

Development of an Integrated Halal Tourism Website to Strengthen Tourism Stakeholders in Labuan Bajo

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ABSTRACT

The Community Service Program aims to empower tourism actors in Labuan Bajo through the development of an integrated halal tourism website to enhance digital visibility and support Muslim-friendly tourism. Despite its status as a super-priority destination, many tourism stakeholders face limitations in digital utilization. A total of 35 tourism actors participated in training on halal tourism literacy, Google Business Profile optimization, and website management. The developed platform integrates business profiles, mosque locations, tourist destinations, and initial MSME e-commerce features. The results indicate an 18.41% increase in participants' digital literacy scores, with 100% participants successfully integrated into Google Business Profile and the website platform. High participant satisfaction (94,33%) further reflects the effectiveness of the program. Overall, the program strengthens the digital capacity of local tourism actors and enhances the visibility of halal tourism in Labuan Bajo. Continuous content development and ongoing website optimization are recommended to ensure sustainability and long-term impact.

Keywords: *integrated website, halal tourism, muslim-friendly tourism, empowerment, google business*

1. INTRODUCTION

Labuan Bajo has been designated as one of the super priority destinations under the Indonesian government's "10 New Balis" program, indicating its strategic role in the development of national tourism (Veanti & Nurjani, 2023). This designation was made by the Ministry of Tourism and Creative Economy within the Indonesian Tourism Development Master Plan 2020–2024, which is based on three main pillars: the spectacular uniqueness of marine and terrestrial natural resources, the potential for developing community-based

creative economic activities, and its geostrategic position as a regional tourism gateway in Southeast Asia (**Hamdani et al., 2025**). As the gateway to Komodo National Park, which has been recognized as a UNESCO World Heritage Site, Labuan Bajo occupies a strategic position within Indonesia's tourism landscape (**Fauzi & Witarti, 2023**). The most recent data indicate encouraging developments, with tourist arrivals to Labuan Bajo increasing by 142.29% compared to the previous year (**Bureau of Data and Information Systems, Ministry of Tourism, 2025**). However, behind these seemingly positive figures lies a concerning disparity in development. A survey conducted by **Narida et al. (2023)** among tourism business actors in Labuan Bajo revealed that tourism-related MSMEs still rely on conventional marketing methods, resulting in the suboptimal utilization of digital platforms (**Peni & Jebaru, 2024**).

This paradox becomes more pronounced when considering the development of the global halal tourism market. Global trends indicate a growing demand for halal tourism (**Fadhlan & Subakti, 2022**), particularly from Muslim travelers originating from Southeast Asian countries, the Middle East, as well as domestic tourists from Java and Sumatra. Halal tourism encompasses the provision of halal food, prayer facilities, and travel experiences that are aligned with Islamic values. According to the Mastercard–CrescentRating Global Muslim Travel Index (GMTI) 2023 report presented in Figure 1, the global number of Muslim travelers is projected to reach 230 million by 2028, with significant growth in the Asian and Middle Eastern regions (**GMTI, 2023**). Indonesia itself ranks first in the Global Muslim Travel Index 2023 in the category of the best halal tourism destinations (**Sayuti, 2023**).

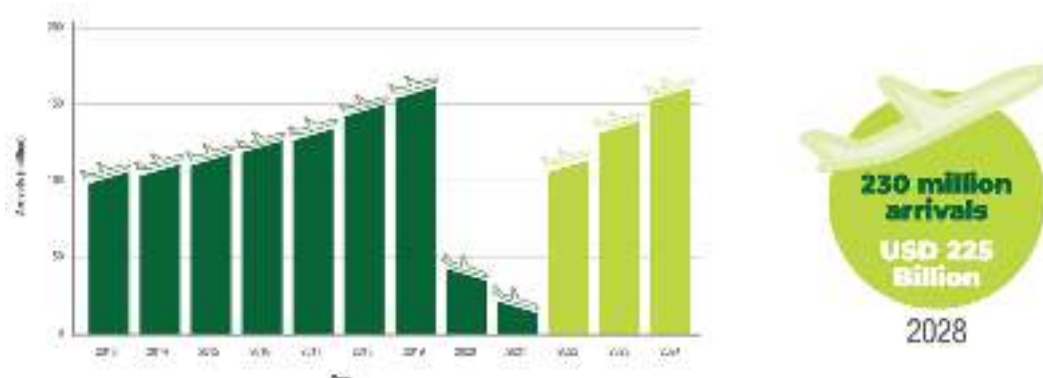


Figure 1. Prospects of the Muslim Tourism Market (GMTI, 2023)

