

Halal Supply Chain Management: An Analysis of Decision-Making factors at Ngebum Beach in Kendal

Atik Dina Nasikhah¹ Septian Dwi Cahyo²

^{1,2}Universitas Selamat Sri, Kendal Indonesia

Email: Atikdinanasikbahdosen@gmail.com

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Abstract

purpose: The purpose of this study is to determine the factors causing the decline in the number of visitors to Ngebum Beach in Kendal Regency. Furthermore, the researcher will implement Halal Supply Chain Management in the tourism industry by applying the concept of halal tourism at Ngebum Beach in Kendal. The researcher will then analyze whether the implementation of halal supply chain management in the field of halal tourism can be one of the factors that attract tourists to visit Ngebum Beach. **Methods:** The research method used was qualitative research with a ground theory approach. The data collection techniques used were reduction, data presentation, and drawing conclusions. The data analysis technique used was data triangulation.. **Results:** The results of the study show that the factor causing the decline in the number of visitors to Ngebum Beach after it became a trending topic was that visitors were no longer curious about Tiram Bakar. The concept of halal tourism was not an explicit factor in tourists' decision to visit, but was based on accessibility, economy, culinary characteristics, and local tourism-based customs. **Implications:** These findings provide practical insights for Ngebum beach managers and halal guarantee institutions (LBH) that the application of the concept of halal tourism by applying halal tourism categories to tourist destinations cannot be fully implemented, given that each tourist destination has its own attractions and has rules that are enforced in accordance with the conditions at that tourist destination

INTRODUCTION

The halal industry has great potential in terms of global trade. Several studies have confirmed that the halal economy is growing rapidly in Indonesia (Zainuddin et al., 2020). One example is that Indonesia is the world's largest exporter of halal food and beverages (Ab Talib & Zulfakar, 2023). In addition, halal clothing and fashion products are among Indonesia's main export commodities. Indonesia recorded halal product exports worth USD41.42 billion during the January-October 2024 period, with the halal product surplus reaching USD29.09 billion during that period. Based on this data, the potential for developing the halal industry in Indonesia presents opportunities for further growth (Joint Press Release: Indonesia's Halal Product Exports Surpass Rp673.90 Trillion: Potential in Global Trade, n.d.).

The government's focus in developing the Halal Industry is to develop halal product exports by adopting halal HS codes in the fashion, textile, pharmaceutical, and cosmetics sectors. Unlike halal tourism, halal tourism in Indonesia has not yet become a primary focus of the government in the development of the halal industry, despite Indonesia being one of the main

contributors to the halal economy in the halal tourism sector (Joint Press Release: Indonesian Halal Product Exports Reach Rp673.90 Trillion: Potential in Global Trade, n.d.).

Halal tourism in Indonesia is one of the growing halal industries that meets the needs of Muslims in accessing halal facilities and consumption at a destination (Zakiyah, 2023). Halal supply chain management in the tourism business has a significant impact, considering that tourism involves food services and accommodation for tourists (Lia Zahara, 2024). The regulations for halal tourism according to the DSN-MUI Fatwa No. 108/DSN-MUI/X/2016 on guidelines for organizing tourism based on Sharia principles state that the organization of halal tourism must avoid idolatry, sin, corruption, wastefulness, and immorality. This means that every component connected to the tourism industry ecosystem must have a good understanding of Sharia principles. When analyzed using the concept of a halal supply chain in the tourism industry, it requires that all parties involved—from tourists, tourism business operators, travel agencies, hotel providers, entertainment facility providers, and others—must avoid idolatry, immorality, corruption, wastefulness, and evil (Hamid et al., 2024).

The Halal Supply Chain is a strategic and transparent integration, as well as the achievement of an organization's social, environmental, and economic goals through systematic coordination of business processes between key organizations to improve the long-term economic performance of the company and its supply chain (Sarwar et al., 2021). The Halal Supply Chain is an important component of the halal cluster pillar as it plays a crucial role in ensuring halal product certification and halal integrity (Kurniawati & Cakravastia, 2023). Most researchers agree on several operational management theories to address halal supply chain issues. The supply chain perspective adopts the core of Supply Chain Management theory as the foundation of Halal Supply Chain Management, focusing on food safety, security, quality, and sustainability (Arifudin et al., 2024). Researchers emphasize that logistics management is the core of Halal Supply Chain Management (Muchamad et al., 2021). Efforts to implement Halal Supply Chain Management involve several key factors that must be fulfilled, including: human resources, Halal procurement, Halal manufacturing, Halal logistics, Halal packaging labels, Halal quality control, and the need for financing from Islamic banking (Mentari Paramata et al., 2023).

