

Analysis of the Effectiveness of Integration of Halal Tourism and Creative Economy in Increasing Local Income in Padang City

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ABSTRACT

This study focuses on integrating halal tourism and the creative economy in Padang City to explore their impact on local income and community development. The research examines how creative economy actors, particularly in the culinary, craft, and fashion sectors, adapt their products and services to meet halal tourism standards, and how these activities are incorporated into the overall tourist experience. Additionally, the study investigates the role of institutional support and cultural values in facilitating sustainable economic growth through tourism. The purpose of this research is to identify the level of awareness and adaptation among creative actors, evaluate the effectiveness of integration strategies, and uncover challenges and opportunities in maximizing the economic benefits of halal tourism. The study employs a qualitative field research approach, combining interviews, direct observations, and document analysis to collect detailed data from creative economic actors, government officials, and relevant stakeholders in Padang City. Thematic analysis is applied to interpret patterns, identify obstacles, and assess the outcomes of integrating halal tourism with creative economic activities. The results indicate that integrating halal tourism with creative economic initiatives significantly increases local income, enhances tourist engagement, and strengthens collaborative networks among actors. The culinary and craft sectors demonstrate the highest level of adaptation to halal standards and active participation in experiential tourism activities. However, challenges such as inconsistent standardization, limited access to resources, and insufficient training remain for some sectors. Institutional facilitation, community collaboration, and cultural support have proven crucial in addressing these challenges and optimizing economic outcomes. Overall, the study concludes that integrating halal tourism with the creative economy is an effective strategy for boosting local income, preserving cultural authenticity, and enhancing Padang City's attractiveness as a halal-friendly tourist destination.

Keywords: Halal Tourism, Creative Economy, Local Income, Padang City, Community Collaboration

Introduction

Padang City, as the capital of West Sumatra Province, possesses abundant natural, cultural, and human resources that make it a strategic potential for local economic development. Geographically, Padang is located on the western coast of Sumatra, featuring beaches, mountains, and the distinctive Minangkabau cultural heritage. In the context of regional development, the Padang City Development Planning Agency (Bappeda) recognizes tourism and the creative economy as key drivers of local economic growth (Ismail & Adnan, 2020). This potential is not only aesthetic or cultural but also impacts microeconomic aspects: creative MSME actors, small businesses based on local culture, and local tourist destinations collectively contribute to community income. Moreover, Padang's strategic location, with land and sea access, supports tourist mobility and the distribution of creative products, underscoring the importance of integrating these sectors into the city's economic development.

As halal tourism trends develop, Padang positions itself as a Muslim-friendly destination. The city government promotes infrastructure and facilities in line with Sharia principles, such as prayer facilities, clean toilets, and halal kitchens at tourist destinations (Tazbir, 2019). This is particularly relevant given the potential of the global Muslim tourist market; an estimated 30 million tourists annually could be a realistic target for West Sumatra if the halal segment is well managed (Tazbir, 2019). This strategy not only strengthens traditional tourism appeal but also attracts investors, especially in culinary, hospitality, and tourism services that must maintain cleanliness and halal standards. Therefore, developing halal tourism in Padang presents a strategic opportunity to enhance local economic growth.

Social facts further reinforce the potential of Padang's creative economy. According to ANTARA, Padang has 1,968 creative economy actors across 11 districts (Aditya, 2021). The presence of these MSME actors indicates a developing creative community, ranging from traditional Minangkabau performing arts and local handicrafts to contemporary creative products. Human resource support is also substantial; Bappeda notes that numerous vocational high schools, high schools, and universities produce local creative talents (Medi Iswandi, 2023). The growth of the creative economy positions Padang as a provincial priority for economic development (Tangkary, 2025). The combination of numerous creative actors and young talent indicates a substantial potential for integrating halal tourism with the creative economy.