Unfortunately, this outstanding position has not yet been fully reflected in Labuan Bajo. The results of a preliminary observation conducted through an online Focus Group Discussion (FGD) using Google Meet with representatives of tourism stakeholders, such as homestay owners, local culinary entrepreneurs, and tour guides, indicate that they have not yet understood the specific needs of Muslim tourists. These needs include the provision of halal-certified food, the availability of prayer facilities, and an understanding of Muslim-friendly service preferences. Most tourism actors acknowledged that they have never received training or socialization related to halal tourism and continue to rely on intuition or personal experience when serving tourists from diverse backgrounds.

Another issue is the absence of an integrated digital platform that provides comprehensive information on halal tourism. Currently, tourism-related information is dispersed across various personal social media accounts or limited-distribution physical brochures. Small business actors in the tourism sector also largely lack digital catalogs or business websites. This condition weakens their visibility in the digital sphere, even though research indicates

that travelers tend to seek travel information online prior to making reservations or undertaking trips **(Sari & Karsono, 2025) (Toh et al., 2011)**.

This phenomenon highlights the presence of a significant digital divide among local tourism actors. Without digital access and capabilities, tourism stakeholders are not only left behind technologically but also economically **(Teece, 2018)**. Many tourists instead obtain services through national or international platforms that do not involve local communities, resulting in income disparities and the risk of marginalization of local tourism actors **(Zhang et al., 2018)**. In fact, local tourism actors in Labuan Bajo possess substantial social and cultural potential. **(Adamy et al., 2025)**. They understand tourist characteristics, possess strong community social networks, and demonstrate a willingness to develop. However, without facilitation and capacity-building efforts, this potential will be difficult to realize **(Diana & Rismanto, 2025)**. In this context, a collaborative, inclusive, and sustainable approach is required, such as Participatory Action Research (PAR).

Participatory Action Research (PAR) positions the community as the main actor in identifying problems, formulating solutions, implementing actions, and conducting evaluations. Through this approach, the community service program accompanies tourism actors in mapping halal tourism needs, organizing information according to Muslim travelers' requirements, developing an integrated and community-managed website, and strengthening digital literacy related to the economic potential of halal tourism. Supported by the use of digital technology, this initiative holds strategic value in enhancing the visibility and credibility of tourism actors, opening new market opportunities, and strengthening Labuan Bajo's position as an inclusive and sustainable tourism destination that is prepared to face the challenges of the digital era and capable of meeting the spiritual, social, and economic needs of travelers.

2. METHOD

This community service program employs the Participatory Action Research (PAR) method. In the context of community engagement, the PAR approach provides a suitable framework as it directly involves participants in the processes of planning, implementation, and evaluation of training and mentoring activities **(Sari & Andraeny, 2025)**. Thus, this methodology enables the development of solutions that are relevant, sustainable, and more closely aligned with the needs and contexts faced by the participants **(Rahmat & Mirnawati, 2020)**. Through active participation and collaborative engagement, community members will develop a sense of ownership and responsibility for efforts to strengthen the capacity of tourism actors, thereby increasing the likelihood of success of this community service program. In its implementation, the community service activities adopting the Participatory Action Research (PAR) method are carried out in five stages, namely problem identification and initial consolidation, the design and development of an integrated halal tourism website, the implementation of training, mentoring and institutional strengthening, as well as sustainability and dissemination. The community service activities consist of halal tourism literacy training and technical mentoring on the creation of Google Business profiles and website management. These activities were attended by 35 participants who are tourism actors under the guidance of the Ministry of Religious Affairs of West Manggarai Regency, Section of Islamic Community Guidance.

