

Regional Promotion And *Halal* Tourism E-Marketing Of Tourism Visiting Motives In Yogyakarta

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Abstract

This research was conducted to find out how the influence of Halal Tourism Promotion Based on E-Marketing Against Tourist Visits in Yogyakarta. Promotion is an important thing that needs to be done and considered in attracting tourists. In this millennial era technology is developing very rapidly, so many activities are carried out using technology. Thus the use of E-Marketing is considered suitable for increasing tourists. The testing method is to use multiple linear regression method with moderating variables to show the results of the study of the influence of Halal Tourism Promotion Based on E-Marketing Against Tourist Visits in Yogyakarta. Data collection techniques used were questionnaires and observations. From the results of this study it was found that the use of E-Marketing can increase wisatawan's interest in visiting halal tourism in Yogyakarta. At first when using regional promotions only gained 7% and when using E-Marketing increased to 67%.

Keywords: *E-Marketing, Halal Tourism, Tourism Promotion, Linear Regression.*

Introduction

The development of ways to promote a service with technology in this millennial era, has succeeded in influencing various aspects of life. Dexterity and accuracy in accessing information can be done only by operating a gadget, communication also seems to be an instrument supporting the existence of globalization in all fields. This certainly affects the lifestyle of a person in this computer age. The lifestyle that was once only centered on the style of dress or driving at this time has also been developed, especially in the field of tourism, one of the most discussed areas of *halal* tourism is *halal* tourism.

Halal tourism is a form of culture-based tourism which places the values and norms of Islamic *Sharia* as its basic guideline. *Halal* tourism has a broad insight . Not only stop at tours to religious locations, but also spread to public locations while maintaining rules as Muslims and providing services and facilities for Muslim tourists to be able to worship during their visit to the destination-tourist destinations.¹

The Muslim population as a whole is categorized as very large and growing. It was estimated at 1.8 billion in 2005 (24.1% of the world's population), the proportion predicted would increase to 31.1% with 3 billion residents in 2060 Salman Yousaf, fan xiucheng (2018).² In 2013, the Ministry of Tourism and Creative Economy in the activities of the 2013 Indonesia *Halal* Expo (Indhex) and the Global *Halal* Forum launched a new product in the tourism industry, namely *halal* tourism (*Halal Tourism*). The launch of *Halal* Tourism is based on remembering that Indonesia is a country with a majority Muslim population in the world of 207,176,162.³ This means that with a majority Muslim population, Indonesia should be able to become a successful country in developing tourism with the concept of *Sharia* (*Halal Tourism*).

Halal tourism is present as a new concept offered in the tourism industry, of course this *Sharia*-based tourism still requires further development and is followed by a comprehensive understanding

¹Nugraha, Y. M., "Analisis Potensi Pariwisata Halal di Kepulauan Riau," *Penelitian dan Karya Ilmiah*, Vol. 3 No. 2, 2018), 63-68.

²Yousaf, S. & Xiucheng, F., "Halal Culinary and Tourism Marketing Strategies on Government Websites: A Preliminary Analysis," *Tourism Management*, 68, 2018, 423-443.

³Badan Pusat Statistik Jakarta Pusat, *Pedoman Pendataan Survei Jumlah Penduduk Muslim Indonesia Tahun 2010* (Jakarta Pusat: Badan Pusat Statistik, 2010).

related to the collaboration of Islamic values incorporated into tourism activities. This is due to an assessment of the concept of *halal* tourism in Indonesia is still very far behind when compared to countries like Thailand and also Malaysia. When viewed from the population in Indonesia, the Muslim population is the largest population and this illustrates that Muslim tourists occupy the top class in the tourism industry.

Indonesia with the largest Muslim population in the world, the concept of *halal* tourism is the solution and the answer to the large *untapped market* that has not been touched to the maximum. With the potential of the largest Muslim population in the world, Indonesia is the largest *halal* tourism industry market share and it should be realized by observers of the tourism business in Indonesia this is because the development of sustainable *halal* tourism will be able to contribute significantly to economic development for all actors in it.

Online information is a means of marketing strategy which is considered to have a significant level of influence in influencing the level of decision making by consumers (the use of tourism services) with this presence of *E-marketing* is expected to provide the right space for the development of the concept of *halal* tourism (*Halal Tourism*) with how to provide effective and efficient information for potential customers. *E-marketing* or commonly known as electronic-based marketing that relies on the application of marketing principles and techniques using electronic media in particular is the internet.

With that definition *E-marketing* covers all activities in a business that uses the web or the internet with the aim of attracting new or existing prospective customers by maintaining the image of the business and is accompanied by developing the identity of the business brand/brand.