West Sumatra, including Padang, has received national recognition for developing halal tourism. The province won an award from the Ministry of Tourism and Creative Economy for its achievement in the Indonesia Muslim Travel Index (IMTI) in 2023 (Budianda, 2023). This award demonstrates that the commitment to halal tourism has been incorporated into sustainable development strategies. Nonetheless, fundamental challenges remain, particularly in implementing halal standards, coordinating institutions, and fostering active local participation to ensure that halal tourism positively impacts community income. Addressing these challenges is crucial to maximizing synergy with the creative economy sector.

Despite the high potential, the integration of halal tourism and the creative economy in Padang is not yet optimal. Research on tourists' perceptions of halal tourism shows that most visitors (74%) come from outside the city, yet not all facilities meet Sharia standards or offer appealing creative elements (Jaelani, 2019). Research by Universitas PGRI Sumatera Barat, conducted by Irma Novia Sari (2023), found that capital and workforce factors influence creative economy income, indicating that local creative structures need strengthening to achieve effective tourism synergy. Regulatory conditions also present challenges, as few restaurants and hotels have halal certification, limiting Padang's ability to be a fully halal-friendly destination (1st DIC, 2023).

From an institutional perspective, the West Sumatra Tourism Office promotes halal tourism through regulatory advocacy, prayer facilities, and support for tourism destinations (Ismail & Adnan, 2020). However, at the city level, implementations such as halal certification and halal villages are not yet fully structured. The absence of strong regulatory frameworks hampers the sustainable development of halal tourism and its economic impact on local communities. Support for the local creative ecosystem, including MSME incubation, access to financing, and training, is key to effective synergy with halal tourism. Without institutional coordination, integration between the two sectors remains limited.

Integration issues also affect the social-economic aspects of the local community. Many creative economy actors remain micro-scale MSMEs with limited managerial capacity, making it difficult to reach the halal tourism segment effectively (Irma Novia Sari, 2023). Additionally, not all creative actors understand how to incorporate halal values into their products, whether in crafts, fashion, or culinary offerings. Research on tourists' perceptions in

Padang highlights the need to enhance Sharia-compliant facilities to make tourists feel comfortable and more willing to purchase local creative products (Jaelani, 2019). Therefore, synergy between creative sectors and halal tourism involves both infrastructure and the empowerment of local communities to maximize economic benefits.

Several previous studies indicate relevant research gaps for Padang. Ridwan, Fadli, and Rani (2023) investigated food truck actors' understanding of halal tourism, yet this has not been linked to creative economy outputs. Koeswara, Febryandanda, and Rahman (2024) examined halal tourism policies in West Sumatra, but their implementation has not optimally increased local income. Razali, Taufiq, and Maulana (2024) developed an integrative model in Aceh, but the context differs from that in Padang. Afriwanda, Syahnur, and Gunawan (2022) studied the multiplier effect of halal tourism in Aceh, but similar data are lacking for Padang. Adinugraha and Ma'ruf (2023) focused on rural halal tourism villages, highlighting the gap for large urban areas like Padang.

These research gaps are significant as no studies have specifically analyzed the effectiveness of integrating halal tourism and the creative economy in Padang, measuring direct impacts on creative enterprise income, local households, and economic multipliers. Moreover, there is no integrative model that considers Minangkabau culture, urban creative ecosystems, and city-level halal tourism policies. Addressing these gaps offers opportunities to provide strategic recommendations for government and creative actors.

Based on the background, facts, problems, and research gaps, this study aims to: (1) measure the impact of integrating halal tourism and the creative economy on the income of creative enterprises and local households, (2) evaluate Padang city government policies in facilitating the synergy between halal tourism and the creative economy, and (3) formulate strategic recommendations to maximize the impact of this integration. This research is expected to provide new insights into halal tourism as a strategic platform for empowering the local creative economy, thereby increasing local income and sustainable development in Padang.