2.1 Problem Identification and Team Consolidation

The first stage began with a process of problem identification and initial consolidation between the implementing team and on-site stakeholders. At this phase, the team conducted

Development of an Integrated Halal Tourism Website to Strengthen Tourism Stakeholders in Labuan Bajo

preliminary observations and interviews with tourism actors, including homestay operators, culinary business owners, tour guides, and other related entrepreneurs. This process was carried out online through Google Meet to facilitate the participation of tourism actors dispersed across various locations in Labuan Bajo. The team gathered information regarding existing halal tourism potentials that had not yet been publicized, marketing challenges, and the needs of business actors related to Muslim-friendly services and business digitalization. Subsequently, program consolidation and alignment were conducted through a Focus Group Discussion (FGD) held at the Office of the Ministry of Religious Affairs of West Manggarai Regency. This forum served to establish a shared vision, define roles, and determine the scope of collaboration between UIN Raden Mas Said Surakarta and the Ministry of Religious Affairs of West Manggarai Regency as seen in figure 2.



Figure 2. FGD with the Ministry of Religious Affairs of West Manggarai Regency

2.2 Design and Development of an Integrated Halal Tourism Website

The second stage focused on the technical and creative processes involved in developing an integrated halal tourism website as the main output of the program. This stage began with the collection and curation of data on tourism actors based on categories such as accommodation, culinary services, transportation, places of worship, and other tourism-related services. The data were obtained from the Ministry of Religious Affairs and subsequently verified by the team to ensure that the information was valid and suitable for publication. Following the completion of the curation process, the team began developing the website concept tailored to the needs of the local community and the characteristics of halal tourism. This concept included features such as an MSME catalog, a halal tourism directory, a shopping cart feature for booking products or services, and a transaction system directed to the seller's WhatsApp to ensure ease of use for MSMEs that do not yet have digital payment systems. The team also designed an admin dashboard as a central control for data updates as seen in figure 3.



Figure 3. Homepage Design of the discoverlabuanbajo.com Website

2.3 Training Implementation

The training implementation stage constitutes a crucial component of the overall community service program. The activities commenced with the opening of the training sessions, beginning with the introduction of the facilitation team and the presentation of the background and objectives of the training. The facilitators provided a comprehensive explanation of the program context, the urgency of digitalizing tourism businesses in the modern era, and the rationale behind the development of an integrated halal tourism website for Labuan Bajo. Before the core materials, participants were asked to complete a pre-test to map their initial literacy levels, both in relation to the concept of halal tourism and their understanding of digital marketing. Following the pre-test session, the activities continued with the first training session, which focused on understanding the concept of halal tourism. The resource persons presented the definition of halal tourism, and the significant market opportunities presented by Muslim travelers at both national and global levels.

Figure 4 shows the second training session began with a comprehensive explanation of how to optimize a Google Business Profile as the primary digital identity of a business. The resource persons demonstrated the steps for creating an account, verifying the business, filling in essential information such as address, operating hours, business category, and uploading photos and service menus. Participants were then guided individually by the mentoring team to access their Google accounts and practice entering Google Business data on their respective devices.



Figure 4. Presentation of Digital Literacy and Concept of Halal Tourism

2.4 Mentoring and Institutional Strengthening

The fourth stage represents the field implementation phase, aimed at ensuring that all materials and skills acquired by participants during the training can be effectively applied within the context of their respective businesses. At this stage, the community service team directly visited the locations of tourism actors in Labuan Bajo to provide individual mentoring. These activities were conducted according to a scheduled plan, adjusted to the availability of each participant, to ensure that all involved tourism actors received equitable guidance.

