

The Influence of Digital Media, Halal Literacy, and Halal Culinary on Halal Tourism Interest among Gen Z Muslims: Beach Case Study in Mataram

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Abstract

This study aims to examine the influence of digital media, halal literacy, and halal culinary on Generation Z Muslim tourism interest in Mataram. This study uses a quantitative approach, involving 89 Muslim respondents aged 15-26 year, selected through a simple random sampling technique. Data were collected through a questionnaire containing 20 statements measuring the variables of digital media, halal literacy, halal culinary, and halal tourism interest, and then analyzed using multiple regression with SPSS software. The results showed that digital media had a significant and positive influence of 77.7% making it the dominant factor in increasing interest in halal tourism. Halal literacy also has a significant effect of 17.7% to strengthen consumer confidence in halal destinations. Meanwhile, halal culinary has no significant effect of 67%. Simultaneously, the three variables contributed 65.8%. The implications of this study indicate that policymakers and halal tourism industry players must prioritize strengthening halal literacy and optimizing digital media in promoting halal destinations. Social media-based strategies and collaboration with influencers can be effective steps to attract the attention of Gen-Z Muslim tourists. Further research is recommended to explore other factors such as service quality, cultural aspects, and destination safety, as well as to conduct a comparative analysis between age groups or regions.

Keywords : Digital media, Halal tourism, Muslim Gen Z.

Abstrak

Penelitian ini bertujuan untuk mengkaji pengaruh media digital, literasi halal, dan kuliner halal terhadap minat wisata Muslim Generasi -Z di Mataram. Penelitian ini menggunakan pendekatan kuantitatif, melibatkan 89 responden Muslim berusia 15-26 tahun yang dipilih melalui teknik simple random sampling. Data dikumpulkan melalui kuesioner berisi 20 pernyataan yang mengukur variabel media digital, literasi halal, kuliner halal, dan minat wisata halal, kemudian dianalisis menggunakan regresi berganda dengan perangkat lunak SPSS. Hasil penelitian menunjukkan bahwa media digital memiliki pengaruh signifikan dan positif sebesar 77.7% menjadikannya faktor dominan dalam meningkatkan minat wisata halal. Literasi halal juga berpengaruh signifikan sebesar 17.7% memperkuat kepercayaan konsumen terhadap destinasi halal. Sementara itu, kuliner halal tidak berpengaruh signifikan sebesar 67%. Secara simultan, ketiga variabel tersebut berkontribusi sebesar 65,8% . Implikasi dari penelitian ini menunjukkan bahwa pemangku kebijakan dan pelaku industri pariwisata halal harus memprioritaskan penguatan literasi halal serta optimalisasi media digital

dalam mempromosikan destinasi halal. Strategi berbasis media sosial dan kolaborasi dengan influencer dapat menjadi langkah efektif untuk menarik perhatian wisatawan Muslim Gen-Z. Penelitian lanjutan disarankan untuk mengeksplorasi faktor lain seperti kualitas layanan, aspek budaya, dan keamanan destinasi, serta melakukan analisis komparatif antar kelompok usia atau wilayah.

Kata Kunci: Media digital, Wisata halal, Muslim Gen Z.

1. INTRODUCTION

Halal tourism has experienced rapid growth over the past few decades at both global and national levels. Halal tourism includes services and facilities that comply with Sharia principles, thus attracting not only Muslim tourists but also non-Muslim consumers who prioritize health and hygiene aspects (Xiong & Chia, 2024). Halal tourism is now a new trend in the tourism industry. The demand from Muslim tourists for destinations that are friendly to them encourages various tourism support sectors, including homestays, to be designed with a comfortable concept and ensure Muslim tourists can worship smoothly during their stay ((Dewi et al., 2022). According to the Global Muslim Travel Index (GMTI) report, along with the increasing global Muslim population, the demand for halal tourism destinations continues to increase and is expected to reach 1.9 billion by 2023. Indonesia as the country with the largest Muslim population in the world has great potential to become a major player in this field, especially among Generation-Z. Often referred to as the digital native generation, this generation often has different preferences compared to previous generations, especially when it comes to utilizing digital technology to identify Muslim-friendly tourist destinations (Pricope Vancia et al., 2023).

