


Transformation Of Generation Z Tourism Management In Visiting Halal Tourism In Banda Aceh City

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Article Info	ABSTRACT
Keywords: Halal Tourism, Generation Z, Travel Decision, Tourism	Halal tourism is considered a subcategory of religious tourism that was born from the concept of religious tourism which covers all aspects of a Muslim's life. Generation Z is identified as a generation that is very instrumental in growth, especially in the growth of halal tourism. The purpose of the study was to analyze the factors that influence Generation Z in doing halal tourism to Banda Aceh. This research uses quantitative methods with SEM (Structural Equation Modeling) approach. Development strategy through SWOT analysis. Based on the results of the study that the location variable on the decision of generation Z tourists has a significant effect. Based on the results of the calculation, the coordinate points are in quadrant I. The strategy to be used if it is in quadrant I is an aggressive strategy. This aggressive strategy (S-O) is carried out by utilizing existing opportunities with its strengths such as the atmosphere of tourist attractions providing comfort, friendly service, tourist attractions suitable for all groups, and the facilities provided at Halal Tourism Objects in the city of Banda Aceh are quite good. From the results of the calculation of IFAS and EFAS factors, several alternative strategies can be generated in marketing and managing Halal Tourism Objects in the city of Banda Aceh in supporting more effective marketing and management.
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INTRODUCTION

Tourism attraction is an important element for the success of government programs in preserving the nation's customs and culture as an asset that can be sold to tourists. Tourism attraction is also one of the things that influences consumer behavior to decide which tourist attraction to choose to visit (Samsidar et al., 2023).

Travel and entertainment are basically very important human needs. Although traveling and entertainment are secondary needs, these activities are very helpful in alleviating and forgetting the problems of daily life. A busy routine certainly requires high concentration so that someone will get bored easily and need traveling activities to refresh their body and soul. To fulfill the needs of traveling, there must be a tourist attraction that becomes a destination for doing these tourist activities. A tourist attraction is a place that becomes a tourist destination for visiting because it has resources, both natural and man-made resources, such

as natural panoramas of mountains, flora and fauna, zoos, historic old buildings, inscriptions, temples, dances and other community cultural attractions. Tourism objects provide their own meaning for every tourist who visits them. This is because the views or assessments of each individual are different, meaning that one tourist with another will have a different assessment of the tourist attraction (Soleh, 2017). In addition, the decision to make a tourist visit refers to the behavior and decisions of tourists. Tourist behavior and decisions are influenced by various factors including their personality traits (Somadi et al., 2024).

The development of tourism in Indonesia is growing rapidly and generating a large contribution to the country's foreign exchange. By the close of 2023, the tourism sector grew to USD 19.29 billion by beating the oil and gas sector, making the tourism sector the mainstay of the country's foreign exchange. The tourism sector contributed 4.50% of GDP in 2023 and reached 4.80% in 2023 as reported by the Government News Network (JPP) (Cupian et al., 2021). With the development of tourism, of course, it will have an impact on increasing various jobs so that it can reduce unemployment and alleviate poverty. Based on this, the government promotes tourism programs with various promotions that raise tourist destinations that have superior spots to attract tourists (Widiastuti & Nurhayati, 2019). The trend of traveling from year to year has changed. Many people currently prefer to travel in places that are not mainstream. This is what encourages tourism development in all corners of Indonesia. Tourism development is also a concern of the government so that it can be a source of income for the people of tourist destination areas. The government also provides adequate infrastructure support for the development of tourist villages so that tourist destinations have high accessibility (Widiastuti & Nurhayati, 2019).