2.5 Sustainability and Dissemination

The fifth stage focuses on program sustainability and the dissemination of results to the public and stakeholders. At this stage, the Labuan Bajo halal tourism website, developed through the series of training and mentoring activities, was officially introduced to the community. The website launch was conducted through tourism community forums and digital channels managed by the Ministry of Religious Affairs of West Manggarai Regency and the Faculty of Islamic Economics and Business (FEBI) at UIN Raden Mas Said Surakarta.

Development of an Integrated Halal Tourism Website to Strengthen Tourism Stakeholders in Labuan Bajo



Figure 5. Signing of the MoA

Following the launch, a Memorandum of Agreement (MoA) was signed between the Bachelor's Program in Digital Business and the Office of the Ministry of Religious Affairs of West Manggarai Regency as seen in figure 5. The MoA also included clauses regarding the sustainability strategy for managing the discoverlabuanbajo.com website. The Ministry of Religious Affairs of West Manggarai Regency, through the Section of Islamic Community Guidance, was officially appointed as the primary management team post-program. This appointment ensures that website management follows a clear and authoritative workflow, particularly concerning business data input, verification of content submitted by MSMEs via Google Forms, and the maintenance of information quality on the website.

3. RESULTS AND DISCUSSION

3.1 Analysis of Participants' Knowledge

Knowledge assessment in this training was conducted using a pre-test and post-test approach, designed to measure participants' understanding before and after the training. The pre-test and post-test forms also served to collect participants' profile data. Each response to the statements was scored according to its order: the first choice received a score of 3, the second choice a score of 2, and the third choice a score of 1. Subsequently, the assessment measured whether there was an increase in participants' understanding before and after the training. The results from the pre-test and post-test were analyzed to evaluate the effectiveness of the training. Knowledge improvement was calculated based on the difference between pre-test and post-test scores. The knowledge assessment results using the pre-test and post-test approach are presented in table 1.

Table 1. Participants' Knowledge Levels in the Training

Measurement Results	Pre-Test	Post-Test
Highest Score	27	30
Lowest Score	18	25
Average Score	23.94 out off 30.00	28.23 out off 30.00
Percentage Change in Pre-Test & Post-Test Scores	An 18% Increase Observed	

An increase of 18.41% indicates a positive impact of the training on participants' knowledge. This demonstrates that the training successfully enhanced participants' understanding and knowledge of halal tourism literacy, Google Business Profile optimization, and the use of a halal tourism website. The improvement reflects the effectiveness of the training. Despite the limited duration of the training, the material delivered effectively increased participants' comprehension. This shows that the methods employed, both in theory delivery and practical application, were able to help participants grasp the concepts of halal tourism literacy, Google Business Profile optimization, and the utilization of the halal tourism website.

3.2. Analysis of Participants' Satisfaction

This questionnaire aimed to evaluate the effectiveness of the training, measure participants' satisfaction levels, and obtain feedback to improve future training programs. The questionnaire used a three-point scale: yes (score 3), moderate (score 2), and no (score 1). The results of the participant satisfaction evaluation were further analyzed for each aspect and are presented in figure 6.