Halal tourism is a tourism concept designed to meet the needs of Muslim travelers by integrating Islamic principles into various aspects of travel, such as accommodation that supports the practice of worship, halal food, and activities that comply with Sharia (Adinda et al., 2024). In addition to providing entertainment, halal tourism also aims to enrich the spiritual experience and ensure the comfort of Muslim travelers. One important element in halal tourism is halal literacy, which reflects consumers' ability to understand, evaluate, and apply halal concepts in making product, service, and activity choices (Preferensi et al., 2024). This literacy includes knowledge about halal-certified food, Muslim-friendly facilities, and tourism activities that are in accordance with Islamic values, thus helping tourists ensure the alignment of destinations with their spiritual needs (Supryadi et al., 2023). In supporting the dissemination of information and promotion of halal tourism, digital media plays a key role as a means of online communication and interaction through websites, social media, travel apps, and streaming platforms. Digital media not only increases awareness, but also influences travel interest, especially among Generation-Z Muslims who rely on these platforms to seek information, share experiences, and determine travel destinations (Ye et al., 2025). In addition, halal culinary is a vital component in halal tourism, as it fulfills nutritional needs as well as being a cultural attraction by offering a unique experience through food that is produced, processed, and served in accordance with Islamic law,

including the selection of halal ingredients and guaranteed halal processes (Kusumawardhani, 2024).

Previous research on the role of digital media in promoting halal tourism has provided interesting findings. Kamarulzaman et al., (2015) have investigated how digital platforms such as social media, travel websites, and apps help individuals, particularly those living in non-Muslim regions, to search for and discover halal culinary options. Abdullah et al., (2022) further emphasized the significant influence of social media influencers in shaping the travel decisions of tourists interested in halal tourism. This study shows that recommendations and reviews from influencers can drive individuals' interest in visiting halal tourism destinations in various parts of the world. Feizollah et al., (2021) reinforced previous findings by highlighting the role of Twitter in promoting halal tourism globally. Their research shows that this microblogging platform has successfully popularized non-Muslim countries as attractive halal tourism destinations, such as Japan and Thailand.

On the other hand, Talib et al., (2020) in their research have underlined that halal literacy not only affects consumer preferences, but also their level of satisfaction with the products and services consumed. Mohamad Rasdi et al., (2023) enriched this understanding by emphasizing that halal literacy, which includes aspects of certification, social influence, and religious beliefs, significantly shapes consumer attitudes and decisions towards halal products. Rahmania and Fadhlillah, (2024) in their research, highlighted the importance of the halal label in building consumer trust and loyalty, although it does not directly affect first-time purchase decisions. This shows that the halal label acts as a guarantee of product quality and halalness, so that consumers are more likely to choose and return to halal-certified products. Farizkhan et al., (2023) in the context of halal tourism, found that a positive attitude towards the concept of halal significantly contributes to the satisfaction of Muslim tourists. These findings indicate that halal literacy, which can increase awareness of the importance of halal tourism, has the potential to influence consumer preferences and satisfaction in the context of services.

Hakim, (2019) has indicated that halal food has a significant influence on consumer behavior, especially in the context of tourism. The younger generation, especially Generation Z, shows a strong preference for halal food, which is in line with religious values and a healthy lifestyle. The availability of halal food not only fulfills consumer needs, but also enhances overall travel satisfaction and experience. Meanwhile, Soonsan and Jumani, (2024) underlined the positive influence of halal-friendly facilities and services in driving Muslim travelers' visit intentions to non-Muslim destinations. However, the study concluded that the specific halal food and beverage attributes did not have a significant influence on visitation decisions. On the other hand, Churiyah et al., (2020) highlighted that halal food is crucial in attracting Muslim travelers, including Generation Z, by accommodating their religious practices and enhancing their travel experience.

Previous research has made significant contributions to understanding the role of digital media and halal literacy in promoting halal tourism (Gaffar et al., 2024).

However, there are still some knowledge gaps that need to be filled. First, although research has shown a relationship between halal literacy and consumer decisions, further research is still needed to deeply understand how halal literacy interacts with digital media usage in shaping Muslim tourists' preferences and behaviors (Dabamona & Papua, 2022). Second, future research needs to further explore the influence of newer social media platforms, such as TikTok and Instagram Reels, in promoting halal tourism, as well as analyze the specific features that are most effective in attracting Muslim tourists (Sahputri et al., 2023). Third, by integrating local cultural perspectives, research can provide a more nuanced understanding of the factors that influence Muslim travelers' decisions in choosing halal tourism destinations (Somadi et al., 2024)..