Kendal is one of the regencies in Central Java. The people of Kendal are known for their traditional and religious cultural activities. Kendal is classified as a santri city because there are thousands of Islamic boarding schools in the Kaliwungu subdistrict. There are numerous tourist attractions in Kendal Regency, one of which is Ngebum Beach (Rubiyanto et al., n.d.). In 2023, it became a trending topic on the TikTok app, receiving 25,000 likes and being featured in the “favorites” section with 2,093 accounts reposting it. The impact of this trending topic was an increase in the number of visitors to Ngebum Beach over the past year, with a 18.83 percent rise (Hanif Sailendra, 2024). In 2025, according to Suaramerdeka.com, Ngebum Beach experienced a significant decline in visitor numbers (Kunadi, 2025). This was also mentioned by one of the residents living near Ngebum Beach, stating that the beach is now experiencing a decline in visitors. One of the factors contributing to this is the assumption that visitors to Ngebum Beach are no longer curious about grilled oysters, which are a signature dish at the beach (Surya Dwianto & Negeri Semarang, 2022).

Based on the above issues, the research question for this study is: What are the factors causing the decline in visitor numbers at Ngebum Beach? If the decline in visitors is due to the assumption that the public is no longer interested in grilled oysters, how would the implementation of halal tourism concepts at Ngebum Beach impact this situation? The

implementation plan for halal tourism at Ngebum Beach involves Halal Supply Chain Management (HSCM). This is because halal tourism involves food services and accommodation for tourists (Khazaini et al., 2024). The elements to be considered are: (Latuconsina Nariah, 2024) tourists, tourism business operators, travel agencies, hotel providers, entertainment facility providers, and others must avoid idolatry, sin, corruption, wastefulness, and immorality. (Nugrahadhi et al., 2025).

METHODS

This study uses a grounded theory research approach, which involves using a set of systematic procedures to develop an inductive grounded theory derived from a phenomenon. The purpose of grounded theory is to expand the explanation of a phenomenon by identifying key elements of the phenomenon and then categorizing the relationships between the elements and the context in the experimental process. (Syahran Jailani et al., 2024). Thus, this study observes and analyzes the phenomena that are the factors causing the decline in the number of visitors to Ngebum Beach in Kendal Regency. Furthermore, the researcher will implement Halal Supply Chain Management in the Tourism Industry with the concept of applying elements of halal tourism at Ngebum Beach, Kendal. Then, the researcher will analyze whether the application of halal supply chain management in the field of halal tourism can be one of the factors that attract tourists to decide to visit Ngebum Beach. The data collection techniques used in this study were observation, interviews, and documentation. The data collection technique used was the Miles-Huberman technique, which includes reduction, data presentation, and drawing conclusions. The data analysis used in this study is triangulation, which begins with interviews to collect data from informants with different perspectives. This is followed by further exploration of the data and verification with official documents and valid written sources, so that both parties can conclude the validity of the different data. (Paramitha & Surnyaningsih, 2021).

RESULTS AND DISCUSSION

RESULTS

Data collection was conducted through interviews with informants. The informants in this study were the managers of Ngebum Beach and visitors to Ngebum Beach. The interview process was conducted in depth. The selection of informants in this study was random and arbitrary, meaning that there were no specific criteria. A total of 101 visitors were sampled. From the interviews and observations, data was obtained regarding the reasons why people visit Ngebum Beach:

1. Location close to home
2. Affordable entrance fee
3. Cheap and varied food
4. Interest in local cuisine such as grilled oysters

A. Open Coding

Open coding is the first stage of coding qualitative data, in which researchers place it into initial analytical categories for the study. Open coding is carried out by labeling phenomena, findings, and naming categories, as well as compiling categories. In this study, the researcher categorized the interview results by taking the dominant answers given by the informants and then classifying them as follows:

Open Coding	Code
Close to home, so no need to travel far	High accessibility
Low ticket prices	Affordable
The types of food sold are varied, inexpensive, and suitable for families	Food diversity
I'm curious about the grilled oysters that went viral	The uniqueness of local cuisine
The tourist spot is close to home and close to relatives, so I can visit more often	High frequency

