

## Conference Paper

# Analyzing Collaborative Public Sector Innovation for Halal Tourism Development in West Sumatra Province

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## Abstract.

The development of halal tourism requires innovative collaboration between stakeholders, and the involvement of all stakeholders is very important in its implementation, from the government and academics in the Tri Box, to the community, and mass media. In West Sumatra province, collaboration between actors is still noted, which is the prime motive behind this research. This study aims to analyze the collaborative innovations carried out and helix models formed during the development of halal tourism. Our research uses Hartley's theory of collaborative innovation, while using a qualitative descriptive approach. The informants were purposively selected from the tourism office Bapelitbangda, regional office of the Ministry of Agriculture, PHRI, ASITA, PPHI, tourism activists, academics, mass media, and DPRD of the city of Field. Data collection was carried out using interview techniques (in-depth interviews), documentation, and focus group discussions with informants and direct observations. The collected data was analyzed using N.Vivo. From the results of this research, it is known that the development of halal tourism in West Sumatra province has had collaborations on innovation, but has not been optimal. The model of stakeholder collaboration is the pentahelix model – namely, the government, academia, private sector, community, and mass media. The suggestion conveyed was the need to increase networking between actors and motivational tourism actors to manage halal logos.

**Keywords:** community, halal tourism, pentahelic, innovation, collaborative

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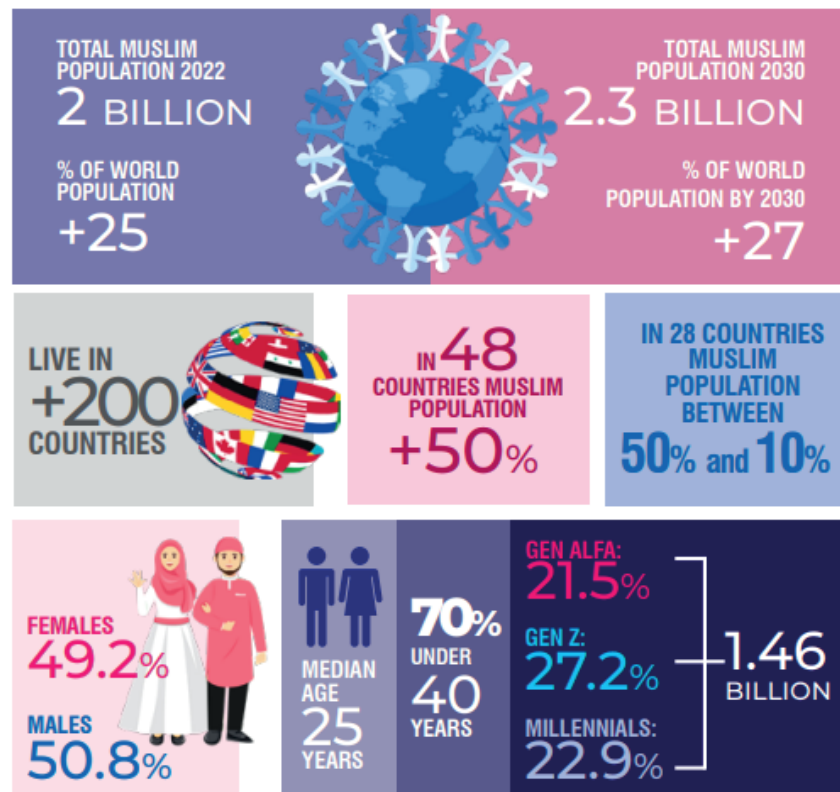
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## 1. Introduction

Tourism is an area included in the focus of SDGs targets. The development of the tourism sector must be carried out seriously, directed, and professionally, so that the development and utilization of tourism assets can make a major contribution to the national economy. Halal tourism is currently experiencing a development trend caused by the development of the Muslim population, which is increasing every year. By 2022, the Muslim population will reach 2 billion or 25% of the world's population, and it is estimated that by 2030, the Muslim population will reach 2.3 (Global Index, 2022).