This study aims to examine the influence of digital media, halal literacy, and halal culinary on Generation Z Muslim tourism interest. Previous studies tend to analyze the effect of each variable partially. Therefore, this study will examine simultaneously the interaction between the three variables. In addition, this study will also measure tourism interest not only at the cognitive and affective levels, but also at the conative level, namely the intention to visit. Thus, this research is expected to provide a more comprehensive understanding of the factors that influence Generation-Z Muslims' travel interest in the context of halal tourism. Furthermore, this study will identify the most effective social media platforms in promoting halal tourism among Generation-Z Muslims. Overall, this study aims to enrich the literature in the development of halal tourism theory, especially in the context of Generation-Z Muslims, as well as provide practical implications for stakeholders in the tourism industry.

2. RESEARCH METHOD

This study uses a quantitative approach with a survey method to examine whether digital media, halal literacy, and halal culinary influence halal tourism interest among Generation Z Muslims: a study of beaches in Mataram. Sunset Land Beach is one of the developing tourist destinations in Mataram, with advantages in the form of natural panoramic beauty and the attractiveness of sunset views that are able to attract the attention of various groups of tourists, including the Gen-Z Muslim generation. The potential of this destination to develop the concept of Muslim-friendly tourism makes it a relevant location to study in the context of halal tourism interest. This study involved 89 Generation Z Muslim tourists in Mataram aged 15-26 years as respondents. A random sampling technique was used to select respondents. Data were collected through a questionnaire designed to measure the influence of digital media, halal literacy, and halal culinary on halal tourism interest. The research procedure consists of several stages as described in Figure 1.

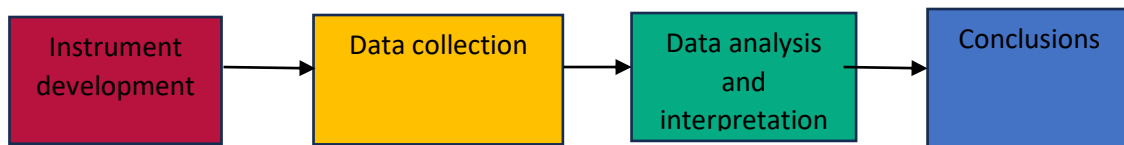


Figure 1. Research Procedure

Figure 1 shows that the quantitative data collection process is carried out through several stages, namely: (1) Preparation of Instruments, the instrument used is a questionnaire consisting of 20 statements, (2) Data collection is done by distributing questionnaires online and offline, where offline distribution is carried out in shopping centers and tourist attractions, (3) Data analysis and interpretation are processed using multiple regression analysis on SPSS software, (4) Conclusion. The hypothesis formulated to analyze the research data is: Digital media has a significant positive effect on halal tourism interest (H1); Halal literacy has a significant positive effect on tourism interest (H2); Halal culinary has a significant positive effect on tourism interest (H3); Digital media, halal literacy, and halal culinary simultaneously affect halal tourism interest.

This research instrument is a questionnaire consisting of each variable indicator including (1) digital media variables (X1) comprising 5 questions with indicators including frequency of access, platforms used, types of information sought, ease of access, and the influence of digital information. (2) Halal Literacy Variable (X2) comprising 5 questions with indicators including Halal Awareness, Halal Knowledge, Behavioral beliefs, and halal-related label beliefs (Khasanah et al., 2023). (3) Halal Culinary Variables (X3) comprising 5 questions with indicators including halal certification logos, safety assurance, cleanliness, quality, and price (Abdul Hamid et al., 2022). (4) Halal tourism interest variable (Y) as many as 5 questions with indicators including food choices, halal guarantees, family-friendly destinations, safety for Muslim tourists, and access to worship facilities (Aini & Khudzaeva, 2019). Overall, the total number of statements that will be submitted to respondents in this study is 20 questions. This research is measured using a Likert scale with 5 intervals, namely strongly agree (score 5); agree (score 4); neutral (score 3); disagree (score 2); and strongly disagree (score 1). The results of the questionnaire were calculated to obtain quantitative data on respondents' perceptions. The collected data were then processed using comprehensive multiple regression analysis with SPSS software. Instrument validity and reliability were tested to ensure the suitability and consistency of measurement, while descriptive analysis was used to describe data characteristics. The results of the regression analysis were used to identify the effect of each independent variable on the dependent variable with the equation model; $Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$.

3. RESULTS AND DISCUSSION

The data collection process uses online and offline questionnaires distributed to Gen-Z Muslim tourists in Mataram City. The number of questionnaires filled out by Muslim tourists based on gender (male and female) totaling 89 people can be seen in Table 1.

