

Analysis of the Development of Halal Temple Tourism Objects on Community Welfare (Case Study of Sipamutung Temple, Padang Lawas Regency)

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Abstract

This study analyzes the potential for halal tourism development in Sipamutung Temple, Padang Lawas Regency, North Sumatra, and its impact on community welfare. Sipamutung Temple has high historical and cultural value, but it has not been optimally used as a halal tourist destination. The development of halal tourism in this temple has the potential to improve the local economy, create jobs, and reduce poverty. However, there are several challenges such as lack of infrastructure, limited promotion, and lack of halal facilities. This study uses a qualitative method with a SWOT analysis approach to identify strengths, weaknesses, opportunities, and threats in the development of halal tourism in Sipamutung Temple. The results of the study show that effective development strategies include infrastructure improvement, digital promotion, collaboration with third parties, and community empowerment through the creative economy and cultural events. With the support of the government and community participation, Sipamutung Temple has the potential to become a competitive leading halal tourist destination and make a real contribution to the welfare of the surrounding community .

Keywords: *Halal tourism, Sipamutung Temple, community welfare, development strategy, SWOT.*

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INTRODUCTION

Halal tourism has become a rapidly growing global trend in recent years. Halal tourism has become one of the fastest-growing sectors in Indonesia. Halal tourism is a new phenomenon in travel (Bustamam & Suryani, 2022) . According to the 2023 Global Muslim Travel Index (GMTI) report, the halal tourism industry is expected to reach a market value of USD 225 billion by 2028, with an annual growth of 7.8%. Halal tourism development has begun in various countries, both Muslim-majority and non-Muslim (Peristiwa, 2020) . Indonesia, as the country with the largest Muslim population in the world, has great potential to capitalize on this trend.

In 2018, Indonesia ranked fourth in the halal tourism indicator according to the Global Islamic Economy Indicator (GIEI). This was the first time Indonesia had entered the list of the top ten halal tourism destinations. Indonesia targeted to attract 3.8 million Muslim tourists in 2018, and in 2019 the target was set even higher at 5 million, representing 25% of the total number of tourists visiting Indonesia. Indonesia has

actually achieved the number one position on the list of the best global halal tourism destinations twice, in 2019 and 2023 (Adriani & Francoise, 2024) . This is also an area of concern because Indonesia has extraordinary natural resources (Batubara & Harahap, 2022) , and the fact that the Ministry of Tourism also noted that there are 13 provinces ready to become halal destinations, including Aceh and NTB, which are provinces that have developed halal tourism potential quite well (Fadhlan & Subakti, 2020) . However, this achievement has not stimulated other provinces to develop halal tourism. And the potential of historical destinations, such as temples, remains largely unexplored. Yet, historical sites like Sipamutung Temple, built by Buddhists and the largest and grandest temple in Padang Lawas Regency and Padang Lawas (Mendrofa & Weni Puji Hastuti, 2023) , possess cultural and religious value that could be developed as halal tourism destinations.

However, halal tourism development in Indonesia remains focused on destinations like Bali and Lombok, while the potential of historical destinations like temples remains largely unexplored. Yet, historical sites like Sipamutung Temple in Padang Lawas Regency possess cultural and religious value that could be developed as halal tourism destinations.

North Sumatra is one of the Indonesian provinces offering a variety of attractive halal tourism destinations for Muslim tourists. Destinations like Lake Toba, one of the most popular tourist destinations in Indonesia, have high potential for developing the halal tourism concept. However, currently, Muslim-friendly facilities are lacking (Wati, 2021) , given that the majority of Indonesia's population is Muslim, such as the provision of prayer rooms, halal labels on restaurants, and other facilities that support Muslim tourists. The main challenge in developing halal tourism destinations is finding a balance between catering to non-Muslim tourists and meeting their needs without conflicting with Islamic law (Aini & Rokan, 2022) . The development of halal tourism in Lake Toba could increase visitor numbers, boost the local economy, and benefit service sectors such as restaurants, hotels, and transportation.

The development of halal tourism in North Sumatra is also supported by local government policies committed to promoting Muslim-friendly tourist destinations. Studies have shown that the integration of natural resources, culture, and halal facilities has increased the interest of both domestic and international Muslim tourists in North Sumatra. Thus, North Sumatra is not only a natural and cultural tourism destination but also one of Indonesia's leading halal tourism hubs.

Sipamutung Temple is a historic site with high archaeological and religious value. However, this potential has not been optimally utilized to improve the welfare of the surrounding community. Data from the Central Statistics Agency (BPS) of Padang Lawas Regency shows that the poverty rate in the area still reaches 12.5%, higher than the national average of 9.5%. Developing halal tourism at Sipamutung Temple could be a solution to boost the local economy, create jobs, and reduce poverty. However, key challenges faced regarding halal tourism, such as professional human resources, supporting infrastructure, digital promotion, financial support, community participation, and stakeholder coordination (Haikal & Harahap, 2024), need to be addressed.

