



Opportunities and Challenges in Developing Halal Food for Muslim Tourists in Tana Toraja: A Study on Sustainable Tourism

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ABSTRACT

This study aims to identify the opportunities and challenges in developing halal food offerings for Muslim tourists in Tana Toraja, Indonesia, an area predominantly inhabited by a non-Muslim population. The primary challenges identified include a limited supply of halal raw materials, the region's image as a halal tourism destination, and a lack of awareness regarding the importance of halal certification among the local community. This qualitative study employs a case study approach, utilizing data collected through interviews, observations, and documentation from key players in the halal culinary industry in Toraja. The data were analyzed using NVivo 12 Plus, with features such as Crosstab Query and Word Cloud for data presentation. The findings reveal significant opportunities in the halal food market, driven by growing demand from Muslim tourists, menu diversification, and advancements in technology and e-commerce, which facilitate the promotion of halal products. Despite the challenges, the development of halal food offerings in Toraja can contribute to sustainable tourism through increased public awareness and collaboration between the government and the business sector, alongside halal training and certification for industry players. This study provides recommendations for the strategic development of the halal food industry as a key component of halal tourism potential in Toraja.

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1. INTRODUCTION

The halal consumption sector has evolved beyond being a symbol of religious identity for Muslims, emerging as a significant driver of global economic activity (Annas, 2022; Yenita, 2024). This growth is fueled by the expanding influence of the Islamic economy across both Muslim-majority and Muslim-minority countries, reflecting shifts in global economics, politics, and culture (Hasibuan & Hidayat, 2023; Jermisittiparsert et al., 2019). Indonesia, as the world's largest Muslim-majority nation, is a pivotal player in this sector, with a population of approximately 241.7 million, or 87.02% of its total population identifying as Muslim (Syarif et al., 2019; Yulianto et al., 2024). In 2022, Indonesia's halal food sector alone accounted for a staggering US\$1.9 trillion in consumption (Prianto et al., 2021; Sari, 2023). The concept of "halal" not only refers to products that are permissible under Islamic law but also emphasizes aspects of quality, safety, hygiene, and nutrition—what is known as Halaalan Thayibban (Mokti et al., 2024; Setyowati & Anwar, 2022). As halal consumption continues to grow, it presents both economic opportunities and challenges, particularly in regions with a significant proportion of non-Muslim populations.

Tana Toraja, a region in South Sulawesi, Indonesia, offers a unique cultural and tourism experience, attracting visitors with its rich traditions, funeral rituals, and iconic Tongkonan houses. However, despite being a renowned tourist destination, the region presents significant challenges for providing halal food to Muslim tourists due to its predominantly Christian population, with Muslims comprising only 12.11% of the population in 2022 (Rulindo et al., 2024). As Tana Toraja continues to grow in popularity among Muslim tourists, particularly from surrounding regions and the Middle East, the demand for halal food products is increasing. Yet, the development of the halal food industry in this region faces obstacles, such as limited local awareness of halal certification, scarce halal raw materials, and a lack of engagement from local businesses in obtaining halal certification (Ilmi, 2024; Putra et al., 2021).

In recent years, Tana Toraja has been exploring the potential of the halal food sector as a means of boosting the local economy. The local government has made efforts to foster the growth of halal food businesses, and there has been a noticeable increase in the number of restaurants and food establishments bearing halal labels or identifying with Muslim cultures. These businesses often feature food names from predominantly Muslim areas, such as "Javanese Noodles," "Padang Restaurants," and "Coto Makassar," while also incorporating Islamic elements such as hijabs, Arabic calligraphy, and verses from the Qur'an. Despite these efforts, challenges persist, particularly regarding the low level of understanding and awareness about halal standards among local food producers and entrepreneurs (Yusup et al., 2022). Additionally, many small and medium-sized enterprises (SMEs) in the region continue to produce food without halal certification, which poses both a legal and reputational risk to the industry.

The halal food industry in Tana Toraja faces several key challenges that hinder its development. A major issue is the limited availability of halal-certified raw materials, which often need to be sourced from other regions. Furthermore, many Muslim consumers in Tana Toraja are not highly concerned with halal labeling and instead prioritize other factors such as food design and price, which undermines the demand for certified halal food products. Additionally, the high cost of halal certification remains a significant barrier for many MSMEs, and the lack of coordination between local businesses and certification bodies like LPPOM MUI (the institution responsible

for halal certification in Indonesia) further complicates the process (Yusup et al., 2022). These factors collectively impede the full realization of the halal food sector's potential in the region.