Table 1. Respondent data based on gender

No	Gender	Frekuensi	Persentase
1.	Female	58	65,2%
2.	Male	31	34,8%
	Total	89	100%

Source: Data processed by researchers (2024)

Table 1 shows that the data of Muslim tourist respondents in Mataram City based on gender indicates that the majority of respondents are female, with 58 people or 65.2% of the

total 89 respondents, while male respondents numbered to 31 people or 34.8%. This indicates that female Muslim tourists are more dominant than males in this study. Furthermore, respondent data based on age can be seen in Table 2.

Table 2. Respondent data based on age

No	Age	Frekuensi	Persentase
1.	15-20	57	64%
2.	21-26	32	36%
	Total	89	100%

Source: Data processed by researchers (2024)

Based on the respondent data displayed in Table 2, the majority of respondents came from the 15-20 years age group, with a total of 57 people or 64% of the total. Meanwhile, the age group of 21-26 years amounted to 32 people, which accounted for 36% of the total respondents. With a total of 89 respondents, this distribution shows that participants are dominated by young people, especially late adolescents to early adults. This may suggest that the perspectives or behaviors observed in this study are likely to reflect the characteristics of the younger generation, particularly in the context of trends, digitalization or social media use.

Descriptive statistics are techniques used to describe the basic characteristics of research data quantitatively. The results of descriptive statistical analysis can be seen in Table 3.

Tabel 3. Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Digital Media	89	14,00	25,00	19,9888	2,83442
Halal Literacy	89	10,00	25,00	20,9438	2,80972
Halal Culinary	89	11,00	25,00	20,0787	3,79960
Halal Tourism Intere	89	15,00	25,00	20,3146	2,83483
Valid N (listwise)	89				

Source: Data processed by researchers (2024)

Table 3 presents descriptive statistics for four variables, namely digital media, halal literacy, halal culinary, and halal tourism interest, each with a sample of 89 respondents. The digital media variable has a minimum value of 14.00 a maximum value of 25.00, an average (mean) of 19.9888 and a standard deviation of 2.83442. This shows that respondents' perceptions of digital media tend to be in the middle, with relatively small variations among them. In the halal literacy variable, the minimum value is 10.00 the maximum value is 25.00, with an average of 20.9438 and a standard deviation of 2.80972. This value indicates that the respondents' halal literacy level is quite high in general, with a fairly consistent data distribution. Halal culinary shows a minimum value of 11.00 with a maximum value of 25.00, with an average of 20.0787 and a standard deviation of 3.79960. The high average shows that halal culinary receives a good assessment from respondents, although the variation in answers is greater than other variables, as seen from the higher standard deviation. Finally, the halal tourism interest variable has a minimum value of 15 and a maximum of 25, with an average of 20.3146 and a standard deviation of 2.83483. This indicates that respondents' tourism interest is quite high on average, with a stable level of data consistency. Overall, the four variables show that respondents' perceptions tend to be positive and evenly distributed, with mean values ranging from 19.9888 to 20.9438. Differences in standard deviations indicate different levels of variation in respondents' perceptions of each variable.

Validity and reliability test

Furthermore, researchers conducted a validity test that aims to ensure that the research instrument really measures the concept or variable to be measured, so that the data obtained is accurate and in accordance with reality. The validity test results can be seen in Table 4.

Table 4. Validity test Correlations

		X1	X2	X3	Y
X1	Pearson Correlation	1	,462**	,715**	,794**
	Sig. (2-tailed)		,000	,000	,000
	N	89	89	89	89
X2	Pearson Correlation	,462**	1	,338**	,504**
	Sig. (2-tailed)	,000		,001	,000
	N	89	89	89	89
X3	Pearson Correlation	,715**	,338**	1	,525**
	Sig. (2-tailed)	,000	,001		,000
	N	89	89	89	89
Y	Pearson Correlation	,794**	,504**	,525**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	89	89	89	89

Source: Data processed by researchers (2024)

Table 4 shows that the validity test analyzed through Pearson correlation shows a significant relationship between variables at the 1% confidence level ($p < 0.01$). The correlation result between X1 and X2 is 0.462, which indicates a moderate positive correlation. The correlation between X1 and X3 is 0.715, indicating a strong positive correlation. Meanwhile, the relationship between X1 and Y reached 0.794, indicating a very strong positive correlation. The correlation between X2 and X3 is 0.338, which indicates a relatively weak positive relationship. The correlation between X2 and Y was recorded at 0.504, which indicates a positive correlation with a medium level of strength. Meanwhile, the correlation between X3 and Y is 0.525, indicating a positive correlation with moderate strength. All correlation values obtained have a significance value (Sig. 2-tailed) that is smaller than 0.05, these results indicate that each

independent variable contributes significantly to variable Y, so it can be concluded that all variables meet the validity criteria as measurement constructs. Furthermore, the researcher conducted a reliability test to ensure that the research instrument provides consistent and stable results over time, so that the research results can be trusted and relied upon. The reliability test results can be seen in Table 5.