Indonesia with a majority Muslim population is able to advance halal tourism and make an example of the world in halal tourism. Indonesia's halal tourism market has experienced significant growth, ranking as the first halal tourism destination in the world (Kurniawati, 2022). When halal began to impact the tourism industry, both Muslim-majority and Muslim-minority countries promoted halal food, halal accommodation, and more to meet the needs of Muslim tourists trying to capture the Muslim tourism market by providing related logistics services. Based on DSN MUI Fatwa No. 108 / DSN-MUI / X / 2016 concerning Guidelines for the Implementation of Tourism Based on Sharia Principles, which reveals that sharia tourism is tourism in accordance with sharia principles which has tourist attractions to develop themselves with sharia provisions and is supported by facilities and accessibility. At this time there are still many people who misunderstand the concept of halal tourism so that people do not understand and do not understand Muslim friendly tourism which is the concept of a friendly tourist spot for Muslim tourists by providing facilities and Muslim needs based on sharia principles such as places of worship, transportation, culinary, resting places and others that have halal certification in a Muslim friendly tourism environment (Kurniawati, 2022). This is evidenced by the level of literacy of Indonesian society in halal tourism, research shows that there are still many who do not understand the concept of halal tourism very thoroughly (Fadly & Ismail, 2019).

There are many terms for religion-based tourism, including halal tourism, Islamic tourism, and religious tourism. All three have the same concept but have different scopes.

Religious tourism is defined as a trip to visit religious places such as art, culture, tradition and architecture that can be used as a reminder of God's might. An example would be the Hajj pilgrimage to Mecca. Islamic tourism focuses more on many different topics such as: Muslim traveler participation in tourist attractions and destinations, products (accommodation, food, entertainment, drinks, etc.). Halal tourism is considered a subcategory of religious tourism that was born from the concept of religious tourism. The word halal comes from the Arabic halla, yahillu, hillan, wahalalan which means: allowed, accepted, allowed and / or permitted. covers all aspects of a Muslim's life (Nurrokhim et al., 2023).

There are four halal tourism indicators used by the Global Muslim Travel Index (GMTI) in assessing world halal tourism. First, access is a measure of the potential or ease of people to reach the destination in a trip. Access consists of Visa Requirements, Connectivity, and Transportation Infrastructure. Second, communications is a process of creating and using information to connect with the environment and other people. In tourism, communication is a human activity in conveying information about travel to an area or tourist attraction that tourists will visit. Communication consists of marketing objectives, communication skills, and stakeholder awareness (Nurrokhim et al., 2023). There are several factors that influence community participation in the development of halal tourism such as motivation, education, socio-cultural, economic factors, and the role of leaders. In some previous studies, there are two factors that show a negative relationship to community participation, namely the education factor and the role of leaders (Lutfi & Azizah, 2023).

One of the increasing tourism industries is halal tourism. Halal tourism is a tourist activity specifically designed to facilitate the traveling needs of Muslims. The presence of halal tourism is also the presence of a travel package that refers to the rules of life of Muslims, both in terms of travel manners, determining tourist destinations, accommodation, and food. The needs of Muslim tourists for halal tourists in general include the need to worship, get halal food, get added value (DALY, 2019) Halal tourism is a new trend in the world of tourism today. Indonesia has been widely recognized in the world as the best halal tourism in the world for its victory in "The World Halal Travel Summit & EXHIBITION 2015" Event. Indonesia managed to get three awards at once, including World Best Family Friendly Hotel, World Best Halal Honeymoon Destination, and World Best Halal Tourism Destination (Utomo et al., 2024). This is certainly a great opportunity that makes it easy for Indonesia to continue to develop halal tourism and the sharia service industry, so that Indonesia can instill that halal tourism is synonymous with Indonesia in the world tourism mindset. In some countries in the world halal tourism uses several names that are quite diverse including Islamic Tourism, Halal Friendly Tourism Destination Halal Travel world Friendly Travel Destinations, Halal lifestyle, and others. Halal tourism is seen as a new way to develop Indonesian tourism.