While numerous studies have explored halal food in Muslim-minority areas, there remains a gap in research specifically addressing the challenges and opportunities for halal food development in Tana Toraja. Previous studies, such as those by Ibrahim & Damayanti (2021), have examined the concerns of Muslim communities in minority areas regarding halal food, particularly in the context of Tana Toraja. Similarly, research by Hayeuma (2022) on Muslim minorities in Yala, Thailand, explored how government support and halal certification policies can influence halal consumption patterns in minority regions. However, no studies have focused on the unique context of Tana Toraja, where both cultural and religious dynamics intersect with the growing demand for halal food. This research aims to fill this gap by analyzing the opportunities and challenges in developing halal food offerings for Muslim tourists in Tana Toraja. It will provide strategic recommendations for the development of halal food tourism, contributing to the sustainable growth of the tourism sector in the region.

This study aims to provide new insights into the halal food industry in Muslim-minority areas, specifically focusing on Tana Toraja. By identifying the key opportunities and challenges in halal food development for Muslim tourists, this research will contribute to the broader discourse on halal tourism and sustainable tourism development. The findings will offer valuable recommendations for local government, business stakeholders, and policy-makers to foster an inclusive and sustainable halal tourism ecosystem in Tana Toraja, ultimately enhancing the region's appeal to Muslim tourists and promoting economic growth.

2. METHODS

This study employs a qualitative research methodology with a case study approach, which is well-suited for exploring complex, context-specific phenomena such as the development of the halal food industry in a Muslim-minority region. Qualitative research aims to capture and describe the richness of human experiences, providing an in-depth understanding of the dynamics at play (Lim, 2024). The case study approach is particularly relevant because it allows for a detailed examination of the halal food industry in Tana Toraja, where there are unique challenges related to religious and cultural dynamics. This method was chosen to systematically and accurately describe the key themes and issues emerging from the data.

Data for this research was gathered from multiple sources within the halal food industry in Tana Toraja, including key stakeholders such as local halal food producers, restaurant owners, government officials, and consumers. A purposive sampling technique was used to select informants with direct experience and knowledge of the halal food sector. The data collection methods included in-depth interviews, direct observations of halal food practices in the region, and the review of relevant documents and reports. Interviews were semi-structured, allowing for flexibility in exploring key topics while ensuring consistency across informants.

Data analysis was conducted using NVivo 12 Plus software, which facilitates the coding and categorization of qualitative data. The interview transcripts were imported into NVivo, and thematic coding was applied to identify recurring patterns and key themes relevant to the development of the halal food industry. The software's Crosstab Query feature was utilized to examine relationships between different variables, such as challenges faced by halal food producers and the level of consumer demand. Additionally, the Word Cloud feature was employed to

visualize frequently occurring terms and concepts, offering a quick overview of dominant themes in the data. These tools allowed for a comprehensive analysis of both the opportunities and obstacles faced by industry players in Tana Toraja.

By employing this analytical approach, the study aims to provide a rich, nuanced understanding of the halal food sector in Tana Toraja. The combination of thematic coding, cross-tabulation, and word frequency analysis enables a detailed exploration of how industry players perceive the development of halal food tourism in the region. This approach not only reveals the challenges and opportunities within the industry but also uncovers deeper insights into the socio-cultural dynamics that influence halal food consumption in Muslim-minority areas. The findings are expected to contribute to the broader discourse on halal tourism and sustainable development in regions with similar demographic profiles.

3. RESULTS AND DISCUSSION

Halal Food Industry in Toraja Land

Toraja Land, located in the northern part of South Sulawesi, Indonesia, is known for its unique culture and traditions. Despite being a minority religion in the region, Islam plays a significant role in maintaining the cultural and social diversity of Toraja society (Bachrong & Ansar, 2021; Pajarianto et al., 2022). Data from 2020 shows that approximately 31.99% of the population in Tana Toraja identifies as Muslim, indicating a substantial contribution to the social, cultural, and economic life of the area.

The halal food industry in Toraja Land has been gradually growing and expanding, with an increasing number of restaurants and food stalls catering to the needs of the Muslim community. Toraja's diverse culinary tastes have led to an openness towards various types of food, including regional specialties such as Bugis grilled fish, Makassar coto, and Javanese soto, as well as international cuisines like burgers and fried noodles. According to Meutia (2023), Subhan et al. (2023), and Wekke et al. (2024) This diversity in taste preferences has created a promising opportunity for the halal culinary market to flourish, as people become more health-conscious and seek better quality food options.

Several Muslim-owned food stalls in Tana Toraja, particularly in the capital city of Makale, have experienced rapid growth in recent years. These restaurants offer not only local dishes but also a wide range of popular Indonesian menus, providing ample choices for visitors from different regions. Some of these establishments, such as Warung Solo Toraja, RM Ideal Toraja, Dapur Rumahan Sukses, and Dapur Hotel Pantan Toraja, have obtained halal certificates, further boosting the confidence of tourists in the food they serve.