Several previous studies have discussed the development of Halal Temple Tourism Objects on Community Welfare, for example, studying the development of halal tourism in various countries, including the challenges and opportunities faced (Widodo et al., 2022) . discussing strategies for developing halal tourism in North Padang Lawas Regency (Siregar *et al.*, 2023) . discussing important topics regarding halal tourism management from a sharia economic perspective (Sukirman & Zulkarnaen, 2022) . discussing the development of halal tourism in Mataram City to improve community welfare (Nasution et al., 2021) . examining the impact of halal tourism on the satisfaction and loyalty of Muslim tourists, with a case study in Indonesia (Selim *et al.* , 2022) . And research explores innovative marketing strategies for halal tourism destinations, including cultural sites such as temples (Battour *et al.* , 2022) . evaluate the potential for halal tourism development in increasing economic growth in a region, such as Lampung (Hapsari & Nurhayati, 2021) . However, the focus is more on natural and coastal destinations. For example, Kunci's research results (2023) show that First, socio-cultural and institutional conditions in relation to the development of Integrated Tourism Destinations in the Mandalika Special Economic Zone (SEZ) Circle generally support the formation of integrated tourism destinations in the Mandalika SEZ buffer zone. Second, the most influential internal factor is that this area consists of several potential villages such as Sengkol, Rembitan, and Selong Belanak Villages. The most influential external factor is support and assistance from the Central Lombok Regency Government), even the NTB Province and the Indonesian Central Government, which play a significant role in the progress of Tourism Villages in the Mandalika SEZ Circle. shows that the potential of halal tourism is not only tourist destinations, but also the unique culture, natural charm, culinary delights, and friendly people. Halal tourism development efforts are carried out by energetically involving the private sector and government in the context of developing halal tourism in Aceh. And research by Nurlina *et al.* , (2022) showed that the main strength factor is that the community supports the government in developing tourist attractions; the weakness is that facilities are not yet available (public toilets and relaxation huts); the opportunity is that this tourist attraction is able to encourage economic activity, create jobs for the local community, the large number of tourists who want to visit Rukui Island; and, the threat is the lack of tourist awareness to maintain cleanliness. Recommended strategies are to increase promotion through various print and electronic media; improve supporting facilities, infrastructure and facilities; the government and private investors can work together to create new innovations; and, the government works together with the local community to provide socialization and training to improve the quality of human resources. However, there has been no research that specifically examines the development of halal tourism objects based on historical sites such as temples. This gap indicates the need for further research to fill the knowledge gap and provide new perspectives in the development of halal tourism.

Although research on halal tourism development and its impact on community well-being exists, no study has specifically examined halal tourism development at temple sites, particularly Sipamutung Temple in Padang Lawas Regency. This study aims to analyze the potential for halal tourism development at Sipamutung Temple and its impact on the well-being of the local community, using a qualitative approach to explore perceptions, expectations, and supporting and inhibiting factors in its

development. Focusing on Sipamutung Temple as a case study is expected to provide new insights into the challenges, opportunities, and implications of developing halal tourism based on historical sites for the well-being of the surrounding community.

In addition, this study will also examine how the development of halal tourism can increase local community participation in economic activities. The case study is at Sipamutung Temple, which is estimated to have been built in the 11th century, with remnants of the Classical Period (the period of Hindu-Buddhist influence from the 5th to 15th centuries (Siparau, 2025) . Therefore, an analysis of the impact of the development of halal tourism objects on the welfare of the surrounding community needs to be carried out from an economic, social, and cultural perspective.

This study will provide an overview of how Islamic values combined with local cultural potential can create a unique and competitive tourism model. The success of tourism development depends heavily on community capacity and involvement (Sukarene *et al.* , 2023) . Therefore, this research not only contributes to scientific development but also provides tangible benefits to the community and tourism sector in Padang Lawas Regency.

LITERATURE REVIEW

Halal Tourism Concept

The concept of halal tourism, grounded in Islamic ethics and sustainability, has become a significant part of the travel market. The term "halal tourism" refers to vacations that adhere to Islamic principles and prioritize quality and health, making them suitable for Muslim travelers as well as those with dietary restrictions (Azam *et al.* , 2024) . Halal tourism is based on principles that ensure that all aspects of travel and tourism experiences comply with Islamic law. In general, halal tourism can be defined as tourism activities specifically designed to facilitate the travel needs of Muslims (Allam, 2022) . The concept of halal tourism activities aims to build multiculturalism by designing all the needs of Muslim travelers worldwide, supported by various tourism facilities ranging from halal food and beverage needs, halal accommodation, halal recreation facilities, and so on (Info, 2023) . Halal tourism, as defined by the Global Muslim Travel Index, is... Tourism that adheres to Islamic principles and features Muslim-friendly facilities and services. During the month of Ramadan, these services and facilities include the availability of separate prayer facilities and infrastructure (ablution facilities and prayer rooms) for men and women, the availability of food and drinks that are guaranteed to be halal, adequate public facilities (toilets and clean water), and the absence of gambling and alcoholic beverages (Ermelia *et al.* , 2023) . Halal tourism is so-called because this concept is specifically designed to meet the needs of Muslim tourists by ensuring that all aspects of their trip are in accordance with Islamic principles. The term "halal" in Arabic means "permissible" or "in accordance with Islamic law." Therefore, halal tourism includes not only the provision of halal food, but also prayer facilities such as prayer rooms, the Quran, and information on the direction of the Qibla. In addition, halal tourism destinations and services are designed to avoid activities that conflict with Islamic values, such as gambling, alcohol, or entertainment that is not in accordance with Islamic law. Halal tourism consumers are not only those who embrace Islam, but there

are also non-Muslim consumers who want to enjoy halal tourism, just as suggested by the World Tourism Organization (Pokhrel, 2024).

