

ABSTRAK

Penelitian ini bertujuan untuk menganalisis peran sertifikasi halal dalam mendukung pengembangan wisata halal melalui produk usaha di Pondok Pesantren Annuqayah serta mengidentifikasi strategi yang diterapkan dalam meningkatkan daya tarik wisata halal berbasis Pondok Pesantren. Penelitian ini menggunakan pendekatan kualitatif dengan teknik pengumpulan data berupa observasi, wawancara dan dokumentasi. Analisis data dilakukan melalui tahapan reduksi data, penyajian data dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa sertifikasi halal produk usaha, khususnya air Suci dan Roti Lubangsa, memberikan dampak yang signifikan terhadap peningkatan ekonomi Pesantren, yang ditandai dengan meningkatnya minat beli konsumen hingga 75 % setelah memperoleh sertifikat halal. Sertifikat halal juga berperan strategis dalam memperkuat kepercayaan publik dan citra Pondok Pesantren Annuqayah sebagai destinasi wisata halal yang mengedepankan nilai spiritual sekaligus menjamin keamanan, kebersihan dan kepatuhan produk terhadap standar syariah. Dampak lainnya terlihat pada meningkatnya kunjungan wisatawan, keterlibatan pesantren dalam berbagai pameran hingga tingkat provinsi, serta meluasnya ruang promosi wisata religi berbasis pesantren. Strategi pengembangan wisata halal dilakukan melalui peningkatan kualitas produksi, standarisasi bahan dan proses pengolahan, penguatan promosi internal pesantren, serta optimalisasi sertifikat halal sebagai jaminan mutu produk. Dengan demikian, sertifikasi halal tidak hanya berfungsi sebagai legalitas kehalalan produk, tetapi juga menjadi instrumen penting dalam mendorong kemandirian ekonomi pesantren, memperkuat eksistensi kelembagaan, dan mengembangkan identitas wisata halal yang berdaya saing dan berkelanjutan.

Kata Kunci: Sertifikasi Halal, Wisata Halal, Pondok Pesantren

ABSTRACT

This study aims to analyze the role of halal certification in supporting the development of halal tourism through business products at the Annuqayah Islamic Boarding School and to identify strategies applied to increase the attractiveness of halal tourism based on Islamic boarding schools. This study uses a qualitative approach with data collection techniques in the form of observation, interviews, and documentation. Data analysis was carried out through the stages of data reduction, data presentation, and conclusion drawing. The results of the study show that halal certification of business products, particularly Suci water and Lubangsa bread, has a significant impact on improving the economy of Islamic boarding schools, as evidenced by a 75% increase in consumer interest after obtaining halal certification. Halal certification also plays a strategic role in strengthening public trust and the image of the Annuqayah Islamic Boarding School as a halal tourist destination that prioritizes spiritual values while ensuring the safety, cleanliness, and compliance of products with sharia standards. Other impacts include an increase in tourist visits, the involvement of Islamic boarding schools in various exhibitions at the provincial level, and the expansion of promotional opportunities for religious tourism based on Islamic boarding schools. The halal tourism development strategy is carried out through improving production quality, standardizing ingredients and processing methods, strengthening internal promotion of Islamic boarding schools, and optimizing halal certification as a guarantee of product quality. Thus, halal certification not only serves as proof of product halalness, but also becomes an important instrument in encouraging the economic independence of Islamic boarding schools, strengthening institutional existence, and developing a competitive and sustainable halal tourism identity.

Keywords: Halal Certification, Halal Tourism, Islamic Boarding Schools