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*Source: GMTI, 2022*

**Figure 1:** Muslim Population Development.

The tourism sector is widely recognized as one of the most important drivers of economic growth, with halal and Islamic tourism emerging as new tourism business ideas worldwide Prayag, [1], covering a wide range of sectors, from transportation to entertainment and restaurants to lodging Rahayu, [2]. It focuses on providing products and services to meet the needs of Muslim travelers, such as enabling cravings and fulfilling dietary restrictions, to help them adhere to Islamic principles Adinugraha et al., [3]; Prayag, [1]; Vargas-Sanchez and Morales, [4], [5]. Halal tourism should include various components of Sharia law that can be seen and invisible. Developing halal as a tourism product and preserving it in accordance with the essence of Islam may be different from simply providing halal food Rasul, [6].

Halal tourism is a model of additional services or amenities provided to meet the needs of Muslim tourists, including halal food and facilities for prayer and good to have, such as Muslim-friendly toilets Kemaparekraf, 2022. The concept of halal tourism is a tourism segment that provides the basic needs of Muslim tourists in accordance with Islamic law related to worship facilities, halal food and beverages, and other supporting

facilities in accordance with Sharia law provided in destination tourist destinations Azizah & Kewuel, [7].

The huge potential of halal tourism encourages a number of countries in the world to develop it, both Muslim-majority countries such as Malaysia and the United Arab Emirates and Muslim minorities such as Japan, Britain and Australia which provide Muslim travel packages and Muslim-friendly facilities to facilitate worship for Muslim tourists Subarkah, [8]. Based on Mastercard-CrescentRating Global Muslim Travel (GMTI) 2022 data, Indonesia is currently ranked second, along with Turkey and Saudi Arabia, as countries that have good Muslim tourism destinations and facilities. The Ministry of Tourism and Creative Economy (Kemenparekraf) has developed the potential for halal tourism in Indonesia, which refers to additional amenities, attractions, and accessibility to meet the experiences, needs, and desires of Muslim tourists.



*Source: IMTI, 2019*

**Figure 2:** Provinces that have the best halal tourism destinations.

In 2019, the Indonesian Muslim Travel Index (IMTI) determined 10 provinces in Indonesia as provinces that have the best halal tourist destinations, one of which is West Sumatra. West Sumatra is an area with a community life that is still thick with Islamic customs, culture, and values, often referred to as Adat Basandi Syara', Syara' Basandi Kitabullah Lutfi & Azizah, [9]. Minangkabau customs and culture still have a strong influence on the daily lives of people in West Sumatra in various fields of life, including tourism, so that the implementation of tourism in West Sumatra has been adapted to local customs and culture based on Islamic law Wibowo, [10]. West Sumatra has won several awards that can be used as an indicator of its success in preparing halal tourist destinations. In 2016, the World Halal Tourism Award (WHTA) event held in Abu Dhabi, United Arab Emirates, West Sumatra, won three titles: the World's Best Halal Tour Operator through Ero Tour, the World's Best Halal Destination, and the World's Best Halal Culinary Destination. Then in the Indonesia Muslim Travel Index (IMTI) in 2019, West Sumatra successfully entered the top 5 priority halal tourist destinations in Indonesia 2019 with a score of 59 Wibowo, [10].

In addition to having a Muslim population of 97.6%, West Sumatra also has great potential to continue to develop halal tourism, both in terms of natural, cultural, historical, and culinary tourism.<sup>3</sup> Currently, West Sumatra itself already has regional regulations governing halal tourism, namely West Sumatra Regional Regulation Number 1 of 2020 concerning the Implementation of Halal Tourism. However, it has tremendous potential and is supported by existing regulations. West Sumatra must also face a number of challenges that do not go unnoticed such as readiness from the human resources sector, finance, promotion, synergy between stakeholders, and community participation must also be considered so that the development of halal tourism in West Sumatra Province can run well so that the multiplier effect can be felt by all levels of society. Halal Tourism in Sumatra Barat has the concept of developing tourism with the principle of Muslim friendly, meaning that tourism actors must give assurance to Muslim tourists that they get a complete and easy access with syariah religion without any ambiguity. Halal tourism conventionally has become a reality.

