

Green Marketing Strategies for Local Community Empowerment Based on Halal Tourism

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Abstract

This study aims to analyze the implementation of green marketing strategies in local community empowerment based on halal tourism at Pantai Biru, Makassar. With the increasing demand for halal tourism, it is essential to integrate sustainability concepts in the development of tourism destinations. This research focuses on how green marketing strategies can strengthen local community empowerment while enhancing the attractiveness of halal tourism. The methodology used in this research is a quantitative approach with SWOT analysis, involving primary data collection through surveys and in-depth interviews with visitors and tourism managers. The study also employs validity and reliability techniques to ensure the quality of the collected data. The results indicate that the implementation of green marketing strategies can increase local community awareness of the importance of sustainability in managing tourism destinations. Furthermore, collaboration between the public sector, private enterprises, and local communities is key to the success of developing environmentally friendly halal tourism. The findings also indicate that green marketing strategies can enhance service and facility quality, thereby strengthening Pantai Biru's position as a sustainable halal tourism destination.

INTRODUCTION

The tourism industry in Indonesia has rapidly developed over the past few decades, becoming one of the most promising sectors in the national economy. The abundant natural potential, cultural richness, and social diversity make Indonesia an attractive tourist destination, not only for domestic tourists but also for international visitors. Amid the growth of this sector, a trend has emerged that prioritizes Shariah values, known as halal tourism. Halal tourism refers to the concept of tourism that observes Islamic principles, both in terms of services, facilities, and activities conducted during the travel experience (Arnoldy, Hubur, & Muqorobin, 2022; Fathima, Rahmawati, Windarsih, & Suratno, 2024; Richards, 2024). This concept covers various sectors such as halal food, Shariah-compliant accommodations, and destinations that support the practice of religious duties during the trip (Plaikner, Haid, Kallmuenzer, & Kraus, 2023). This concept of tourism has strong relevance in Islam, as stated in the Qur'an Surah Al-Ankabut verse 20, which means, "Say, "Travel through the earth and observe how Allah began the creation; then Allah will bring about the final creation. Allah is capable of everything." This verse calls on people to witness the greatness of Allah's creation by exploring the earth.

Recently, the concept of sustainability has become a primary paradigm across various industries, including tourism (Butler, 1999; Gheorghe, Tudorache, & Roșca, 2023). Global environmental issues have led to an increasing recognition of responsible tourism practices

(Palacios-Florencio, Santos-Roldán, Berbel-Pineda, & Castillo-Canalejo, 2021). According to (Bhardwaj, Nair, Tariq, Ahmad, & Chitnis, 2023), green marketing is increasingly acknowledged as a strategy to transform conventional destinations into sustainable ones focused on environmental conservation and local community empowerment. For example, this strategy has been implemented in the tourism sector in various countries to support sustainable development goals (SDGs). This strategy integrates various aspects to promote tourism potential and enhance local community participation in its management (Bithara, Astawa, Aryana, & Ruki, 2020; Kadhim, Chitheer, & Mohsin, 2021). Green marketing can enhance public understanding and strengthen their contributions to the tourism industry (Dian Sudiantini & Narpati, 2022; Kadhim et al., 2021).

Pantai Biru, located in Tamalate Subdistrict, Makassar, is one of the tourism areas with significant potential to be developed into a halal tourism destination. This area is not only rich in beautiful natural resources but also has a cultural diversity that can be integrated into the halal tourism concept. However, despite the existing potential, local community empowerment and proper marketing management still present serious obstacles to optimizing the tourism sector (Ngo, Tournois, Dinh, Chu, & Phan, 2024; Reinhold et al., 2023). Therefore, this strategy has the potential to introduce Pantai Biru as a halal tourism destination that supports local economic development through environmentally friendly products and services in line with Shariah principles. Based on this background, the aim of this study is to analyze the implementation of green marketing strategies in enhancing local community empowerment in Pantai Biru, Tamalate Subdistrict.

