



The Influence of Halal Culinary in Increasing Economic Growth

Febrian Maulana Putra¹, Syamsul Hilal², Hanif³, Muhammad Iqbal Fasa⁴, Abdul Qodir Zaelani⁵

^{1,2,3,4,5} Raden Intan Lampung State Islamic University

e-mail: febrianmaulanaputra@gmail.com¹, syamsulhilal@radenintan.ac.id², hanif@radenintan.ac.id³,
iqbalfebi@radenintan.ac.id⁴, Abdulqodirzaelani@radenintan.ac.id⁵

Abstrak : The research aims to determine a strategy for the development of halal cuisine with a focus on the culinarian center in the Lampung province to boost economic growth in the Province of Lampung. The investigation uses qualitative descriptive methods of research using data collection techniques consisting of field surveys, in-depth interviews, and 7P analysis of products, prices, places, promotions, people, processes, and physical evidence related to the development of halal cuisine in the region. The results of the research show that great potential lies in the development of halal cuisine in the Province of Lampung with strategies that include quality improvement, effective marketing, and collaboration with halal certification bodies that have the potential to enhance the potential of Muslim tourists. By maximizing the halal culinary potential, the Province of Lampung can strengthen its contribution to economic growth and enhance the competitiveness of the regional tourism and gastronomic industries. The problem with culinary halal is that there are still culinaries that do not have a halal certificate, This is due to the minimum of information, which is necessary to do more socialization by the Organizing Authority for the Guarantee of Halal Products (BPJH) so that culinarian perpetrators who have not known can know the importance of halal certificates.

Keywords: Economics, Strategy, Marketing, Halal Culinary

INTRODUCTION

In this age of globalization, where different cultures interact, the demand for halal food is increasing. This is not just because of religious needs, but also because of the growing consumption awareness of the importance of hygiene and safety in the food they consume. In various parts of the world, including Indonesia and countries with Muslim populations, the problem of halal cuisine covers several complex issues (Hasbi et al., 2023). From the issue of halal certification, the uncertainty of the halal status of a product, to the challenge of ensuring that the supply chain is clean of the materials considered illegal. There is this halal cuisine, becoming a potential attraction of Muslim tourists so that with the number of tourists that come they will add inputs to the area. Based on the survey by Setiawan et al., (2023), using qualitative research with field observation techniques showed that the potential of the culinary tour of banana chips KUB Telo Rezeki All Mider City of Bandar Lampung has met the standard of the concept of development of halal tourism. The existence of Shariah tourism can support economic growth by reviving the creative industries of the community. The investigation used qualitative descriptive methods using documentation data in the form of books, and reports of official institutions such as BPS, OJK, BI, Kemendag, Kemenpan, and scientific

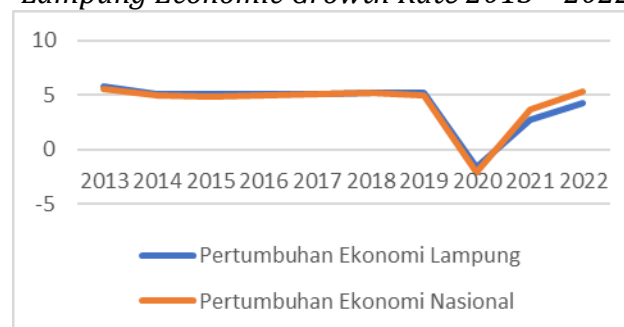
journals. Studies from some literature have found that Indonesia has an enormous opportunity to become the center of the world's halal business (Nafi' Hasbi, 2022).

The survey by Noviarita et al., (2021), is a descriptive analysis by disseminating questionnaires, interviews, and observations showing that tourist destinations in Lampung have the potential to be Shariah tourism supported by an assessment of the four aspects that exist in tourist attractions that include attractions, amenities, accessibility and ancillary. The halal industry is a process of goods processing activities that is based on sharia guarantees so that the products produced are good (*thayib*), healthy, safe, and not dangerous, therefore they are halal to consume, enjoy or use (Hariza & Usman, 2022).

