

Article information

Article History:

Submission: 10-09-2025

Review: 16-09-2025

Copyediting: 15-10-2025

Issue:

Volume: 19

Number: 3

Year: 2025

Correspondence*:

suri.amilia@unsam.ac.id

DOI:<https://doi.org/10.32815/jibek.a.v19i3.2380>**Copyright:**Tengku Putri Lindung Bula¹,
Riny Chandra¹, Suri Amilia,
Martahadi Mardhani**License:**Creative Commons Attribution-
ShareAlike 4.0 International
License.**Access Policy:**

Open Access

How to Cite:

Bulan TPL, Chandra R, Amilia S,
Mardhani M. Strategic and
Potential Analysis of Tourism
Village – Based Economic
Development Through Flagship
Halal Products in Aceh Province
. j. ilm. bisnis dan ekon. Asia
[Internet]. [cited 2025 Nov.
14];19(3):340-5. Available
from:
[https://jibeka.asia.ac.id/index.
php/jibeka/article/view/2380](https://jibeka.asia.ac.id/index.php/jibeka/article/view/2380)

Strategic and Potential Analysis of Tourism Village – Based Economic Development Through Flagship Halal Products in Aceh Province

Tengku Putri Lindung Bulan¹, Riny Chandra¹, Suri Amilia^{1*}, Martahadi Mardhani¹

¹Universitas Samudra, Indonesia

Abstract

This study conducts an in-depth analysis of strategies and potentials for developing the local economy through flagship halal products in tourist villages in Langsa City, Aceh Province. The research provides factual data on local potential, products, and their management, along with recommended strategies to enhance the role of tourist villages in improving the community's economy. A descriptive qualitative approach was employed, using interviews with relevant government agencies and village officials, baseline surveys in two tourist villages across different sub-districts, and Focus Group Discussions (FGDs) to validate survey findings and assess the quantity and quality of flagship halal products. The data were analyzed using the TOWS method, structured within a discussion framework to derive comprehensive conclusions. The novelty of this study lies in its methodological approach and focus on flagship halal products as a backbone of the village economy. The findings highlight that strengthening integrated halal tourism packages—by combining culinary and handicraft products with tourist attractions, enhancing digital marketing outreach, and empowering village cooperatives as economic institutions is essential to increasing tourist interest and accelerating local economic growth.

Keywords: Tourist Village, MSMEs, Flagship Halal Products, Aceh Province, TOWS



Introduction

Currently, tourism has become a significant source of economic growth worldwide (1);(2);(3). Tourism directly creates opportunities for regional potential, uncovers exploitable natural resources, introduces cultural diversity, and exposes the social structures of local communities. Furthermore, regional tourism generates new employment opportunities and fosters economic diversification for residents. Tourism also plays a crucial role in strengthening a region's identity and image by developing distinctive and authentic flagship products. Local products, particularly those rooted in cultural values and regional uniqueness—such as halal-based flagship products in tourist villages—can serve as major attractions that enhance tourists' interest in visiting. Thus, tourism not only contributes to increasing economic income but also supports cultural preservation and the empowerment of local communities. Furthermore, the integration of tourism and local products presents strategic opportunities to develop a sustainable and creative economic ecosystem. When flagship products such as halal culinary specialties, handicrafts, and processed natural resources are introduced as part of the tourism experience, a mutually beneficial relationship is established between MSMEs and the tourism sector. This approach not only stimulates local economic growth but also fosters community pride in cultural heritage and village potential. In this context, tourist villages function as learning spaces, production spaces, and cultural interaction arenas that strengthen local identity while enhancing the economic resilience of rural communities against global changes. Therefore, local governments and tourist village managers must ensure that the development of flagship products is carried out in a well-planned manner, involves community participation, and is supported by marketing strategies that are responsive to current tourism trends.

In various parts of the world, the rural tourism sector plays an important role in economic development (4). The World Tourism Organization (UNWTO) reports that 47 countries have prioritized rural tourism for economic development (5). Rural tourism is developed as an offering for visitors to explore historical and cultural heritage, as well as unique rural landscapes (6);(7). It appeals to urban residents and tourists seeking meaningful, immersive experiences, serving as a means to escape the hustle and bustle of urban life, enjoy an authentic local lifestyle, and engage in sustainable practices (8);(9). The potential of rural tourism has grown significantly due to increasing consumer demand for authentic and sustainable travel experiences (10).