Internet users have reached more than 50% or equivalent to 143 million people have been connected to the internet network throughout 2017 (Indonesian Internet Service Providers Association),⁴ from the data it can be seen that the majority of internet users as much as 72.41% are still among the urban community. Internet users take advantage of the internet not only to communicate but also to conduct goods selling, doing business and creating transactions. Based on its geographical location, Javanese people occupy the first position that is exposed to the internet by 57.70%, the next position is occupied by

⁴<https://apjii.or.id/survei2017>

Sumatra by 19.09%, Kalimantan by 7.97%, Sulawesi by 6.73%, Bali-Nusa 5.63%, and Maluku-Papua by 2.49%.⁵

Marketing via the internet is very possible to reach consumers, especially in the development of *halal* tourism, it is very helpful to promote tourism in an area to prospective users of tourism services that are outside the area and can even reach international market share. Therefore more in-depth research is needed related to the influence of E-Marketing-based promotions in attracting tourists to visit tourist destinations in Yogyakarta and support the development of *halal* tourism in Yogyakarta.

Understanding Halal Tourism

The Islamic Conference Organization (OIC) has conducted an in-depth study related to *halal* tourism and the results of the study were discussed at a World Tourism Organization meeting. *Halal* tourism is a form of tourism demand based on the lifestyle of Muslim tourists during their holiday activities. Apart from that *halal* tourism is a form of tourism that is flexible, rational, simple but also balanced. *Halal* tourism has a goal so that tourists are motivated to get happiness and of course get blessings from God.⁶

Characteristics of *Halal* Tourism, according to Chookaew, there are 8 standard factors in measuring *halal* tourism which can be seen in terms of administration and management for all tourists which can create its own characteristics, namely:⁷

1. Services to tourists must be in accordance with overall Muslim principles.
2. Guides and staff must have discipline and must also respect Islamic principles.
3. Regulate all activities so that they do not conflict with Islamic principles.
4. Buildings must be in accordance with the rules of Islamic principles.

⁵<https://manado.tribunnews.com/2018/03/21/inilah-6-operator-seluler-terbaik-di-indonesia-jaringan-paling-lambat-di-asia>.

⁶Lina Munirah, K.. & Hairul Nizam, I., "Muslim Tourists: In Typology in Malaysia; Perspectives and Challenges," Proceedings of The Tourism and Hospitality International Conference (THIC 2012).

⁷Chookaew, S., et. al., "Increasing Halal Tourism Potential at Andman Gulf in," *Journal of Economics, Business and Management*, Vol. 3 No. 7, 2015, 277-279.

5. Restaurants must follow international standards regarding *halal* services.
6. Transportation services must have a protection system security.
7. There are places available for Muslim tourists when they want to do religious activities.
8. Traveling to places that are not prohibited or contrary to Islamic principles.

From the description of the 8 characteristic points above it can be concluded that there are 4 important aspects that must be considered to support the development of the *halal* tourism sector in Yogyakarta, including marketing, services, facilities and infrastructure. According to Sofyan,⁸ that the definition of *halal* tourism is broader than just religious tourism which is based on *halal* values in Islam. *World Tourism Organization (WTO)*, advocates that *halal* tourism consumers are not only Muslims but also non-Muslims who want to enjoy the local wisdom of a tourism area. Sofyan as the owner of the hotel chain explained, the general criteria for *halal* tourism are:

1. Has an orientation towards public benefit.
2. Has an orientation in the form of enlightenment, refreshment, and also calmness.
3. Avoiding polytheism.
4. Free from immorality.
5. Maintain safety and comfort.
6. Maintain environmental harmony.
7. Respect the cultural values and wisdom of the local community.

E-Marketing

According to Kotler online channels (*E-marketing*) are links that can be reached by someone through a computer and modem. Modems connect computers to telephone lines so that computers reach a variety of information services online⁹. While Brenda Kienan said that E-marketing is selling products to prospective consumers in the online form. Simply put E-marketing is creating, managing, and

⁸Sofyan, R., *Prospek Bisnis Pariwisata Syari'ah* (Jakarta: Republika, 2012).

⁹Kotler, N. G., et. al., *Museum Marketing and Strategy: Designing Missions, Building Audiences, Generating Revenue and Resources* (John Wiley & Sons, 2008).

expanding commercial relationships online.¹⁰

According to Chen-Ling, & Lie, in the Journal of the American Academy of Business,¹¹ E-marketing is the process of marketing products and services to customers by utilizing web media. Internet market users can easily access information anywhere using a computer that is already connected to the internet network.