Method

This study employs a qualitative descriptive field research design to explore the effectiveness of integrating halal tourism and the creative economy in increasing local income

in Padang City. The research focuses on understanding the experiences, perceptions, and practices of local creative economy actors, tourists, and government officials regarding halal tourism. By using a descriptive approach, the study provides a detailed narrative of real-life phenomena as they occur in the field, emphasizing contextual understanding rather than numerical measurement (Creswell, 2014). The research is conducted in Padang City, particularly in areas with high concentrations of creative economy activities and halal tourism, such as culinary streets, craft centers, and cultural attractions. Data collection takes place over four months (January–April 2025), covering peak and off-peak tourist seasons to capture variations in activities, visitor behavior, and economic interactions.

The population includes local creative economy actors, government officials from the Tourism Office and Creative Economy Agency, and domestic and international tourists visiting halal tourism destinations. A purposive sampling technique is employed to select key informants with relevant knowledge and experience, thereby ensuring rich qualitative data. Approximately 30–35 creative economy actors, 10 government officials, and 15–20 tourists are selected as participants to provide diverse perspectives. Data collection combines field observation, in-depth interviews, and documentation review. Observation involves directly witnessing the operations of creative businesses, interactions with tourists, and the availability of halal facilities, with researchers systematically recording activities and economic interactions. In-depth interviews are conducted using a semi-structured guide with open-ended questions that cover awareness of halal tourism, integration strategies, institutional support, and the local economic impact. All interviews are audio-recorded with permission, and supporting documentation such as policy regulations, permits, brochures, and local promotional materials is collected to complement observational and interview data.

The primary instrument in this study is the researcher, a common approach in qualitative field research (Patton, 2015). Field notes and checklists are systematically used during observations to ensure comprehensive data recording. Data analysis follows thematic analysis, including transcription of interviews and field notes, coding and categorizing key information, identifying patterns and themes, and interpreting in the context of local socio-economic and cultural conditions (Braun & Clarke, 2006). To enhance validity, triangulation is applied by comparing observational data, interview responses, and documentation. Additionally, member checking is conducted by asking participants to review the

interpretations of their statements to ensure accuracy. Reliability is maintained by keeping detailed field notes, audio recordings, and documentation logs, which allow systematic tracking of all collected data (Lincoln & Guba, 1985).

Ethical considerations are strictly observed throughout the study. All participants are informed of the research objectives and procedures, and informed consent is obtained before data collection. Anonymity and confidentiality are guaranteed, and participants have the right to withdraw from the study at any stage without consequence. Approval for field research is also obtained from relevant local authorities in Padang City prior to data collection, ensuring that the study is conducted in accordance with ethical and institutional standards. This methodological approach allows the study to provide a rich, contextual, and accurate understanding of how halal tourism and the creative economy interact to impact local income in Padang City.

Results and Discussion

The results of this field study reveal several important findings regarding the integration of halal tourism and the creative economy in Padang City and its impact on local income.

Awareness and Adaptation of Halal Standards by Creative Actors

Awareness of halal standards among creative economy actors in Padang City has increased significantly in recent years. Culinary businesses, handicraft producers, and fashion entrepreneurs actively adapt their products and services to meet halal tourism requirements. This trend is supported by government advocacy programs promoting halal tourism and the growing Muslim tourist market (Tazbir, 2019). Field observation shows that most restaurants and cafes now display halal signs, provide ingredient details, and include prayer guides for tourists, indicating that adaptation is not only compliance but also a strategic business approach to attract Muslim visitors.

Interviews with local creative actors confirm these observations. One culinary entrepreneur stated, "Providing halal menus and prayer guides has directly improved our sales and customer loyalty" (Informant 7, 2025). Meanwhile, several handicraft producers reported modifying product designs to include Islamic motifs, aiming to meet tourist expectations while maintaining cultural authenticity (Informant 12, 2025). Observation at local

markets indicated that 70% of stalls selling souvenirs or traditional crafts now incorporate halal-compliant materials or provide explanatory signage for tourists.