Many tourist attractions visited by the public or tourists pay more attention to quality or qualifications to fulfill their own desires and benefits, for example, having fun, entertainment. Having fun or entertainment is very identical to doing things that are concerts such as music concerts or other entertainment, some even get drunk which is very identical to bad (negative) behavior or behavior. Especially in the age of globalization that has been worldwide, there are many technologies circulating that can help someone to access information quickly. So, at this

time it is very easy to get information about tourism (tourist locations) which is free, which can lead to the desire / interest of many people to get new experiences, release the pressures of life while working to take advantage of tourist attractions as a place that is growing like dating, entertainment and others which are very far from good behavior.

In today's world tourism industry, generation Z is identified as a generation that is very instrumental in growth, especially in the growth of halal tourism. (Nur et al., 2023) From the data obtained by GMTI 2022 shows that the high increase in the Muslim population in the world from year to year and one of the largest groups is generation Z as much as 27.2%. Generation Z is currently aged 16-25 years which has unique characteristics in other generations, this is known because generation Z is more aware of technological advances and social media. So this will be an important influence in the progress of the halal tourism industry (Kemenparekraf, 2020). There are several segmentations that can affect the development of halal tourism, namely; (1) increasing the population of the Muslim population, (2) increasing the growth of middle class income of the Muslim population, (3) increasing access to information from various social media sources to make it easier for people to find out this information, (4) the number of Muslim populations aged an average of 25 years in 2022 is an opportunity because at that age many visit existing tourist attractions, (5) improving the quality of facilities and services that are friendly to Muslim tourists. (Nur et al., 2023)

Banda Aceh is the capital and largest city of Aceh province, Indonesia. The city is located on the island of Sumatra and has an elevation of 35 meters (115 feet). Banda Aceh is located at the northwestern tip of Indonesia at the mouth of the Aceh River. Banda Aceh itself is a semi-enclave in Aceh Besar regency, as Banda Aceh is surrounded by Aceh Besar to the south, east, and west, while bordering the Strait of Malacca to the north. Many suburban areas have developed in the districts adjacent to Aceh Besar regency outside the city limits, particularly to the south in Darul Imarah, Ingin Jaya, and Krueng Barona Jaya districts of the regency, which are part of the built-up area. The majority religion of the population is Islam, while the minority religions are Buddhism, Christianity (Protestant and Catholic), and Hinduism.

But despite this, Aceh has its own concept in developing tourism. Aceh Province or known as Serambi Mecca, the majority of the population is Muslim, is one of the provinces that popularize tourism and has many famous tourist attractions and has good planning for the development of tourism itself. Almost all regions in Aceh have unique tourist attractions and can be utilized.

Tourism models in Aceh are very influential on the development of tourism itself, the existence of tourism development can also contribute to people's lives and the development of Acehese society. Therefore, many people get jobs from the development of tourism such as selling in tourist attractions, restaurant employees, tour guides, hotel employees, traditional traders and others. Therefore, tourism activities are not only an activity of people moving from one place to another in a short time. Those who enjoy the beauty of various kinds of tourism in Aceh are not only native people but those who come from outside the Aceh area such as from Jakarta, Java, Malaysia and others (Nur et al., 2023). The mindset of tourism in Islam

makes the attention of the government and the people of Aceh to develop tourism in accordance with the potential of Islamic teachings as an inspiration for the development of tourism as well as the development of Islamic tourism in Aceh, on the one hand, it is also seen that Aceh is known for its Islamic shari'at. The world of tourism is part of the physical and spiritual needs of humans who are guided to do something that leads to goodness and truth away from the name of sinful acts and avoid indifference to the teachings of Islam (Muthmainnah & Rubiyanti, 2020).

As we know Aceh is a province that has implemented sharia principles, which sharia principles not only regulate matters of worship but encourage tourism actors to implement sharia-based tourism. Aceh is a province in Indonesia that has quite a lot of potential natural resources such as esotic natural beauty, in the form of beautiful beaches, and rich in culture and relics of historical sites that have the potential to be utilized as a sustainable tourist area to improve the welfare of the community, such as the history of the Great Mosque which is the icon of the province of Aceh.