The halal industry is a world trend today. This is proven by the prospect of the halal industry which continues to grow from year to year (Fathoni, 2020). Indonesia is the country with the largest Muslim population in the world, which is the initial capital for Indonesia as the center of the world's halal industry (Saputri, 2020). The market potential for domestic halal products is very large. Moreover, currently, sharia-based industries, including halal products, are experiencing rapid development amidst the increasing religious tendencies of Indonesian society (Nasrullah, 2018).

Figure 1.

Lampung Economic Growth Rate 2013 – 2022



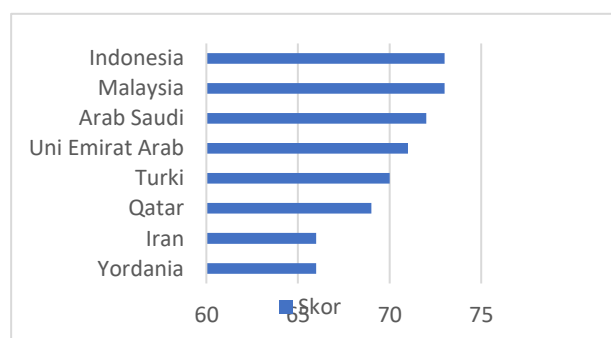
Current economic growth is getting faster day by day, especially with the large number of new entrants in the business world. Marketing management is needed in every business activity, be it small, medium, or large businesses (Firdaus & Faizasari, 2022). Promotional activities are a communication tool currently used between business people and potential buyers (Rokimin, et al., 2022).

With marketing management in every business activity, it is hoped that the business will develop, survive, and increase profits. Building a business is related to building communication relationships with consumers. A marketing strategy is a plan that must be implemented in running a business. To achieve the expected results, a marketing strategy must have a wide reach, especially in the field of marketing, including facing competition, service strategy, product strategy, pricing strategy, and so on (Resya, 2023). Muslim consumers will be closer to culinary delights that have halal products. The

halal lifestyle has recently been sweeping the world and in Indonesia, this halal lifestyle has not only hit countries with a majority Muslim population but also in countries with a majority non-Muslim population.

The halal lifestyle that is synonymous with Muslims has spread to various countries, even to countries with minority Muslim populations. Halal is a universal indicator for guaranteeing product quality and living standards (Aang Yusril, 2020). Halal food is food that is according to what is taught in Islamic law, namely halal and good. Every halal food will definitely be good, but on the other hand, good food is not necessarily halal, therefore, for Muslims to avoid haram food, Muslims should always provide halal food (Nashirun, 2020). In the current digital era, advances in communication and information technology are increasingly developing, such as the development of digital communication via the Internet (Kusuma & Sugandi, 2018).

Figure 2.
Best Halal Tourist Destinations in the World



Source: Global Muslim Travel Index (GMTI) 2023

Based on the graph above, there is great potential for the progress of Lampung Province if the halal culinary tourism industry can be run optimally. As the country with the largest Muslim population in the world, Indonesia is also developing halal tourist destinations. Various supporting infrastructure

continues to be built to encourage tourist destinations that are friendly to Muslims. These efforts make Indonesia the country with the best halal tourist destination in the world according to the 2023 Global Muslim Travel Index (GMTI) report created by Crescent Rating together with Mastercard. Indonesia rose to the top

position from the previous year which was in second place with a score of 73 points. The 2023 GMTI assessment was carried out on four categories in 138 countries.

These four categories include ease of access, communication, environment, and service. In detail, Indonesia excels in the communication category which focuses on marketing efforts for halal tourist destinations. In addition, Indonesia achieved a good score in the service category that focuses on responding to the needs of Muslims based on their beliefs. Apart from Indonesia, there are some countries with the highest GMTI scores in 2023. The following are eight countries with the best halal tourist destinations in the world in 2023. 1. Indonesia Score: 73 points 2. Malaysia Score: 73 points 3. Saudi Arabia Score: 72 points 4. United Arab Emirates Score: 71 points 5. Turkey Score: 70 points (Pratiwi, 2023).

