

## APPLICATION OF THE GREEN ECONOMY CONCEPT IN THE DEVELOPMENT OF HALAL TOURISM IN PEKALONGAN DISTRICT

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### Abstract

This study aims to examine the implementation of green economy principles in the development of halal tourism in Pekalongan. Given the growing demand from tourists for destinations that are both environmentally sustainable and aligned with sharia values, exploring the synergy between these two factors is essential. The research employs a qualitative approach, with data collected through interviews, observations, and documentation analysis. The findings revealed that the integration of green economy practices in halal tourism in Pekalongan is underway includes the use of sustainable resources, effective waste management, and promotion of environmentally friendly local products. In addition, community participation in tourism development and education about the importance of sustainability are key factors in the success of this initiative. This study provides recommendations for stakeholders to strengthen collaboration between the public and private sectors in creating sustainable halal tourism destinations, so as to increase tourist attractiveness and the welfare of local communities.

Keyword: *Green Economy; Halal Tourism; Pekalongan; Sustainability; Local Community*

### A. INTRODUCTION

One of the developing countries in Asia is Indonesia. In its development efforts, the government undertakes various national projects with diverse aspects. However, there is often a lack of balance between economic activity and environmental factors in the process. Continuous economic growth slowly erodes the exploitation of the environment. Over time, the impact on the environment began to be felt by the global population. According to Sari et al. (2012), "development" refers to the systematic process of utilizing the environment to meet human needs and improve welfare (Pahlepy, 2022).

Halal tourism often prioritizes the principles of sustainability, which is an integral part of the green economy. For example, many halal tourism destinations seek to protect the environment, preserve local culture and use resources efficiently. These measures are in line with the goals of The green economy focuses on minimizing environmental harm while promoting sustainable development. The tourism industry plays a crucial role in the global economy, as it is a key driver of job creation and economic growth in many countries. Consequently, tourism is often regarded as a major contributor to a nation's Gross Domestic Product (GDP). (Santoso et al., 2021).

The increasing number of Muslim travelers presents both opportunities and challenges for the tourism industry. Halal tourism, a significant and relevant concept, is experiencing rapid growth and has been interpreted in various ways by experts. The concept encompasses tourism activities that are in accordance with Islamic principles and are sharia-accepted.

Green economy is an economic concept that aims to reduce the negative environmental impact of economic activity while improving social and economic welfare. The concept focuses on reducing carbon

emissions, efficient use of resources, and waste reduction. The green economy seeks to reduce adverse impacts on the environment and supports the adoption of environmentally friendly technologies. Prior to the implementation of the green economy concept, Tourism activities can lead to increased air, water, and soil pollution, mainly due to transportation and waste disposal. In addition, the construction of tourism infrastructure such as hotels, resorts, and theme parks often results in the destruction of natural habitats and a decrease in biodiversity. The implementation of green economy in the tourism sector aims to address these issues by introducing practices that are more sustainable, environmentally friendly, and inclusive, as well as encouraging more benefit sharing (Maharani & Febrina, 2022).

The implementation of the green economy concept in halal tourism development will have a positive impact on the area, especially for Pekalongan Regency. This is in line with Islamic teachings that advocate environmental care and protection of nature. Nature is a common property, and it should be our obligation to maintain and preserve it together. A clean, safe, and comfortable environment will make every visitor feel at home and comfortable.

The concept of modern green economy is an approach introduced to expand and deepen the existing concept of green economy, focusing on economic elements that support sustainable and environmentally friendly needs (Hapsari & Nurhayati, 2021).

Previous research conducted by Agim Febri Andika, Elyanti Rosmanidar, and Firman Syah Noor with the title "Analysis of the Application of the Green Economy Concept in Halal Tourism Development in Kerinci Regency" shows that the application of the green economy concept in developing halal tourism in Kerinci Regency is quite good. This can be seen from additional development efforts, such as environmentally friendly rides and facilities, including toilets and prayer rooms, as well as the maintenance of various tourist attractions, they continue to strive to create tourism in accordance with the expected green economy concept, and this is starting to be felt by the community, MSMEs, and tourists who come. However, the obstacle faced is the lack of human resources, where the mindset of tourists, business people, and the surrounding community needs to be improved because it has not met expectations. This is a common interest for the people of Kerinci Regency has taken steps to ensure the sustainability of its tourism sector. In light of this, I am keen to explore the implementation of the green economy in developing halal tourism in Pekalongan Regency. This approach aims to promote green economic growth by integrating the economic and tourism sectors.

The goal is to ensure the responsible use of natural resources, prevent environmental harm, reduce pollution, and generate opportunities for social welfare. The development of the green economy and halal tourism is crucial, as halal tourism is a specific form of tourism. According to the Royal Islamic Strategic Studies Center (RISSC), 86.7% of Indonesia's population is Muslim. Thus, it is essential to ensure that all aspects align with halal principles, ensuring that halal tourism addresses the fundamental needs of Muslim travelers in accordance with Islamic law.

## **B. METHOD**

This study employed a qualitative approach with descriptive methods, focusing on tourism sites in Pekalongan Regency. The data sources included both primary and secondary data. Data collection was carried out through various methods such as observation, interviews, and documentation. To ensure data validity, the researcher applied the internal validity (credibility) method. The data analysis technique used in this study was interactive analysis. (Lustianah & Rahmi Fauziah, 2022).

According to Sugiyono (2016; 335), interactive analysis is a structured process for gathering and organizing data from interviews, notes, and documentation. This process involves categorizing data, breaking it into smaller units, and organizing it to draw conclusions, making the information comprehensible to researchers and others. The definition suggests that the initial step in data analysis is

to systematically arrange the data and derive conclusions from the analysis, followed by presenting the research findings. In qualitative research, data analysis focuses on providing detailed descriptions of interactions, behaviors, and events in the field, as well as analyzing interview data about individual experiences.