It is still slow development of halal tourism in Padang City related to socialization that is given to masyarakat or business actors, and research that has been done. Bernikmeny said the understanding of halal is still poorly socialized well in masyarakat Ismail & Adnan, [11]. Many restaurant business actors and restaurants do not know the same thing as necessary to guarantee that the products served are really halal. Therefore, innovation, collaboration, and participation from stakeholders are required. According to Pierre, the concept of governance is actually more complex than that of government because, in governance, there are three components/pillars: government, the business world (private/public), and civil society Noor et al., [12]. The relationship between the three must be in an equal and mutually controlling position (checks and balances) to avoid domination or exploitation by one component over another. The shift from government to governance was intended to democratize public administration. The pillar of governance in the paradigm of public administration that demands the management of government and development of a region should have a synergistic relationship between actors, from the government, private actors, and the community. This shows that the participation of the government, private sector, and community is very important for the realization of sustainable tourism development as a tangible form of the vision and mission of tourism as a documentation portfolio of national development.

Based on the above background where the development of halal tourism as a form of service to the community, the research question that will be answered is "Why is

colaborative public sector innovation (CPSI) halal tourism development in West Sumatra Province not optimal?

## 2. Methods

This study uses a qualitative paradigm with a descriptive approach. Qualitative descriptive research describes the results of the research using descriptive statements, and a descriptive approach is chosen to describe social phenomena systematically, factually, and actually.

Primary and secondary data were used in this study. Primary data were obtained through observation, in-depth surveys, and focus group discussions with informants, while secondary data were obtained through literature studies, documentation, journals, scientific reports, government documents, and other documents. The key informant in this study was the West Sumatra Tourism and Culture Office, which was established using purposive techniques. In addition, the West Sumatra Provincial DPRD, Planning Agency, Research and Development of Padang City, Regional Office of the Ministry of Religious Affairs of West Sumatra, and PPHI of West Sumatra Province. PHRI, ASITA, Tourism Activists, and Mass Media.

The instrument in this study was the researcher himself, with the help of several documentation tools and interview guides that are used as guidelines for exploring research information. The systematics of research methods start with collecting and reviewing primary and secondary data. Furthermore, checking is performed by reducing data, compiling data into several units, determining data, and checking the validity of the data. In addition, N. Vivo was used.

## 3. Results and Discussion

### 3.1. Collaborative Public Sector innovation (CPSI) in the Development of Halal Tourism in West Sumatra Province

According to Ansell and Gash (Hermansyah et al., [13]), tourism development requires all stakeholders to play an important role in developing sustainable tourism. Collaborative innovation involves the cooperation of two or more stakeholders involved in constructive difference management to define common problems and develop common solutions based on provisional agreements that may coexist with disagreements Hartley et al., [14], also states that collaborative innovation refers to network theory, where all

stakeholders, whether individuals, groups, or organizations, work together to form a cooperative network to find multidisciplinary solutions to complex policy problems. Collaborative innovation can not only accelerate the flow of information and knowledge between organizations but also increase the accumulation of organizational knowledge and establish effective learning and communication mechanisms, thereby promoting organizational absorption capacity. The government needs to provide an innovative environment by providing institutional and financial support to facilitate collaborative innovation in the organization. Governments can play a controlling and coordinating role in collaborative innovation through tax policy, financial support, industrial policy, and special programs. This indicates that the government plays an important role in facilitating collaborative innovation in the organization of collaborative innovation in halal tourism development in West Sumatra, namely, the involvement of all stakeholders in tourism management and development.

Based on the findings in the field, various collaboration-based innovations continue to be carried out by the West Sumatra government to advance the West Sumatra halal industry. In innovating tourism development, the government not only does it alone but also involves various stakeholders such as SOEs, BUMDs, academics, the private sector, and even the community through tax policies, financial support, industrial policies, and special programs. The following are collaborative innovations carried out by the government that collaborated in the development of halal tourism in West Sumatra.