In addition, rural tourism development also contributes to the preservation of local culture and the natural environment that characterizes a region. By actively involving local communities in the management and development of tourist destinations, rural tourism fosters the creation of an inclusive and sustainable community-based economy. This approach not only enhances community welfare but also strengthens cultural identity and safeguards the sustainability of local ecosystems from the pressures of uncontrolled development. Therefore, strategies for rural tourism development should focus on community empowerment, capacity building, and the development of products and services that align with local needs and characteristics.

A recognized contributor to the local economy that has a significant influence on sustainable development today is rural tourism (6). Rural tourism, also known as tourist villages, presents significant opportunities for economic recovery following the COVID-19 pandemic, thereby supporting rural communities in addressing the economic and social impacts (11);(12). However, the development of tourist villages also faces various challenges that must be managed effectively. Factors affecting visitor capacity stem from several issues, including infrastructure and accessibility, as well as the diversity of products offered by tourist villages to enhance visitor comfort (6);(13).

In Langsa City, two villages have been designated as tourist villages under the Mayor of Langsa Decree Number 288/410/2021: Cinta Raja Village in East Langsa District and Pondok Kemuning Village in Langsa Lama District. Both villages recognized their potential and expressed interest in developing tourist attractions within their areas, thereby submitting applications to the relevant department to be designated as tourist villages. However, according to the Head of the Langsa City

Tourism Office, only Cinta Raja Village has shown genuine interest and initiative in developing itself into a tourist village, including the establishment of a Tourism Awareness Group (POKDARWIS). As a result, Cinta Raja Village successfully achieved 7th place in the 2024 National Tourism Village Competition (LDWN) in the “developing village” category. The success of Cinta Raja Village in building a tourism village ecosystem cannot be separated from the commitment of village authorities and the active collaboration with the community through POKDARWIS (Tourism Awareness Group) as the driving force behind tourism activities. Structured initiatives, such as the development of local products, training for tourism actors, digital promotion, and the improvement of supporting facilities, have been key factors in achieving recognition at the national level. On the other hand, this also highlights the gap between the policy of assigning tourism village status and its practical implementation, as reflected in the case of Pondok Kemuning Village. Such disparity indicates that the administrative designation of a tourism village does not automatically guarantee the growth of the tourism sector if it is not accompanied by proper planning, guidance, and active community involvement. Therefore, it is crucial for local governments to evaluate and redesign tourism village development strategies comprehensively, including strengthening institutional capacity and human resources in each village with outstanding tourism potential.

Based on the results of data analysis, the natural potential and uniqueness of Cinta Raja Village have a stronger appeal for tourists seeking the charm of pristine and untouched nature. Cinta Raja Village serves as a stopover or roosting site for various species of migratory birds to rest and forage temporarily from September to March, a routine occurrence every year. The village authorities have utilized this situation as a special educational tourism attraction and a natural laboratory for both national and international students and researchers. This uniqueness positions Cinta Raja Village not only as a recreational tourism destination but also as a value-added site for ecotourism and educational tourism. The presence of migratory birds constitutes a rare and valuable ecological asset that, if managed sustainably, can attract niche tourist segments such as birdwatchers, biodiversity researchers, and university students from various disciplines. This potential also opens opportunities for collaboration with educational institutions, environmental organizations, and donor agencies in programs for bird habitat conservation and the development of open-field research facilities. Consequently, the village can strengthen its image as an environmentally friendly, conservation-based tourism destination while simultaneously fostering local economic growth through ethical and sustainable tourism activities.