Online consumers can be defined as consumers who search for information or even make purchases via the internet. According to Hoffman & Novak,¹² online consumers have different motivations in utilizing information through the internet. As consumers use the internet to search for products or services, or just for navigation (guide directions) information and experience.

According to Peter and Olson,¹³ there are several factors that can affect *consumer attention* to marketing information, namely:

1. Affective conditions of consumers, can affect attention to marketing information (advertising). These affective conditions such as moods (bored or relax), emotions (happy or angry), feelings (satisfied or frustrated). Consumers who are in a *bad* state (*bad mood*) will see aspects of the environment negatively and vice versa.
2. The level of consumer involvement on the information in the ad, engagement (*involvement*) in nature can motivate consumers and lead to focal attention and understanding (*comprehension*). For example people who like photography will pay more attention to advertising about photo products.
3. Whether the information is prominent in the consumer environment, environmental conditions can attract the attention of consumers. For example, companies make colorful labels for consumers' attention, deliberately created cake scents so that mall visitors can smell cakes and attract tourists. Bruner and Kumar,¹⁴ state that there is a *layered effect* between the level of

¹⁰In Endang Mardiani & Orland Jorge Imanuel, "Analisis Keputusan Pembelian Konsumen Melalui Media Online (E-Marketing)," *Jurnal Ekonomi*, Vol. 4 No. 2, 2013.

¹¹Chen, Ling & Lie Ting, "Assessment of Internet Marketing and Competitive Strategies for Leisure Farming Industry in Taiwan," *Journal of American Academy of Business*, Vol. 8 No. 2, 2014, 296-300.

¹²Donna L. Hoffman & Thomas P. Novak, *A New Marketing Paradigm for Electronic Commerce* (1996).

¹³J. Paul Peter & Olson, *Perilaku Konsumen dan Strategi Pemasaran*, Edisi 4, Jilid 1 (Jakarta : Erlangga, 2000).

¹⁴Bruner and Kumar, "Web Commercials and Advertising Hierarchy of Effects," *Journal*

consumer attention, attitudes toward advertising, and the impact arising from an internet banner advertisement. Contact and attention to an advertisement can affect the attitude towards the ad, and also influence the buying behavior of tourists.

Promotion

Promotion is an important aspect that needs attention and is done in attracting tourists.¹⁵ Promotion aims to facilitate communication between people who offer products/services to the public. Because the benchmark of a success in attracting tourists is seen from the level of tourist use and visit and the utilization of information by tourists. The important thing that must be underlined is the support from management, because promotion should be included in the largest budget in marketing products/services.

Research Methodology

The first step, in this study begins with initial observations related to *Halal* Tourism and promotion based on E-marketing which can be started from analyzing some *halal* tourism visitors who use gadgets. Next analyze some of the media used for regional promotion such as brochures, government advertisements in web pages to determine how the influence of promotions used on the decision to visit in Yogyakarta. Content developed by the Government of Jogja Istimewa Yogyakarta designed to fit the city tagline Jogja. This application is considered to help tourists who are blind to the knowledge of the city of Jogja making it easier for them to find tourist destinations.

Given the presence of *Halal* Tourism is accompanied by several companions such as *halal* food, *halal* facilities and services (hotels, spas, restaurants and travel agents) are considered very important for Muslim tourists. The researcher analyzes the extent to which this problem has been adequately addressed on government websites by carrying out some form of digital-based promotion which in general provides some information to tourists. The study focused on:

1. Develop a marketing framework in the form of promotion as

of *Advertising Research*, Januari-April, 2000.

¹⁵Widoyono, "Promosi Sebagai Salah Satu Upaya dalam Pemasaran Pariwisata," *Benefit*, Vol. 10 No. 1, 2006.

- one of the strategies to introduce *halal* tourism on the internet.
2. Analyze the reach and diversity of websites in conducting digital promotions.
 3. Five content analysis models,¹⁶ which will be applied in testing the validity of content analysis by cooperating with several content experts. In the first stage, an analysis of content is based on the aims and objectives of the determined research.

The second step, which will be done is observation and distribution of questionnaires to tourists. Survey of tourists who are in several tourist areas in Yogyakarta. Data collection techniques in this study were observation, questionnaire distribution, and documentation.

1. Observation

The observation technique chosen by the researcher is one that has a connection with the background of the problem's focus. In this study, the observer acts as a participant. The research subjects used *Purposive Sampling* technique, namely sampling that aims to meet the research interests. So that the number of respondents taken was 85 tourists.

2. Documentation Techniques

Is a data collection technique from non-human beings, this source consists of several documents and records that support the data collection process in this study.