Therefore, Indonesia, which is in first place for the best halal tourism in the world, is an opportunity for Lampung Province to develop halal cuisine, with efforts to develop halal cuisine through collaboration with various parties, to increase Muslim consumers' interest in halal cuisine. Based on what the author has explained in the background, the author tries to provide direction and an overview of how priorities can be developed in halal culinary activities in Lampung province.

LITERATURE REVIEW

Halal Industry

The industry is an activity in processing goods using facilities and equipment, for example, machines. Meanwhile, halal is an object or activity that is permitted to be used or carried out in the Islamic religion (Fitri et al., 2022). Indonesia is one of the countries that has

great potential to develop the halal industry because it has natural resources and human resources whose potential needs to be developed (Hariza & Usman, 2022). The halal industry in Indonesia needs to be developed optimally, the role of local government must pay special attention to the development of the halal industry, such as extra effort and commitment in developing the halal industry (Razali et al., 2021). Indonesia is a country that has the largest Muslim population in the world, Indonesia should have the potential to become a halal industry developer. The food sector is the industry with the largest income and is predicted to continue to grow. This is due to public awareness of the halal products consumed (Utari et al., 2022).

Halal Culinary

Halal culinary is food and drinks that are guaranteed to be halal. The potential for halal culinary in the world is very large, especially now that the Sharia-based industry, including halal products, is experiencing rapid development amidst the increasing religious tendencies of Indonesian society (Setiawan & Mauluddi, 2019). Muslim consumers will be closer to culinary delights that have halal products (Warto & Arif, 2020). Halal food is food that is according to what is taught in Islamic law, namely *halalan thayyiban* (Nashirun, 2020).

Development Strategy

Management is the process of planning, organizing, arranging personnel, directing, and supervising organizational members to achieve organizational goals (Athoillah, 2010). Strategic management is a process or series of fundamental and comprehensive decision-making activities (Robinson, 2002). Strategic management is said to be a development strategy if the organization deliberately designs a strategy that will increase its status,

capacity, and resources which will ultimately give birth to a new, different organizational posture in the future (Muhammad, 2012):

Marketing strategy

Marketing comes from the word market, market. Strategy is a plan that integrates a company's main goals, policies, decisions, and sequences of actions carried out comprehensively and cohesively. Marketing is something that cannot be separated in the business world because marketing is one of the most important factors in creating various company strategies to carry out everything they want, especially everything related to consumers. Promotions are used by businesses to communicate desired messages to audiences and to influence public perceptions and actions (Salsabila, 2023). Marketing is of course different from sales promotions, sales promotions only emphasize product sales, while marketing emphasizes broader activities, including methods, places, and practices in product offering activities (Faroman & Aldi, 2023). Marketing strategy management is strategic planning that is oriented toward future reach (Wijandari & Sumilah, 2021). Marketing strategy management is strategic planning that is oriented toward future reach (Wijandari & Sumilah, 2021).

Marketing Mix 7P

Marketing mix is a marketing strategy, where there are several variables used to influence consumers, namely product, price, place, promotion, participant, process, people, and physical evidence (Hasbi et al., 2022). From this definition, it can be concluded that mix is a good marketing tool within a company, which the company can control so that it can influence the response of the target market. Several Marketing Mix variables include Product, Price, Place, Promotion, People, Process, and Physical Evidence.

Economic growth

A country's economy is said to experience development and increased growth based on the level of economic activity (Yuniarti et al., 2020). Economic growth is a problem that many countries face in the long-term economy, and economic growth is an important phenomenon (Syahputra, 2017). The success of a country's economic growth can be seen from a country's ability to provide various types of goods and services economically by the needs and developments in information technology which are currently continuing to develop (Marlinah, 2019). The fields of Micro, Small, and Medium Enterprises (MSMEs) from fashion, culinary, and crafts to agriculture in Indonesia, especially in the Lampung area, are one of the keys to success in improving the economy.