METHODS

The population in this study consists of visitors to Pantai Biru in Tamalate Subdistrict, Makassar City, Indonesia. Due to the large size of the population, which is unknown, the sample size was determined based on the minimum sample size according to (Freankel, 2017), which for descriptive research is 100 samples. Therefore, this study used 100 samples. To ensure the quality of all statement items used in this study, validity and reliability tests were conducted. The validity test is used to measure whether a questionnaire is valid or not (Ghozali, 2017). The validity test used in this study is Confirmatory Factor Analysis (CFA). According to Sugiyono (2017), CFA can be used to confirm the most dominant indicators within a construct. This study used the Kaiser-Meyer-Olkin Measure of Sampling (KMO) and Bartlett's Test of Sphericity with the help of SPSS Version 24 software. The rule of thumb value used is $KMO > 0.5$. For testing the reliability of the measurement instruments, the Cronbach's Alpha procedure was used, referring to the rule of thumb ($\alpha > 0.60$) by Malhotra (2010). In addition, the research employs a survey method by distributing questionnaires and conducting interviews with visitors, managers, and stakeholders. This approach ensures comprehensive insights from different perspectives, helping to shape strategies that can effectively promote and sustain Pantai Biru as a prime halal tourism destination.

The identification of strategic factors, specifically IFAS (Internal Strategic Analysis Summary) and EFAS (External Strategic Analysis Summary), is presented in Table 1, based on the results of observations, the identification of the research object, and the literature review from scientific journals. This process helps in formulating a clear strategic direction by evaluating both internal and external factors that can impact the success of the tourism development strategies. Additionally, it provides a comprehensive overview of the strengths, weaknesses, opportunities, and threats that influence decision-making for the development of Pantai Biru as a halal tourism destination.

Table 1. IFAS and EFAS Indicators

No.	IFAS (Internal Strategic Factor Analysis Summary)	Sources
1	Strengths	Fathima et al. (2024); Richards (2024); Ostojic et al. (2025); Chen et al. (2025); Dewi & Arfah (2025)
	Diversity of natural resources and culture	
	Strategic location	
	Availability of supporting facilities	
	Government support	
	Local community	
2	Weaknesses	
	Lack of local community empowerment	
	Limited understanding of green marketing concepts	
	Limited supporting infrastructure	
	Partnerships	
EFAS (External Strategic Analysis Summary)		Bhardwaj et al. (2023); Palacios-Florencio et al. (2021); Reinhold et al. (2023); Talib & Sunarti (2021); Butler (1999); Gheorghe et al. (2023).
1	Opportunities	
	Increasing interest in halal tourism	
	Trends in sustainability and green marketing	
	Support from government policies	
	Active involvement of the local community	
2	Threats	
	Increasing competition	
	Climate change and environmental degradation	
	Changes in policies or regulations	

Source: processed primary data

In formulating the strategy, this research used observations from a descriptive quantitative survey method with SWOT analysis. The research approach involved providing questionnaires to business actors, emphasizing numerical research on the digital market conditions in the millennial era. The data collection for the SWOT factors (Strength, Weakness, Opportunities, Threats) used questionnaires (Aghasafari et al., 2020). SWOT analysis is a method widely used in strategy development, strategic planning, and decision-making (Wang et al., 2020). The results obtained from the surveys were analyzed to identify the key internal and external factors influencing the development of halal tourism at Pantai Biru. The analysis also helped in understanding the current market trends and the needs of tourists, which are essential in shaping the strategic direction for sustainable growth. This approach ensures that the formulated strategies are based on real-time data and practical insights, facilitating effective decision-making and implementation.

RESULTS AND DISCUSSION

Results of Validity and Reliability Testing

The following presents the results of data processing for the validity and reliability tests of the indicators/items of questions on strengths, weaknesses, opportunities, and threats. The validity test ensured that each item accurately measured the intended constructs, while the reliability test confirmed the consistency of the items across different measurements. The results indicated that all items met the required criteria for validity and reliability, ensuring that the survey instruments were suitable for further analysis. These tests provide confidence that the data collected is both accurate and dependable for strategic decision-making in the development of Pantai Biru as a halal tourism destination.