B. Axial Coding

Axial coding is the second stage of data exploration. In open coding, researchers focus on actual data by assigning code labels to specific themes. In axial coding, researchers begin the procedure by placing data in a way that creates links between categories. The linking of words between categories resulting from interviews with visitors to Ngebum Beach yielded the following results:

Categories	Subcategory
Accessibility	Close to home, affordable
Economy	Low admission fees, low food prices, low ride prices
The appeal of culinary arts	Grilled oysters are a specialty and a diverse food
Local tourism-based habits	Repeat visits due to convenience and cost

C. Halal Supply Chain Management Concept

The concept of Supply Chain Management refers to the supply chain from raw materials to end consumers in order to achieve the goal of optimizing performance and efficiency across the entire system. Supply Chain Management requires coordination between various business entities in the supply chain for the effective management of the flow of goods, information, and funds (Khazaini et al., 2024).

The success of Supply Chain Management is determined by the level of solid collaboration between partners in the supply chain, from suppliers, manufacturers, distributors, to retailers. Such collaboration requires effective integration, which includes the smooth exchange of information, good production coordination, and the ability to respond quickly to market changes (Khazaini et al., 2024).

Sustainable supply chains, referring to Carter and Rogers (2008, p. 368), are defined as "strategic and transparent integration, as well as the achievement of social, environmental, (Indah Kusuma Dewi et al., 2020) and economic goals of an organization in the systemic coordination of inter-organizational business processes (Aliyanti, 2022) primarily to improve the long-term economic performance of the company and its supply chain" (Hasan & Pasyah, 2022). The halal supply chain is an important part of the halal cluster pillar because it is an important part of halal product assurance and halal integrity (Hasnan et al., 2024).

Halal Supply Chain Management is a series of activities in the halal supply chain that covers the entire process from supplier to consumer. These activities include warehouse management, procurement, transportation, product handling, and inventory management. The entire process, both in procurement management and order management, must be

carried out in accordance with Islamic law, particularly the principles of halal and thayyib. The term halal itself refers to something that is “permissible” according to Islamic law.

The main objective of halal supply chain management is to maintain and extend the integrity of halal products until they reach their final destination, which is when consumers make a purchase. The strength of this system is determined by three main aspects: avoidance of direct involvement with haram items, prevention of contamination risks, and positive perceptions from Muslim consumers. The fundamental difference between conventional supply chains and halal supply chains lies in the focus of supervision on the objects being managed. To implement halal supply chain management in tourist destinations, several aspects need to be considered, including (Huda et al., n.d.)

1. The tourist area provides places of worship and qibla indicators, so that tourists never forget their obligation to worship. In fact, the existence of humans or tourists is actually only for worship, as stated in QS. Al-Dhariyat: 51-56. The purpose of tourists visiting tourist attractions is only to relieve boredom and enjoy the beauty of His worldly blessings.
2. The facilities provided for tourists are not haram or munkar. Halal tourism managers provide several things that fall within the corridor of halal. Tourism managers should ensure that there are no prohibited things available and utilized by tourists. Operators also do not discriminate between Muslim and non-Muslim tourists. If non-Muslim tourists can be offered or facilitated with special services for non-Muslims, operators should avoid things that cause immorality.
3. Warungs, cafes, and shops available at tourist sites do not provide any kind of food or drink that is haram. Tourism managers are required to ensure that all food and drink sold at tourist sites is halal.
4. Provide tourists with their rights in accordance with the facilities offered. Services offered and sold by managers to visitors must be free from mubah.
5. There must be no injustice. Tourist areas must be fully accountable in accordance with Sharia law, and there must be no injustice contained therein, such as fraud, embezzlement, and other illegal activities carried out by the owners or managers of tourist sites, whether against the government, business partners, the surrounding community, visitors, or other stakeholders.
6. Environmentally Friendly: Tourist attractions must preserve the natural environment and surrounding flora and fauna ecosystems, as stated in Surah Al-Baqarah: 205.
7. Preserving local social norms and values that do not conflict with Sharia law. Preserving or maintaining local social norms and values, as long as they do not conflict with Sharia teachings, is permitted and encouraged in Sharia teachings.
8. Halal certification, halal standards and guidelines need to be implemented by the owner or manager of the tourist attraction in order to guarantee the halal status of food or beverages sold at the tourist attraction. The existence of halal certification guarantees will improve sales services because the community, especially the Muslim community, will have more confidence in consuming and purchasing food or beverages sold at tourist attractions.