Halal tourism has significant business potential. The main foundation of halal tourism is the Qur'an, Surah Al-Mulk, verse 15.

هُوَ الَّذِي جَعَلَ لَكُمْ الْأَرْضَ نَزُولًا فَامْشُوا فِي مَنَاكِبِهَا وَكُلُوا مِنْ رِزْقِهِ وَإِلَيْهِ النُّشُورُ ﴿١٥﴾

Meaning: "It is He Who makes the earth easy for you, so walk in all its corners and eat part of His sustenance. And to Him you will (return after) being resurrected." (QS. Al-Mulk: 15).

Halal tourism is closely linked to Surah Al-Mulk, verse 15, which invites us to explore the earth and enjoy Allah's blessings with gratitude. This verse encourages us to contemplate the beauty of His creation and learn from our journeys. In the context of halal tourism, this means enjoying the beauty of nature and expressing gratitude for His blessings through meaningful travel, choosing food, accommodations, and activities that comply with Islamic law. Halal tourism also emphasizes the importance of good intentions, maintaining good morals, and adhering to religious rules while traveling. Furthermore, halal tourism encourages us to understand cultural diversity and strengthen our faith through spiritual experiences. Thus, halal tourism is not only a means of recreation, but also a medium for drawing closer to Allah and reflecting on His greatness.

Muslim-Friendly Tourism

Muslim-Friendly Tourism (MFT) has become a growing global trend along with the growing global Muslim population and increasing awareness of the needs of Muslim travelers. Muslim-friendly tourism is positioned as a growing and evolving sector. For this reason, it will be the subject of numerous future research and projects, which will continue to focus on and investigate this market (Losurdo, 2022). This concept is not only limited to the provision of halal food, but also includes prayer facilities such as prayer rooms, prayer time information, and accommodations that comply with Islamic values. Tourist destinations in various countries, including non-Muslim countries, are beginning to adapt by providing services that meet the spiritual and practical needs of Muslim travelers. This not only increases comfort but also opens up new economic opportunities for the tourism industry. Muslim-Friendly Tourism was introduced in 2015 to build trust and reassurance among travelers. Many Muslim and non-Muslim countries are interested in developing this specific segment of Islamic tourism (Muslim & Harun, 2022). Muslim-Friendly Tourism is a service industry focused on providing services in the tourism and hospitality sector, focusing heavily on accommodation, food and beverage, and travel activities. All of these services are Sharia-compliant, aiming to pamper tourists who demand Muslim-friendly tourism services (Aziz, 2018). The needs of Muslim travelers in the context of Muslim-friendly tourism encompass several important aspects to ensure comfort and satisfaction during their travels. First, the availability of halal food and easy access to places of worship, such as mosques, are essential. Furthermore, Muslim-friendly accommodations, such as hotels with Qibla orientation facilities and halal food services, are also a priority. Clear information about destinations and activities that align with Islamic values are also provided.

A Muslim-friendly destination is a destination that recognizes the needs of the Muslim market segment and their religious sensitivities and provides appropriate products and services (Cuesta-Valiño *et al.*, 2020). In Indonesia, as the country with the largest Muslim population in the world, Muslim-friendly tourism has significant potential for development. The government and tourism industry players have begun promoting halal certification and Muslim-friendly facilities at various tourist destinations. Furthermore, collaboration between the private sector and the government in promoting halal tourism destinations to the global market is intensifying. With its rich natural resources, culture, and friendly people, Indonesia has the potential to become a leader in the global halal tourism industry.

Cultural Tourism

Cultural tourism is a potential area that can be developed to improve the local economy (Amir & Andrea, 2024). Cultural tourism is a type of tourism that utilizes a region's rich cultural heritage as its primary attraction. It encompasses activities that enable tourists to understand, appreciate, and experience local culture through visits to historical sites, traditional ceremonial arts performances, culinary specialties, and direct interaction with the local community. Cultural tourism plays a crucial role in preserving cultural heritage and fostering awareness of local diversity and identity. In the context of halal tourism development, cultural tourism can be a crucial element in enriching the experiences of Muslim tourists without violating Sharia principles.