The third stage, after all data has been collected, the next step is to analyze and process the data. What is meant by analyzing data is the process of systematically searching and compiling data obtained from the results of field notes, and documentation, by organizing data into several categories, describing them into units, synthesizing, compiling them into patterns, choosing which ones important to learn, and make conclusions so that it is easy for both researchers and others to understand .

Data analysis

In the previous discussion, the purpose of this research was to find out how much influence the relationship between the promotion of *halal* tourism areas and E-marketing to tourists visiting

¹⁶Neuman, W.L., *Social Research Methods: Qualitative and Quantitative Approaches* (New York: Allyn and Bacon, 2003).

decisions in the city of Yogyakarta. To get answers to these questions, it is necessary to collect information and data by survey methods through the distribution of questionnaires to tourists who have visited Sharia tourism or who have never visited *Sharia* tourism in the city of Yogyakarta.

After the information obtained through the questionnaire, it can be seen how tourists' confidence in information related to products/services related to *halal* tourism through social media so that it can influence the decision to visit *Sharia* tourism in the city of Yogyakarta. In this way consumers as respondents in this study can see what indicators are associated with *Sharia* tourism in the city of Yogyakarta.

The questionnaire used to obtain information consisted of 85 respondents totaling 23 instruments. In the appendix to this questionnaire, the respondent is required to include the respondent's personal identity. Questions in the questionnaire were developed using 2 approaches. *First*, open-ended questions, these questions are expected to be able to obtain data such as age, sex, recent education, and average income within 1 year. *Second*, questions that are more closed. This question is a form of response related to promotion based on E-marketing to tourists visiting decisions. Respondents' responses are indicated by alternative answers and answer scores set by the researcher.

Instrument Test

A. Validity Test

As the process of initial assessment, *d* *ari* test result validity with the help of SPSS 22, thus variable *x*₁ with 12 instruments, *x*₂ 4 instrument, and *y*₁ 9 instrument that was tested, the obtained values of *r* statistics for each instrument is greater than the value of *r* table. however there are some instruments *x*₁ who did not qualify in the validity of the instrument *n* *omor* 9, 11, 12, and *y*₁ instrument that did not pass the validity of the instrument of the value of the number 7 and 9. Then the variable that has a value below the standard in order to study the elimination *inidi* maintain the accuracy of the data used. SPSS processed output can be seen in the study appendix.

B. Reliability Test

Reliability tests performed on three variables d (i test), namely the promotion of regional and E- marketing against the decision of visiting tourists in Yogyakarta city can be seen in the output SPSS. From the SPSS output it can be explained that the Alpha value for all items has passed the reliability test. From the research results obtained alpha values for all instruments in this study can be stated reliable/reliable.

C. Normality Test

Normality test is done to find out whether the research data has a normal distribution or not. From the output obtained from the SPSS output produces results that show normal distribution of data, because the results of the Kolmogorov Smirnov test state a value of 0.200 which means the value is above 0.05 with the conclusion that the research data is normally distributed.

D. Hypothesis testing

1. Linear Regression Analysis The Effect of Regional Promotion on the Tourist Visiting Decision in Yogyakarta

The first regression model in this study aims to analyze how much influence the regional promotion variable has on the Tourist Visit Decision. Following are the results of a simple linear analysis using SPSS 22.

**Table 1 Multiple Linear Test Results
The Effect of Regional Promotion on Visiting Motives**

Variable	Value Beta	t Test Sign	R Test Results	F Test Sign
Regional Promotion	0,003	0,976	0,03 (3%)	0,976

Dependent Variable: Decision to Visit

From the results of the analysis with SPSS version 22 , it can be seen the regression equation of the first model in this study. The linear regression equation that is formed is:

$$Y = a + 0.003 \text{ Promotion}$$

2. Linear Regression Analysis The Effect of E-marketing-Based Promotion on Tourist Visit Decisions as Moderating

The second regression model in this study aims to improve tourist visiting decisions. While the other variables are fixed (constant), the tourist visiting decision will increase. Analyze how the influence of regional promotion variables based on E-marketing to tourist visiting decisions. Following are the results of a simple linear analysis using SPSS version 22:

Table 2 Analysis of Multiple Linear Regression Influence Based E-marketing Campaign Against despair an Been

Variable	Value Beta	t Test Sign	R Test Results	F Test Sign
Regional Promotion	-0,178	0.032	0,698 (69%)	0,00
E-Marketing Promotion	0,721	0,000		

Dependent Variable: Decision to Visit

From the results of the analysis with SPSS version 22 , it can be seen the regression equation from this study. The linear regression equation that is formed is:

$$Y = a -0,178 \text{ promotion} + 0,721 \text{ E-marketing}$$

3. Coefficient of Determination

The coefficient of determination is essentially measuring how far the ability of the model in the independent variable (X) in explaining the bound variable (Y).¹⁷ In this study the coefficient of determination is analyzed to explain how much influence the existence of the variable emarketing in influencing a tourist's visiting decision.

