

## ABSTRACT

Halal tourism has emerged as a rapidly growing sector globally, including in Indonesia. This research focuses on the Masjid Agung Jawa Tengah (MAJT), a potential tourist destination that currently holds a low position in the Indonesian Muslim Travel Index (IMTI). The research objective is to understand the development strategies for halal tourism in MAJT by detailing the IMTI criteria.

In this study, the Importance Performance Analysis (IPA) method is employed to identify gaps between visitor expectations and management performance. Additionally, the SOAR analysis is used to formulate the best development strategies. Variables examined include aspects such as transportation access, tour guides, security, cleanliness, and other supporting facilities.

The research findings indicate good performance in variables such as transportation access, the understanding of halal tourism concepts by the management, cleanliness, and the availability of halal restaurants and comfortable places of worship. However, variables related to advertising, security, and the library exhibit less satisfactory performance. Proposed development strategies involve maintaining the quality of mosque facilities, enhancing religious activities, and collaborating with other mosques. Improving visitor services includes upgrading supporting facilities, digitizing mosque management, and implementing marketing strategies through social media. Collaboration with other stakeholders is recommended to enhance the quality of social media content and expand visitor reach. The research results can serve as a guide for both managers and local governments to enhance the appeal of halal tourism in MAJT and similar destinations.

**Keyword :** *Halal tourism, MAJT (Masjid Agung Jawa Tengah), IPA (Importance Performance Analysis), SOAR Analysis*

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