Previously, the local government of West Sumatra Province, the Regional Office of the Ministry of Religious Affairs, and the West Sumatra Provincial DPRD stipulated Regional Regulation Number 1 of 2020 concerning halal tourism management, which will later be used as a guideline and legal umbrella for halal tourism management. The government began branding West Sumatra halal tourism, namely Minang Halal Tourism and Padang Halal Tourism. The government promotes halal tourism in West Sumatra using various media, such as Twitter, Facebook, and YouTube. Strengthening branding in the form of urban landscapes, especially at city entrances, main corridors, and strategic areas of the city related to branding, can be one way of associating the city with branding made in one's mind Adona et al., [15].

The government established the Regional Committee for Sharia Economy and Finance (KDEKS) in 2020 to accelerate economic development in the West Sumatra region. West Sumatra KDEKS, together with the government, work to support the development of halal tourism by providing halal supervisor training, as well as professional certified supervisors for hotels, restaurants, restaurants, and even hospitals. One of them that has been halal-certified is Achmad Mochtar Bukittinggi Hospital, which has

expressed readiness to become the pioneer of the first halal-certified hospital in West Sumatra Purwowedhu, [16].

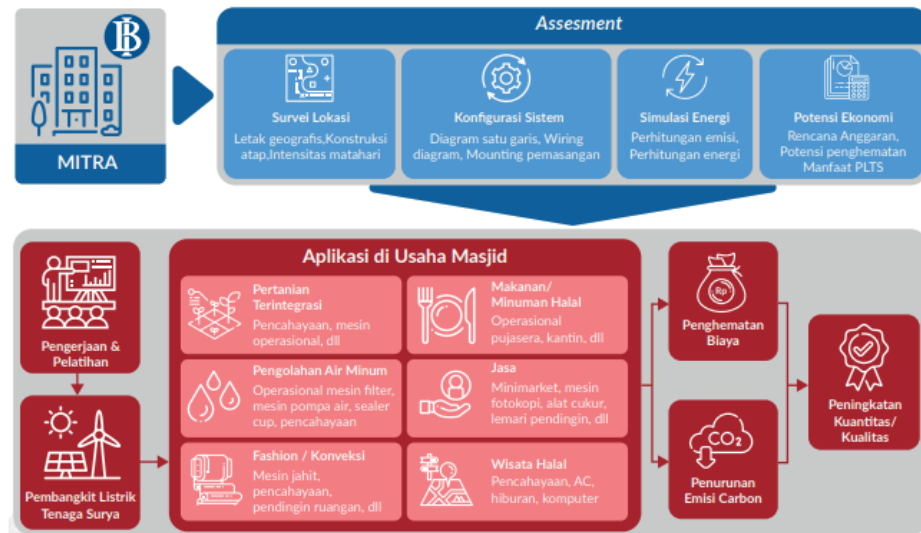
Law Number 11 of 2020 concerning Job Creation, which requires all products entering, circulating, and trading in the territory of Indonesia, must be halal certified. Therefore, in 2023, the West Sumatra Provincial Government, the West Sumatra Provincial Government, in collaboration with the Halal Product Assurance Organizing Agency (BPJPH) from the Regional Office of the Ministry of Religious Affairs of West Sumatra, provides support for the development of halal tourism in the form of facilitation of halal certification for MSMEs and small and medium industries. The existence of halal certification is an effort to protect the law, accelerate development, and increase the competitiveness of halal local products in both the domestic market and global articles.

The West Sumatra Provincial Government also prepared a grand design for the construction of a halal industrial area (KIH) in the Padang Industrial Park (PIP) to increase investment and regional economic growth in West Sumatra. Currently, halal industrial areas that have opened industrial centers such as rendang centers are in the Payakumbuh area, which has even been able to export rendang spices to foreign countries, then rendang centers in Padang, and other industrial centers.

The Provincial Government, together with district and city governments in West Sumatra, will collaborate with Sucofindo in the development of halal tourism and the Sharia economy by forming the KHAS Zone, which is a culinary area that meets halal, safe, and healthy criteria to accelerate the implementation of halal standards and certification for MSMEs. Sucofindo was appointed by BPJPH of the Ministry of Religious Affairs as a Halal Inspection Agency (LPH) and has a laboratory to conduct halal testing based on Government Regulation Number 39 of 2021 as a follow-up to Law Number 33 of 2014 concerning the Halal Product Guarantee. It is also a form of protection for Muslim consumer rights Sucofindo, [17].