The Development of Halal Tourism in Indonesia

Halal tourism in Indonesia has a significant economic potential as a source of state revenue. Many provinces and tourist destinations have implemented halal tourism programs, and with the continued increase in the number of tourists to Indonesia, halal tourism has high development prospects (Ferdiansyah, 2020). Indonesia has great potential in the tourism sector, with more than 17,000 islands and cultural diversity, as well as being the largest archipelagic country in the world. Indonesian tourism is one of the main economic sources with a significant contribution to foreign exchange, projected to reach US\$ 20 billion in 2019. Halal tourism, in particular, plays a significant role in the Indonesian economy. With the goal of becoming a leader in the Southeast Asian region, Indonesia successfully climbed the rankings in the 2019 Global Muslim Travel Index (GMTI), securing first place alongside Malaysia. This sector is supported by the increasing development of sharia hotels and halal restaurants, as well as various halal policies and certifications to support the halal tourism industry. Aceh and West Nusa Tenggara (NTB) are examples of provinces that have developed their halal tourism potential well, with Aceh winning an award in the 2016 national halal tourism competition.

Halal tourism in Indonesia continues to grow, with many provinces poised to become halal tourism destinations. In addition to Aceh and West Nusa Tenggara, several other provinces are also developing, including North Sumatra, West Sumatra, West Java, Yogyakarta, and Bali. The government, through the Ministry of Tourism, is striving to improve this sector by providing Muslim-friendly facilities, such as mosques, sharia hotels, and halal food. Furthermore, Indonesia is actively promoting halal tourism through various international platforms, including winning an award at the World Halal Tourism Awards in Abu Dhabi in 2016. With the rapid growth in the

number of international Muslim tourists and supporting infrastructure, Indonesia has great potential to become a leading halal tourism destination globally (Fadhlan & Subakti, 2020) .

Main Elements of Halal Tourism Development:

- a. Attractions consist of: attractions that are mostly focused on natural resources, culture, and man-made events or what are usually called particular interest .
- b. Accessibility , which includes assistance provided by transportation systems, such as terminal buildings, airports, ports, and other transit routes or paths. Accessibility is crucial because to reach a tourist destination, a transportation system must be available that can support the destination and its attractions and make it easy for visitors to do so.
- c. Facilities: accommodation, dining options, information counters, souvenir shops, currency exchange services, transit buses, tourist information offices, and other supporting facilities and tourism services are examples of support services for tourists.
- d. Ancillary Services, or accessibility of facilities useful to tourists such as banks, telephone companies, postal services, hospitals, and so on.
- e. Institutions, namely the existence and function of each component that supports the implementation of tourism activities, including the role of the local community (Laili Savitri Noor, Jufri Jacob, Tono Mahmudin, Iwan Harsono, 2024) .

The Concept of Community Welfare

The concept of well-being is included in the goals of economic development, which include improving the standard of living, maintaining and enhancing the quality of life, and rebuilding social functions to enhance resilience, independence, self-reliance, and social responsibility. Improving well-being is a component of shared responsibility. Improving the capacity of individuals or groups to sustain their lives is the goal of community well-being initiatives (Masriyah, 2024) . Community well-being is a broad concept that encompasses economic, social, and cultural aspects of community life. Community well-being can be seen as the result of improved quality of life, encompassing education, health, income, and levels of social satisfaction.

Well-being is often broadly defined as the prosperity, happiness, and quality of human life, both at the individual level, family groups, and society. A state of well-being can be demonstrated by the ability to mobilize family resources to meet the needs for goods and services considered essential to family life (Lubis *et al.* , 2023) . On the other hand, societal well-being is a social and economic condition that describes a decent standard of living for every individual in a country or community. This concept encompasses various factors, including poverty reduction, income equality, improved education and health quality, and access to basic services such as clean water and adequate housing. Societal well-being also encompasses a balance between economic,

social, and environmental aspects, which ensures the long-term sustainability of community life. In this case, well-being is not only measured in material terms, but also encompasses a quality of life that reflects human rights, freedom, and a sense of security. Meanwhile, societal well-being from an economic perspective refers to conditions in which individuals and groups can meet basic needs and improve their quality of life through adequate access to resources, services, and employment opportunities. Key indicators of well-being include per capita income, equitable wealth distribution, unemployment rates, and access to basic services such as education, healthcare, and infrastructure. The availability of quality employment is crucial, as good work provides income and enhances self-esteem. Furthermore, the concept of well-being focuses not only on economic growth, such as GDP, but also on equitable income distribution, economic stability, and sustainable development. Government policies, such as social assistance, improved education, infrastructure investment, and support for MSMEs, play a significant role in creating well-being. Therefore, societal well-being encompasses multiple interrelated dimensions and requires a holistic approach to ensure the benefits of economic growth are felt equitably and sustainably by all levels of society.

Achieving public welfare requires collaboration between the government, the private sector, and the community itself. The government plays a crucial role in creating pro-people policies, such as economic empowerment programs, job creation, social security, and infrastructure strengthening. This welfare concept also emphasizes the principle of inclusivity, ensuring that every member of society, without exception, has an equal opportunity to live a prosperous life.