Because overall Aceh is a majority Muslim population. Halal tourism is a program carried out by the local government of Banda Aceh City, and has been supported by adequate infrastructure, besides that Banda Aceh City also presents natural, culinary and cultural tourism. This program can be a new attraction for potential tourists, as well as improve the image of tourism in Banda Aceh City. The halal tourism program can strengthen the image of Banda Aceh City which is known as the portico of mecca. The government has an obligation to continue to increase satisfaction to tourists. One form of satisfaction carried out by the government and the community towards tourists in the city of Banda Aceh is satisfaction with tourists including adequate facilities for worship, separate facilities for men and women, cleanliness of food offered to tourists, Islamic entertainment venues while traveling. Tourists will be satisfied if the aspects of halal tourism received match expectations.

The Aceh tourism office is currently implementing halal tourism, but there are several things that are still an obstacle in implementing halal tourism, tourist services are still many weaknesses. The reality in the field shows that the lack of facilities (facilities and infrastructure) both at the Tourism Office and tourist attractions, limited labor, human resources still do not understand about halal tourism itself, in terms of facilities and facts in the field still not maximally showing part of the halal tourism, inadequate restaurant facilities such as bathroom cleanliness, places of worship, generally make visitors uncomfortable and less satisfied to be in that place.

On the other hand, the Great Mosque which is an icon of the city of Banda Aceh also still has weaknesses, there is no guide for tourists visiting to find out the history of the Banda Aceh Great Mosque, so that local and national tourists have difficulty getting information about the history of the Great Mosque. At the Aceh Tsunami Museum there have also been things that tourists don't want, but also cleanliness is part of a clean culture that's why he made the first inspection at the Aceh museum. There he saw toilet facilities that did not function or were damaged and there was also a pungent odor in the toilet due to damage to two drains in the toilet. This shows that the management and government are not consistent and do not maximize cleaning services. So that complaint after complaint, criticism after

criticism from tourists rained on the management of the Tsunami Museum and the government. Whether it is conveyed directly or not, such as the submission of complaints by tourists through mass media, thus creating an unfavorable image of the government apparatus. With the presence of halal tourism, it is expected to increase tourist satisfaction in the city of Banda Aceh, because with halal products and Islamic services, it makes tourists feel satisfied and comfortable in the city of Banda Aceh. Based on preliminary observations, it was found that the majority of visitors to several halala tours in the city of Banda Aceh are from generation Z. Therefore, this study examines the factors that influence the attitude of generation Z in visiting the city of Banda Aceh. So this study examines the factors that influence the attitude of generation Z in visiting halal tourist destinations in the city of Banda Aceh.

METHODS

This research uses quantitative methods with the SEM (Structural Equation Modeling) approach. SEM analysis consists of two sub models, namely the outer model and inner model measurement models. The measurement model shows how the manifest or observed variable represents the latent variable to be measured. While the structural model shows the strength of the estimate between latent variables and constructs (Bilqistina & Lase, 2023). This research was conducted in the city of Banda Aceh. Primary data used in this study is data obtained directly from respondents' answers through questionnaires to 70 respondents. While the variables used consist of 5 (five) independent variables, namely location (X1), promotion (X2), facilities (X3), accessibility (X4), and security and 1 (one) dependent variable, namely the attitude of generation Z (Y). This research also explains the development strategy through SWOT analysis. analysis method used to evaluate and monitor the company's environment, both internal and external, to achieve specific business goals. SWOT analysis can also be used for personal and professional purposes.

RESULTS AND DISCUSSION

Respondent Characteristics

This study used 100 respondents based on the considerations previously described. The analysis of research data starts from knowing the descriptive characteristics of respondents in terms of gender, age, latest education, occupation, the amount of travel costs, and the amount of funds spent at tourist sites (Table 1).