However, this situation is not supported by the local community’s ability to utilize technology and achieve economic self-sufficiency, which could be pursued from September to March each year. Therefore, the Geuchik or Village Head of Cinta Raja runs businesses under the Village-Owned Enterprise (BUMG) through supported MSMEs funded and managed by the village apparatus or its members under the BUMG. Based on field data, these businesses are established according to local potential and the limited natural resources in the Cinta Raja tourism village, such as presto milkfish, milkfish skin crackers, woven mats, and drinking water depots. More specifically, other local potentials have yet to be optimally managed by the BUMG and the local community. This has resulted in low tourist activity and an insignificant improvement in the local community’s economy. The limited utilization of technology, constraints in managerial capacity, and the lack of innovation in product diversification constitute the main challenges in developing tourism-based economic potential in the village. Although several business units have been established under the Village-Owned Enterprise (BUMG), their management remains conventional and has yet to adopt digital marketing approaches, which are now essential to reaching a broader tourist market. Furthermore, seasonal tourism potential, such as the bird migration phenomenon, has not been directly linked to the sale of local products or the provision of supporting services such as tour guiding, homestays, or experience-based educational packages. Therefore, it is necessary to implement strategies for enhancing the capacity of MSME actors and village managers in information technology, product branding, and ecotourism knowledge, so that the village’s

uniqueness can be transformed into greater economic opportunities with direct impacts on community welfare.

Meanwhile, Pondok Kemuning Tourism Village, since the issuance of the Langsa Mayor's Decree until now, has not managed its village to its full potential. The village apparatus and BUMG have relied solely on the flow of village funds and other financial aid. Pondok Kemuning Village also possesses promising potential and a unique topography, offering natural hill and forest views, which was once the only natural bathing site and camping center in Langsa City. However, the lack of support from capable human resources with an entrepreneurial spirit has led to the neglect of its tourist attractions, thereby hindering the growth of the tourism sector and the local economy. The lack of community initiative and weak leadership in managing the tourism village have hindered Pondok Kemuning Village from fully optimizing its considerable potential. The absence of entrepreneurship training programs, limited collaboration with external stakeholders such as tourism communities, universities, or non-governmental organizations, and inadequate digital promotion have left the village lagging behind other tourism villages. Yet, the presence of natural forests and spring-based bathing sites holds significant appeal for niche tourists, including nature enthusiasts, camping communities, and outdoor education activities. If these potentials are developed through community-based strategies—such as the establishment of a Tourism Awareness Group (POKDARWIS), training for local tour guides, and the development of village-specific products—Pondok Kemuning Village could emerge as a unique and competitive alternative destination. Planned interventions and cross-sectoral support are therefore necessary to ensure that the village does not remain dependent solely on aid funds but is able to build economic self-reliance from its natural and cultural wealth.

Based on the explanation above, an in-depth analysis is needed regarding the strategies and potential for developing the local economy through flagship halal products in tourist villages in Langsa City, as well as the identification of local potentials and management strategies that have been implemented in each village. The results of the analysis can serve as a reference for tourist villages that have yet to achieve success at the national level. This analysis is also crucial for identifying the gap between the village's potential and the management efforts that have been undertaken, whether in terms of institutional capacity, human resources, or marketing strategies. By examining the factors that influence the success or failure of each village in harnessing its local potential, local governments can develop data-driven policies that are more responsive and context-specific. Moreover, the findings of this analysis can serve as a guideline for replication in other villages seeking to develop flagship halal products as part of their tourism attractions. This approach aligns with inclusive and sustainable tourism development strategies that position local communities as key actors rather than mere objects of development, thereby fostering village economic independence based on unique regional potentials.

Research Methods

The primary focus of this study is on the development of superior halal products within tourist villages located in Langsa City. For this purpose, two (2) tourist villages formally designated in the Decree of the Mayor of Langsa were selected as research samples, namely Gampong Cinta Raja, Langsa Timur District, and Gampong Pondok Kemuning, Langsa Lama District. Both villages have demonstrated progress in the management of tourist destinations in Langsa City and are relatively popular. However, while they have not yet become the main destinations for the local community, they have gained recognition among external visitors traveling to Langsa. The selection of these villages was intended to identify both inhibiting factors and best practices in the governance of tourist villages by local communities, particularly concerning the potential and management of superior halal products in each location.