Bank Indonesia as an actor from the private sector also supports the development of halal tourism in West Sumatra through several programs to make the Grand Mosque of West Sumatra a Muslim-friendly tourist destination in Indonesia which will later become a model model for other grand mosques as well as a program to strengthen mosque-based sharia business actors through the use of new and renewable energy (EBT) realized through PLTS Atap to maintain consistency sustainability of business processes and products produced, as well as increasing the scale of mosque-based businesses. The mosque-based PLTS Atap is in line with the focus on developing the Sharia business sector 2020-2024 which was formulated by KNEKS. The Bank Indonesia Green Mosque

Program in 2022 will be implemented in 12 (twelve) beneficiary mosques, one of which is the Great Mosque of West Sumatra.



Source: Bank Indonesia, 2023

Figure 3: Green Mosque Program Implementation Scheme.

Universities and academics act as drafters and are responsible for creating innovations from science in the development of new products and services for tourism development. In addition, universities (academics) are responsible for reviewing the policies and regulations needed by other stakeholders and are considered appropriate for the development of halal tourism in West Sumatera. participated in the preparation of the Academic Paper of the Draft Regional Regulation (NA Ranperda) for Halal Tourism which is still under discussion in the West Sumatra Provincial DPRD and Bank Indonesia in collaboration with Enhaii Halal Tourism Center Bandung Tourism College conducted research on the study of PRM business models. The results of the study include recommendations for a trial plan for a business model to developing Muslim-friendly tourism in West Sumatra. In the development of halal tourism, namely people who actively participate in the development of halal tourism by forming an organization or NGO and establishing creative economy businesses such as MSMEs. The development of the creative economic industry in the form of halal food products and Muslim clothing, such as embroidery and weaving, by MSME craftsmen Pandai Sikek and Silungkang is a legacy of tradition and culture. Continuous innovation in design and materials is the key to increasing competitiveness. To support the growth of halal product craftsmen in West Sumatra, the government created the National Proud of Made in Indonesia (Gernas BBI) program under the coordination of the Financial Services Authority, accompanied by



the opening of a halal hub and the inauguration of Los Lambuang, Bukittinggi as a Halal, Safe and Healthy Culinary Zone (KHAS)

### **3.2. Network Model of Collaborative Public Sector Innovation (CPSI) Actors in The Development of Halal Tourism in West Sumatra Province**

From the results of the study, it was found that the development of halal tourism in West Sumatra formed a model of actor networks, namely the Penta Helix network, consisting of universities, industry, government, civil society, and mass media. The network of actors in the development of Muslim-friendly tourism in West Sumatra has been running well, this is shown by the well-established coordination and communication network. In the pentahelix model, there are 5 (five) stakeholders play a role and interact with each other in its development, namely the government, industry, higher education, and mass media Sumarto, [18]. The five helixes are expected to interact synergistically with each other to realize a quality policy oriented toward the public interest. The Pentahelix model is a development of the triple helix and quadruplehelix models, which are refined into five actors by adding mass media RACHIM et al., [19].

### **3.3. Government**

Governments play the role of actors who set standards and policies to offer innovation incentives. In the development of Muslim-friendly tourism in West Sumatera, the government actors involved are as follows:

#### *West Sumatra Provincial Government*

The West Sumatra Provincial Government has a role as a policymaker and decision-maker in the development of halal tourism in West Sumatra. The West Sumatra Provincial Government, together with the Regional Office of the Ministry of Religious Affairs and the West Sumatra Provincial DPRD, established Regional Regulation Number 1 of 2020 concerning halal tourism management, which will later be used as a guideline and legal umbrella in halal tourism management. The government held a socialization of the implementation of halal tourism in West Sumatra to all parties followed by districts / cities throughout West Sumatra, namely from Payakumbuh City, Padangpanjang, Sawahlunto, Solok, Limapuluh Kota Regency, Agam, Sijunjung, Bukittinggi, and Tanah Datar at Emersia Batusangkar Hotel, carried out by the West Sumatra Tourism Office.