The first determination coefficient regression model was conducted to determine how far or how big promotion variable regions were able to explain to the visiting decision variables *wisatawan*, *dimana* indicated by the value of R. To find out how much the Tourist Visit Decision is able to be explained by the regional Promotion variable, the following test results are assisted by the SPSS version 22 program:

¹⁷Ghozali, I, *Aplikasi Analisis Multivariate Dengan Program SPSS* (Badan Penerbit Universitas Diponegoro, 2006).

Table 3. Determination Coefficient Test Results
Effect of Regional Promotion Against Tourist Visiting Decisions

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,003 ^a	,000	-,012	1,78956
a. Predictors: (Constant), Regional Promotion				

From the Table 3, the rate coefficient of determination of 0.003. This means that the variable sale daerah has the role of 3% Collaborative set out to illustrate or explain Decision variables Been Wisataw's. While the remaining 97% (100% - 3%) is explained by other variables that influence the Tourist Visit Decision.

4. Coefficient Determination Against Effects of E-marketing keputus an Been Travelers

The coefficient of determination is the second receipt model model used to find out how big the E-marketing variable is with the Regional Promotion control variable and how E-marketing can explain the visiting decision variable, where the decision is indicated by the R value. To find out how big the Tourist Visit Decision in Yogyakarta can be explained by the three variables namely E-marketing, Regional Promotion, the following results of the test are assisted with SPSS version 22.

Table 4. Determination Coefficient Test Results
Influence of Promotion Against Tourist Visiting Decisions
as moderating

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,698 ^a	,487	,475	1,28928
a. Predictors: (Constant), Regional E Marketing Promotion, Regional Promotion				

From table 4, the coefficient of R determination Test is 0.698. This means that the variable Promotion of regional and Emarketing have roles by 69% in *b together* to be able to explain the variable Decree Been Wisataw

's. While the remaining 31% (100% - 69%) is explained by other variables that influence the Tourist Visit Decision.

5. Hypothesis test

Hypothesis Test 1 to 3 were tested with personality test parameters (statistic test t) the purpose of test was to determine the influence of each independent variable on the dependent variable partially. The value of the t test is seen from the p-value (in the sig column) with each dependent variable. If the p-value is smaller than the significant level of 0.05. The results of the analysis are as follows:

a. Hypothesis Testing Effect of Regional Promotion Against Tourist Visit Decisions

From table 2, the results of calculations that have been done are obtained the value t statistics for regional promotion of 2.175 with a significance value of 0,032 while through the level of significance of 0.05. Respondents in this study were 85 people, then the degree of freedom (df) is $n-1 = 85 - 1 = 84$ is 2000, so $t_{count} > t_{table}$, and the probability value is less than 0.05. with these results it can be concluded that the test shows a significant influence between regional promotion of the decision of visiting tourists in Yogyakarta. This explanation can be drawn from the conclusion that increasing regional promotion can improve tourist visiting decisions in Yogyakarta.

b. Hypothesis Testing The Effect of E-marketing-Based Promotion on Tourist Visit Decisions

From table 2, the results of calculations have been done, then obtained t count for variabel interaction of E-marketing is at 8.827 with 0.000 significance whereas the results through the level of significance (significance level) of 0.05. Respondents in this study were 85 people, so the degree of freedom (df) is $n-1 = 85 - 1 = 84$ is 2,000, so $t_{count} > t_{table}$, and the probability value is less than 0.05. Thus there is a significant influence between Emarketing on Tourist Visit Decisions in Yogyakarta with Regional Promotion as a control variable. With these results it can be concluded that the test shows a significant effect between E-marketing on the Tourist Visit Decision in Yogyakarta with Regional Promotion as a control variable. This explanation can be concluded that the increase in e-marketing can improve tourist visiting decisions in Yogyakarta.

Conclusion

The test results using multiple linear regression showed that the influence of *Halal* Tourism Promotion Based on *E-Marketing* Against Tourist Visits in Yogyakarta can increase the interest of tourists who initially when using promotions in the area only gained by 3 % and when using *E-Marketing* increased to 69 %. Based on the results of these studies indicate that the use of *E-Marketing* promotion is effective to increase the interest of tourists to visit *halal* tourism in Yogyakarta.

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