

**EVALUATION OF HALAL TOURISM SUSTAINABILITY  
IN BANYUWANGI DISTRICT  
(Case Study of Santen Island, Syariah Beach Banyuwangi)**

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**ABSTRACT**

*Indonesia has introduced its halal tourism object, namely Pulau Santen Pantai Syariah in Karangrejo Village, Banyuwangi Regency. This tourism object is the first tourism object that has sharia concept in East Java. Halal tourism object continues to experience rapid growth. Halal concept that applied is expected to differentiate halal tourism object from other tourism object in Banyuwangi. Even Indonesia is able to reach the top position in the Global Muslim Travel Index in 2019. Halal tourism also has considerable potential to attract local and foreign tourists, especially Muslim tourists. This study aims to analyze sustainability and formulate strategies for developing halal tourism. The methodology used is Multi Dimensional Scaling (MDS) to analyze the sustainability of halal tourism with 60 attributes from the five dimensions (ecological dimension, economic dimension, social dimension, institutional dimension, and technology dimension) and Interpretative Structural Modeling (ISM) to develop tourism development strategies halal with 10 sub elements obtained from the priority attributes of each dimension in the MDS. The results of the MDS analysis show that the sustainability status of halal tourism in Banyuwangi is categorized as Sufficiently Sustainable with a total status value of 58.94. The sustainability policy strategy for halal tourism is obtained from the results of Laverage Analysis which includes 10 main factors, namely, 1) the potential for new tourism land opening, 2) waste utilization, 3) access to halal tourism marketing, 4) employment, 5) community empowerment, 6) village communication accessibility, 7) POKDARWIS access to technology sources, 8) transparency in policies, 9) friendly technology environmentally, and 10) mastery of technology using local potential. The ISM analysis results show that there are sub-elements of Transparency in Policy at the highest level, namely the level with the strongest influence.*

*Key Words : Halal Tourism, Banyuwangi Regency, Multi Dimensional Scalling (MDS), and Interpretative Structural Modeling (ISM).*