METHODOLOGY

The study used qualitative descriptive research. The focus of the study was to identify internal and external factors that support the development of tourist attractions (El *et al.* ., 2022) . Where the descriptive research method is a research method used to research the natural conditions of objects, where the researcher is the key instrument, data collection techniques, data processing and presenting observational data so that other parties can get a view of the object being studied in the form of descriptions. The location of this research is at Sipamutung Temple, Siparau Village, Padang Lawas Regency, The time of the research was conducted from February 2025 to March 2025. The research subjects were the Padang Lawas Regency government and the local community and tourists. This study aims to describe and analyze the development of the Sipamutung Temple halal tourism object in Padang Lawas Regency and its impact on community welfare. The focus of the research is collecting data on the situation, conditions, and factors that influence the management of halal tourism objects and their impact on the economic, social, and cultural aspects of the community. By using data collection techniques, namely observation, interviews, and documentation. Data analysis used in this study is a SWOT analysis. A SWOT analysis is a strategic planning method used to evaluate the strengths, weaknesses, opportunities, and threats within a project or business venture. Strengths and weaknesses are grouped into internal factors, while opportunities and threats are identified as external factors.

- a. Stages of SWOT Analysis in finding the IFAS Matrix (Internal Factor Analysis Summary) and the EFAS Matrix (External Factor Analysis Summary).

After the data is categorized according to SWOT factors and weighted in the IFAS and EFAS matrices (Rudiyanto & Dina, 2021), it is then compiled to formulate strategic factors in the following stages:

1. Determine the factors that are categorized according to SWOT
2. Assign a weight to each factor on a scale from 1.0 (most important) to 0.0 (least important), based on its impact on the strategic position. (The total weights should not exceed 1.00.)
3. Give a rating of 1 to 4 for each factor to indicate whether the factor has a major weakness (rating = 1), a minor weakness (rating = 2), a minor strength (rating = 3), and a major strength (rating = 4).
4. Multiply each weight by its rating to get a score.
5. Add up the total score for each variable.

The IFAS and EFAS matrices are used to quantitatively measure strengths, weaknesses, opportunities, and threats. The total score for each matrix serves as a key indicator: a score above 2.5 indicates a strong and responsive condition, while a score below 2.5 indicates a weak and suboptimal condition in managing both internal and external factors.

RESULTS AND DISCUSSION

Sipamutung Temple is a temple site located in Siparau Village, Padang Lawas Regency, North Sumatra. This temple is part of the Padang Lawas temple complex, which holds high historical value, especially in the context of Hindu-Buddhist civilization in Indonesia. Based on archaeological research, Sipamutung Temple is estimated to have been built between the 11th and 13th centuries AD and was part of the kingdoms that once existed in the northern Sumatra region. The temple structure is made of red brick with distinctive carvings that show the influence of local and Indian cultures. Currently, Sipamutung Temple has not been fully developed as a major tourist attraction, so it still faces various obstacles in its management and preservation. Sipamutung Temple is still in its early stages compared to other tourist attractions, but it has great potential due to its unique culture, historical value, and environment suitable for halal tourism. With a focus on infrastructure, digital promotion, and community engagement, Sipamutung Temple could become a leading historical halal destination in North Sumatra.

Data analysis

SWOT Analysis of Halal Tourism Development Strategy in Padang Lawas. A SWOT analysis is a method for compiling the results of an evaluation of internal and external factors, as shown in the table below:

a. *Strength*

Strengths describe the impact of the development of halal tourism objects in the Candi Sipamutung area of Padang Lawas Regency on the well-being of the community. These strengths include:

1. Historical and cultural attractions: Sipamutung Temple is a historical relic of high value and can attract tourists who are interested in culture and religion.

2. Environment that supports halal tourism: Absence of activities that conflict with the principles of halal tourism, such as the sale of alcoholic beverages or night entertainment.

3. Local community support: Local communities have great potential in supporting tourism development, both as business actors and workers in the tourism sector.

4. Natural Beauty: The temple location is surrounded by beautiful natural scenery, supporting nature-based tourism.

5. Local Product Potential: The existence of handicraft products and typical culinary delights that can be an additional attraction for tourists.

After obtaining the weight and rating, a score can be obtained by multiplying the weight by the rating, as can be seen in the table below:

No	STRENGTH	WEIGHT	RATING	SCORE
1	Historical and cultural attractions	0.061	3	0.183
2	An environment that supports halal tourism	0.080	4	0.32
3	Local community support	0.070	3	0.21
4	Natural beauty	0.020	2	0.04
5	Local Product Potential	0.025	2	0.05
6	Amount	0.256	14	0.803

Source: Researcher data processing

From the calculation results above, it can be seen that the statement related to strengths can be concluded as strength in the development of the Halal Temple tourism object towards the welfare of the community in the Sipamutung Temple area, Padang Lawas Regency.

b . Weaknesses

Based on the analysis that has been carried out, several weaknesses were found in the development of the Temple tourist attraction regarding the welfare of the community in the Sipamutung Temple area, Padang Lawas Regency:

1. Lack of Infrastructure: Access to the temple site is still limited, including poor road conditions and minimal public facilities.

2. Limited Promotion: Lack of effective marketing and promotion strategies, both through social media and collaboration with travel agents.

3. Low Community Participation: Lack of awareness among local communities in maintaining and managing temple sites.

4. Lack of Halal Facilities: Facilities such as adequate prayer rooms and halal tourism-based directions are not yet available.