Tabel 1. Respondent Distribution

No	Characteristic	Frequency	Persentase (%)
Gender			
1	Man	37	37
2	Woman	63	63
Status			
1	Not married	98	98
2	Married	2	2

No	Characteristic	Frequency	Persentase (%)
Age			
1	16 – 21	82	82
2	22 – 27	18	18
Last Education			
1	Junior High School	11	11
2	Senior High School	73	73
3	Bachelor	16	16

Based on the results of the questionnaire distributed as many as 100 questionnaires, there were 37 male respondents and 63 female respondents. For marital status, there are 98 respondents who are not married and there are 2 respondents who are married. Age range, the number of visitors who come to the tourist attraction ranges from 16-21 years as many as 82 respondents and ages around 22-27 years there are 18 respondents. The average of the most recent education in the total number of respondents is high school graduates as much as 73%, followed by S1 / D3 / D4 graduates as much as 16%, and junior high school graduates as much as 11%.

Outer Model Measurement

Outer model analysis is carried out to ensure that the measurement used is suitable for measurement (valid and reliable). The calculation results for each item can be seen in Table 2, the factor loading, Cronbach's Alpha and AVE values have met the validity and reliability test criteria. Thus it can be concluded that all items of exogenous and endogenous variables are considered valid and reliable.

Tabel 2. Validity and Reliability Test

Variabel	Indicator	<i>Factor Loading</i>	<i>Cronbach's α</i>	AVE
Location	Location 1	0,872	0,781	0,837
	Location 2	0,762		
	Location 3	0,921		
	Location 4	0,871		
Promotion	Promotion 1	0,872	0,832	0,775
	Promotion 2	0,873		
	Promotion 3	0,766		
	Promotion 4	0,789		
Facility	Facility 1	0,918	0,916	0,811
	Facility 2	0,941		
	Facility 3	0,831		
	Facility 4	0,877		
Accsesibility	Accsesibility 1	0,776	0,761	0,711
	Accsesibility 2	0,719		
Security	Security 1	0,891	0,887	0,772
	Security 2	0,882		
	Security 3	0,865		

Variabel	Indicator	Factor Loading	Cronbach's α	AVE
Gen Z Traveler Decision	Security 4	0,831	0,981	0,716
	Gen Z T. Decision 1	0,932		
	Gen Z T. Decision 2	0,887		
	Gen Z T. Decision 3	0,854		
	Gen Z T. Decision 4	0,762		

Inner Model Testing

The structural model shows the strength of the estimate between latent variables or constructs. The inner model aims to test the relationship of the indicators that make up the variables. To see the direct effect of exogenous variables on endogenous variables, a structural model test or inner model is carried out. Starting with looking at the multicollinearity test value, R-Square, path coefficient, predictive relevance, model fit, and for indirect effects by looking at the t-Statistic (Bootstrapping), to evaluate the inner model with SEM. In table 3, the Collinearity statistic (VIF) which shows the multicollinearity test with inner VIF is not above the value of 10, ranging from 1.782 - 3.214.

Tabel 3. Collinearity Statistic (VIF)

No	Variabel	Keputusan Wisata Gen Z
1	Location	3,214
2	Promotion	2,136
3	Facility	3,165
4	Acssesibily	2,119
5	Security	1,782

In table 4, there is an R square value of 0.516 which shows that the variable Generation Z decision in visiting tourist attractions in Banda Aceh City is influenced by 48.7% by several variables in this study and the rest is influenced by other variables not included in this study..

Tabel 4. R-Square

No	Variabel	R Square	Adjudsted R Square
1	Gen Z T. Decision	0,516	0,487

In table 5, the path coefficient on the sample is positive. The highest value in accessibility on Gen Z tourism decisions is 0.501.