METHOD

This research is located in Lampung Province, precisely in the city of Bandar Lampung. This research was conducted for approximately two months starting from September to October 2023. The selection of research locations was determined using a purposive method, which is a technique for deliberately determining research locations based on special considerations (Purba et al., 2021). This type of research uses a qualitative approach. Regarding data source sampling, it was carried out purposively and snowballed, the collection technique was triangulation combination, the data analysis was qualitative, and the results of qualitative research emphasized meaning rather than generalization.

The data analysis carried out by the researcher was through a qualitative approach, meaning that the data collected was not in the form of numbers, but the data came from the field, collected using

interview scripts and final research notes which further describe the halal culinary development strategy increasing economic growth in Lampung Province. The data used in this research are primary data and secondary data. Primary Data, in this case, is the selection of research subject informants based on the capacity of the research subject who is considered to be able to provide the information that the researcher needs as a whole. What is meant by primary data is culinary parties in Lampung Province.

This is done to obtain complete information with the required data and follow research at the research site. Meanwhile, secondary data To strengthen data analysis, research on Halal Culinary of Lampung Province must be supported by secondary data, namely data obtained by researchers from other than the first data documentation and various references used by researchers to support the information needed by researchers in the form of books, journals, websites, and other sources of supporting information. So, in this study, the researchers used a 7P analysis consisting of Product, Price, Place, Promotion, People, Processes, and Physical Evidence to find out how the culinary marketing strategy is valid in Lampung. Then from the results of the analysis 7P can be used as an evaluation material both internally and externally on each culinarian who is the object of the examination and can be found its solution. Next, to find out the economic growth in a region by looking at the PDRB data.

RESULT AND DISCUSSION

In this research, several informants were used as sources of information which were conducted through interviews. There were six, informants taken, namely 6 informants from culinary entrepreneurs. From the results of the entire interview, it can be identified that

cannot be separated from the Marketing mix concept, namely product, price, place, promotion, participant, process, people, and physical evidence.

Analysis of Halal Culinary Marketing Strategy for Millennial Canteens in Bandar Lampung City

According to Vina Oktariana, the management of the Millennial Canteen, said on Sunday, October 1, 2023, that the first product or service provided by the Millennial Canteen is guaranteed to be halal, as per the results of an interview with Vina Oktariana, the Management of the Millennial Canteen, because the products sold are general products such as food, soft drinks and drinks that are only resold from distributors. Secondly, for the prices at the Millennial Canteen, the prices are relatively affordable starting from Rp. 3,000 to Rp. 15,000. The three Millennial Canteen Places are located within the YP Unila School, so the reach of buyers is within the school. The four promotions carried out by the Millennial Canteen are by word of mouth. The five people (people or human resources) who manage the Millennial Canteen are included in the educated category. The six sales processes at the Millennial Canteen use online and offline systems, online using the QRIS system and offline paying directly in cash. The seventh Physical Evidence in the products sold by the Millennial Canteen uses mica and plastic cups.

According to Farah, the management of Nasi Biryani said that the product, namely biryani rice, has competitive prices but guaranteed quality. For business locations at the Boemi Kedaton Mall food court, ground floor. Regarding business promotion Mouth to Mouth, Instagram, and Online, and HR in the business has been trained to always act professionally. The sales process in this business uses QRIS and cash.

Meanwhile, in terms of the physical appearance of the products being sold, there are various packages, from extravagant to economical packages, so the price also depends on the package you choose.