Moreover, many restaurants and food stalls in Tana Toraja have started using halal or basmalah labels on their doors, indicating that the food they serve meets halal criteria. Currently, there are around 21 restaurants in Tana Toraja that have implemented halal labels, providing more options for both tourists and local Muslim residents. This corresponds with Osman et al. (2020) and Salam & Halim (2023) findings, which indicate that the incorporation of halal and basmalah symbols functions as an effective marketing strategy, enhances the credibility of halal products, and provides assurance to consumers regarding the food's compliance with Islamic legal standards.

In addition, many restaurants and restaurants use halal or basmalah labels on their restaurant doors as a sign that the food served has met halal criteria. There are about 21 restaurants in Tana Toraja that have implemented halal labels, adding more options for tourists and local Muslim residents. The following are some examples of Muslim food stalls in Tana Toraja that have been certified halal or use halal labels:

Table 1. Muslim Restaurants in Tana Toraja

Not.	Restaurant	Menu	Address
1.	Dream Restaurant	<i>Mixed rice, grilled fish</i>	Jl. Merdeka 46
2.	Buli-Buli Restaurant	<i>Fried noodles, fried chicken</i>	Jl. Pongtiku, Makale
3.	Depot 99	<i>Boneless soft chicken and milkfish</i>	Jl. Nusantara no.37
4.	Warkop Pro	<i>Soto ayam, fried rice</i>	Jl. Pongtiku, Makale
5.	Warung Saudara & Campur	Sop Nasi <i>Soup si, mixed rice</i>	Jl. Pongtiku, Makale
6.	Warung Sopoyono	<i>Rawon Rice</i>	Jl. Sultan Hasanuddin, Makale
7.	Lesehen Restaurant	Putri <i>Grilled/fried fish and chicken</i>	Jl. Poros Makale- Rantepao
8.	Chicken Penyet Riay	<i>Chicken pent</i>	Jl. Ahmad Yani
9.	Satria Restaurant	Desa <i>Fried kampung chicken</i>	Jl. Diponegoro
10.	Gentong Food Stall	Noodle <i>Gentong Noodles</i>	Jl. Merdeka no.16
11.	Pizza Kinaya	<i>Pizza, spaghetti, fried rice, burgers</i>	Jl. Ahmad Yani, Makale
12.	RM Dapota'	<i>Seafood, butter fried chicken</i>	Jl. Pontiku
13.	RM Kikil and General	<i>Fried chicken</i>	Jl. Diponegoro

Source: data processed

Table 1 explains that halal food stalls in Tana Toraja show a strong commitment to introduce themselves as a place that prioritizes halal principles. One of the ways they do this is by using halal and *basmalah symbols* as characteristics that are easily recognizable by Muslim consumers. Many food stalls have obtained halal certification, which can be seen from the halal certificate displayed on the walls of their stalls. The writing of the word "halal" and *the basmalah symbol* is an effective marketing promotion strategy, used to enhance the image of halal products and show consumers that the food served has met the standards of Islamic law. This aims to strengthen consumer confidence in the quality and halalness of the food served, as well as distinguish halal food stalls from stalls that do not prioritize halal principles. That way, food stalls that apply halal principles will gain a competitive advantage in a market that is increasingly concerned with the halalness of the products they consume.

However, despite the growing number of halal-certified food stalls in Toraja Land, Muslim residents still face significant challenges in selecting truly halal products. Even though many of these establishments are owned by Muslims, consumers remain cautious when choosing their food due to the higher cost of halal ingredients compared to non-halal alternatives (Hariani & Hanafiah, 2024; Ramli et al., 2023; Xiong & Chia, 2024). For instance, halal beef is sold at IDR 120,000 per kilogram, while non-halal meat is priced at around IDR 50,000 per kilogram. This price discrepancy has led some halal-certified stalls to continue using non-halal materials in an effort to reduce operational costs.

One such example is the use of leftover meat from the traditional Rambu Solo slaughter, which is not performed in accordance with Islamic law. This practice has raised doubts among Muslim consumers, who have become more vigilant in selecting where to eat, even when the stall has obtained halal certification (Mas'ad & Abd Wakil, 2020; Mohezar et al., 2016; Todd, 2017). The uncertainty surrounding the halalness of products in Tana Toraja, a non-Muslim majority area, has also been felt by Muslim tourists, leading them to be more careful and selective when choosing a place to eat that aligns with their halal food requirements.

The presence of a minority Muslim community in Toraja Land has made many individuals more cautious and discerning in their choice of dining establishments that cater to their needs related to halal food (Amiruddin, 2022; Putra et al., 2021; Takdir & Hamida, 2023). This heightened awareness and concern for the authenticity of halal products have put pressure on the local halal food industry to maintain transparency and adhere to strict Islamic guidelines in their food preparation and sourcing practices.