The data collection methods employed in this study comprised secondary and primary data sources. Secondary data were obtained from relevant institutions, including the Department of Tourism, the Regional Development Planning Agency (Bappeda), the Office of Community and Village Empowerment, as well as local tourist village management bodies. Primary data were

collected through baseline surveys conducted in the two selected villages and districts. Additionally, Focus Group Discussions (FGDs) were organized with selected micro, small, and medium enterprises (MSMEs) in each village to identify and validate the data, while simultaneously observing the quantity and quality of superior halal products based on the principles of *need to have*, *good to have*, and *nice to have*. Finally, policy recommendations were formulated to strengthen the technical governance of tourist villages, thereby contributing to the economic development of these localities. The adoption of FGDs and interviews as data collection techniques has also been well established in tourism research (14).

This study applied a descriptive and structured research approach, emphasizing the involvement of key stakeholders in tourist village management. The use of FGDs was expected to elicit comprehensive and in-depth information on the roles of community-based managers and relevant institutions in the governance of tourist villages in Aceh Province. The outcomes of the FGDs were subsequently presented in a SWOT matrix, encompassing strengths, weaknesses, opportunities, and threats. The SWOT analysis provided a systematic framework to illustrate the opportunities and challenges faced by local communities in optimizing the potential and management of tourist villages from multiple perspectives.

Moreover, this study underscores the importance of data validation through source and method triangulation to ensure the accuracy and consistency of the information obtained. By engaging multiple stakeholders—including MSME actors, community leaders, and village authorities—the triangulation process helps reduce bias and enrich perspectives in analyzing the conditions and potential of tourism villages. This collaborative approach is also expected to strengthen community ownership of the research outcomes and the proposed development strategies. Overall, the methodology employed aims to generate a holistic and realistic understanding of the challenges and opportunities in developing flagship halal products in the tourism villages of Langsa City, while providing a solid foundation for strategic decision-making by stakeholders.

During the FGDs and interviews, the researchers applied interactive and inclusive facilitation techniques to allow participants to openly share their views and experiences. This approach was intended to capture factors that may not be identified through survey methods alone, such as social dynamics, cultural barriers, and community aspirations related to the development of flagship halal products. The discussion outcomes were then qualitatively analyzed to identify key themes influencing the management of tourism villages. These findings were subsequently integrated with quantitative survey data to provide a comprehensive overview that can serve as a basis for formulating realistic and implementable development strategies.

Result

The stages of applying SWOT analysis in data processing include gathering all information that influences the ecosystem in the study area, both externally and internally. Data collection was conducted through field studies, utilizing both primary and secondary data, in accordance with the research methodology. The initial step in this analysis is identifying internal and external environmental factors that significantly affect economic development in the tourist villages of Langsa City. Subsequently, alternative strategies are formulated and selected for recommendation to the Langsa City Government, particularly for stakeholders directly involved in planning economic development in the tourist villages.

After the identification of internal and external factors was completed, the next step was to assess and assign weights to each factor based on its level of importance and influence on the development of the tourism village economy. This assessment aimed to objectively and systematically measure internal strengths and weaknesses as well as external opportunities and threats. The results were then analyzed to determine the strategic position of the tourism village within a SWOT matrix, thereby identifying whether the current condition is more inclined toward defensive, adaptive, or aggressive strategies. Through this approach, the strategies formulated

become more targeted and effective in utilizing opportunities while addressing existing challenges.

Furthermore, the application of SWOT analysis involved the active participation of various stakeholders through discussion forums, in-depth interviews, and workshops. Such participation not only enriched the data and perspectives but also ensured that the strategies developed gained broad support and remained relevant to the needs and aspirations of local communities. Consequently, the results of the SWOT analysis serve not only as a planning document but also as a practical guideline that can be implemented in the sustainable development of halal tourism villages in Langsa City.

Active stakeholder engagement in the SWOT analysis process also reinforced a sense of ownership toward the formulated strategies. This is essential for creating long-term commitment to implementation, as all parties feel included in both the process and the solutions. Thus, the resulting strategies are not top-down, but instead collaboratively built through participatory approaches, making them more adaptive to real conditions in the field. Moreover, the SWOT analysis—supported by both quantitative and qualitative data—provides a foundation for developing short-, medium-, and long-term action plans that are realistic and measurable. These plans outline program priorities, role distribution among actors, budgetary requirements, and success indicators, which in turn facilitate regular monitoring and evaluation. In this way, the development of halal tourism villages in Langsa City can progress in a structured and sustainable manner, ultimately delivering tangible benefits for improving the local community's economy.