According to Ajeng, the management of Mie Ayam Nabila, the product being sold is Mie Ayam, and the price offered is medium, not too expensive, and competitive. The business is located in the city center, close to campuses and malls, and on the edge of busy traffic areas. Regarding promoting this business via Instagram. For employees who work here, the service is good, according to their respective SOPs and job desks. Sales can be done offline, take away, or online food. Payment methods can be cash, transfer, or QRIS. In terms of conditions, the place is still quite comfortable, even though it's not too big. The product is also served with a good appearance.

According to Rizky Wahyudi, management of D'Seafood Brother Lampung, the products sold are processed seafood and grilled fish. Regarding the prices offered, they are affordable. Our business location is very strategic, close to hospitals and educational facilities as well as shopping facilities. Online promotional media via Instagram TikTok and WhatsApp. Employees at the business place have good skills. The product sales process uses a cash, QRIS, and transfer system, making it very easy for consumers. We have a simple place, but we keep our business premises neat and clean so that consumers remain comfortable.

According to Ely, the management of Bakso Blok M 10, the products he sells are meatballs and chicken noodles, the prices offered vary but follow the general

market price. There are several menus that I also offer at prices below market prices because they are for resellers. My business is in the center of the crowd where many other culinary businesses also sell. Apart from that, there are also two branches in two different cities. Marketing this business online on Instagram, StoryWave, and using influencer services. The human resources at my meatball shop are quite skilled in serving buyers and are friendly to customers. Product sales use the cash system, as well as transfers. The product packaging offered varies. For retail, generally wrapped. There is also packaging for souvenirs, in the form of handphones and ready-to-eat buffet packaging if there is a request from government or private offices.

According to Alfina Shafira, Le Kenta's management, the products they sell are fruit drinks. Because I focus on drinks with fruit, my business serves fresh fruit according to the season at affordable prices. My business is located around campus and targets students so that I can increase sales. I carry out promotions through social media, especially Instagram so that I can reach customers by asking about products and feedback for the future. Regarding the employees in this business, because it is still a start-up business, we as founders carry out production without any employees. Sales of our products can be done with cash and cashless payments via QRIS. Our shop is designed with the name Le Kenta shop and is presented directly in front of consumers. The products are presented in cups and the cup lids contain our business logo.

Figure 3.
Businesses That Have an MUI Halal Certificate



Based on data that the author obtained from the public, businesses that have an MUI Halal certificate listed in the questionnaire are those that already have

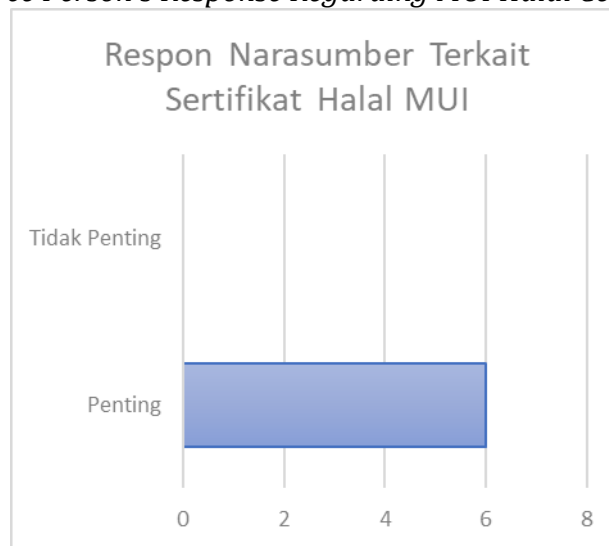
and do not have one. The data shows that 17% have. Meanwhile, those who chose Not Having the result were 83%.

Figure 4.
Obstacles Not Having an MUI Halal Certificate



Based on data that the author obtained from the public, the obstacles to businesses not having an MUI Halal certificate listed in the questionnaire are Cost Constraints and Lack of Information. The data shows that 0% states Cost Constraints. Meanwhile, those who chose Minimal Information had 100% results.