To address these challenges and promote the growth of the halal food industry in Toraja Land, several strategies can be implemented. First, local authorities and religious organizations should work together to establish a more rigorous halal certification process, ensuring that certified establishments consistently adhere to Islamic law standards (Amid, 2024; Bux et al., 2022; Neio Demirci et al., 2016). This will help build trust among Muslim consumers and provide them with greater assurance when dining at halal-certified restaurants.

Second, the government can offer incentives and support for halal food businesses, such as subsidies for halal ingredients or tax breaks for halal-certified establishments (Ab Talib, 2017; Bashir et al., 2019; Moid et al., 2022). These measures will help reduce the cost burden on halal food providers and encourage more businesses to adopt halal practices, ultimately increasing the availability of authentic halal food options in Toraja Land.

Third, raising awareness and educating both consumers and food business owners about the importance of halal principles and the benefits of consuming halal products can help foster a more informed and discerning community (Glanz et al., 1992; Nesbitt et al., 2014; Wilcock et al., 2004). This can be achieved through workshops, seminars, and public campaigns that highlight the religious, health, and ethical aspects of halal food consumption.

Finally, encouraging collaboration and knowledge-sharing among halal food businesses in Toraja Land can help strengthen the industry and promote innovation). By working together, these establishments can share best practices, address common challenges, and develop new strategies to cater to the evolving needs and preferences of Muslim consumers.

The halal food industry in Toraja Land presents both challenges and opportunities for the Muslim minority community. While the growing number of halal-certified restaurants and food stalls is a positive development, the higher cost of halal ingredients and the use of non-halal materials by some establishments remain significant concerns. By implementing stringent halal certification processes, providing government support, raising awareness, and fostering collaboration among halal food businesses, Toraja Land can create a more robust and trustworthy halal food ecosystem that serves the needs of its Muslim residents and tourists alike.

Halal Food Development in Tana Toraja

Sustainable Tourism development requires the informative participation of all stakeholders. Sustainable tourism must also pay attention to high levels of tourist satisfaction and ensure meaningful experiences for tourists, raise their awareness of sustainability issues and promote halal food. Toraja, which is known for its natural beauty and cultural diversity, also has great potential in the development of the halal food industry. As a tourist destination that is visited by many domestic and foreign tourists, especially Muslim tourists, the need for food in accordance with halal principles is increasing. With the number of tourists continuing to increase, the demand for halal products is getting higher, not only from tourists, but also from the local Muslim community.

The halal food industry in Toraja offers significant economic opportunities. In Makale, the capital of Tana Toraja, food stalls that carry Islamic identity and offer halal food have begun to appear. The presence of this halal culinary business shows the increasing awareness of the potential of the halal market. This has a positive impact on the local economy by creating jobs and increasing the income of the local community.

The concept of *halalan tayyiban* is currently receiving great attention from consumers and the industry (Mokti et al., 2024). *Halalan thayyiban* is a basic assumption of Islamic ethics that will affect the behavior of a Muslim who adheres to the principle of quality of life. In the Qur'an, halal and *thayyib* give a signal that halal alone is not enough, but must also be accompanied by the value of goodness. The stipulation on the halal and haram of all things, including food and drink, is the absolute right of Allah and His Messenger (Yusup et al., 2022).

The development of the halal food industry in Tana Toraja has a positive economic impact, as well as contributing to social and cultural development in the area. From the economic side, this sector has a direct impact on regional income. MSMEs engaged in halal culinary create jobs for the local community, which in turn helps improve the living standards of local residents and reduce unemployment. In addition, the demand for halal products also stimulates the development of other sectors such as agriculture, fisheries and livestock, because the raw materials for halal products must meet certain standards. In the long term, this can strengthen the regional economy and open up opportunities for other sectors to grow.

Socially, the development of the halal food industry can strengthen relations between citizens, especially between Muslims and non-Muslims. The people of Tana Toraja, with their rich culture and religious diversity, can benefit from this diversity through the culinary sector. Increased awareness of the importance of providing halal food can enrich the tourist experience and show that Toraja is an area that is not only rich in culture, but also ready to welcome the needs of various groups. With this development, we can see further the opportunities and challenges that affect the halal food industry in the Land of Toraja.