Discussion

The results of the identification of internal and external factors are presented below.

Table 1 SWOT Matrix

Strengths (Internal)	Weakness (Internal)
S1. Diversity of business types (±13) S2. High product quality (14,13) S3. Considerable business experience (56,2) S4. High halal awareness S5. Distinctive local flagship products	W1. Village-Owned Enterprise (BUMDES) is not yet operational W2. Lack of promotion W3. Limited Capital W4. Limited tourism support facilities W5. Seasonal dependency
Opportunities (External)	Threats (External)
O1. Support from government programs and institutions O2. Trends in halal and local tourism O3. Development of derivative products O4. Converting seasonal income into a standard income level O5. Digital marketplace	T1. Competition from similar products T2. Weather and climate changes T3. Migration of young workers T4. Limited village funds T5. Fluctuations in raw material prices

Based on the SWOT matrix in Table 1, the explanation can be described as follows:

Identification of Potential (Strengths & Opportunities)

1. Strengths (Internal)

a) Diversity of business types

There are approximately 13 types of businesses (handicrafts, culinary, tourism services, water depots, and others). This variety enhances tourist appeal and product choices.

b) High product quality

An average score of 14.13 on a maximum scale of 15 indicates the use of halal raw materials, clean facilities, and a high assurance of halal compliance.

c) Considerable business experience

Data shows that 56.2% of respondents reported operating for ≥ 5 years, indicating operational stability.

- d) High halal awareness
The majority of MSME actors agree or strongly agree with indicators of cleanliness and compliance with Sharia principles.
- e) Distinctive local flagship products
Analysis results reveal a variety of flagship products, including woven mats, presto milkfish, and processed milkfish waste products, all produced based on the village's cultural values and uniqueness.
- 2. Opportunities (External)
 - a) Support from government programs and institutions
There are plans for tourism development, food security initiatives through cattle farming, and the establishment of a cooperative in 2026.
 - b) Trends in halal and local tourism
Existing swimming pool and camping tourism sites, whose utilization has declined, could be revitalized in connection with halal culinary offerings and local souvenirs by stakeholders.
 - c) Development of derivative products
MSMEs already understand and have implemented product diversification from main products, such as processed milkfish waste, making it possible to offer tourism packages that include culinary experiences.
 - d) Converting seasonal income into a standard income
This presents potential for income stabilization through business diversification.
 - e) Digital marketplace
Tourism villages have opportunities for promotion and marketing through the use of social media and online marketplaces.

Identification of Challenges (Weaknesses & Threats)

- 1. Weaknesses (Internal)
 - a) Village-Owned Enterprise (BUMDes) is not yet operational
In Pondok Kemuning Tourism Village, administrative processes have not been completed, there is no management, and no village budget has been allocated.
 - b) Lack of promotion
In both tourism villages in Langsa City, there is no structured promotional strategy. Visitors currently promote the village through uploading photos on their social media, while village stakeholders have not yet implemented an optimal promotional strategy.
 - c) Limited capital
Several small-scale businesses face expansion constraints due to limited available capital.
 - d) Limited tourism support facilities
There is a need for improvements to prayer rooms (mushola), toilets, and parking areas to support the presence of halal tourism.
 - e) Seasonal dependency
The income of business actors or MSMEs increases during certain events but declines outside the tourist season.
- 2. Threats (External)
 - a) Competition from similar products
There is competition among products produced by each tourism village in Langsa City, both locally and online.
 - b) Weather and climate changes
Weather changes can disrupt nature-based tourism and food production.
 - c) Migration of young workers
There is a trend of potential human resources moving to cities to start other businesses due to a lack of understanding and knowledge about their village's designation as a tourism village.
 - d) Limited village funds

- This situation significantly hinders the development of the tourism village infrastructure.
- e) Fluctuations in raw material prices
For certain products, when the tourist season arrives and demand increases, raw materials often need to be sourced from outside the village, which usually impacts production costs.