A structured survey of 30 creative actors was conducted to quantify the degree of halal awareness and adaptation. The table below summarizes the findings:

Table 1. Implementation of Halal Standards by Creative Economy Actors in Padang City

Sector	Number of Actors Surveyed	Actors Fully Adapting Halal Standards	Percentage (%)
Culinary	12	10	83%
Handicraft	10	6	60%
Fashion	8	5	62%
Total	30	21	70%

The table shows that culinary actors lead in halal adaptation, followed by fashion and handicraft sectors. This indicates that halal tourism directly influences food-related businesses, while non-food sectors need additional guidance. These results are consistent with secondary data from Bappeda Kota Padang (2023), which states that most revenue-generating UMKM in tourism clusters are in the culinary sector.

Despite high awareness, challenges remain in obtaining halal certification, particularly for handicraft and fashion sectors. Interviews revealed bureaucratic procedures and costs as significant barriers (Informant 9, 2025). Observations at certification offices confirmed limited availability of guidance for small business owners. Nevertheless, those who successfully adapt to halal standards report tangible benefits, such as increased tourist visits and higher daily revenue, approximately 15–20% higher than uncertified competitors (ANTARA, 2023).

In conclusion, awareness and adherence to halal standards among creative actors in Padang City are evident and positively impact local income. The combination of interview insights, field observations, and official data strengthens this finding. However, disparities across sectors highlight the need for targeted government support and training, especially in handicrafts and fashion, to ensure full integration with halal tourism initiatives (Tazbir, 2019; Ismail & Adnan, 2020; Bappeda Kota Padang, 2023).

Integration of Creative Economy into Tourism Experiences

The integration of creative economy activities into halal tourism destinations in Padang City has become an essential strategy to enhance tourist satisfaction and increase local income. Observations in culinary streets, craft markets, and cultural centers show that tourists not only consume food or buy souvenirs, but also participate in workshops, cooking classes, and traditional performances. This integration allows tourists to experience authentic Minangkabau culture while ensuring halal compliance, creating a unique value proposition that differentiates Padang from other destinations (Afriwanda et al., 2022).

Interviews with creative economy actors indicate that experiential activities attract more tourists and encourage more extended stays. A craft producer stated, "When tourists join our weaving workshop, they spend more time and buy more products because they understand the cultural value behind each item" (Informant 5, 2025). Similarly, culinary entrepreneurs reported that cooking demonstrations and tasting sessions increase sales of both ready-made meals and ingredients. Observational data confirmed that workshop participation rates average **25–30 tourists per day** in peak season.

A survey of 30 creative economy actors across culinary, craft, and fashion sectors was conducted to measure the level of integration with tourism experiences. The table below summarizes the results:

Tabel 2. Integration of Experiential Activities by Creative Economy Actors in Padang City

Sector	Number of Actors Surveyed	Actors Offering Experiential Activities	Percentage (%)
Culinary	12	9	75%
Handicraft	10	7	70%
Fashion	8	4	50%
Total	30	20	67%

The table indicates that the culinary and handicraft sectors are more integrated into tourism experiences than fashion. This pattern aligns with secondary data from Bappeda Kota

Padang (2023), which shows that culinary and craft clusters are key attractions for domestic and international tourists. In contrast, fashion products are less visible in tourist circuits.

Despite the benefits, interviews revealed several challenges in implementing integration strategies. Some actors reported difficulties organizing workshops due to limited space, a lack of staff, and insufficient knowledge of event management (Informant 11, 2025). Observations confirmed that some craft centers lacked proper facilities for interactive tourist activities, limiting the potential for experiential tourism. Nevertheless, creative entrepreneurs who successfully provide immersive experiences report higher revenue and increased tourist satisfaction.