Figure 5.
Resource Person's Response Regarding MUI Halal Certificate



Based on data that the author obtained from the public, the responses of the sources regarding the MUI halal certificate listed in the questionnaire were Important and Not Important. The data shows that 100% say it is Important. Meanwhile, for those who chose Not Important, the result was 0%. Halal product certificates have become a necessity in every halal product supply chain. The Muslim population, which now reaches 1.8 billion, encourages the improvement and strengthening of the Islamic economy. Halal certification

procedures and decisions are handled by two institutions under MUI, namely LPPOM MUI and the MUI Fatwa Commission. LPPOM MUI handles document adequacy checks, audit scheduling, audit implementation, auditor meetings, issuance of audit memorandums, submission of minutes of audit results at MUI Fatwa Commission meetings, MUI Fatwa Commission decisions related to product halalness based on audit results, and issuance of MUI halal decrees.

Figure 6.
Resource Person's Response Regarding MUI Halal Certificate



Based on data that the author obtained from the public, the resource

person's response was related to the 7P Analysis of Product, Price, Place,

Promotion, People, Process, and Physical Evidence listed in the questionnaire are Already Know and Don't Know. The data shows that 4 sources stated that they already knew. Meanwhile, 2 sources chose Not to Know

Analysis of Halal Culinary in Increasing Economic Growth in Bandar Lampung City

Halal culinary continues to grow from year to year and the halal industry

has a strategic role in improving the economy. Indonesia is a country that has great potential to develop the halal industry. It is hoped that growth in the consumption sector will be able to improve a region's economy through an ever-increasing volume of expenditure. Based on research data regarding the GRDP of Bandar Lampung City, it can be observed in the following table.

Table 1.
PPDRB According to Bandar Lampung City Expenditures (Million Rupiah)

Expenditure Components	GRDP According to Bandar Lampung City Expenditure (Million Rupiah)					
	Prices Apply			2010 Constant Prices		
	2020	2021	2022	2020	2021	2022
Household Consumption Expenditures	36128238.50	37527623.70	41303851.70	23662333.40	24081753.90	25254501.30
LNPRT Consumption Expenditures	1000935.60	1064165.10	1131005.00	578056.90	594994.00	606120.30
Government Consumption Expenditures	11251508.30	11437656.70	11044676.00	7022467.70	7038979.70	6683511.30
Gross Fixed Capital Formation	19053611.20	21011543.30	22515468.30	12477991.00	13176105.40	13511533.40
Inventory Changes	188373.20	179949.70	225323.90	18763.50	-145887.80	-174566.20
Net Exports of Goods and Services	-8753230.10	-9695424.00	-8279455.20	-5127409.80	-4915567.50	-4081034.40
GRDP of Bandar Lampung City	58869436.70	61525514.60	67940869.70	38632202.60	39830377.80	41800065.70

Source: BPS, 2022

The table data above provides information regarding economic growth in the city of Bandar Lampung which is still experiencing an increase. This is based on several things that influence the pace of the economy, namely the household consumption expenditure sector, personal consumption

expenditure, and government consumption expenditure. Therefore, it is hoped that there will be an increase in economic growth in terms of consumption, where culinary is one of the influences, but this growth needs the support of all parties, both the Government and the community.

CONCLUSION

This research highlights the great potential of halal culinary development as a driver of economic growth in Lampung Province. Through an in-depth analysis of the Lampung Province Culinary Center, various findings and strategies have emerged to strengthen and advance the halal culinary sector in this region. A sustainable halal culinary development strategy must include quality improvement. Creativity in creating unique and high-quality halal dishes is the key to attracting and retaining customers. The importance of collaborating with halal certification bodies and ensuring strict halal standards are followed by culinary entrepreneurs. This will build public trust and attract tourists who prioritize halal culinary delights. Marketing Lampung Province as a halal culinary destination must be done effectively. The right marketing strategy will help reach a wider market and strengthen the image of Lampung Province as a leading halal culinary center. By implementing these strategies, Lampung Province can optimize its halal culinary potential and significantly contribute to economic growth in this region. This initiative will not only provide economic benefits but also strengthen the image of Lampung Province as a leading culinary tourism destination in Indonesia. Expect the prospects to be able to use quantitative measurement and study the economic impact of the growth of the halal culinary industry, as well as emerging business opportunities.