Table 2. Results of Validity and Reliability Testing for Indicators/Items on Strengths, Weaknesses, Opportunities, and Threats

No	Variable/Indicator	Item Indicator	Anti Image	KMO	Cronbach's Alpha	Results
1	Strengths			0.794	0.788	Valid & Reliable
	Diversity of natural resources and culture	KT1	0.853			
	Strategic location	KT2	0.832			
	Availability of supporting facilities	KT3	0.761			
	Government support	KT4	0.756			
	Local community	KT5	0.806			
2	Weaknesses			0.736	0.756	Valid & Reliable
	Lack of local community empowerment	KL1	0.771			
	Limited understanding of green marketing concepts	KL2	0.785			
	Limited supporting infrastructure	KL3	0.702			
	Partnerships	KL4	0.714			
3	Opportunities			0.655	0.655	Valid & Reliable
	Increasing interest in halal tourism	P1	0.756			
	Trends in sustainability and green marketing	P2	0.794			
	Support from government policies	P3	0.616			
	Active involvement of the local community	P4	0.616			
4	Threats			0.706	0.789	Valid & Reliable
	Increasing competition	A1	0.727			
	Climate change and environmental degradation	A2	0.693			
	Changes in policies or regulations	A3	0.699			

Source: processed primary data

Based on the results of the validity and reliability tests (Table 2), it was found that the construct and all indicators, including the twenty-eight (16) indicators of strengths, weaknesses, opportunities, and threats, are categorized as valid and reliable.

Determining the IFAS (Internal Strategic Analysis Summary) and EFAS (External Strategic Analysis Summary) Matrices

The strategic factors of the company are then formulated into the IFAS (Internal Strategic Analysis Summary) and EFAS (External Strategic Analysis Summary) tables. Before formulating the IFAS and EFAS, a weighting process is conducted for each strategic factor. The value determination is based on the considerations of three academics with expertise in the relevant field of the study. Additionally, other considerations such as literature studies and in-depth interviews with research samples are also taken into account. Below is the table showing the value

assignment, weight, and rating for each factor:

Table 3. Results of the IFAS (Internal Strategic Analysis Summary) and EFAS (External Strategic Analysis Summary) Calculations

IFAS & EFAS Factors	Assessment	Weight	Rating	Weight x Rating
Strengths				
Diversity of natural resources and culture	4	0.07	5	0.35
Strategic location	3	0.05	5	0.26
Availability of supporting facilities	3	0.05	4	0.21
Government support	4	0.07	5	0.35
Local community	3	0.05	5	0.26
Weaknesses		0.00		1.44
Lack of local community empowerment	4	0.07	3	0.21
Limited understanding of green marketing concepts	3	0.05	3	0.16
Limited supporting infrastructure	4	0.07	4	0.28
Partnerships	4	0.07	4	0.28
Opportunities		0.00		0.93
Increasing interest in halal tourism	4	0.07	5	0.35
Trends in sustainability and green marketing	3	0.05	5	0.26
Support from government policies	4	0.07	5	0.35
Active involvement of the local community	3	0.05	5	0.26
Threats		0.00		1.23
Increasing competition	4	0.07	5	0.35
Climate change and environmental degradation	4	0.07	5	0.35
Changes in policies or regulations	3	0.05	4	0.21
Total	57			0.91

Source: processed primary data

Determining the Quadrant Position

Based on the IFAS classification in Table 3, it is known that the total score for internal strategic factors is 1.44, while the total score for external strategic factors is 0.91. To determine the strategic overview of the company based on the IFAS and EFAS formulations in Table 3, it is further calculated using the Internal-External (IE) Matrix shown in the following figure:

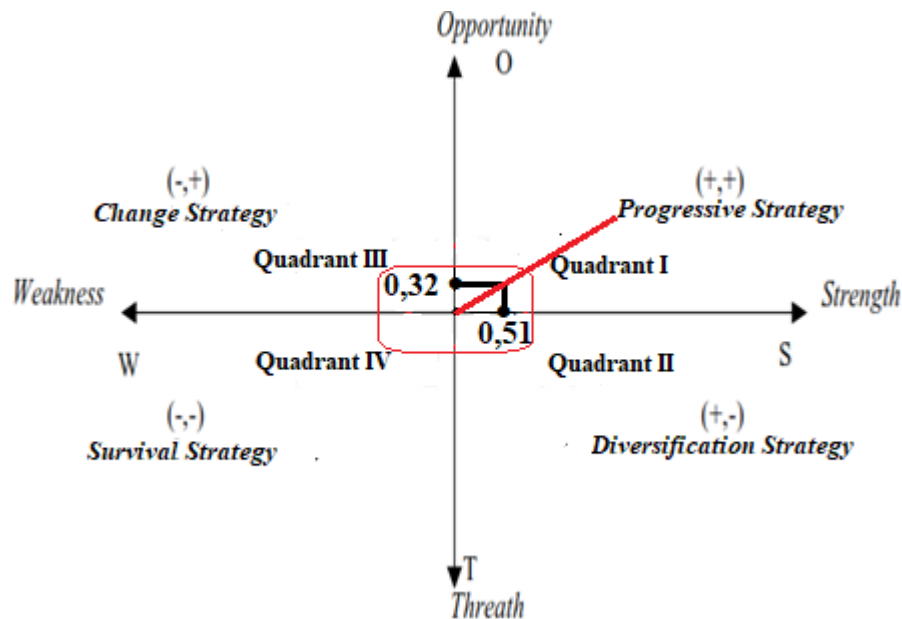


Figure 1. SWOT Matrix Diagram
Source: SWOT analysis results

Based on the results of the IFAS & EFAS matrix calculations, the position of the SWOT matrix quadrant is as follows:

In Quadrant I:

$$\text{Strengths} - \text{Weaknesses} = 1.44 - 0.93 = 0.51$$

$$\text{Opportunities} - \text{Threats} = 1.23 - 0.91 = 0.32.$$

DISCUSSION

The situation shown in Figure 1 indicates that the organization is in a strong and promising position for growth. In this context, the recommended strategy is a progressive strategy, meaning the organization is in a very stable condition and ready to continue expanding, increasing growth, and achieving progress to the fullest. Based on the SWOT analysis conducted, several strategic recommendations can be applied to develop Pantai Biru tourism.

One of the main strategies is to leverage the diversity of natural resources and culture available at Pantai Biru. Developing halal tourism products based on local cultural and natural diversity will attract Muslim tourists while preserving the environment (Harini et al., 2025; Pongsakornrungsilp et al., 2024). This can be done by involving local communities in cultural and tourism activities, allowing them to introduce the richness of local culture through culturally based tour programs. This strategy will raise awareness among the community about the importance of preserving local cultural heritage while providing economic benefits from the tourism sector. As Allah says in the Qur'an: "It is He who created for you from the green trees fire, and then you ignite from it." (Qur'an, Surah Ya-Sin, 36:80). This verse highlights the importance of utilizing the natural resources around us in a beneficial and sustainable way, which aligns with the strategy of developing tourism while preserving the environment. Moreover, involving local communities in these efforts aligns with the concept of stewardship in Islam, where humans are entrusted with the care of the earth.

Additionally, improving accessibility and developing supporting infrastructure are also key focuses. Enhancing and expanding infrastructure, such as transportation, accommodation,

and places of worship, will ease access for tourists and improve their overall experience. In this regard, forming partnerships with the private sector and the government is critical for guaranteeing that existing facilities meet halal tourism and eco-friendly standards (Rachman & Sangare, 2023). As Allah says in the Qur'an: "And make not your own hands contribute to your destruction, and do good; indeed, Allah loves the doers of good." (Qur'an, Surah Al-Baqarah, 2:195). This verse emphasizes the importance of using resources and efforts wisely for the betterment of society, including the development of infrastructure that benefits the community and tourists, while ensuring sustainability and adherence to ethical principles. Developing infrastructure in a way that supports halal tourism and eco-friendly practices aligns with the guidance of promoting good and avoiding harm. This conclusion is supported by an interview with a male informant, identified as A (Aldi), one of the visitors to the tourism site, who stated: "Here, there are facilities for praying, halal food, and cleanliness, so it's not difficult for us as visitors to perform prayers even while still being at the tourist site. I also don't worry about the variety of food provided around the area because everything is halal".

It is also important to capitalize on government policies that support the development of halal tourism and sustainability. Strengthening relationships with the government will open up opportunities for more support and resources, including access to funding programs and supportive policies, such as tax incentives or promotional facilities for halal tourism (Jaelani et al., 2023; Mujiatun et al., 2023). Furthermore, expanding partnerships with the private sector and related institutions will broaden the distribution and promotion networks for halal tourism. As Allah says in the Qur'an: "And cooperate in righteousness and piety, but do not cooperate in sin and aggression. And fear Allah; indeed, Allah is severe in punishment." (Qur'an, Surah Al-Ma'idah, 5:2). This verse highlights the importance of collaboration in doing good and supporting beneficial initiatives, such as the development of halal tourism, while avoiding actions that may lead to harm or injustice. Strengthening partnerships with the government and private sector in promoting halal tourism aligns with the principle of cooperation for righteousness and sustainability in Islam. Through strategic partnerships, this destination can increase exposure and provide complete travel packages, expanding market reach and increasing tourist interest. This conclusion is supported by an interview with another male informant, identified as J (Jalil), who said: "From this collaboration, ideas will emerge, such as offering halal tourism package programs like visits to religious sites and traditional Makassar art performances held at the beach area, while enjoying halal dishes and visiting historical places with guides educating Islamic values".