Tabel 5. Path coefficient

No	Variabel	Original Sample (O)
1	Acssesibiity-> Gen Z T. Decision	0,501
2	Facility-> Gen Z T. Decision	0,321
3	Security-> Gen Z T. Decision	0,215
4	Location-> Gen Z T. Decision	0,189
5	Promotion-> Gen Z T. Decision	0,201

Hypothesis Test

Based on table 6, all variables based on the t value compared to the t table value (t count > t table), indicating H0 is rejected. This means that there is an effect of location, promotion, facilities, accessibility and security on gen Z tourism decisions.

Tabel 6. Hypothesis Test

Hypothesis	Variabel	t value	t tabel (Df=98)	Noted
1	Location on Gen Z Travel Decisions	2,213	1,98447	Ho rejected
2	Promotion on Gen Z Travel Decisions	3,457	1,98447	Ho rejected
3	Facility on Gen Z Travel Decisions	3,217	1,98447	Ho rejected
4	Accsesibility on Gen Z Travel Decisions	2,003	1,98447	Ho rejected
5	Security on Gen Z Travel Decisions	2,911	1,98447	Ho rejected

SWOT Strategy in Management Transformation

In this study, the authors used open-ended questions and applied the Likert scale in the questionnaire (Table 7). The Likert scale is used to measure the attitudes, opinions and perceptions of a person or group of people about social phenomena. In research, this social phenomenon has been specifically determined by the author, which is hereinafter referred to as the research variable.

Tabel. 7 Likert Scale

Scale	Category
5	Very Agree
4	Agree
3	Enough
2	Less Agree
1	Disagree

IFAS analysis is useful for summarizing and evaluating the strengths and weaknesses in various areas of the business unit in order to determine the functional results and evaluation. Regardless of how many factors are included in the IFAS matrix, the total weighted average ranges from a low of 1.0 and a high of 4.0 with an average of 2.5. If the total average is below 2.5, it indicates that the company is internally weak, while a total value above 2.5 indicates a strong internal position. The following is the IFE Matrix adopted from the conditions faced by Halal Tourism Objects in the city of Banda Aceh, the IFAS matrix can be formulated (Table 8).

Tabel 8 The Internal Strategic Factor Summary Matrix (IFAS Matriks)

<i>(Strengths)</i>	Bobot	Rating	Skor
The atmosphere of Halal Tourism Objects in Banda Aceh city provides comfort	0,13	4,12	0,54
Friendly service	0,13	4,08	0,53
Halal Tourism Objects in Banda Aceh city are suitable for all groups	0,13	4,18	0,56
The facilities provided at Halal Tourism Objects in the city of Banda Aceh are quite good	0,13	3,95	0,50
Sub Total	0,52		2,13
Weakness			
Promotion of Halal Tourism Objects in the city of Banda Aceh that has not been maximized	0,12	3,78	0,46
Lack of tourist attractions	0,11	3,54	0,40
Not in a strategic location that is crowded with tourists and visitors	0,12	3,78	0,46
Lack of transportation facilities	0,12	3,81	0,46
Sub Total	0,48		1,78
Total	1,00		3,92

As for the overall total results on the internal factors of Halal Tourism Objects in the city of Banda Aceh above 2.5, the company's internal position is said to be quite strong. The EFAS matrix will show the external situation of the company used to summarize the opportunities and threats of a business activity. In the EFAS matrix, the business unit will know the environment outside the company that can be utilized as an opportunity and can also be avoided because it is a threat to the company (Bilqistina & Lase, 2023). Of course, in the EFAS matrix, the highest possible total score is 4.0 and the lowest is 1.0. A total score of 4.0 indicates that the company responds to opportunities in an extraordinary way and avoids threats in its industry market. A total score of 1.0 indicates that the company's strategies do not take advantage of opportunities or avoid external threats. The following is an analysis and choice of strategies adopted from the conditions faced by Halal Tourism Objects in the city of Banda Aceh and can be formulated EFAS matrix (Table 9).

