

ABSTRAK

Pariwisata menjadi sektor besar penggerak perekonomian di dunia termasuk Indonesia, saat ini pariwisata halal telah menjadi perbincangan, banyak wisata yang berkonsep halal dan belum dikenal karena kurangnya upaya *destination branding* di wisata tersebut. *Destination branding* sangat berpengaruh pada pengembangan pariwisata daerah. Tujuan dari penelitian ini untuk mengetahui bagaimana upaya dan langkah apa yang dilakukan dalam membangun *destination branding* wisata halal oleh pengelola dan masyarakat di wisata Labuhan Mangrove Jung Koneng, Bangkalan. Jenis penelitian yang digunakan yaitu kualitatif deskriptif yang dirasa sangat tepat untuk meninjau penerapan aturan secara mendetail, sedangkan sumber data di dapatkan dari penelusuran literatur ilmiah yang sudah memasukkan ragam tinjauan lapangan berkaitan dengan bahan wawancara serta dokumentasi. Berbagai macam fakta menarik berkaitan dengan pariwisata halal, yang mana ternyata konteks ini masih sulit diterapkan di Indonesia terutama di Kabupaten Bangkalan, hal ini dikarenakan banyaknya sistem dan regulasi yang masih belum memadai tentang pariwisata halal. Hasil yang didapatkan dari penelitian ini mengatakan bahwa Labuhan Mangrove sudah melakukan beberapa tahapan *destination branding* seperti tahap *brand launch and introduction*, membangun citra, *personality* dan *character*, hanya perlu melakukan tahapan *branding* lain dan perlu mendapatkan dukungan yang lebih luas agar wisata berkonsep halal Labuhan Mangrove berkembang.

Kata Kunci: *destination branding*, pariwisata halal, Labuhan Mangrove.

ABSTRACT

Tourism is a major sector driving the economy in the world including Indonesia, currently halal tourism has become a topic of conversation, many tours have a halal concept and are not well known due to the lack of destination branding efforts in these tours. Destination branding is very influential on regional tourism development. The purpose of this study was to find out what efforts and steps were taken in building halal tourism destination branding by managers and the community at Labuhan Mangrove Jung Koneng tourism, Bangkalan. The type of research used is descriptive qualitative which is considered very appropriate for reviewing the application of rules in detail, while the data source is obtained from scientific literature searches which have included various field reviews related to interview materials and documentation. Various kinds of interesting facts related to halal tourism, which in fact this context is still difficult to apply in Indonesia, especially in Bangkalan Regency, this is because there are many systems and regulations that still do not accommodate halal tourism. The results obtained from this study say that Labuhan Mangrove has carried out several stages of destination branding such as the brand launch and introduction stages, building image, personality and character, only need to carry out other branding stages and need to get wider support so that Labuhan Mangrove halal concept tourism develops.

Keywords: *destination branding, halal tourism, Labuhan Mangrove.*