Empowering the local community is also an important part of this strategy. Increasing local involvement in managing and operating halal tourism destinations will enhance sustainability and efficiency in meeting tourist needs (Harini et al., 2025). Conducting training on green marketing concepts and halal tourism management will help the local community actively participate in the tourism sector. Another strategy to bolster Pantai Biru's reputation as an eco-friendly halal tourism destination is green marketing. Raising awareness about sustainability and promoting this destination as an environmentally friendly tourism spot can attract tourists who care about environmental issues, making it a strong selling point. This is further supported by an interview with J (Jalil), a tourism manager, who mentioned: "It is necessary to conduct continuous training and empowerment of the community on how to improve halal tourism services, considering that the community around the tourism site is Muslim. The goal is to change the mindset of some locals who focus more on personal profit rather than collective sustainability. Additionally, we also need to be taught by the managers about the right ways and strategies to promote Pantai

Biru tourism, such as through social media, creating content, and involving public figures or influencers”.

In the face of increasing competition, distinguishing itself by offering a unique, eco-friendly halal tourism experience becomes crucial. By utilizing the uniqueness of local culture, natural diversity, and Islamic principles in tourism management, Pantai Biru can strengthen its position as a premier tourism destination. Anticipating climate change and environmental degradation is also an integral part of this strategy. Developing sustainable practices in tourism management can mitigate the impact of climate change and environmental degradation, ensuring that this destination remains attractive to tourists in the long run (Baloch et al., 2022). As Allah says in the Qur'an: "It is He who made for you from the green tree, fire, and then you ignite from it." (Qur'an, Surah Ya-Sin, 36:80). This verse highlights the importance of utilizing natural resources responsibly and sustainably, in a way that benefits society while maintaining environmental balance. The implementation of sustainable tourism practices in Pantai Biru is aligned with the Islamic principles of stewardship (Khalifah) over the Earth, promoting eco-friendly tourism while preserving the environment for future generations.

Thus, the progressive strategies, including the development of halal tourism products, infrastructure strengthening, strategic partnerships, local community empowerment, and the implementation of green marketing, offer enormous potential for Pantai Biru to grow into a leading halal tourism destination. These strategies not only enhance the attraction of tourists but also make Pantai Biru a sustainable and eco-friendly destination, in line with current global tourism trends.

CONCLUSION

The research presented has successfully explored the strategic role of green marketing in empowering local communities within the context of halal tourism, with a specific focus on Pantai Biru in Makassar. Through an in-depth analysis utilizing SWOT and strategic planning tools, this study has demonstrated that the integration of green marketing strategies can significantly enhance both the sustainability and attractiveness of halal tourism destinations. By leveraging local cultural and environmental assets, Pantai Biru has the potential to become a leading destination that supports not only the economic development of the region but also the empowerment of the local community. The findings highlight that collaboration between the public sector, private businesses, and local communities is crucial for the success of halal tourism initiatives. Furthermore, the implementation of green marketing strategies will not only differentiate Pantai Biru from its competitors but also attract environmentally conscious tourists, thus contributing to the broader sustainability goals. However, this research is not without limitations. The study is geographically focused on Pantai Biru, which may limit the generalizability of the findings to other regions with different cultural and environmental contexts. Additionally, the reliance on primary data from surveys and interviews, while providing valuable insights, might introduce biases inherent in self-reporting methods. Future research could expand the scope to include other halal tourism destinations to compare the effectiveness of green marketing strategies across diverse regions. Moreover, longitudinal studies could provide deeper insights into the long-term impact of green marketing on both local communities and tourism growth.

In conclusion, the application of green marketing in halal tourism not only supports the development of Pantai Biru as a sustainable tourist destination but also plays a pivotal role in fostering local community empowerment. The results of this study offer significant contributions to the body of scientific knowledge on sustainable tourism practices, particularly in the context of Islamic tourism.

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