Tabel 9. External Strategic Factor Summary Matriks (EFAS Matriks)

<i>Peluang (Opportunity)</i>	Bobot	Rating	Skor
1. Use of social media as a promotional tool	0,13	4,14	0,54
2. Technology development and rapid information dissemination	0,13	4,08	0,52
3. The halal tourism sector is growing and increasingly in demand	0,13	4,10	0,53
4. Good management can increase local revenue	0,13	4,20	0,55
Sub Total	0,52		2,14
Threats			
1. The emergence of new similar objects	0,13	4,01	0,50
2. There are competitors who are active on social media	0,13	3,99	0,50
3. Products that do not vary	0,11	3,49	0,38

Peluang (<i>Opportunity</i>)	Bobot	Rating	Skor
4. Travel distance from the district capital is quite far	0,12	3,85	0,47
Sub Total	0,48		1,85
Total	1,00		3,99

Because the total score is close to 3-4, this indicates that the external conditions of Halal Tourism Objects in the city of Banda Aceh are fairly strong. The company responds to existing opportunities with a good enough strategy so that it can avoid threats in its industrial market. By mapping the position of business units, it aims to make it easier for organizations to determine alternative strategies to increase sales and be able to face competitors in a fast and precise way (Maudhunati, 2021). To find out the position of Halal Tourism Objects in the city of Banda Aceh, it is done by compiling an IE matrix from the results obtained by the IFAS matrix and EFAS matrix. Furthermore, the total score value of each factor can be detailed as strength 2.13 and weakness 1.78, so the total IFAS score is 3.92. While the opportunity is worth 2.14 and the score of threats is 1.85. The result of the total score of EFAS is 3.99.

Based on the IFAS and EFAS scoring, it is known that the strength value is above the weakness value (+) 0.35. and the opportunity value is above the threat value (+) 0.29, based on this value, it can be entered into the IE Matrix SWOT analysis of Halal Tourism Objects in the city of Banda Aceh (Figure 1).

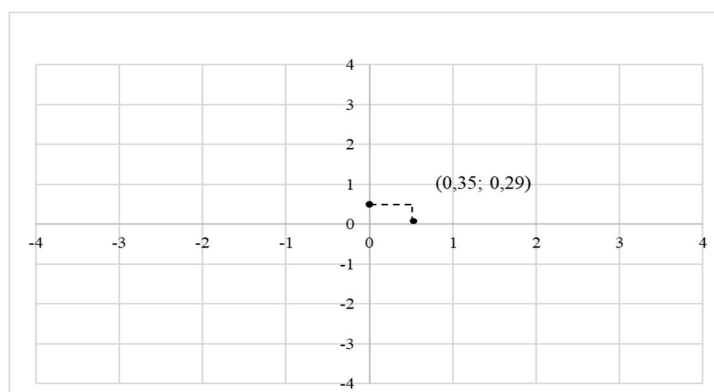


Figure 1. Matriks IE

CONCLUSION

Based on the results of the study, the location variable on generation Z tourist decisions has a significant effect, the promotion variable on generation Z decisions has a significant effect, the facility variable on generation Z decisions also has a significant effect, and the accessibility variable on generation Z tourist decisions has a significant effect, and the security variable on generation Z tourist decisions also has a significant effect. Based on the results of the calculation, the coordinates are in quadrant I. The strategy that will be used if it is in quadrant I is an aggressive strategy. This aggressive strategy (S-O) is carried out by utilizing existing opportunities with its strengths such as the atmosphere of tourist attractions providing comfort, friendly service, tourist attractions suitable for all groups, and the facilities provided

at Halal Tourism Objects in the city of Banda Aceh are quite good. From the results of the calculation of IFAS and EFAS factors, several alternative strategies can be generated in marketing and managing Halal Tourism Objects in the city of Banda Aceh in supporting more effective marketing and management.

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