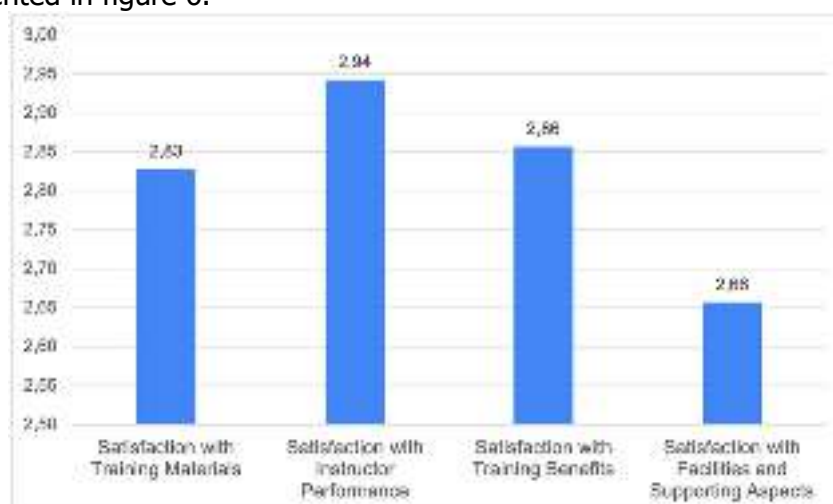


Figure 6. Results of the Participant Satisfaction Survey

Based on the results of the participant satisfaction survey, the activities generally received very high satisfaction levels across all evaluated aspects. Satisfaction with the training materials scored an average of 2.83 out of 3.00, or 94.33%, indicating that the materials were considered relevant and easy to understand, although there is still room for simplification and the inclusion of additional practical examples. The instructor performance aspect received the highest score of 2.94 out of 3.00, or 98%, reflecting the instructors' ability to deliver the material clearly, respond effectively, and adapt to varying levels of participants' digital literacy. Satisfaction with the benefits of the training scored 2.86 out of 3.00, or 95.33%, indicating that participants experienced increased knowledge and practical benefits for the development of their businesses, although some participants still require further mentoring. Meanwhile, the facilities and support aspect scored 2.66 out of 3.00, or 88.66%, suggesting that, although categorized as satisfactory, technical arrangements and training duration still need improvement to better support the learning process.

3.3 Analysis of Integrated Website

The Discover Labuan Bajo website presents various information about tourist destinations, culinary offerings, MSME products, accommodations, and tour packages in the Labuan Bajo area. One aspect supporting the connectivity between the website and the digital ecosystem is its integration with Google Business Profile (GBP). This integration allows each business or service featured on the website to have a direct link to its respective GBP profile, enabling users to access additional information such as location, operating hours, contact details, and reviews more easily.

Table 2. Number of Google Business Profile Accounts Integrated with the Website

Business Cluster	Number of Participants	Number of Integrated Accounts
Snack & Packaged Food	9	9
Restaurants	16	16
Accessories & Handicraft	3	3

Development of an Integrated Halal Tourism Website to Strengthen Tourism Stakeholders in Labuan Bajo

Business Cluster	Number of Participants	Number of Integrated Accounts
Accommodations	3	3
Souvenirs	3	3
Tour & Travel	1	1
Total	35	35

Based on table 2, there are 35 GBP accounts, that have been linked to the website. The majority of these accounts fall under the culinary category, particularly restaurants and snack or packaged food businesses, followed by other categories such as accommodations, souvenirs, and tour & travel services. This GBP integration supports the presentation of consistent information between the website and Google platforms, facilitates users in searching for relevant information, and enhances the visibility of the businesses or services featured on the website. Thus, the Discover Labuan Bajo website not only provides informative content but also expands digital connectivity within the Google ecosystem, supporting user experience and the promotional potential of both the destination and local enterprises.

3.4 Analysis of Google Business Profile Content

After mapping the Google Business Profile (GBP) accounts of participants, the analysis proceeded to a more in-depth aspect: the quality of the profiles and the content displayed on the GBP accounts. This analysis is essential because the presence of a GBP account is not merely a digital formality but serves as a key indicator of business credibility and influences their visibility on Google Search and Google Maps. Therefore, this section focuses on a detailed analysis of a representative business among the participants.

Artomoro Restaurant and Grill is a seafood restaurant with high popularity and public trust in Labuan Bajo, as reflected by 1,451 reviews and an average rating of 4.3. The restaurant is located on Jl. Soekarno Hatta, specifically in the rooftop area of the Green Hill Boutique Hotel, offering a dining experience with a sea view that serves as a major attraction for tourists. The Artomoro GBP account displays comprehensive information about its services, menu, photos, facilities, and daily peak hours, demonstrating the critical role of this profile in supporting business visibility and influencing tourists' visitation decisions as seen in figure 7.