REFERENCES

- Aang Yusril M. (2020). Model Pengembangan Industri Halal Food Di Indonesia. *At-Tasyri': Jurnal Hukum Dan Ekonomi Syariah*, 1(01), 30-49.
- Athoillah, A. (2010). *Dasar-dasar manajemen*. Bandung: Pustaka Setia.
- Faroman, S. & Aldi F. D. R. F. (2023). *Manajemen Strategi Pemasaran*. Bandung: Widina Bhakti Persada.
- Fathoni, M. A. (2020). Potret Industri Halal Indonesia: Peluang dan Tantangan. *Jurnal Ilmiah Ekonomi Islam*, 6(3), 428.
- Firdaus, R., & Faizasari, A. (2022). *Community Of Pastry MSME Actors In Tanah Datar Regency Analisis Marketing Mix Dalam Perspektif Etika Bisnis Islam Studi Pada Masyarakat Pelaku UMKM Kue Kering Di Kabupaten Tanah Datar*. 3(September), 2879-2897.
- Fitri, Y. Y., Fasa, M. I., & Suharto, S. (2022). Pengaruh Kepuasan Konsumen Terhadap Laju Perkembangan Industri Produk Makanan Dan Minuman Halal Indonesia. *Jurnal Bina Bangsa Ekonomika*, 15(1), 122-129.
- Harizah, S., & Usman, M. (2022). Industri Halal dalam Perspektif Ekonomi Islam. *IZZl: Jurnal Ekonomi Islam*, 2(3), 1-13.
- Hasbi, M. Z. N., Munajat, M., & Qoyum, A. (2023). *Amwaluna: Jurnal Ekonomi dan Keuangan Syariah A Conceptual Framework of The Islamic Human Development Index (I-HDI) and its Relationship with Maqāṣid Al - Sharī ' ah*. 2019.
- Nafi' Hasbi, M. Z. (2022). The Need for Revitalizing Zakah Regulation Toward Productive Zakah. *Al'Adalah*, 25(2), 125-136.
- Nafi'Hasbi, M. Z., Widayanti, I., & ... (2022). The Excellence of The Ummah Through The Integration of Islamic Philanthropy and Islamic Social Finance in Realizing Economic Independence. *The 4th International* <https://conference.metaskrip.com/index.php/icon-uce/article/view/49>