D. Decision Making in Tourism

Humans are considered consumers because in their daily lives they have needs and desires that must be fulfilled. The desires and needs of each human being are diverse and can change. The growth of the times and the influence of many factors can affect consumers in making tourist visits. Tourist behavior can be described as a decision-making process. A decision is generally a choice between two or more alternatives. Conversely, if tourists do not have alternatives, it cannot be categorized as decision making. According to Kolter and Keller, 2012, the decision-making process for visiting a tourist destination begins when tourists realize the need to take a trip (problem recognition), where tourists realize the difference between the actual conditions and their desired conditions. Then, after interest arises, tourists are driven to seek more information so that they can collect tourist destinations (information search). (Sunardi, 2025). Tourists obtain their main sources of information from four groups, namely: personal sources (family, friends, neighbors, and acquaintances), commercial sources (advertisements, salespeople, distributors, packaging, and exhibitions), public sources (mass media and tourist organizations), and experiential sources (having handled, tested, and used the product).

The main factors influencing tourists to visit tourist destinations include (Sunardi, 2025):

1. Cultural Factors

Culture is a fundamental determinant of desires and behavior. While lower organisms are largely governed by instinct, human behavior arises largely from learning. The most fundamental determinants of desires and behavior are derived from values, perceptions, preferences, and the behavior of family and other important institutions.

2. Social factors

Family becomes a social factor. Family members are the primary reference group that has a huge influence. Families who travel for leisure are divided by religion, politics, and economics, as well as personal ambitions, pride, and love. Even if travelers no longer interact deeply with their families, the influence of their families on their decision to travel remains significant. The direct influence of families on decision-making regarding leisure travel is due to the fact that families consist of spouses and children. In addition to family members involved in purchasing or visit decisions, there are several consumer or tourist behaviors, including (Mahjudin, 2025):

3. Psychological Factors

A person's decision to make a purchase or take a trip is influenced by psychological factors such as motivation, perception, knowledge, beliefs, and attitudes. The following theories are relevant for understanding tourist motivation:

- a. Maslow's Hierarchy of Needs Theory

In Abraham Maslow's hierarchy theory, human needs are divided into five parts, namely safety, comfort, security, and in the context of higher needs such as intellectual enrichment or aesthetics, which are often associated with cultural tourism.

- b. Plog's Theory

Stanley Plog's psychographic theory divides tourists into two main categories, namely allocentric (adventurous and interested in new experiences) and psychocentric (preferring familiar and safe destinations).

c. Push and Pull Theory

Crompton explains that tourist motivation consists of two components: push and pull. Push factors are internal factors that motivate a person to travel, such as the desire to relax and seek freedom, while pull factors are external attractions of a destination, such as cultural uniqueness.

E. Definition of Tourist Attractions

Tourist attraction is something that can generate and attract experiences for travelers, both passively and actively. Examples include the beauty of beaches, the atmosphere of mountainous areas, art performances, and mountain climbing. Tourist attractions are manifested in natural landscapes such as landforms, natural scenery like the sea, beaches, mountains, flora and fauna, as well as man-made objects such as historical buildings and amusement parks. According to Isdarmanto, tourist attractions are related to what to see and what to do, meaning what travelers can see and do at the destination. Attractions also have unique characteristics and differences from one region to another, which can become tourist attractions. Tourism destinations have strengths, including: Tourist attractions, Accommodation and facilities, Accessibility, Safety and comfort, Diversity of activities from a tourism perspective (Mandalia, 2023). Meanwhile, the strengths of Sharia tourism destinations include several aspects that attract Muslim tourists in search of tourism experiences in accordance with the principles of Islam, including: Sharia accommodation, Religious tourism, Halal food, Qibla and prayer markers (Mandalia, 2023).

1. Criteria and Components of Tourist Attractions

Identify the potential tourism feasibility that must be possessed by tourist attractions using the 4A method: attraction, amenity, accessibility, and ancillary (service institutions) that support the following explanations related to 4A: (Gantina, 2025)

a. Attraction

Attractions are components that can attract tourists. For example, an area can become an attractive destination if it has attractions as supporting objects. Attractions can be used as capital or sources of tourism, which are divided into three types: natural tourism, cultural tourism, and man-made tourism. These three types of attractions can attract tourists and encourage them to return for another visit.

b. Amenities

Amenities are facilities and infrastructure that support tourists traveling to tourist destinations. These facilities and infrastructure include lodging, transportation, venues, food, and travel agencies.

c. Accessibility

Accessibility refers to transportation facilities, which are very important in tourism. If a tourist area does not have transportation accessibility, such as buses, ports, and so on, it will hinder visitors from visiting that tourist area.

d. Ancillary (Service Institutions)

Service institutions refer to various services created by local government administrators to create a pleasant atmosphere for visitors, such as the establishment of management institutions, tourist information centers, travel agencies, and so on..