5. Lack of Information Facilities: Information related to the history of the temple and halal tourism guides is still minimal, making it difficult for tourists.

After obtaining the weight and rating, a score can be obtained by multiplying the weight by the rating, as can be seen in the table below:

No	WEAKNESS	WEIGHT	RATING	SCORE
1	Lack of Infrastructure	0.060	3	0.18
2	Limited Promotion	0.035	3	0.105
3	Low Community Participation	0.040	2	0.08
4	Lack of Halal Facilities	0.045	2	0.09
5	Lack of Information Facilities	0.030	2	0.06
	amount	0.21	12	0.515

Source: Researcher data processing

Then it will be continued by conducting an evaluation of the compilation of external factors as shown in the following table:

a. *Opportunities*

Opportunities are factors that originate from the environment and in the development of halal tourism objects in the Candi Sipamutung area, Padang Lawas Regency, namely:

1. Increasing the economy: society with the existence of halal tourism.
2. Government Support: The existence of government programs related to the development of halal tourism destinations can be utilized to improve facilities and promotions.
3. Collaboration with Third Parties: Potential collaboration with travel agents, halal tourism influencers, and online platforms to expand market reach.
4. Cultural and Religious Events: Holding cultural and religious events that involve local people to attract tourists.
5. Creative Economy Development: Opportunities for local communities to market creative products such as crafts, halal culinary delights, and typical souvenirs.

After obtaining the weight and rating, a score can be obtained by multiplying the weight by the rating, as can be seen in the table below:

No	OPPORTUNITY	WEIGHT	RATING	SCORE
1	Increasing economy	0.070	3	0.21
2	Government Support	0.080	4	0.32
3	Collaboration with Third Parties	0.070	3	0.21
4	Cultural and Religious Events	0.060	2	0.12
5	Creative Economy Development	0.065	2	0.13
Amount		0.345	14	0.99

Source: Researcher data processing

b . *Threats*

Threats are external factors that must be addressed to reduce the detrimental impacts on the development of the Halal Temple tourism object on the welfare of the community in the Sipamutung Temple area, Padang Lawas Regency, in reducing losses, namely:

1. Tourism Destination Competition: Many other tourist destinations also carry the halal concept, so they need their own uniqueness to compete.
2. Economic Instability: Economic fluctuations can affect the number of tourist visits.
3. Environmental Damage: If not managed properly, the potential for environmental damage due to tourism activities could threaten the sustainability of Sipamutung Temple.
4. Lack of Consistent Support: If support from the government or related parties stops, tourism development could be hampered.
5. Natural Disasters: The risk of natural disasters such as floods or landslides can disrupt tourism operations.

After obtaining the weight and rating, a score can be obtained by multiplying the weight by the rating, as can be seen in the table below:

No	THREAT	WEIGHT	RATING	SCORE
1	Tourism Destination Competition	0.050	3	0.15
2	Economic Instability	0.030	2	0.06
3	Environmental damage	0.040	2	0.08
4	Lack of Consistency of Support	0.045	3	0.135
5	Natural disasters	0.050	2	0.1
		0.215	12	0.525

Source: Researcher data processing

SWOT Analysis Diagram

From the SWOT analysis above, a summary or recapitulation of the calculations can be made to see how much strength, weakness, opportunity and threat there is in the development of the Halal Temple tourism object towards the welfare of the community in the Sipamutung Temple area, Padang Lawas Regency.

Strength	IFAS	IFAS	EFAS	EFAS
	Strengths	Weaknesses	Opportunities	Threats
Strategy	0.803	0.515	0.99	0.525
Quadrant	0.803-0.515=0.288		0.99-0.525=0.465	

Source: Researcher data processing

Description: The table above explains the strategy for developing halal tourism objects at the temple for the welfare of the Sipamutung Temple community in Padang Lawas Regency.

- The result of the addition of the strengths is 0.803 while the weaknesses are 0.515, so the internal quadrant of the factors is $0.803-0.515 = 0.288$, meaning the high ability of the development of halal tourism objects in the temple towards the welfare of the Sipamutung temple community in Padang Lawas Regency in utilizing the strengths and overcoming the weaknesses that exist internally in the tourist attraction.
- The opportunities owned from the strategy are 0.99 and threats are 0.525. So the external quadrant of factors is $0.99-0.525 = 0.465$ meaning the ability of the development of halal tourism objects of the temple towards the welfare of the community of Sipamutung Temple, Padang Lawas Regency in utilizing opportunities and minimizing threats faced by the development of halal tourism objects of the temple towards the welfare of the community of Sipamutung Temple, Padang Lawas Regency.

Analysis using SWOT Matrix.