## C. RESULTS AND DISCUSSION

### 3.1 GREEN ECONOMY IMPLEMENTATION

Based on the results of research in the field, the application of the green economy concept in the development of halal tourism in Pekalongan Regency has been implemented quite effectively. This can be seen from additional developments such as environmentally friendly rides and facilities, including toilets and prayer rooms, as well as the maintenance of several tourist attractions managed by the tourism office and BUMDES in Pekalongan Regency.

Although the concept has not yet fully met expectations, efforts to establish a welcoming, ideal, and comfortable tourist destination are beginning to be felt by the community. MSMEs and visiting tourists also contribute to this process. It is essential to recognize and appreciate the efforts made by the Pekalongan Regency Government through the Tourism Office, as well as the community and managers around the tourist attractions, for their successful initiatives. (Ismanto & Diah Madusari, 2019).

The following are the results of interviews on the application of the green economy concept in the development of halal tourism in Pekalongan Regency, which have been conducted by researchers with two informants

1. The first informant, Khoirul Romadhon, revealed in an interview on 26 September 2024, that the application of the green economy concept in the development of halal tourism in Pekalongan Regency has been well socialized. Although there are still some shortcomings, such as the lack of hygiene facilities and infrastructure, overall, these conditions are quite good (ROZALINDA et al., 2019).
2. The second informant, a manager of one of the tourist attractions in Pekalongan Regency, stated in an interview on September 27, 2024 that they have mandated and supervised the implementation of the green economy concept in the development of halal tourism in Pekalongan City. The socialization process to the community, MSME players, and tourists visiting tourist sites has been successful, so that they can follow the existing regulations. Although it has not fully met expectations, reminder and supervision efforts continue to be made to develop halal tourism (Ismail & Adnan, 2020).

Based on the explanation above and the interviews with two informants, it can be concluded that the green economy concept has been effectively promoted in the development of halal tourism in Pekalongan Regency. The community, MSME actors, and tourists have been able to operate in line with the existing regulations. Indonesia, being a country with a predominantly Muslim population, has utilized this potential for the continued development of halal tourism. According to data from the Central Bureau of Statistics in 2010, 87.18% of the population is Muslim, while the remaining population consists of Christians (6.96%), Catholics (2.91%), Hindus (1.69%), Buddhists (0.72%), and other religions (BPS, 2010). These factors, along with the country's strategic geographical location, support the growth of halal tourism.

Indonesia's tropical climate supports a diverse range of flora and fauna, contributing to the country's rich biodiversity. This variety gives Indonesia significant potential as a tourist destination. The tourism offerings are categorized into three types: nature tourism, cultural tourism, and man-made tourism. (Santoso et al., 2021).

### 3.2 DEVELOPMENT OF HALAL TOURISM

The potential of Pekalongan Tourism Village needs to be explored more deeply so that it can be transformed into useful results. The government can play a role in encouraging halal tourism by helping culinary entrepreneurs to obtain halal certification collectively. Cooperation with online transaction platforms and e-commerce to market typical Pekalongan Regency products can be carried out by involving the Village Government, which is tasked with providing education about the importance of information technology in the business world in the digital era (Ardianingsih & Meliana, 2022).

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The increase in sales of distinctive clothing in the Tourism Village includes unique clothing that is rarely found in other areas. Pekalongan batik is the main attraction for visitors. In addition, producers of clothing that is not typical of Pekalongan Regency will also benefit from the increased number of visitors buying souvenirs directly in the area. The government can contribute to encouraging halal tourism by helping culinary entrepreneurs to obtain halal certification collectively. Collaboration with online transaction platforms and e-commerce to market Pekalongan Regency's distinctive clothing can involve the Village Government in providing education on the importance of information technology in business in the digital era. In addition, collaboration with academics and companies can also be done to implement community service programs and corporate social responsibility. Pekalongan Regency is often used as a location for community service activities aimed at increasing business through the tourism sector (Ismanto & Diah Madusari, 2019).

The potential of halal tourism in Central Java is very promising to be developed, considering that this province is included in the top three regions with the largest Muslim population in Indonesia. However, there are several challenges faced, such as the number of tourism industry players who still do not understand the principles of halal tourism. Training is needed to improve their knowledge and services. Despite its attractiveness, the promotion of halal tourism in Pekalongan is still lacking, so it is not widely known by tourists (Hapsari & Nurhayati, 2021)

#### D. CONCLUSION

The application of the green economy concept in the development of halal tourism in Pekalongan has shown significant progress and has a positive impact on the environment and local communities. This concept emphasizes the importance of sustainability and environmental preservation, the involvement of local communities in the management of halal tourism is one important aspect of the application of the green economy. Communities are involved in the planning and management process, so that they feel the direct benefits of the tourism sector. Training on sustainable practices, such as waste management and environmentally friendly farming techniques, also enhances the community's capacity to manage the tourism sector. Furthermore, the promotion of local products, such as distinctive clothing produced with sustainability in mind, is an added attraction for tourists who prioritize halal and environmentally friendly products. This has increased the visibility of local products and provided additional income for small business owners.

However, challenges still remain. Some of these include a lack of awareness among industry players and tourists regarding green economy practices, as well as infrastructure that is not yet fully supportive of sustainable tourism development. To address these issues, more intensive efforts in terms of education and training are needed, as well as firm policy support from the government.

Thus, the development of halal tourism in Pekalongan can be a successful example of green economy implementation if all stakeholders work together. The success of this initiative will not only provide long-term benefits to the environment and local economy, but also contribute to sustainable development goals at the regional and national levels. A sustained commitment is needed to address the challenges and ensure that tourism growth does not come at the expense of environmental quality and community welfare.

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