2. Interest in Returning

Interest in returning refers to someone who has a desire to visit an attractive tourist attraction for recreation and entertainment purposes. Interest in returning (revisit intention) is adapted from the concept of repeat purchase interest in a product, which can be developed in various categories, one of which is interest in returning. Interest is defined as a strong urge for someone to take action. The desire to revisit a tourist destination is usually influenced by several factors, including: the availability of adequate facilities, the existence of special events and the dissemination of information through social media, personal experiences when visiting the place, and the experiences of others or those who have visited the tourist destination (Gantina, 2025).

DISCUSSION

Analysis of Halal Supply Chain Management as Decision Making for Tourists Visiting Ngebum Beach in Kendal.

Ngebum Beach is a local tourist destination. Even though it is classified as a local destination, Ngebum Beach has its own unique appeal that attracts tourists to visit. Ngebum Beach is categorized as an attraction, which is a component that can attract tourists, one of which is the natural tourism category. In addition, Ngebum Beach was a trending topic on TikTok in 2023 because of its specialty food, grilled oysters. Grilled oysters are a specialty food at Ngebum Beach because they are not sold at other beaches in Kendal Regency. The impact of this trending topic resulted in a surge in visitors to Ngebum Beach. Visitors came not only from local and national areas but also internationally, especially foreign investors visiting the Kendal Industrial Area who took the time to visit Ngebum Beach to enjoy grilled oysters. In 2025, Ngebum Beach experienced a decline in visitor numbers. This decline was evidenced by the decreasing number of grilled oyster vendors at Ngebum Beach. The number of grilled oyster vendors, which originally numbered 8 outlets, now only has 1 outlet remaining, as stated by Mr. Ardi:

“Yes, it used to be very crowded, because it went viral. Initially, there was only one outlet selling grilled oysters, but because it went viral, there were 8 outlets. Now, it's back to 1 outlet.”

According to this data, the decline in visitors is due to some people no longer being curious about grilled oysters. This curiosity falls under the affective aspect, which is a feeling or desire that arises due to the influence of the mass media, thereby generating interest in visiting to enjoy grilled oysters. In addition to the affective aspect, there is also the pull factor motivation, which is the external appeal of the destination that has a uniqueness not found in other beaches, especially in Kendal Regency. On the other hand, the number of visitors to Ngebum Beach remains relatively stable, although not as high as in 2023-2024.

The concept of Supply Chain Management refers to the supply chain from raw materials to end consumers in order to achieve the goal of optimizing performance and efficiency across the entire system. Supply Chain Management requires coordination between various business entities in the supply chain for the effective management of the flow of goods, information, and funds (Khazaini et al., 2024). A sustainable supply chain, referring to Carter and Rogers (2008, p. 368), is defined as "strategic and transparent integration, as well as the achievement of social, environmental, (Indah Kusuma Dewi et al., 2020) and economic goals of an organization in the

systemic coordination of inter-organizational business processes (Aliyanti, 2022) primarily to improve the long-term economic performance of the company and its supply chain" (Hasan & Pasyah, 2022).

The sustainability of tourist destinations refers to efforts to maintain and sustain long-term development by considering economic, social, cultural, and environmental aspects. This concept of sustainability involves the management of natural resources, cultural heritage and local traditions, the participation of local communities in decision-making, and the development of appropriate infrastructure. (Sazali, 2024) The application of halal supply chain management in the tourism industry is a step taken to develop sustainable tourism destinations. The main objective of halal supply chain management is to maintain and extend the integrity of halal products until they reach their final destination, which is when consumers make a purchase. The strength of this system is determined by three main aspects: avoidance of direct involvement with haram matters, prevention of contamination risks, and positive perceptions from Muslim consumers. The fundamental difference between conventional supply chains and halal supply chains lies in the focus of supervision on the objects being managed.

