

ABSTRAK

Sektor pariwisata berkembang signifikan dan memainkan peran penting dalam persaingan skala internasional saat ini. Beberapa tahun terakhir ini banyak pelancong muslim dari berbagai macam negara yang gemar melakukan perjalanan wisata yang menyebabkan munculnya konsep destinasi wisata halal untuk menarik minat pengunjung muslim di sektor pariwisata ini. Tentunya Indonesia harus mampu untuk mengembangkan keunggulan kompetitif terutama di sektor pariwisata halal. Salah satu hal yang dapat diperhatikan dalam meningkatkan keunggulan kompetitif ialah citra destinasi dan *branding* destinasi wisata. Diperlukan upaya untuk mendorong pembangunan daerah Pulau Madura dengan memanfaatkan potensi lokal, salah satunya melalui pengembangan sektor pariwisata. Salah satu wisata yang telah dikenal wisatawan lokal hingga mancanegara ialah Museum Keraton Sumenep. Agar wisata tersebut semakin dikenal luas maka perlu dilakukan pengembangan wisata yang dapat dilakukan dengan memperkuat keunggulan kompetitif wisata melalui Citra destinasi, *Branding*, *Storytelling*, *Engagement* dan *branding*. Oleh karena itu, penelitian ini dilakukan dengan tujuan untuk mengetahui apakah *Branding*, *Storytelling*, dan *Engagement* mempengaruhi keunggulan kompetitif destinasi wisata halal Museum Keraton Sumenep. Hasil penelitian menunjukkan bahwa variabel *Branding*, *Storytelling*, dan *Engagement* berpengaruh positif dan signifikan baik secara simultan maupun parsial terhadap keunggulan kompetitif Museum Keraton Sumenep.

Kata Kunci: Citra destinasi, *Branding*, *Storytelling*, *Engagement*, Keunggulan Kompetitif dan Destinasi Wisata Halal

ABSTRACT

The tourism sector is growing significantly and is playing an important role in today's international scale competition. In recent years, many Muslim travelers from various countries have been fond of traveling which has led to the emergence of the concept of halal tourist destinations to attract Muslim visitors in this tourism sector. Of course, Indonesia must be able to develop a competitive advantage, especially in the halal tourism sector. One of the things that can be considered in increasing competitive advantage is the image of the destination and the branding of tourist destinations. Efforts are needed to encourage the development of the Madura Island region by utilizing local potential, one of which is through the development of the tourism sector. One of the tours that has been known by local and foreign tourists is the Sumenep Palace Museum. In order for the tourism to be more widely known, it is necessary to develop tourism that can be done by strengthening the competitive advantage of tourism through destination image, branding, storytelling, engagement and branding. Therefore, this study was conducted with the aim of finding out whether Branding, Storytelling, and Engagement affect the competitive advantage of halal tourist destinations at the Sumenep Palace Museum. The results of the study show that the variables of Branding, Storytelling, and Engagement have a positive and significant effect both simultaneously and partially on the competitive advantage of the Sumenep Palace Museum

Keywords: *Destination Image, Branding, Storytelling, Engagement, Competitive Advantage and Halal Tourism Destinations*