. <https://doi.org/10.31436/hs.v3i1.68>
- Henderson, J. C. (2016). Halal food, certification and halal tourism: Insights from Malaysia and Singapore. *Tourism Management Perspectives*, 19, 160–164.
- Hussin, H. (2018). Gastronomy, Tourism, and the Soft Power of Malaysia. *SAGE Open*, 8(4), 2158244018809211. <https://doi.org/10.1177/2158244018809211>
- Ivankova, N. V., & Creswell, J. W. (2009). Mixed methods. *Qualitative Research in Applied Linguistics: A Practical Introduction*, 23, 135–161.
- Khan, W., Akhtar, A., Ansari, S. A., & Dhamija, A. (2020). Enablers of halal food purchase among Muslim consumers in an emerging economy: an interpretive structural modeling approach. *British Food Journal*, 122(7), 2273–2287.
- Kominfo Jatim. (2024). 252.490 Sertifikat Halal Bagi IKM Terbit, Gubernur Khofifah Optimis Jatim Mampu Jadi Pusat Industri Halal Indonesia. <https://kominfo.jatimprov.go.id/berita/252-490-sertifikat-halal-bagi-ikm-terbit-gubernur-khofifah-optimis-jatim-mampu-jadi-pusat-industri-halal-indonesia>
- Kusuma, N. R. (2021). *Pengaruh Sertifikasi Halal dan Harga Serta Kualitas terhadap Kepuasan Konsumen di Restoran KFC Cirebon*. IAIN Syekh Nurjati Cirebon.
- Kusumastuti, R. D. (2017). Awareness of Halal Certification of Micro and Small Enterprises in Jakarta. *International Journal of Economics & Management*, 11
- Ma'rifah, A., Akbar, E., Rohmah, U., Fitria, S., & Hidayati, N. (2019). *Halal Food as Gastronomy Tourism Strategy: Opportunities and Challenges for Indonesian Economy*. <https://doi.org/10.4108/eai.10-9-2019.2289382>
- Mawaddah, F., & Farma, J. (2022). Signifikansi Peran Pemerintah dalam Pemyelenggaraan Jaminan Produk Halal di Aceh. *Al-Iqtishadiyah: Ekonomi Syariah Dan Hukum Ekonomi Syariah*, 8(2), 80–93.
- Oktadiana, H., Rahmanita, M., Suprina, R., & Junyang, P. (2022). *Current Issues in Tourism, Gastronomy, and Tourist Destination Research: Proceedings of the International Conference on Tourism, Gastronomy, and Tourist Destination (TGDIC 2021), Jakarta, Indonesia, 2 December 2021*. Taylor & Francis.
- Pramezwar, A., Lemy, D. M., Sitorus, N. B., Masatip, A., Dalimunthe, F. I., & Yanti, D. (2022). Sustainability Gastronomy Tourism in Medan City. *International Journal of Sustainable Development & Planning*, 17(3).
- Rachmiate, A., Setiawan, E., Zakiah, K., Saud, M., & Martian, F. (2024). Halal tourism ecosystem: networks,

institutions and implementations in Indonesia. *Journal of Islamic Marketing*.

Redaksi -, P. (2014). Analisis Ekonomi Politik Sertifikasi Halal Oleh Majelis Ulama Indonesia. JKAP (*Jurnal Kebijakan Dan Administrasi Publik*), 18(1), 37–52. <https://doi.org/10.22146/JKAP.6870>

Rizki, D., Hamzah, M., Fakhroh, Z., & Hendri, D. (2023). Best Practice Halal Integrity Management in The Logistic Chain Scheme: Analysis of Opportunities and Challenges. *Journal of Islamic Economic Laws*, 6(1), 13–29.

Salindal, N. A., Ahmad, M. I., Abdullah, K., & Ahmad, B. P. (2018). A structural equation model of the Halal certification and its business performance impact on food companies. *International Journal of Economics, Management and Accounting*, 26(1), 185–206.

Sekaran, U. (2016). *Research methods for business: A skill building approach*. John Wiley & Sons.

Shafie, S., & Othman, M. N. (2006). Halal certification: an international marketing issues and challenges. *Proceeding at the International IFSAM VIIIth World Congress*, 28, 30.

Sufa, S. A., Subiakto, H., Octavianti, M., & Kusuma, E. A. (2020). Wisata gastronomi sebagai daya tarik pengembangan potensi daerah kabupaten sidoarjo. *Mediakom: Jurnal Ilmu Komunikasi*, 4(1), 75–86.

Yeoman, I., McMahon-Beattie, U., Findlay, K., Goh, S., Tieng, S., & Nhem, S. (2021). Future proofing the success of food festivals through determining the drivers of change: A case study of wellington on a plate. *Tourism Analysis*, 26(2–3), 167–193.

Yousaf, S., & Xiucheng, F. (2018). Halal culinary and tourism marketing strategies on government websites: A preliminary analysis. *Tourism Management*, 68, 423–443.

Yunos, R. M., Mahmod, C. F. C., & Mansor, N. H. A. (2014). Compliance to halal certification-its impact on business financial performance. *Recent Trends in Social and Behaviour Sciences-Proceedings of the 2nd International Congress on Interdisciplinary Behavior and Social Sciences 2013, ICIBSoS 2013*, 499–503.

Zain, C. R. C. M., & Zakaria, Z. (2022). A Review of Halal Governance in Malaysia from The Perspectives of Maqasid Al-Shariah. *Journal of Shariah Law Research*, 7(2), 199–222. *Interviews*

Somad, Abdul.(July 2024) *Interview. East Java Ministry of Religion Halal Certification Task Force.*

Nuryani, Lilin.(July 2024) *Interview. Head of Industry Division, Trade and Industry Department, Kediri City, East Java.*

Rahardjo, Chandra Sulistyio. (July 2024).*Interview. Representative office of Bank Indonesia, East Java Province. July, 2024.*