Efforts to Implement Halal Supply Chain Management Elements in the Tourism Industry, particularly at Ngebum Beach, include:

1. Tourist Area

The tourist area provides places of worship and qibla indicators, ensuring that tourists do not forget their obligation to perform their religious duties. Indeed, the existence of humans or tourists is actually only for worship, as stated in QS. Al-Dhariyat: 51-56. The Ngebum Beach tourist area already has a place of worship, namely a mosque, and the direction of the qibla in the mosque also provides prayer equipment that can be used by tourists to perform their prayers.

2. Facilities

The facilities provided for tourists are not haram or munkar. Halal tourism managers are providers of several things that fall within the corridor of halal. Tourism managers should ensure that there are no prohibited things available and used by tourists. The management also does not discriminate between Muslim and non-Muslim tourists. If non-Muslim tourists can be offered or facilitated with special services for non-Muslims, the management should avoid things that cause immorality. The facilities referred to in the context of implementing halal supply management at Ngebum Beach are related to accommodation, hotel providers, and halal-based entertainment facilities, which have not yet been implemented at Ngebum Beach. The provision of lodging has not been implemented because the Ngebum Beach tourist site is still in the same environment as the Islamic boarding school, even though the lodging to be implemented at Ngebum Beach is Sharia-based. the Ngebum Beach management does not allow this on the basis of maintaining the good image of the Islamic boarding schools around Ngebum Beach. Meanwhile, Sharia-based accommodation services cannot be implemented because there is no government policy regarding the provision of special accommodation for visitors to Ngebum Beach.

3. Stalls, cafes, or shops

Stalls, cafes, and shops available at tourist sites do not sell any kind of food or drink that is haram. Tourist site managers are required to ensure that all food and drink sold at tourist sites is halal. Ngebum Beach does not sell non-halal food and beverages,

both in terms of the food available and the food that is a specialty of Ngebum Beach, namely Grilled Oysters. The process of preparing grilled oysters involves planning. Planning is carried out by making the decision to open a Grilled Oyster outlet at Ngebum Beach. The plan to sell Grilled Oysters at Ngebum Beach is based on a policy implemented at Ngebum Beach that every food vendor at Ngebum Beach is not allowed to sell the same type of food as other vendors. The aim is to ensure fairness, so that there is no competition between vendors. This plan is in accordance with the concept of halal as explained in the Qur'an Surah al-Hashr: 18. Planning in Islam must be in accordance with conditions in the past, present, and future.

Procurement of goods, namely ensuring that the purchase of grilled oysters from suppliers meets oyster quality standards and is guaranteed to be halal (Huda et al., n.d.), is carried out by grilled oyster vendors who purchase oysters from farmers around Kendal, Pekalongan, and Demak. To guarantee the halal status of oyster suppliers, vendors are assisted by halal certification officers. The production process or grilling of oysters is carried out using halal procedures, namely soaking the oysters in pond water to clean the mud on them, then grilling them. The distribution or serving process to consumers is carried out using wooden trays. Grilled oyster waste can still be sold and used as aquarium filters. This demonstrates that all supply chain management processes, especially for grilled oysters, are in accordance with halal standards.

4. Granting rights

The rights granted by beach managers to tourists are in accordance with the agreement on the facilities offered. The services offered and sold by managers to visitors must be free from mubah (Huda et al., n.d.). Ngebum Beach grants rights to tourists in accordance with halal standards, namely transparency in sales agreements by providing food and beverage prices that are relatively similar to market prices. Apart from the selling prices of food and beverages, other rights such as entrance ticket prices and ride rental prices are determined by the beach manager, and no one violates these provisions, so there is no injustice in the Ngebum beach tourist area.

5. Environmentally friendly

The environmentally friendly context applied at Ngebum Beach is to maintain cleanliness (Huda et al., n.d.) in the Ngebum Beach area by providing trash bins so that tourists or visitors can dispose of their trash properly. In addition to trash bins, waste such as burnt oyster shells is also processed. Burnt oyster shells can be sold for use as a filter medium in aquariums.

6. Maintaining social values and norms

In its management, Ngebum Beach maintains the social values and norms that apply in the community around the Ngebum Beach tourist area by setting operating hours from 05:00 to 17:00 WIB, proving that there are no visits at night, which are usually used for inappropriate activities. In addition to operating hours, Ngebum Beach also does not provide lodging or hotel facilities because the Ngebum Beach tourist area is located in a boarding school environment. This is intended to maintain the good image of the boarding school. Social norms, aside from operating hours and facilities, also extend to food diversity. The food sold at Ngebum Beach is very diverse. This regulation was established by the beach management with the goal of economic equality, aiming to foster harmony among vendors at Ngebum Beach.