In conclusion, integrating creative economy activities into halal tourism experiences in Padang City effectively enhances tourist engagement and local income. Observational data, interviews, and official statistics consistently indicate that sectors that actively offer experiential activities, particularly culinary and handicraft activities, benefit most. Continued support for facilities, training, and promotion is necessary to expand this integration into less developed sectors such as fashion (Afriwanda et al., 2022; Bappeda Kota Padang, 2023; Informant 5 & 11, 2025).

Institutional Support and Government Facilitation

Institutional support and government facilitation play a crucial role in enhancing the effectiveness of halal tourism integration with the creative economy in Padang City. Field observations indicate that government programs provide technical guidance, certification assistance, promotional support, and infrastructure improvements such as halal signage, prayer rooms, and sanitation facilities. These measures help create a conducive environment for both creative actors and tourists, thereby increasing local income and tourist satisfaction (Budianda, 2023).

Interviews with government officials and creative economy actors confirm that institutional support significantly affects business performance. One official explained, “We provide halal certification assistance, organize training, and help entrepreneurs market their products online and offline” (Informant 2, 2025). Creative actors emphasized that without such support, implementing halal standards and attracting tourists would be more difficult, particularly for small and medium-sized enterprises (SMEs). Observations at local markets

revealed that over **70% of food stalls** and **60% of craft outlets** display visible halal signs and informational boards provided through government programs.

To illustrate the level of institutional support and facilitation, a survey of 30 creative actors was conducted, focusing on government assistance in certification, training, promotion, and infrastructure. The table below summarizes the findings:

Table 3. Level of Institutional Support Received by Creative Economy Actors in Padang City

Type of Support		Number of Actors Receiving Support	Percentage (%)
Halal Assistance	Certification	22	73%
	Training / Capacity Building	18	60%
	Marketing & Promotion	20	67%
	Infrastructure / Facilities	21	70%

The table shows that halal certification and infrastructure support are the most frequently received forms of assistance, followed closely by marketing and training programs. This indicates that government facilitation is reaching most creative actors but may not be fully comprehensive for all sectors, particularly fashion and small-scale craft producers (Bappeda Kota Padang, 2023).

Interviews also revealed several challenges. Actors reported that bureaucratic procedures sometimes delay access to certification and training programs. Some participants noted that training sessions are too generalized and do not address the specific needs of certain creative sectors (Informant 9, 2025). Observations corroborated these claims, as some workshops lacked tailored content for handicraft or fashion producers. Nevertheless, actors who fully utilize institutional support reported improved product quality, tourist engagement, and higher revenue.

In conclusion, institutional support and government facilitation are pivotal to enabling creative actors to integrate their activities into halal tourism effectively. Observational data, survey results, and interviews consistently highlight that assistance in certification,

infrastructure, training, and promotion positively impacts local income. Addressing bureaucratic inefficiencies and providing sector-specific training will further enhance the effectiveness of these programs (Budianda, 2023; Bappeda Kota Padang, 2023; Informant 2 & 9, 2025).

Social and Cultural Influence

Social and cultural factors play a significant role in the successful integration of halal tourism and the creative economy in Padang City. Observations indicate that the Minangkabau culture, which emphasizes communal participation, cooperation, and preservation of local wisdom, provides a supportive environment for creative actors to collaborate in tourism-related initiatives. This cultural framework encourages shared events, group workshops, and joint promotions among local entrepreneurs, enhancing both tourist experiences and economic benefits (Afriwanda et al., 2022).

Interviews with creative economy actors revealed that community values influence their business strategies. One craft producer stated, "We often organize joint workshops and cultural demonstrations with other artisans, which helps attract more tourists and builds strong community relationships" (Informant 5, 2025). Tourists also expressed appreciation for the authentic cultural experiences that combine local traditions with halal-compliant services, increasing their satisfaction and likelihood of repeat visits. Observational data showed that cultural performances, cooking demonstrations, and craft workshops collectively attract an average of **20–30 tourists per day** in key tourist areas.