### 3.3.1. West Sumatra Tourism Office

The West Sumatra Tourism Office as an implementer facilitates business actors to take part in international-level events held by Malaysia, namely the Malaysia International Halal Showcase (Mihasa) in 2018, in the form of exhibitions for halal products and the Malaysia International Travel Mart (MITM) event, which promoted and introduced West Sumatra as a tourism area with halal standards Ismail & Adnan, [11]. The Tourism Office of West Sumatra Province also provides assistance in the development of halal tourism through the facilitation of business certification in collaboration with LP POM MUI, and appeals for the provision of halal facilities in the form of amenities, attractions, and accessibility needed by Muslim tourists and other tourists, such as providing subsidies to business actors who want to take care of certification halal. Of the 138 restaurants in Padang City, four restaurants were newly halal-certified. Furthermore, of the 115 hotels in Padang City, as many as seven restaurants have halal certification. This can be an obstacle for the West Sumatra Provincial Tourism Office and the Padang City Tourism Office in organizing halal tourism. The Padang City Tourism Office also acts as an implementer who has provided supporting facilities in the development of halal tourism in Padang City to provide places and worship equipment and have separate toilets for men and women. The strategy plan of the Padang City Tourism and Culture Office for 2019-2024 also plans to realize Padang City as a halal tourism destination that is competitive with me.

### 3.3.2. West Sumatra Provincial Parliament

The West Sumatra Provincial DPRD, together with the provincial regional government, drafted a policy that will later be used as a legal umbrella for the development and management of halal tourism in West Sumatra, namely by establishing Regional Regulation (Perda) Number 1 of 2020 concerning the implementation of halal tourism in West Sumatra (Sumbar.kemenag, 2020). Daswanto S.E, a member of the West Sumatra Provincial DPRD, Launching Visit West Sumatra and has begun to improve. The role of regulation includes Andalas University universities, and once a month, private UNP has not been bylawed by the economy.

### 3.3.3. Regional Office of the Ministry of Religious Affairs of West Sumatra

The Regional Office of the Ministry of Religious Affairs of West Sumatra created a special program to support the development of halal tourism in West Sumatra, namely the halal certificate management program for tourism business actors such as restaurants, hotels, travel agents, etc.. The management of this certificate was conducted together with the Indonesian Ulema Council. Previously, business actors followed several stages related to the management of their various processed products so that every tourist will be satisfied and believe that these products are indeed halal products.

#### *Padang City Tourism Office*

The Padang City Tourism Office has provided supporting facilities for the development of halal tourism in Padang City to provide convenience for Muslim tourists to explain the obligation to worship, such as providing a decent and clean place of worship for tourists, providing equipment for worship, and having separate toilets between men and women. The strategy plan of the Padang City Tourism and Culture Office for 2019-2024, there are also targets halal tourism in Padang City. The target of the Padang City Tourism Office is to establish Padang City as a competitive halal tourism destination.

### 3.3.4. Bappeda Kota Padang

Bappeda Padang City. Bappeda is a stakeholder who aims to be the drafter and budget planning, namely in the development of halal tourism in West Sumatra Bappeda, and provides Muslim destinations and facilities. halal tourism to destination attractions by involving other stakeholders such as BNI, Bank Nagari, and Semen Padang. In addition, Bappeda coordinates and monitors OPD related to tourism and assists in tourism planning at the OPD. via Ripda. In 2024, Bappeda focused on strengthening supporting facilities for the charm of Saptta Padang City. The party conducts tourism-related planning.

## 3.4. University

The university acts as a drafter and is responsible for creating innovations from science in the development of new products and services for tourism development. The role of higher education is realized through the Tri Dharma of Higher Education, as well as the development of products and services and the production of creative, flexible, and

adaptive outputs. The role of universities in West Sumatra Province is very important for the sustainability of tourism in West Sumatra. This role is in accordance with helix theory, namely, universities as stakeholders who can improve the quality of production of both goods and services and innovation in the development of new products and services. In West Sumatra, several universities are involved in the development of halal tourism, namely Andalas University, Padang State University (UNP) with the Faculty of Tourism and Hospitality, Muhammadiyah University of West Sumatra (UMSB) with the Faculty of Tourism, Padang State Polytechnic (PNP), the Tourism Travel Business Study Program, State Islamic Institute (IAIN) Bukittinggi with the Sharia Tourism Study Program, and the Bunda Tourism Academy with the Study Program Hospitality, Hospitality Courses, and Travel Business (SYAHRIAL, 2020). The ISI Padang Panjang Tourism Study Program is increasingly being looked at by local governments in West Sumatra as partners in tourism development in their respective regions (ISI Padang Panjang, 2023).