- Kusuma, D. F., & Sugandi, M. S. (2018). Strategi Pemanfaatan Instagram Sebagai Media Komunikasi Pemasaran Digital Yang Dilakukan Oleh Dino Donuts. *Jurnal Manajemen Komunikasi*, 3(1), 18–33.
- Marlinah, L. (2019). Mendorong Pertumbuhan Ekonomi Indonesia Melalui Penguatan Sektor Ekonomi Digitalpreneur dan Creativepreneur. *Ikraith-Ekonomika*, 2(1), 32–38.
- Muhammad, S. (2012). *Strategi Pemerintahan* (p. 86). Jakarta: Erlangga.
- Nasrullah, A. (2018). Analisis Potensi Industri Halal Bagi Pelaku Usaha Di Indonesia. *At-Tahdzib: Jurnal Studi Islam Dan Muamalah*, 6(1), 50-78.
- Nashirun. (2020). Makanan Halal dan Haram dalam Perspektif Al-Qur'an. *Halalan Thayyiban: Jurnal Kajian Manajemen Halal Dan Pariwisata Syariah*, 3(2), 1–15.
- Noviarita, H., Kurniawan, M., & Nurmalia, G. (2021). Analisis Halal Tourism dalam Meningkatkan Laju Pertumbuhan Ekonomi di Provinsi Lampung. *Jurnal Ilmiah Ekonomi Islam*, 7(1), 302.
- Pratiwi, F.S. (2023). *Indonesia Jadi Destinasi Wisata Halal Terbaik di Dunia pada 2023*.
- Purba, E. B. P. A. S. F. K., Hery, D. D. V. S. A. M. G., & Ernanda, P. S. N. F. A. S. R. (2021). *Metode Penelitian Ekonomi*. Yayasan Kita Menulis.
- Razali, R., Syahputra, A., & Ulfah, A. K. (2021). Industri Halal di Aceh: Strategi dan Perkembangan. *Jurnal Al_Qardh*, 6(1), 18–19.
- Resya Dwi Marselina, M. H. A. (2023). Manajemen Strategi Pemasaran Menggunakan Analisis Swot Untuk Meningkatkan Pendapatan Pada Ahas Honda Darma Perdana Cilengkrang. *JPEKBM (Jurnal Pendidikan Ekonomi, Kewirausahaan, Bisnis, Dan Manajemen)*, 7(1), 144–152.
- Robinson, P. (2002). *Manajemen Startegik: formulasi, impilmentasi, dan pengendalian* (pp. 47–48). Binarupa Aksara.
- Rokimin, Dudun Ubaedullah, Idham, L. P. R. (2022). Manajemen Strategi Pemasaran Pondok Pesantren Mafatihul Hikmah Jati Agung Lampung Selatan. *Jurnal Manajemen Pendidikan*, 4(2), 93–103.
- Salsabila, R., & Saragih, M. Y. (2023). Strategi Marketing Hubungan Masyarakat Dan Media Jurnalistik Dalam Mempertahankan Kepuasan Customer K3 Mart Cabang Kesawan Kota Medan. *Jurnal Ilmiah Global Education*, 4(2), 899–906.
- Saputri, O. B. (2020). Pemetaan potensi indonesia sebagai pusat industri halal dunia. *Jurnal Masharif Al-Syariah: Jurnal Ekonomi Dan Perbankan Syariah*, 5(2), 23–38.
- Setiawan, A. E., Noviarita, H., & Hanif, H. (2023). Potensi dan strategi pengembangan kuliner halal dalam meningkatkan pertumbuhan ekonomi di Kota Bandar Lampung. *Fair Value: Jurnal Ilmiah Akuntansi dan Keuangan*, 5(7), 3065–3071.
- Setiawan, S., & Mauluddi, H. A. (2019). Perilaku Konsumen Dalam Membeli Produk Halal Di Kota Bandung. *At-Tijarah: Jurnal Ilmu Manajemen Dan Bisnis Islam*, 5(2), 232–246.
- Syahputra, R. (2017). Analisis Faktor-Faktor Yang Mempengaruhi Pertumbuhan Ekonomi Di Indonesia. *Jurnal Samudra Ekonomika*, 1(2), 183–191.
- Utari, D., Fasa, M. I., & Suharto, S. (2022). Industri Halal Berkontribusi Terhadap Pertumbuhan Ekonomi Di Era Pandemi Covid-19: Peluang Dan Tantangan. *Jurnal Bina Bangsa Ekonomika*, 15(1), 87–98.

- Warto, W., & Arif, Z. (2020). Bisnis Produk Halal antara Peluang dan Tantangan, Problematika dan Solusinya. *Al-Ulum*, 20(1), 274–294.
- Wijandari, A., & Sumilah, N. (2021). Sosialisasi Manajemen Strategi Pemasaran Di UMKM Kecamatan Cileungsi. *Jurnal Pengabdian Masyarakat Madani*, 1(1), 61–64.
- Yuniarti, P., Wianti, W., & Nurgaheni, N. E. (2020). Analisis Faktor-faktor yang Mempengaruhi Tingkat Pertumbuhan Ekonomi di Indonesia. *SERAMBI: Jurnal Ekonomi Manajemen Dan Bisnis Islam*, 2(3), 169–176.