Strength (S)	Weakness (W)
1. Historical and cultural attractions	1. Lack of Infrastructure
2. An environment that supports halal tourism	2. Limited Promotion
	3. Low Community Participation

	3. Local community support	4. Lack of Halal Facilities
	4. Natural beauty	5. Lack of Information Facilities
	5. Local Product Potential	
Opportunities/Opportunities(O)	SO Strategy	WO Strategy
1.Increasing economy	1. Developing Cultural and Religious Tourism	1.Improving Infrastructure with Government Support
2.Government Support		
3.Collaboration with Third Parties	2. Collaboration with Third Parties to Promote Halal Tourism	2.Intensifying Promotion through Collaboration with Third Parties Encouraging Community Participation through Cultural and Religious Events
4.Cultural and Religious Events		
5.Creative Economy Development	3. Exploring the Potential of Local Products for the Creative Economy	3.Developing Halal Facilities with the Assistance of the Creative Economy Program
	4. Utilizing Government Support for Nature Conservation	
	5. Boosting the Economy through Cultural Tourism and Local Products	4.Building a Tourism Information Center with Government and Third Party Support

Threat (T)		ST Strategy	WT Strategy
1. Tourism Destination Competition		1. Strengthening Cultural Identity to Compete with Other Destinations	1. Gradual Infrastructure Improvements to Face Destination Competition
2. Economic Instability		2. Developing Nature-Based Halal Tourism to Address Economic Instability	2. Diversifying Digital Promotion to Anticipate Economic Instability
3. Environmental damage		3. Public Education and Nature Conservation to Prevent Environmental Damage	3. Community Empowerment Program to Reduce the Threat of Environmental Damage
4. Lack of Consistency of Support		4. Gathering Collective Support to Address Uncertainty of Government Support	4. Partnership with MSMEs to Strengthen Halal Facilities
5. Natural disasters		5. Strengthening Natural and Cultural Infrastructure as Anticipation of Natural Disasters	5. Creating a Simple Information Center to Anticipate Natural Disasters

Source: Researcher data processing

Based on the SWOT Matrix analysis above, it shows the following:

a. SO Strategy (*Strength-Opportunity*)

SO (*Strength-Opportunity*) strategies leverage internal strengths to seize external opportunities. Based on data, several **SO strategies** can be implemented:

1. Developing Cultural and Religious Tourism: Utilizing historical and cultural attractions and local community support to organize regular cultural and religious events, attracting tourists and strengthening regional identity.

2. Collaboration with Third Parties for Halal Tourism Promotion: Using the halal tourism environment as the main attraction, collaborating with travel agents, halal influencers, and digital platforms to expand the halal tourism market.

3. Exploring the Potential of Local Products for the Creative Economy: Combining the potential of local products with creative economy development programs to create unique products (souvenirs, culinary specialties) that can be marketed widely.

4. Leveraging Government Support for Nature Conservation: Leveraging government support to preserve natural beauty, by developing ecotourism and environmentally conscious programs, while attracting tourists who care about sustainable tourism.

5. Boosting the Economy through Cultural Tourism and Local Products: Leveraging local community support and the potential of local products to build traditional markets, creative product exhibitions, and culinary festivals to boost economic activity.

b. *Strength-Threat* Strategy (ST) Improving Infrastructure with Government Support:

Leveraging government support to address infrastructure deficiencies, such as building road access, public transportation, and tourism support facilities.

1. Intensifying Promotion through Collaboration with Third Parties: Collaborating with travel agents, social media, and influencers to overcome limited promotions, expand market reach and attract more tourists.

2. Encouraging Community Participation through Cultural and Religious Events: Using cultural and religious events to increase community participation, for example involving them in art performances, culinary exhibitions, or local festivals.

3. Developing Halal Facilities with the Assistance of the Creative Economy Program: Leveraging the development of the creative economy to address the lack of halal facilities, such as opening halal-certified restaurants, halal souvenir centers, and adequate prayer rooms.

4. Building Tourist Information Centers with Government and Third Party Support: Using government support and collaboration with third parties to address the lack of information resources, such as establishing tourist

information centers, mobile applications, and digital signage in strategic locations.

c. WO Strategy (*Weakness-Opportunity*)

WO (*Weakness-Opportunity*) strategies aim to capitalize on external opportunities to overcome internal weaknesses. Based on the data you provided, here are some **WO strategies** you can implement:

1. Improving Infrastructure with Government Support: Leveraging government support to address infrastructure deficiencies, such as building road access, public transportation, and tourism support facilities.

2. Intensifying Promotion through Collaboration with Third Parties; Working with travel agents, social media, and influencers to overcome limited promotion, expand market reach, and attract more tourists.

3. Encouraging Community Participation through Cultural and Religious Events: Using cultural and religious events to increase community participation, for example involving them in art performances, culinary exhibitions, or local festivals.

4. Developing Halal Facilities with the Assistance of the Creative Economy Program: Leveraging the development of the creative economy to address the lack of halal facilities, such as opening halal-certified restaurants, halal souvenir centers, and adequate prayer rooms.

5. Building Tourist Information Centers with Government and Third Party Support: Using government support and collaboration with third parties to address the lack of information resources, such as establishing tourist information centers, mobile applications, and digital signage in strategic locations.

d. WT Strategy (*Weakness-Threat*)

1. Gradual Infrastructure Improvement to Face Destination Competition: Addressing the lack of infrastructure by developing a phased development plan and seeking alternative funding (private partnerships) to keep destinations competitive despite inconsistent government support.