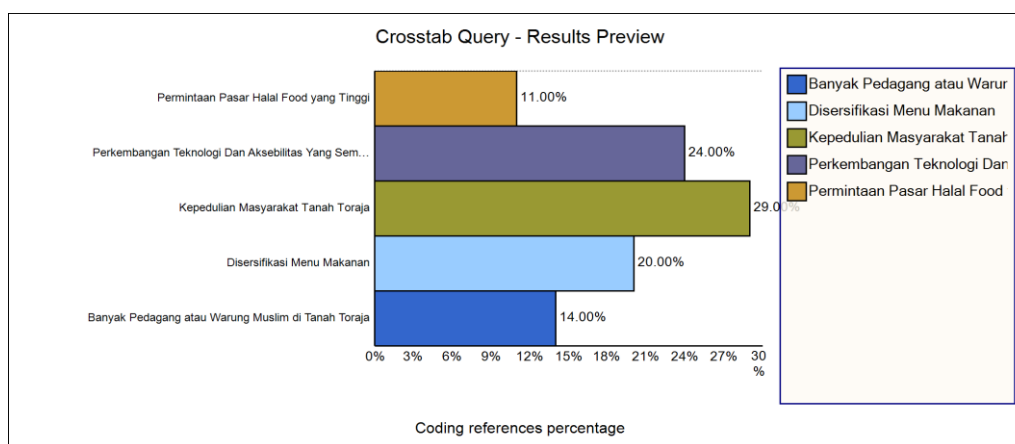


Figure 1. Opportunities for the Development of the Halal Food Industry in Tana Toraja

Source: Author Data Processing Using Nvivo 12 Plus

Figure 1 above shows that the opportunity to develop the halal food industry in Tana Toraja is the concern of the people of Tana Toraja, the diversification of food menus, the development of technology and advanced accessibility with the concept of "E-Commerce and Online Marketing, many Muslim traders or stalls in Tana Toraja, the demand for the halal food market is high. First, the awareness of the people of Tana Toraja, especially Muslims, towards halal products is increasing. People are now more cautious in verifying halal labels, asking about supply chains, and refusing to buy products that do not meet halal standards. This concern has contributed 29% to the growth of the halal food industry in Tana Toraja. This reflects the increasing awareness of the importance of consuming food in accordance with Islamic law. Along with this increasing concern, more and more consumers are looking for halal food products that are safe and meet good quality standards. This awareness also plays a role in encouraging business actors to introduce their products more transparently, thereby increasing consumer confidence. In addition, diversification of food menus is an important factor in supporting the development of the halal food industry in Tana Toraja. With Muslim food stalls offering various types of food from other Muslim regions such as Javanese noodles, Bugis grilled fish, coto Makassar, and Madura satay, this diverse menu not only caters to the tastes of local consumers, but also attracts tourists who want to try various halal dishes. This diversification contributes 20% to the expansion of the halal food market in Tana Toraja, opening up wider opportunities to attract consumers from all walks of life. This also shows that the people of Tana Toraja are very open to various types of food, including those from outside the region.

In addition, technological developments and accessibility through e-commerce and online marketing have a major impact on the ease of market access. As information technology advances, food stall owners can take advantage of online platforms to expand their consumer reach, both inside and outside the region. This allows for more efficient transactions and introduces halal food products to a wider audience, contributing 24% to the development of the industry. The existence of e-commerce platforms also provides opportunities for local entrepreneurs to more easily market their products, both through social media and online stores that are increasingly popular. This creates opportunities to attract more consumers, increase market reach, and provide a more modern experience for consumers. In addition, the large number of Muslim traders or food stalls

in the Land of Toraja, which take advantage of their online footprint and display their Islamic identity, also plays a major role in strengthening the sector, contributing 14%. The diversity of the provision of halal products and the transparency shown by food stalls by using halal symbols or basmalah labels as characteristics give more trust to consumers, both Muslims and non-Muslims, who are interested in the quality and cleanliness of halal food. This not only increases trust, but also introduces halal products to a wider market, both local and international. Along with the growth of the halal culinary market, it opens up more opportunities for local businesses to innovate and introduce more variations of halal menus that can be accepted by consumers.

Lastly, the high market demand for halal food from Muslim tourists visiting Tana Toraja and locals further magnifies the growth opportunities in this sector, with a contribution of 11%. Tourists looking for halal food during their trips created a thriving market, and with the increasing number of tourists coming to Tana Toraja, the demand for halal products is increasing. Local businesses can take advantage of this opportunity to continue to innovate, present products that suit consumer tastes, and introduce more halal culinary options. Therefore, the potential of this growing halal food market can open up opportunities for this sector to continue to grow and have a positive impact on the local economy.