7. Halal Certification

After Ngebum Beach went viral, the halal certification agency immediately took action by conducting trials, providing education, and issuing halal certificates for food and beverages sold at Ngebum Beach. This halal certification is a concrete step taken by the Ngebum Beach management to improve sales services to tourists, thereby increasing tourist purchasing power.

Halal supply chain management elements, especially at Ngebum Beach, have been implemented, but this is not a factor in tourists' decision to visit Ngebum Beach. In addition to Ngebum Beach's unique appeal, there are several factors that cause tourists to visit Ngebum Beach, including:

1. Cultural Factors

Culture encompasses the values, norms, language, religion, and symbols embraced by a society. Culture can shape consumer preferences and influence their choice of certain products or services. Examples include preferences in choosing food, clothing styles, or tourist destinations. These preferences are greatly influenced by an individual's place of residence, income level, tourist admission prices, and the economic conditions of tourists. In the era of information technology, factors such as easy access to information about tourist attractions through online media mean that reviews of tourist attractions can influence visitors' decisions (Hodijah, 2023). The 'TikTok application is a popular source of information among all groups and levels of society. The term "viral" has become part of the culture. Viral is defined as a condition where something can spread widely and quickly. In this case, viral content is content that can spread widely and be consumed by millions of users, according to Bagus in his book entitled *Rahasia Konten Viral* (The Secret of Viral Content), which states that a viral post on TikTok can influence people's curiosity to visit. The virality of Ngebum Beach was based on a content creator reviewing grilled oysters. The use of interesting language in the review made viewers curious about grilled oysters, so they decided to visit Ngebum Beach.

2. Social factors.

Social factors such as family and friends greatly influence tourists' decisions to visit. Both are the main agents of socialization in a person's life. Families introduce values, norms, and culture to individuals from an early age. Friends and groups also have a strong influence, so tourists often seek social validation and want to fit in with their groups. The influence of family and friends can shape their preferences in deciding to visit tourist attractions. (Hodijah, 2023). Tourists at Ngebum Beach are heterogeneous, coming from various social strata in terms of economics and social status. The decision to visit is based on the fact that Ngebum Beach can be used as a tourist destination for families consisting of parents and children or other organizational groups. Another social factor besides family is social media. The social media platform used to promote Ngebum Beach is TikTok. The management of social media as a promotional tool for Ngebum Beach is still assisted by the @eksplorkendal account and several other personal TikTok accounts that have visited Ngebum Beach. Personal posts prove that people need social validation of their desire to be like others, and they can also provide information for others to visit Ngebum Beach.

3. Psychological Factors

Psychological factors include tourists' perceptions, motivations, learning, beliefs, attitudes, and views toward certain products or services. Tourists' perceptions of tourist attractions are influenced by advertising and previous experiences. Information obtained from various sources motivates them to fulfill their needs through travel. Visitors' motivation for visiting Ngebum Beach is due to a need for comfort associated with the context of tourism (Hodijah, 2023). Visitors to Ngebum Beach feel comfortable because Ngebum Beach is classified as a natural tourist attraction that can provide a sense of comfort and tranquility. Apart from the need for comfort, another psychological factor is tourist motivation, which consists of pull factors, namely the attraction to make a decision to visit based on the uniqueness or characteristics of the destination, such as Ngebum Beach, which is famous for its grilled oysters.

Other factors that influence tourists' decision-making in visiting tourist attractions can be seen from the appeal of Ngebum Beach, including:

1. Accessibility

Accessibility affects the existence of systems and is a supporting factor for the development of an area. If accessibility is high, the development of the area will also run smoothly. Transportation infrastructure will support and facilitate physical development. The accessibility factor plays an important role in the development of an area because without adequate transportation, facilities, and infrastructure, it will be difficult for an area to develop. According to Youti (2015) in a book by Ibrahim (2025), accessibility refers to the availability of facilities and infrastructure that enable tourists to visit tourist destinations (Yakub, 2025). In the context of accessibility, tourists or visitors visit Ngebum Beach mainly because Ngebum Beach is close to their homes, or have relatives whose homes are close to Ngebum Beach. In this context, two needs are fulfilled: the basic need for social interaction with family, and the higher need to visit tourist destinations, as expressed by Ardi:

"Yes, I go to Ngebum Beach because it is close to my relatives, and I can also socialize with my family."