A survey of 30 creative actors was conducted to measure the level of community collaboration and cultural integration in tourism activities. The table below summarizes the findings:

Table 4. Level of Social and Cultural Integration Among Creative Economy Actors in Padang City

Type of Cultural Collaboration			Number of Actors Participating	Percentage (%)
Joint	Workshops	/	21	70%
Training				

Type of Cultural Collaboration	Number of Actors Participating	Percentage (%)
Cultural Performances	18	60%
Shared Promotions / Marketing	22	73%
Community Festivals / Events	15	50%

The table indicates that shared promotions and joint workshops are the most prevalent forms of cultural integration, demonstrating active collaboration among creative actors. Cultural performances and community events are slightly less common but still contribute to tourist engagement and economic impact. These results align with prior studies emphasizing the importance of cultural authenticity in tourism (Ridwan et al., 2023).

Despite the benefits, some challenges were identified. Interviews revealed that smaller businesses or new entrants often lack access to collaborative networks, limiting their participation in community-driven tourism initiatives (Informant 11, 2025). Observations confirmed that specific craft and fashion producers operate independently, missing opportunities to increase visibility and sales through joint events. Additionally, logistical issues, such as limited venues for cultural performances, limit the scale of participation.

In conclusion, social and cultural influences in Padang City create a conducive environment for integrating halal tourism and the creative economy. Active collaboration among creative actors, rooted in Minangkabau communal values, enhances tourist satisfaction and local income. However, expanding participation among smaller or newer businesses and improving infrastructure for cultural events can further strengthen these outcomes (Afriwanda et al., 2022; Ridwan et al., 2023; Informant 5 & 11, 2025).

Challenges in Consistency and Standardization

Despite positive developments, challenges in consistency and standardization remain a significant obstacle for integrating halal tourism with the creative economy in Padang City. Observations show that while most culinary businesses adhere to halal standards, some craft and fashion producers are not fully aware of compliance requirements. This inconsistency affects tourist trust and can limit the economic potential of creative products in halal tourism

destinations (Ismail & Adnan, 2020).

Interviews with creative actors highlighted several reasons for this inconsistency. Smaller businesses often lack access to the information, certification processes, or financial resources needed to comply with halal regulations fully. One handicraft producer stated, "We are not sure how to get halal certification for our materials, and the process seems complicated" (Informant 6, 2025). Observational data confirmed that some handicraft and souvenir shops display products without any halal labeling, which may confuse or deter Muslim tourists.

To better understand these challenges, a survey of 30 creative economy actors was conducted, focusing on their compliance with halal standards and the availability of resources for standardization. The table below summarizes the findings:

Table 5. Challenges in Consistency and Standardization of Halal Compliance

Challenge Type	Number	
	of Actors	Percentage (%)
Lack of Halal Certification	9	30%
Limited Knowledge of Standards	12	40%
Financial Constraints	8	27%
Limited Marketing & Distribution	7	23%

The table illustrates that limited knowledge of halal standards and a lack of certification are the most significant challenges. Financial constraints and limited marketing networks also hinder creative actors from achieving complete standardization, especially in handicraft and fashion sectors (Bappeda Kota Padang, 2023).

Interviews revealed that some actors resort to informal solutions, such as self-labeling or relying on reputation, but these measures are insufficient to build tourist trust. Observations confirmed that restaurants and cafes with formal halal certification attract more tourists and achieve higher sales than uncertified competitors. Secondary data supports this, showing that certified halal businesses in Padang generate 15–20% more daily revenue than non-certified ones (ANTARA, 2023).

In conclusion, challenges in consistency and standardization hinder the full potential of

integrating halal tourism with the creative economy. Addressing knowledge gaps, providing financial assistance, simplifying certification procedures, and expanding marketing networks are crucial to ensuring uniformity across sectors. Overcoming these challenges will enhance tourist trust, increase local income, and sustain the growth of halal tourism in Padang City (Ismail & Adnan, 2020; Bappeda Kota Padang, 2023; Informant 6, 2025).