Table 2 Strategy Matrix For Developing Leading Halal Products Based on SWOT Analysis

SO Strategy	WO Strategy
1. Develop integrated halal tourism packages. 2. Optimize digital marketing for flagship products. 3. Build collaboration between MSMEs and village cooperatives for capital and distribution.	1. Utilize government support to improve BUMDes management. 2. Provide training in digital promotion and product branding. 3. Diversify businesses to avoid seasonal dependency.
ST Strategy	WT Strategy
1. Enhance product uniqueness through derivative innovations. 2. Obtain official halal certification to increase competitiveness. 3. Implement eco-friendly tourism management to mitigate weather impacts.	1. Strengthen local human resources through training to prevent migration. 2. Seek alternative funding sources (CSR, investors) to address the limited village funds. 3. Establish joint business groups to stabilize raw material prices.

Table 3 Internal Factor Analysis Summary (IFAS)

Category	Internal Factors	Weight	Rating	Score
Strength	Diversity of local businesses	0.15	4	0.6
Strength	High product quality	0.1	5	0.5
Strength	Experience ≥ 5 years	0.15	4	0.6
Strength	High halal awareness	0.1	4	0.4
Strength	Distinctive flagship products	0.1	4	0.4
Weakness	Village-Owned Enterprise (BUMDes) is not yet operational	0.15	2	0.3
Weakness	Limited promotion	0.1	2	0.2
Weakness	Limited capital	0.08	2	0.16
Weakness	Minimal supporting facilities	0.07	2	0.14
Result		1	29	3.30

Based on the total score of 3.30, the IFAS analysis indicates that MSMEs producing flagship halal products in the tourism villages of Langsa City are in a strong position and hold significant potential for further development. These MSMEs possess notable internal strengths, with key supporting factors including experience, product quality, and local uniqueness. Although certain weaknesses remain, such as limited promotion and inadequate facilities, overall, the MSMEs demonstrate considerable opportunities for advancement and growth.

Table 4 External Factors Analysis Summary (EFAS)

Category	External Factors	Weight	Rating	Score
Opportunity	Support from government programs and cooperatives	0.2	4	0.8
Opportunity	Trends in halal and local tourism	0.15	5	0.75
Opportunity	Development of derivative products	0.1	4	0.4
Opportunity	Income stabilization	0.1	4	0.4
Opportunity	Digital marketplace	0.1	4	0.4
Threat	Competition from similar products	0.15	2	0.3
Threat	Climate/weather changes	0.08	2	0.16
Threat	Migration of young workers	0.07	2	0.14

Threat	Limited village funds	0.05	2	0.1
Result		1	29	3.45

Based on the total score of 3.45, the EFAS analysis shows that MSMEs producing flagship halal products in the tourism villages of Langsa City are in a strong position, with considerable development opportunities and manageable threats. The external environment is highly supportive of MSME development, particularly due to government and cooperative programs, the growing trend of halal and local tourism, and substantial opportunities in digitalization and derivative product development. Meanwhile, external threats such as competition, youth labor migration, and limited village funds remain within controllable limits and have not yet posed significant obstacles.

SWOT Quadrant

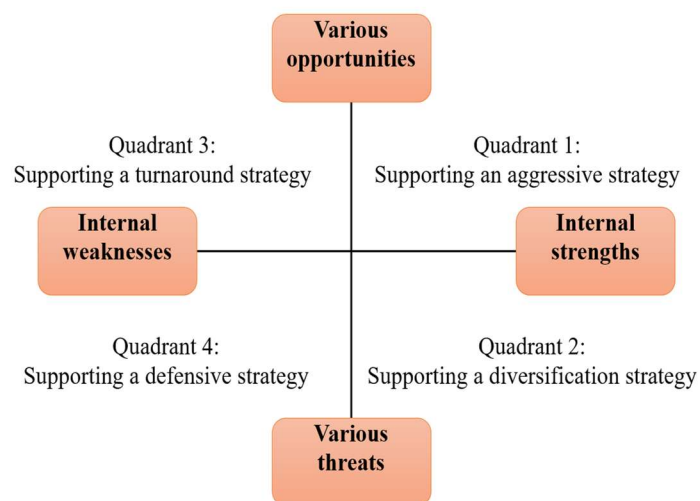


Figure 1 Cartesian Diagram of The SWOT Quadrant For Leading Halal Products

Based on the Cartesian diagram above, it can be explained that the condition of MSMEs producing leading halal products in the tourism villages of Langsa City is in Quadrant I (Growth/Aggressive Strategy), which means:

1. The internal condition of halal MSMEs is relatively strong, as reflected in several key factors: the production of high-quality goods, strong awareness of halal standards, diversity in local business types, and business experience extending beyond five years. These elements indicate that halal MSMEs in the tourism villages of Langsa City already possess a stable business foundation and hold significant potential for further development.
2. The external environment is highly supportive of MSME development. This is evident through government and cooperative programs that provide training and funding support, the growing trend of halal and local tourism that aligns with product characteristics, as well as significant opportunities in leveraging digital markets as effective channels for product distribution and promotion.
3. Strategic focus: The recommended strategy is to leverage existing strengths to optimize available opportunities. This includes business expansion, more creative product innovation

tailored to tourist market needs, and aggressive marketing efforts, particularly through digital platforms and social media. Such an approach can broaden market reach while enhancing the competitiveness of local halal products. The findings of this study also align with previous research emphasizing the importance of service innovation—such as product, process, organizational, and marketing innovation—in shaping destination image, which ultimately contributes to tourist satisfaction (15). A strong and positive image will ultimately lead to increased tourist satisfaction, which is one of the primary objectives in developing halal MSME-based tourism villages.

Conclusion

This study demonstrates that halal MSMEs in the tourism villages of Langsa City possess strong internal conditions and considerable external opportunities, positioning them in the Growth/Aggressive Strategy (Quadrant I) category of the SWOT analysis. The key findings highlight that their primary strengths lie in business diversity, consistent product quality, substantial entrepreneurial experience, strong halal awareness, and the uniqueness of local flagship products. Conversely, weaknesses remain evident in limited capital, inadequate promotion, insufficient supporting facilities, and the underutilization of village-owned enterprises. From an external perspective, development opportunities are increasingly accessible through government and cooperative support, the growing trend of halal tourism, product diversification and value-added innovations, income stabilization through business variety, and the utilization of digital markets. Nonetheless, these MSMEs also face significant challenges, including market competition, climate change, youth labor migration, and restricted village funding. Strategically, this position requires halal MSMEs to leverage their internal strengths to capitalize on external opportunities. Accordingly, business development should be directed toward product innovation, institutional strengthening, digital market expansion, and collaboration with government programs and cooperatives. The implications of this study highlight the critical role of the Langsa City government and village tourism managers in formulating long- and medium-term strategies based on the potential of local halal products. Necessary efforts include resource mapping, human resource capacity development, and strengthening the branding of halal products as a tourism attraction. In addition, marketing digitalization and the development of integrated halal tourism packages must be reinforced. To broaden market reach, halal certification should be implemented through training programs for village-based MSMEs. Moreover, strengthening local economic institutions, such as village cooperatives or BUMG, is essential to serve as centers for production, marketing, and training of halal-based micro-enterprises.

The priority strategies recommended based on the above explanation include: developing integrated halal tourism packages (combining local culinary and handicraft products with tourist attractions), optimizing digital marketing to expand market reach, strengthening economic institutions through village cooperatives, and innovating products based on local potential to enhance competitiveness. Theoretically, this position aligns with the SO (Strength–Opportunity) strategy concept in strategic management literature, where organizations are in an ideal condition for market expansion and innovation. These findings also reinforce previous research, which stated that the combination of internal strengths and external opportunities is a key success factor in developing community-based halal MSMEs (16). Furthermore, the implementation of these priority strategies must be supported by careful planning and the active involvement of all stakeholders, including local government, village managers, MSME actors, and the local community. A participatory approach is essential to ensure that strategies align with actual needs and local potential, while regular monitoring and evaluation are necessary to assess effectiveness and make adjustments when required. Strengthening human resource capacity is a key factor for success, particularly through training and mentoring in business management, digital technology, online marketing, and halal certification. Investment in human capital development will enhance productivity, product innovation, and competitiveness. Equally important is the development of

supporting infrastructure, such as adequate internet access, modern production facilities, and efficient transportation, which should be prioritized in village tourism development planning.