2. Diversifying Digital Promotion to Anticipate Economic Instability: Overcoming limited promotion by utilizing social media, simple websites, and collaboration with local influencers for cheap but effective promotion, so as to continue to attract tourists even amidst economic fluctuations.

3. Community Empowerment Program to Reduce the Threat of Environmental Damage: Addressing low community participation by holding tourism awareness and nature conservation training, involving local residents to maintain the cleanliness and beauty of the destination.

4. Partnerships with MSMEs to Strengthen Halal Facilities; Addressing the lack of halal facilities by collaborating with MSMEs, opening halal food outlets, and conducting halal certification programs for local businesses to make destinations Muslim-friendly.

5. Establishing a Simple Information Center to Anticipate Natural Disasters: Addressing the lack of information facilities by establishing a tourist information post that also functions as a disaster information center, providing disaster mitigation education to tourists and local residents.

The Potential of Halal Tourism at Sipamutung Temple for Community Welfare

Sipamutung Temple in Padang Lawas Regency has great potential to be developed as a halal tourism destination, which can have a significant impact on the welfare of the surrounding community (Maulidah, S. 2024). The uniqueness of halal tourism development at Sipamutung Temple lies in the integration of Islamic values with rare Hindu-Buddhist cultural heritage, which is expected to create a halal tourism model based on historical preservation that is more sustainable than other halal destinations. Data from the Padang Lawas Regency Tourism Office shows that the number of visitors coming to Sipamutung Temple in the last three months (March-May 2025) shows an increasing trend. In March, there were 330 people, April increased to 420 people, and in May reached 490 people. This surge shows the growing interest of tourists in historical destinations with a halal nuance and can be an early indicator of the success of the promotion and development of the area. With high historical and cultural value, this temple can attract domestic and international Muslim tourists seeking a tourism experience in accordance with sharia principles. With the support of local communities and the potential of creative economic products such as halal culinary delights and handicrafts, these advantages can also drive regional economic growth. Based on this, the future development of halal tourism is considered promising and has potential (Nisa, 2022).

Based on the analysis conducted, the development of halal tourism at Sipamutung Temple has the potential to improve community welfare through job creation, infrastructure improvement, and empowerment of MSMEs. Effective strategies include digital promotion, development of halal facilities, and collaboration with the government and third parties. Cooperation between the community, government, and the private sector is also very important (Sari et al., 2022). With proper management, the development of halal tourism at this temple can become a model for similar destinations in Indonesia, combining religious, cultural, and economic aspects for sustainable prosperity.

Sustainable Hope for the Development of Halal Tourism at Sipamutung Temple for Community Welfare

The development of halal tourism is expected to improve the welfare of the Padang Lawas community. This research concludes that packaging local wisdom into a tourist attraction will contribute to the development of regional tourism (Ghopur 2021). Furthermore, Sipamutung Temple has the potential to become a leading

destination in North Sumatra that can compete with other halal tourism destinations in Indonesia. This achievement will not only increase local income but also strengthen Indonesia's position as a leading halal tourism destination in the world. Therefore, the development of halal tourism at Sipamutung Temple is expected to become a model for sustainable community-based tourism development and have a positive impact on the socio-economic welfare of the surrounding community (Harahap et al., 2023).

The successful development of halal tourism at Sipamutung Temple will significantly impact the welfare of the surrounding community. The local economy will experience growth through the creation of new jobs in tourism, such as for tour guides, sharia homestay managers, and halal culinary vendors. The community will also benefit economically from the sale of unique handicrafts and other tourism services. Therefore, sound management and sustainable strategies will help generate sustainable income from the tourism sector (Sabrina *et al.*, 2022). This tourism development will encourage the preservation of the temple's culture and history as a valuable heritage. Selective community involvement can raise awareness about preserving their culture and attracting tourists (Darmayanti & Oka, 2020).

CONCLUSION

The development of halal tourism at Sipamutung Temple has significant potential to improve the welfare of the surrounding community. The temple holds historical, cultural, and environmental values that support halal tourism. However, challenges such as inadequate infrastructure, limited promotion, and a lack of halal facilities need to be addressed. Development strategies include infrastructure improvements, digital promotion, collaboration with third parties, and community economic empowerment through local products. With government support and community involvement, halal tourism at Sipamutung Temple can become a leading, competitive destination and contribute to regional economic growth. A SWOT analysis identifies the strengths, weaknesses, opportunities, and threats faced. Implementing appropriate development strategies can serve as the basis for formulating more effective development strategies.

To optimize the development of halal tourism at Sipamutung Temple, it is recommended that the local government and relevant stakeholders improve basic infrastructure such as road access and halal facilities, strengthen digital promotion and collaboration with halal tourism industry players, empower the community through training and local-based MSMEs, and establish strategic partnerships with the private sector and academics. Cultural and environmental preservation must also be prioritized to ensure sustainable tourism development. With this integrated approach, Sipamutung Temple can become a leading halal tourism destination that improves community welfare.

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