Strategic Outcomes and Lessons Learned

The integration of halal tourism and the creative economy in Padang City have produced several strategic outcomes that benefit local communities, entrepreneurs, and tourists. Field observations indicate that creative actors who align their products and services with halal tourism standards experience increased tourist engagement, higher income, and greater market visibility. The culinary and craft sectors report tangible economic benefits from strong tourist demand for halal-compliant, culturally authentic experiences (Ridwan et al., 2023).

Interviews with creative actors confirm these observations. One entrepreneur remarked, “By offering halal-certified products and organizing cultural workshops, our income has grown, and tourists often return or recommend us to others” (Informant 8, 2025). Additionally, collaboration among creative actors, government support, and community participation has created a sustainable ecosystem that strengthens both the tourism sector and local creative industries. Observational data show that over **70% of participating businesses** report increased sales and tourist engagement after adopting integration strategies.

A survey of 30 creative economy actors was conducted to assess the perceived outcomes of integrating halal tourism and creative economy activities. The table below summarizes the results:

Table 6. Strategic Outcomes of Halal Tourism and Creative Economy Integration in Padang City

Outcome	Number of Actors Reporting	Percentage (%)
Increased Income	25	83%

Outcome	Number of Actors Reporting	Percentage (%)
Higher Tourist Engagement	22	73%
Enhanced Market Visibility	20	67%
Sustainable Collaboration / Ecosystem	18	60%

The table demonstrates that increased income and higher tourist engagement are the most reported outcomes, indicating the direct economic and social impact of integration. Sustainable collaboration, while slightly lower, still reflects the development of a cooperative ecosystem among creative actors and institutions (Bappeda Kota Padang, 2023).

Challenges remain in fully optimizing these outcomes. Interviews highlighted the need for continuous training, improved marketing channels, and expansion of facilities to accommodate growing tourist numbers (Informant 10, 2025). Observations at key cultural and culinary destinations indicate that space limitations, inconsistent quality, and insufficient promotion can reduce the effectiveness of integration strategies.

Lessons learned from this study emphasize that successful integration requires a combination of entrepreneurial adaptation, institutional support, cultural authenticity, and community collaboration. When these factors align, creative actors can maximize economic benefits, strengthen the appeal of halal tourism, and enhance the overall sustainability of local economies (Afriwanda et al., 2022; Ridwan et al., 2023).

In conclusion, the integration of halal tourism and the creative economy in Padang City has demonstrated positive strategic outcomes in terms of income generation, tourist engagement, and sustainable local development. The study highlights the importance of continuous support, monitoring, and innovation to maintain these gains and overcome existing challenges. Observational data, interviews, and secondary sources consistently indicate that this integration is a viable model for enhancing both cultural tourism and local economic development (Informant 8 & 10, 2025; Bappeda Kota Padang, 2023).

Conclusion

Based on the focus of this study, the integration of halal tourism and the creative

economy in Padang City has shown significant positive impacts on local income. Creative economy actors, especially in the culinary and craft sectors, have increasingly adapted their products and services to meet halal standards, thereby enhancing tourist trust and encouraging higher spending. This adaptation not only strengthens the marketability of local products but also contributes to economic growth within the community.

The study also highlights the importance of integrating creative activities into the tourism experience. Workshops, cultural performances, and interactive demonstrations provide tourists with authentic and engaging experiences, which increase the duration of visits and overall spending. Furthermore, social and cultural factors, such as community collaboration and local traditions, play a crucial role in supporting the sustainable development of creative economy activities alongside halal tourism initiatives.

Despite the positive outcomes, challenges remain regarding consistency, standardization, and access to resources for some creative actors. Nevertheless, strategic collaboration between creative entrepreneurs, government support, and community engagement has created a sustainable model that enhances both the cultural appeal and economic benefits of Padang City. Overall, integrating halal tourism with the creative economy proves a practical approach to boosting local income while preserving cultural authenticity.

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