Tabel 5. Reliability test

Reliability Statistics	
Cronbach's Alpha	N of Items
,824	4

Source: Data processed by researchers (2024)

Table 5 explains that the reliability test, evaluated through Cronbach's Alpha, yielded a value of 0.824. This value is above the commonly used minimum threshold (0.70), thus indicating good internal consistency among the four variables. This indicates that the research instrument used has a high level of reliability in measuring the desired construct. Therefore, the results of this analysis provide strong evidence that the research instruments are valid and reliable for use in further analysis.

Hypothesis Test

Hypothesis testing is important in research because it allows researchers to test the truth of initial assumptions or conjectures systematically and objectively, increasing the accuracy and credibility of research results. Hypothesis testing also helps researchers support or reject theories, providing a strong basis for making decisions or recommendations in the real world. In this study, the independent variables used are the influence of digital media (X1), halal literacy (X2), and halal culinary (X3), while the dependent variable is halal tourism interest (Y). The hypotheses in this study are: H1 = There is an influence of digital media (X1) on halal tourism interest (Y), H2 = There is an influence of halal literacy (X2) on halal tourism interest (Y), H3 = There is an influence of halal culinary (X3) on halal tourism interest (Y), and H4 = There is an influence of digital media (X1), halal literacy (X2) and halal culinary (X3) simultaneously on halal tourism interest (Y).

Multiple Regression

Multiple regression is a statistical analysis method used to determine the effect of several independent variables (X) on one dependent variable (Y). In this study, the independent variables include digital media (X₁), halal literacy (X₂), and halal culinary (X₃), while the dependent variable is halal tourism interest (Y). The analysis was

carried out by testing the simultaneous effect through the F test and partially through the t test. The results of the F test can be seen in Table 6.

Table 6. F test results

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	465,470	3	155,157	54,560	,000 ^b
	Residual	241,721	85	2,844		
	Total	707,191	88			

Source: Data processed by researchers (2024)

Table 6 shows that the F-test in the ANOVA table is used to test the overall significance of the regression model. The calculated F value of 54,650 with a significance value (p-value) of 0.000 indicates that this regression model is statistically significant at the 99% confidence level ($p < 0.01$). This means that the independent variables together have a significant influence on the dependent variable Y. Thus, the regression model used can be considered valid to explain the relationship between these variables. The results of the summary model can be seen in Table 7.

Table 7. Koefisien Determinasi

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,811 ^a	,658	,646	1,68635

Source: Data processed by researchers (2024)

Table 7 shows that R-Square is a statistical measure in linear regression that indicates how much variation in the dependent variable can be explained by the independent variables in the model. Based on the Model Summary table, the R-Square value is 0.658, which means that 65.8% of the variation in variable Y (the dependent variable) can be explained by the independent variables X1, X2, and X3. The Adjusted R-Square value of 0.646 indicates the level of adjustment for the number of variables in the model and provides a more conservative estimate. This suggests that the model has good predictive ability in explaining the relationship between the independent and dependent variables. The t test results can be seen in Table 8.

**Table 8. T test results
Coefficients^a**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	2,417		1,572	,120
	Digital Media	,777	,777	8,067	,000
	Halal Literacy	,177	,176	2,456	,016
	Halal Culinary	-,067	-,090	-,994	,323

Source: Data processed by researchers (2024)

Regression equation $Y = 2.417 + 0.777X_1 + 0.177X_2 - 0.067X_3$

Table 8, shows that the t test is used to test the significance of the regression coefficient of each independent variable individually on the dependent variable. Based on Table 8, X1 has a regression coefficient of 0.777 with a significance value of 0.000 $P < 0.05$, which means that X1 significantly affects Y with a positive influence. In other words, an increase in X1 tends to increase Y. X2 has a regression coefficient of 0.177 with a significance value of 0.016 $P < 0.05$, which also shows a positive and significant effect on Y. X3 has a regression coefficient of -0.067 with a significance value of 0.323, which means that X3 has no significant effect on Y in the model.