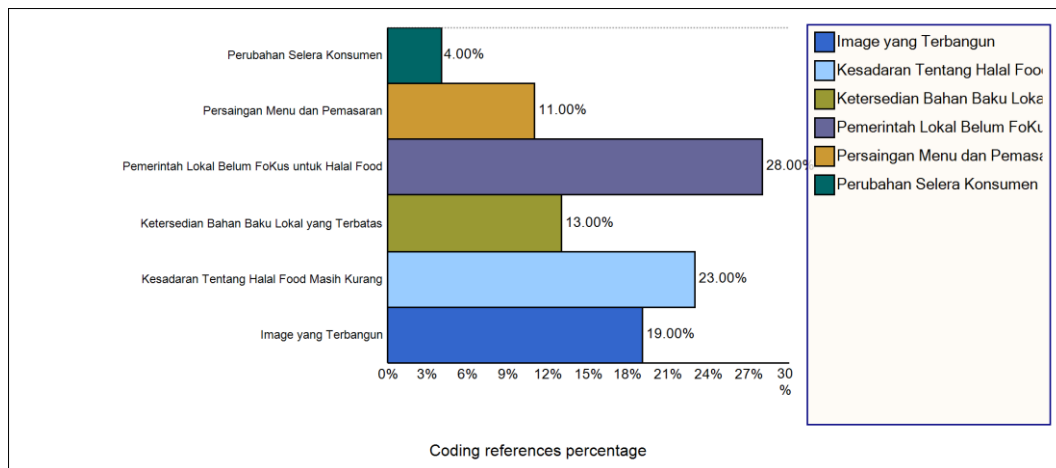


Figure 2. Challenges of Halal Food Industry Development in Tana Toraja

Source: Author Data Processing Using Nvivo 12 Plus

Figure 2 above shows that the challenges in the development of the halal food industry in Tana Toraja are the limited availability of local raw materials, the image is built, the awareness of halal food is still lacking among the indigenous Muslim population of Tana Toraja, menu and marketing competition, changes in consumer tastes and the local government has not focused on halal food in Tana Toraja. Limited availability of Local Raw Materials, which contributes 13% to this constraint. Businesses, especially MSMEs, often rely on raw materials imported from outside the region, leading to higher production costs and unstable supply of raw materials. This hinders the ability to develop a variety of quality halal menus that meet consumer needs. This instability in the supply of raw materials also has an impact on selling prices that tend to be higher, which can reduce the attractiveness of halal products for price-sensitive consumers. The limitation of local raw materials that meet halal standards also makes it difficult for business actors to maintain consistent product quality, which in turn can affect consumer confidence. In addition, the image of Tana Toraja as a non-Muslim majority area contributes 19% to the challenge of developing the halal food industry in this area. Although Tana Toraja has a significant Muslim community, visiting

Muslim tourists often feel hesitant to visit food stalls that serve halal food due to the lack of clear information about the halalness of the products served. The image of this non-Muslim area raises doubts among Muslim tourists who expect a guarantee of halal food products. This also affects the attractiveness of existing Muslim food stalls, making them less crowded compared to food stalls that do not serve halal food. Without strong promotion and a clear understanding of halal products, Muslim tourists may choose to avoid food stalls in Tana Toraja, which has an impact on local business income.

The next challenge is the low awareness of Halal Food among the indigenous Muslim population of Tana Toraja, which contributes 23% to the problem. Many local consumers and traders do not pay attention to the importance of halal certificates, which is in contrast to Muslim tourists who are more selective in choosing where to eat. Many food stalls, even though they are owned by Muslims, do not fully follow the recognized halal certification procedure, which causes skepticism among consumers. This results in a lack of public trust in the products offered and can also hinder the development of the wider market. Additionally, while there are many halal-certified businesses, these challenges demonstrate the need for more education and understanding of halal products, both among businesses and local consumers. In addition, menu competition and marketing, which contribute 11%, are also a hindrance. The culinary industry in Tana Toraja is growing with many choices of food served, both halal and non-halal. This fierce competition does not only come from food stalls that serve halal products, but also from non-halal products that have more affordable prices. If halal food stalls cannot distinguish themselves from products that are superior in terms of quality, taste, or innovation, they risk losing market share. In addition, ineffective marketing strategies can make it difficult for halal food stalls to attract customers. Competitors who use more aggressive or more targeted marketing strategies can attract the attention of consumers, which ultimately reduces the profitability of the halal food business.

Then, changing consumer tastes that contribute 4% is also a challenge. Changing consumer tastes, especially in terms of food, can lead to a decrease in the loyalty of customers who previously routinely consumed halal food. If businesses cannot adapt to changing trends or consumer preferences, they risk losing regular customers and failing to innovate with menus that match the evolving taste of the market. Therefore, it is important for businesses to conduct market research and tailor their products to the ever-changing needs of consumers. Finally, the Regional Government that has not focused on the development of the Halal Food Industry, with a percentage of 28%, is a major obstacle. Without clear regulations, policy support, and adequate infrastructure to support the halal food industry, the sector struggles to grow optimally. The complicated and inefficient halal certification process is also an obstacle for business actors to get official recognition of their products. The government has an important role to play in creating an enabling environment for the halal food industry through policies that support accessible halal certification, as well as more effective promotions to attract tourists and local consumers. Without this support, the halal food sector in Tana Toraja will struggle to grow and compete in a wider market.