2. Economy

The economic contribution of tourism shows a significant increase in added value to regional income distribution. The economic contribution of the tourism sector is measured by a series of indicators related to income, investment, and job creation. The use of macro and micro economic models, both directly and indirectly, can explain the impact of tourism activities on the economy. Economic modeling shows that an increase in tourists has an effect on the trade sector (Rijal, 2025). One aspect that affects the economy in tourism is price. The price level will affect tourists' desire to visit. High prices will result in a decrease in tourism demand, while low prices will result in an increase in tourism demand (Boari, 2024). Ngebum Beach offers relatively low prices, including entrance tickets, food, and vehicle rentals. As expressed by several visitors who were interested in visiting Ngebum Beach, "

Ngebum Beach has cheap entrance tickets, and the food sold there is also cheap and varied, suitable for families. Vehicle rentals such as banana boats, boats, and small gazebos are also relatively cheap."

3. Culinary Attractions

Culinary attractions are one of the categories that can be used as a tool for branding a place and showcasing the uniqueness of a region. Richad (2002) argues that “food becomes an important place marker in tourism promotion,” meaning that food serves as a visual symbol that can shape and strengthen the identity of a tourist destination. An example of a culinary event program is the Summer Fancy Food Show (SFFS) held at the Jacob Javits Center in New York, United States, which was held to promote Indonesian culinary tourism in the United States. Other exhibitions, such as the 2018 Vegan Culinary Festival organized by the Indonesia Vegetarian Society (IVS) with support from the Ministry of Tourism and Creative Economy, have also been held. These culinary exhibition activities aim to popularize a healthy lifestyle in Indonesia, similar to Thailand with its street food, Japan with its ramen and sushi, and Korea with its K-Food. (Sinurat, 2025)

Marketing initiatives that promote food directly can make that food a national and regional identity, which is a very effective strategy. Stanley (2015) argues that culinary activities are an effective way to introduce the culture and history of a region by creating local culinary programs or food festivals. These activities are not just about promoting food, but also about highlighting the stories, traditions, and values contained within it, thereby creating a profound experience for tourists (Sinurat, 2025). A distinctive feature of the cuisine or food at Ngebum Beach is Tiram Bakar. Tiram bakar is a type of seafood that is not sold at other beaches in Kendal Regency. In addition to tiram bakar, there are various types of food sold at Ngebum Beach so that tourists can choose the food they like.

4. Local tourism-based customs

Local tourism is a type of tourism that has a relatively narrow and limited scope and is only found in certain places, such as the Ngebum Beach tourist destination. Tourism activities are usually carried out as a journey by a person or group of people from one place to another, leaving their homes for the purpose of temporary recreation. Tourism activities can be carried out with various aspects involved. Humans are the subjects of tourism activities, and the destination area is the object of tourism. The classification of types of tourism is based on geographical location, travel destination, subject, object, travel time, transportation, economic impact, and visiting time (Husin, 2022).

Ngebum Beach, when viewed from the classification of tourism types, falls under the category of local tourism, as it is located in a district, the purpose of the trip is limited to recreation and healing, the travel distance to the tourist spot is relatively short, the transportation used is limited to land routes, and it has operating hours from 05:00 to 17:00 WIB. Therefore, it can be said that most visitors to Ngebum Beach are local residents or residents living around Ngebum Beach, allowing them to visit more than once.

CONCLUSION

The results of the study show that the factor causing the decline in the number of visitors to Ngebum Beach after it became a trending topic was that visitors were no longer curious about Tiram Bakar, as evidenced by the decline in the number of vendor outlets from 8 to 1. Then, the application of the concept of halal tourism based on halal supply chain management, taking into

account the elements of halal tourism, can be applied to the processing of tiram bakar with halal supply chain management procedures. Other elements of halal tourism, such as the provision of Sharia-based accommodation and lodging, cannot yet be implemented due to the lack of government policies regarding the provision of special accommodation to Ngebum Beach and maintaining the good image of the Islamic boarding schools located around Ngebum Beach. Therefore, the concept of halal tourism is not an explicit factor in tourists' decision-making when visiting, but is based on accessibility, economy, culinary characteristics, and local tourism-based customs.

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