### 3.5. Industry

This halal and waqf tourism program is the main agenda of the BNI Syariah. Etzkowitz and Leydesdorff (2000) in 2021 suggest that industry is a very important stakeholder in providing economic resources and market potential to absorb new knowledge or innovation so that the products produced become more attractive and preferred by tourists in tourist areas including halal tourism in West Sumatra. The following are private parties that contribute to the development of halal tourism in West Sumatra: Bank Nagari as a Sharia bank that helps MSMEs with halal products in West Sumatra provide sharia financing facilities. Bank Indonesia supports halal tourism in West Sumatra through the green mosque program, increasing digital economic literacy, developing the Halal Valeu Chain, and making digital payments. Bank Negara Indonesia, developing halal tourism with this waqf, especially at this time the amount of waqf money for this halal tourism program, will collaborate with Mastercard to provide various kinds of attractive promotions about tourism through sharia cards. Mastercards work with merchants and promote halal destinations internationally. The hope is that it will attract many tourists from the Middle East. Meanwhile, in the implementation of various kinds of tourism activities, BNI Syariah will cooperate with local governments, including training facilities, to improve the competence of tourism industry entrepreneurs, as well as socialization through communication media with BNI Syariah and the West Sumatra Provincial Government to increase transaction value in the tourism sector throughout West Sumatra Province.

### 3.6. Community

West Sumatra is one of the provinces that is ready to implement halal tourism. In the development of halal tourism in West Sumatra, the community is one of the main stakeholders involved and tasked with developing innovations that lead to a creative industry and the development of digitalization services. The role of the community in the development of tourism villages is important because the community is directly affected by the existence of halal tourism.

Sociologically, the existence of Indonesian people has become a special attraction for tourism, both with the wealth of customs and art creations in various aspects of their lives, as well as environmental treasures and history, which are relatively rich and become the pride of tourist attraction areas (Hermansyah et al., 2020). People in West Sumatra has a tourist attraction, namely upholding the value of Islamic customs, namely "Adat Basandi Syarak, Syarak Basandi Kitabullah." These customs become the cultural identity of the people of West Sumatra, which can be used to carry out halal tourism.

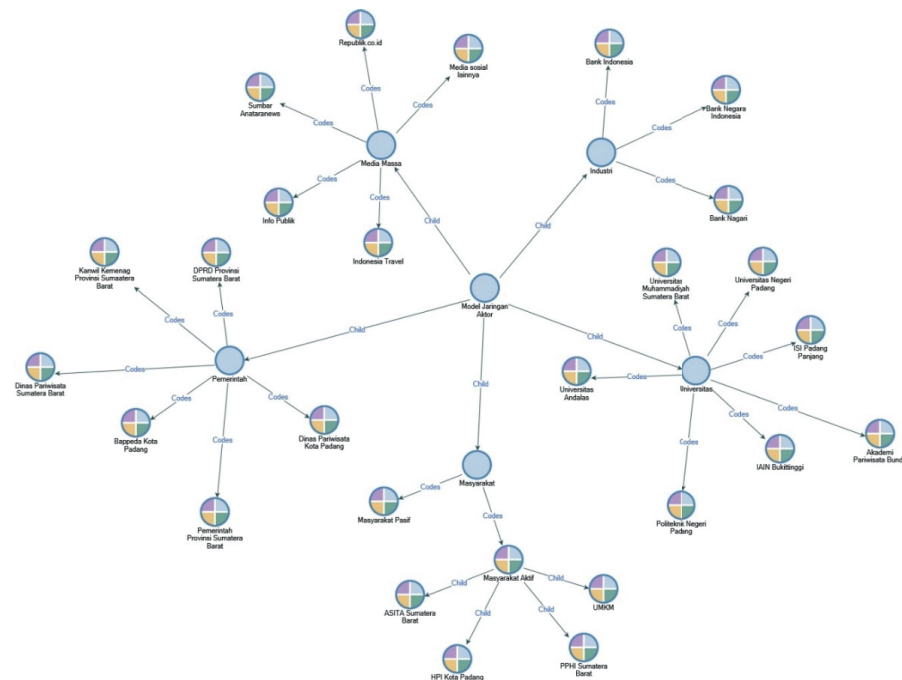
Passive communities are never involved in the development or management of destinations or tourist events. The public is merely a spectator and receives nothing directly. People actively participate in the development of halal tourism by forming an organization or NGO, namely ASITA (Asosiasi Travel And Travel), the Indonesian Tourist Association (HPI) Padang City, and the Indonesian Halal Tourism Association (PPHI). In addition, the existence of community organizations also established creative economy businesses such as MSMEs. Offers special designs of tour packages and halal destinations to meet the needs of Muslim tourists.