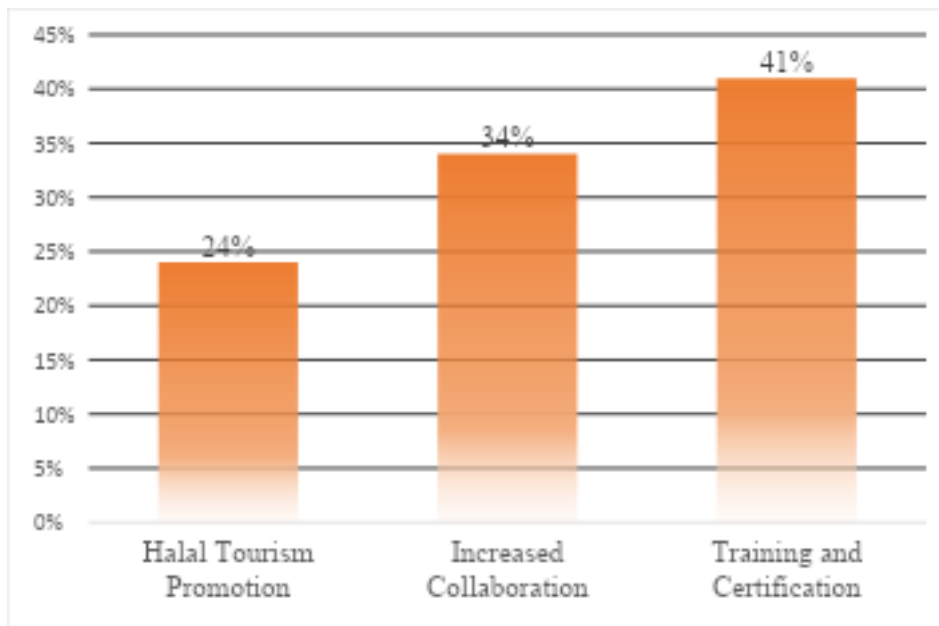


Figure 3. Recommendations for the development of the halal food industry in Tana Toraja

Source: Author Data Processing Using Nvivo 12 Plus

Figure 3 above shows that the recommendations in the development of the halal food industry in Tana Toraja are Halal Tourism Promotion, Collaboration Enhancement and Training and Certification. Halal Tourism Promotion with a percentage of 24% is one of the main recommendations. This shows that great potential can be utilized by integrating halal tourism and halal food industry in Tana Toraja. Given the increasing number of Muslim tourists visiting the region, promotions that highlight halal food and halal tourist destinations can increase the attractiveness of Tana Toraja as a friendly tourist destination for Muslim tourists. By emphasizing halal tourism, such as offering tour packages that include halal restaurants and suitable accommodation, Tana Toraja can expand the halal tourism market and directly increase the demand for halal food products. This will also strengthen the image of Tana Toraja as a tourist destination that cares about the needs of Muslim tourists, as well as has a positive impact on the local economy. Furthermore, the recommendation of Increased Collaboration which received a percentage of 34% shows the importance of close cooperation between various parties in supporting the development of the halal food industry. This collaboration involves the role of the government, business actors, industry associations, and the community. The government can play a role by providing clear regulatory support and facilities for halal training or certification, while business actors can work together to improve the quality and diversity of halal menus offered. In addition, collaboration with halal raw material providers and distributors is also important to ensure the availability of sufficient and high-quality supplies. This synergy between related parties will create a more solid ecosystem and help accelerate the development of a sustainable halal food industry. Finally, the recommendation on Training and Certification, which received a 41% percentage, is a key factor in ensuring that the halal products offered meet Islamic legal standards. Training for halal food business actors in Tana Toraja is very important to improve knowledge and skills in managing halal food businesses. This includes an understanding of halal certification procedures, halal raw material management, and food hygiene and safety standards. Halal certification is a very crucial aspect because it can build consumer trust in the products served. In

addition, clear and credible halal certification will provide quality assurance and demonstrate commitment to Islamic principles. The training process accompanied by this certification will strengthen the credibility of business actors and create an environment that supports the development of a more professional and sustainable halal food industry in the Land of Toraja.