References

1. Mardhani M, Majid MSA, Jamal A, Muhammad S. Does international tourism promote economic growth? Some evidence from Indonesia. *Geoj Tour Geosites* . 2021;37(3):775–82.
2. Bassil C, Hamadeh M, Samara N. The tourism led growth hypothesis: The Lebanese case. *Tour Rev*. 2015;70(1):43–55.
3. Panahi H, Mamipour S, Nazari K. Tourism and economic growth: a time-varying parameter approach. *Anatolia*. 2015;26(2):173–85.
4. Wu X, Si Y, Mehmood U. Analyzing the linkages of rural tourism, GDP, energy utilization, and environment: Exploring a sustainable path for China. *Heliyon*. 2023;9(12).
5. UNWTO. *Tourism and Rural Development: A Policy Perspective*. Madrid; 2023. 48 p.
6. Teshome E, Dereje M, Asfaw Y. Potentials, challenges and economic contributions of tourism resources in the South Achefer district, Ethiopia. *Cogent Soc Sci* [Internet]. 2022;8(1). Available from: <https://doi.org/10.1080/23311886.2022.2041290>
7. Gocer O, Boyacioglu D, Karahan EE, Shrestha P. Cultural tourism and rural community resilience: A framework and its application. *J Rural Stud* [Internet]. 2024;107(April):103238. Available from: <https://doi.org/10.1016/j.jrurstud.2024.103238>
8. Haywood LK, Nortje K, Dafuleya G, Nethengwe T, Sumbana F. An assessment for enhancing sustainability in rural tourism products in South Africa. *Dev South Afr* [Internet]. 2020;37(6):1033–50. Available from: <https://doi.org/10.1080/0376835X.2020.1806784>
9. Yanan L, Ismail MA, Aminuddin A. How has rural tourism influenced the sustainable development of traditional villages? A systematic literature review. *Heliyon* [Internet]. 2024;10(4):e25627. Available from: <https://doi.org/10.1016/j.heliyon.2024.e25627>
10. López-Sanz JM, Penelas-Leguía A, Gutiérrez-Rodríguez P, Cuesta-Valiño P. Rural Tourism and the Sustainable Development Goals. A Study of the Variables That Most Influence the Behavior of the Tourist. *Front Psychol*. 2021;12(July).
11. Purwaningsih M, Purwandari B, Sunarso FP, Setiadi F. Harnessing e-collaboration for rural tourism recovery after covid-19: Dual analysis using swot and porter's diamond model. *Emerg Sci J*. 2021;5(4):559–75.
12. Yang J, Zhu G. The Recovery Strategy of Rural Tourism in the Post-Epidemic Period. *Proc 2021 Int Conf Soc Sci Big Data Appl (ICSSBDA 2021)*. 2021;614(Icssbda):136–40.
13. Perpiña Castillo C, Ribeiro Barranco R, Curtale R, Kompil M, Jacobs-Crisioni C, Vallecillo Rodriguez S, et al. Are remote rural areas in Europe remarkable? Challenges and opportunities. *J Rural Stud*. 2024;105(November 2023).
14. Magigi W, Ramadhani H. Enhancing Tourism Industry through Community Participation: A Strategy for Poverty Reduction in Zanzibar, Tanzania. *J Environ Prot (Irvine, Calif)*. 2013;04(10):1108–22.
15. Liat CB, Mansori S, Abu NK, Yap CS. Tourist satisfaction in the Malaysia tourism industry: Relationship between service innovation and destination image. *J Pengur*. 2020;60:67–81.
16. Clauss T, Breier M, Kraus S, Durst S, Mahto R V. Temporary business model innovation – SMEs' innovation response to the Covid-19 crisis. *R D Manag*. 2022;52(2):294–312.