### 3.7. Mass Media

Media must be able to act as an expander. The media plays a role in supporting publications in promoting and creating brand image, and the role and efforts that have been made by the media for the development of halal tourism are by participating in socializing that West Sumatra was nominated for the World's Best Halal Destination 2016 and World's Best Halal Culinary Destination 2016. Although not supported by the Government of West Sumatra in this case, advertising in newspapers and some media in West Sumatra took part in socializing and promoting this. Inhibiting factors for the media in developing halal tourism are the lack of government socialization about halal tourism. The lack of government attention to halal tourism support facilities is also an obstacle to the development of halal tourism in West Sumatra. The mass media that contribute to

the development of halal tourism are republik.co.id, West Sumatra antaranews, public information, Indonesian travel, and other social media.

Furthermore, the results of the discussion analysis through Nvivo formed the pentahelix model as follows:



Source: Data processed by researchers, 2023

Figure 4: Pentahelix Model of Halal Tourism Development in West Sumatra.

## 4. Conclusion

Based on the results and discussion of collaborative public sector innovation (CPSI) for the development of halal tourism in West Sumatra Province, it can be concluded that the development of halal tourism in West Sumatra has carried out various collaboration-based innovations continuously to advance the West Sumatra halal industry through tax policies, financial support, industrial policies and special programs. First, halal tourism is promoted in West Sumatra using various media, such as Twitter, Facebook, and YouTube. The government established the Regional Committee for Sharia Economy and Finance (KDEKS) in 2020 in West Sumatra, providing halal supervisor training and halal certificates. Establish the KHAS Zone, which is a culinary area that meets halal, safe, and healthy criteria to accelerate the implementation of halal standards and certification for MSMEs. Making the Great Mosque of West Sumatra a Muslim-friendly tourist destination in Indonesia which will later become a model for other

grand mosque and a program to strengthen mosque-based sharia business actors through the use of new and renewable energy (EBT) is realized through PLTS Atap. created a national movement program proud of made in Indonesia (Gernas BBI) under the coordination of the Financial Services Authority, accompanied by the opening of a halal hub and the inauguration of Los Lambuang, Bukittinggi as a Halal, Safe and Healthy Culinary Zone (KHAS). The collaboration innovation was carried out by various stakeholders ranging from the government (West Sumatra Provincial Government, West Sumatra Tourism Office, Padang City Bappeda, West Sumatra Provincial DPRD, and West Sumatra Ministry of Religious Affairs Regional Office), academics (Andalas University, Padang State University (UNP), University of Muhammadiyah West Sumatra (UMSB), Padang State Polytechnic (PNP), State Islamic Institute (IAIN) Bukittinggi, Bunda Tourism Academy and ISI Padang Panjang, Industry (Bank Nagari, Bank Indonesia and Bank Negara Indonesia), communities (ASITA West Sumatra, HPI Kota Padang, PPHI West Sumatra, and community MSMEs), and mass media (republik.co.id, West Sumatra antaranews, public info, indonesia travel and other social media).

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