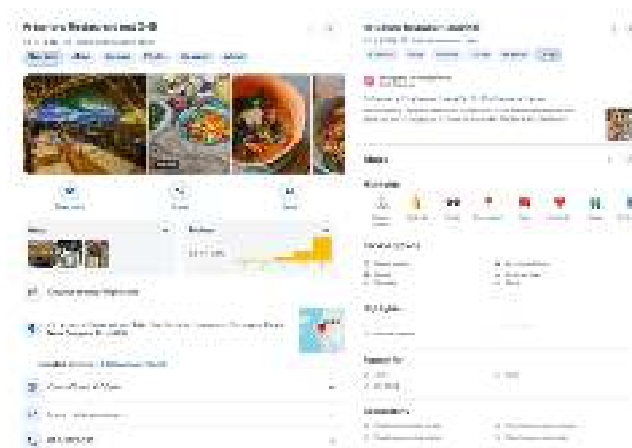


Figure 7. Business Profile from a Participant's Google Business Account

The Google Business Profile account of Artomoro Restaurant and Grill demonstrates a high level of completeness and management, indicated by the availability of basic information such as the address, operating hours until 10:00 PM, telephone number, and clear location details. Although it does not list an official website, menu access is facilitated via a Google

Drive link. The visual content is comprehensive, including photos of food, the rooftop ambiance, interior, customer activities, and street view, providing a holistic representation of the dining experience. Operating hours are presented consistently and complemented by a "peak hours" feature, aiding tourists in visit planning. The restaurant's character as a seafood provider with a relaxed and romantic atmosphere is reflected through customer reviews, photos, and the consistent categorization of the business. Update activities, visual uploads, and owner responses to reviews indicate active digital reputation management, making the Artomoro Google Business Profile significantly contribute to enhancing the restaurant's visibility and appeal within the Labuan Bajo tourism area.

3.5 Strategy for Developing the Integration of Halal Tourism Website and Google Business Profile to Enhance Visibility and Realize Muslim-Friendly Tourism

The strategy for developing the integration of the Discover Labuan Bajo website with Google Business Profile (GBP) plays a crucial role in enhancing digital visibility and supporting Muslim-friendly tourism. The Discover Labuan Bajo website, which has been integrated with Google Maps and Google Business Profile (GBP), holds significant potential to enhance digital visibility and support the development of Muslim-friendly tourism. The integration strategy focuses on strengthening ownership and completeness of GBP accounts for all tourism-related business entities, optimizing accurate and relevant website content tailored to the needs of Muslim travelers through the application of SEO, and monitoring as well as maintaining data consistency between the website and GBP. Optimal integration facilitates easier access to reliable and up-to-date information for tourists, enhances the credibility of local businesses, and creates a more efficient information-search experience. Overall, this strategy contributes to strengthening Labuan Bajo's position as an inclusive halal tourism destination that is digitally accessible and supports local economic growth through technology-based tourism promotion.

4. CONCLUSIONS

The activities on the development of the Discover Labuan Bajo website and digital training successfully enhanced participants' understanding of digital promotion, Google Business Profile (GBP) optimization, and content management to support halal tourism visibility. This improvement was evidenced by measurable increases in participants' digital marketing and GBP management competencies, as well as quantitatively high satisfaction levels with the training materials and delivery. A total of 35 business entities (100% of participants) were fully integrated into Google Business Profile, strengthening information accessibility and online visibility for tourists. The Discover Labuan Bajo website also demonstrated strong technical performance based on accessibility, SEO, information quality indicators, and system usability, while facilitating navigation through integrated Google Maps and GBP features. Overall, the activities produced measurable and verifiable outcomes in improving participants' digital competencies and supporting the promotion of halal tourism in Labuan Bajo.

For the sustainability of the program, participants are advised to systematically enhance their digital competencies through follow-up training, structured content creation practice, and continuous mentoring. In addition, the digital platform should be continuously evaluated and developed using performance metrics, including routine website and GBP updates, improvements in visual content quality, and periodic analysis using analytical tools such as website traffic and engagement indicators. With clear, measurable, and realistic follow-up targets, the activities are expected to deliver sustainable and long-term impacts on participants' skill development and the visibility of halal tourism destinations.

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Development of an Integrated Halal Tourism Website to Strengthen Tourism Stakeholders in
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