3.1. Discussion

a. The influence of digital media on interest in halal tourism

The results revealed that digital media (X1) has a significant positive impact on halal tourism interest (Y), with a regression coefficient of 0.777 and a significance level of $P < 0.05$. This shows that Generation Z relies heavily on digital media to obtain information and make decisions related to halal tourism. The high correlation ($r = 0.794$) supports the finding that digital media is a very effective promotional tool. This result is consistent with Kamarulzaman et al., (2015), research, which states that social media, websites and apps are important in promoting halal destinations. Strategies such as the use of popular social media, such as Instagram and TikTok, as well as collaboration with influencers, have proven effective in attracting this generation. In addition, influencers have also proven effective in promoting halal tourism, as described by Abdullah et al., (2022). However, other studies such as Feizollah et al., (2021) highlight specific platforms such as Twitter that successfully promote global halal tourism, different from this study's focus on popular platforms such as TikTok or Instagram.

b. The influence of halal literacy on halal tourism interest.

Halal literacy (X2) is proven to have a positive and significant effect on halal tourism interest, with a regression coefficient of 0.177 and a significance value of $P < 0.05$. This finding suggests that consumers' understanding of halal concepts, including halal certification and service quality, helps build trust and tourism interest. The moderate correlation ($r = 0.504$) indicates that although it is not the main factor, halal literacy still contributes to creating tourism interest. Research by Talib et al., (2020) supports the idea that halal literacy increases consumer satisfaction and becomes an important element in their decisions. Mohamad Rasdi et al., (2023) added that an understanding of halal literacy, including aspects of certification and social influence, influences consumer preferences and attitudes towards halal products. In this study, Generation Z uses halal literacy as a guide to ensure tourist destinations are in accordance with sharia principles, which shows that halal literacy not only builds trust but also strengthens tourists' preferences for halal destinations.

c. The influence of halal culinary on halal tourism interest

The analysis shows that halal culinary (X3) does not have a significant impact on halal tourism interest, with a regression coefficient of -0.067 and a significance level of 0.323. However, the moderate correlation ($r = 0.525$) indicates that halal cuisine remains relevant as part of the travel experience. Generation Z Muslims tend to consider the availability of halal food as something that is mandatory, but not a major factor in choosing a destination. This research is different from Hakim, (2019) which states that halal food plays an important role in creating a comfortable travel experience for Muslim tourists. However, this result is in line with Soonsan & Jumani, (2024) which reveals that halal food attributes are not always the main determining factor in visit decisions because halal food is considered a basic need, not the main factor in determining tourist destinations. In other words, Gen Z Muslims consider the existence of halal food as an obligation not an attraction. This is in line with the findings of this study, which show that halal culinary is relevant to meet the needs of tourists, but does not significantly affect tourism interest.

d. The influence of digital media, halal literacy, and halal culinary on halal tourism interest among Gen Z Muslims.

Halal tourism interest (Y) is significantly influenced by digital media (X1) and halal literacy (X2), with the total contribution of independent variables to the dependent variable reaching 65.8% (R-Squared = 0.658). However, halal culinary (X3) does not make a significant contribution in this model. These results are reinforced by validity and reliability tests which show that the research instrument has good internal consistency (Cronbach's Alpha = 0.824). This is supported by a previous study by Farizkhan et al., (2023) stated that a positive attitude towards halal in general contributes to the satisfaction and interest of Muslim tourists in halal tourism. This shows that the influence of certain variables, such as digital media and halal literacy, is more dominant than specific factors such as halal cuisine.

4. CONCLUSION AND SUGESSTION

Based on the research findings, it shows that digital media and halal literacy have a significant influence on halal tourism interest among Generation Z Muslims in Mataram City, with a contribution of 77.7% and 17.7%, respectively, while halal culinary does not have a significant influence, although it remains relevant in certain contexts. Digital media plays a dominant role through the use of platforms such as social media and collaboration with influencers, while halal literacy contributes to strengthening tourists' trust in tourist destinations that comply with sharia principles. Therefore, it is recommended that tourism

managers in Mataram optimize promotion through digital media by presenting interesting content on platforms such as Instagram and TikTok, as well as involving Muslim influencers to expand the reach of promotion. In addition, it is important to provide clear information about halal facilities and strengthen halal literacy through educational campaigns. Diversification of tourism products that highlight local culture is also needed, with the support of facilities such as prayer rooms, halal restaurants, and family-friendly areas. Collaboration between local governments, local communities, and businesses is key to building a sustainable and competitive halal tourism ecosystem.

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