Figure 4. The Most Talked About Topics in the Development of the Halal Food Industry in the Land of Toraja

Source: Author Data Processing Using Nvivo 12

Based on Figure 4 above, which uses word cloud analysis to illustrate the words that appear most often in interviews, it can be seen that the word "Halal" dominates as the main topic in discussing the development of the halal food industry in Tana Toraja. This shows that halal is the main focus in discussions related to the development and marketing of food products in the area, emphasizing the importance of the concept of halal in all aspects of the food industry. However, in addition to the word "Halal", there are also words that quite balance the size of the word Halal, such as Muslim, Food, and Toraja. This shows that in the context of the development of the halal food industry in the Land of Toraja, the word Muslim shows that the main market or target consumers are Muslims, while Food describes the main focus on the food product itself. The word Toraja refers to the geographical location which is the center of the development of the halal food industry in the area. This shows that the conversation about the halal food industry in Tana Toraja does not only focus on the halal aspect, but also on Muslim identity, the need for halal food, and the local context of Tana Toraja as an area that has great potential to develop this industry. Therefore, this shows that although the topic of halal is very dominant, there is a close relationship between the concept of halal, consumption by Muslims, and the local context that forms the halal food market in Tana Toraja. In other words, the development of the halal food industry in Tana Toraja reflects the interaction between religious principles, market needs, and local potential that can encourage the sector to grow more rapidly.

The halal food industry in Toraja Land offers significant opportunities for economic growth and cultural enrichment. As a tourist destination that attracts both domestic and international visitors, especially Muslim tourists, the demand for halal food options is on the rise (Mokti et al., 2024). The increasing number of tourists has led to a higher demand for halal products, not only from visitors but also from the local Muslim community (Suhendar & Sholihah, 2024). The

presence of food stalls that carry an Islamic identity and offer halal cuisine in Makale, the capital of Tana Toraja, demonstrates the growing awareness of the potential in the halal market. This development has a positive impact on the local economy by creating job opportunities and increasing the income of the local population.

The concept of *halalan tayyiban*, which emphasizes the importance of food being both permissible and of good quality, is gaining significant attention from consumers and the industry (Mohezar et al., 2016). This principle, rooted in Islamic ethics, influences the behavior of Muslims who adhere to the idea of quality of life. The Qur'an emphasizes that halal alone is not sufficient; it must be accompanied by the value of goodness (Fahmilia & Adinugraha, 2022). The determination of what is halal and haram, including food and drink, is the absolute right of Allah and His Messenger (Alzeer & Abou Hadeed, 2016; Hussain et al., 2024; Makrum & Fitri, 2020; Pauzi et al., 2019). As the awareness of halalan tayyiban grows, consumers are becoming more discerning in their food choices, seeking products that align with their religious beliefs and prioritize quality.

The growth of the halal food industry in Tana Toraja has far-reaching implications beyond economic benefits. It contributes to social and cultural development in the region, fostering a sense of inclusivity and understanding among the diverse population. The rich culture and religious diversity of Tana Toraja can be celebrated through the culinary sector, as increased awareness of the importance of providing halal food enhances the tourist experience and demonstrates the region's readiness to cater to the needs of various groups. The development of this industry also strengthens relationships between citizens, particularly between Muslims and non-Muslims, promoting a spirit of tolerance and mutual respect. As the halal food sector continues to evolve, it presents both opportunities and challenges that shape its trajectory in the Land of Toraja.

4. CONCLUSION

The halal food industry in Tana Toraja has great potential to grow as the public and Muslim tourists become more aware of the importance of consuming food in accordance with Islamic law. This awareness is reflected in the increasing number of consumers who check halal labels, ensure supply chain clarity, and only choose products that meet halal standards. In addition, menu diversification is one of the main factors driving the growth of this industry, where Muslim food stalls in Tana Toraja offer a variety of food options, such as Javanese noodles, Bugis grilled fish, Makassar coto, and Madura satay. This not only attracts the interest of local consumers but also tourists, who want to try various halal dishes typical of the region. Technological advances and accessibility through *e-commerce* and online marketing have also made a great contribution to the development of the halal food industry in Tana Toraja. Food stall owners can take advantage of digital platforms to promote their products, expand market reach, and make it easier for consumers to find quality halal food. The existence of Muslim food stalls that transparently display their Islamic identity through halal symbols and basmalah labels further increases consumer trust in the products offered. The high market demand for halal food, both from Muslim tourists visiting Tana Toraja and locals, further magnifies the growth opportunities of this sector. Tourists who need halal food during their trips are creating a growing market, especially with the increasing number of visits to Tana Toraja. This market potential opens up opportunities for business actors to continue to innovate, introduce more halal culinary options, and contribute to strengthening the local economy. By integrating these various aspects, the halal food industry in Tana Toraja can

have a positive impact not only on the economy but also on social and cultural relations in the region.

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