Magnets Branding Become a Solution for Halal Tourism in Alamendah Tourism Village

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Abstract. Brand Identity is important for halal tourism. Because with Brand Identity, the branding that is created will be more attached to the minds of tourists. Because with brand identity, the branding that is created will have distinctive characteristics and the branding that is created will be more detailed, not only limited to a logo. In this study, an analysis will be carried out using the magnet branding method consisting of 15 steps with the Stratified Random Sampling data collection method. This study is different from other studies that discuss branding for tourism in general, this study discusses branding for halal tourism in tourist villages. The result is that this magnet branding is indeed needed for halal tourism in Alamendah Tourism Village so that tourism in Alamendah Tourism Village has advantages compared to the surrounding tourist villages through its halal tourism. For the planning of halal tourism development, namely halal educational park and path for disabled.

Keywords: Brand Identity, Halal Tourism, Magnet Branding

1 Introduction

Alamendah Tourism Village is one of the agro-ecotourism areas in Bandung Regency that applies the concept of community-based tourism in its management [1]. Alamendah Tourism Village offers very beautiful natural scenery and we can also do other activities such as cycling, farming, making yogurt, and other tourist attractions [2]. In addition to land use, Alamendah Tourism Village also has diverse agrotourism potential such as strawberry plantations, dekopon oranges, horticultural plants and dairy cattle farms [3]. Halal tourism is any object or action that is permitted to be used in the tourism industry based on Islamic teachings. From this understanding, it is known that the term 'halal tourism' was developed to meet the needs of Muslim tourists which include various products and services that are in accordance with Islamic law. The success of the development and marketing process of halal tourism needs to be guided by Islamic principles in all aspects of tourism activities [4].

In implementing the magnet branding method in Alamendah Tourism Village, there are obstacles, such as the lack of understanding of the managers in Alamendah Tourism Village regarding the implementation of halal tourism in Tourism Villages. The magnet branding method itself is a method that allows branding to have an attraction for consumers or tourists [5]. Brand identity is the formation of an image of a product consisting of a name, logo and slogan. The brand identity summarizes what the brand represents and also builds a brand relationship that is formed through repeated interactions with customers [6]. Tourism goal brand personality framework speaks to the prepare of creating a goal brand identity. The center goal character ought to consolidate the characteristics of the goal. Brand characteristics are: the brand as a item, the brand as a image, the brand as an organization and the brand as a person [7].

Branding techniques are utilized to offer thoughts to potential partners. For case, in 2014, in a magazine focusing on Danish business people, different IDC ofces were each displayed with their claim trademarks: Silicon Valley, "Where advancement goes to scale"; Munich, "Where development is engineered"; São Paulo, "Partner up with the future"; Seoul, "Creativity combined with a tall innovative level"; Shanghai, "From made in China to made with China"; and Modern Delhi/Bangalore, "Innovation is on the agenda." Utilizing content and visuals, the magazine posting can barely be recognized from an notice from a private worldwide counseling frm [8]. Based on previous research, namely the development of halal tourism in Setanggor Village, the study used a purposive sampling method, qualitative with a participatory approach, offering local potential, presenting a positive influence of tourism, strengthening tourism promotion, and building cooperation. The study did not explain how the target market, new category, product insight, logo, tagline, and product insight were [9]. In order to develop halal tourism for tourist villages more optimally, this study was conducted which presents a new method to develop halal tourism, namely the magnet branding method through its brand identity. So that halal

tourism in Alamendah Tourism Village has advantages over other tourist villages and to develop its halal tourism.

To manage a tourist village into a sustainable tourist village, the manager of the tourist village can explore and empower the potential of the village by focusing on the implementation of sustainable standards, namely social, environmental and economic standards. Although sustainability in the tourism industry is starting to attract more attention, researchers have expressed their concerns about the slow implementation of sustainable practices in this industry. In this study, the sustainable economy focuses more on local economic planning. Because in the Alamendah Tourism Village there are already MSMEs such as spinach chips, strawberry yogurt, then there are biogas and cattle farms, so it is hoped that these MSMEs can be more integrated so that they can be used as local economic planning that is circular based on halal [10]. This study will discuss how to develop brand identity through the magnet branding method which consists of 15 steps that can be a solution and new method in developing halal tourism. In this magnet branding, there is not only a logo, but also its target market, new category, product insight, tagline, product insight, and others [5].

2 Literature Review
2.1 Brand Identity and Tourism

Through a few changes attempted by the Indonesian government, the Indonesian Service of Tourism is energized to maximize the potential of Indonesia tourism and included a work of the service to create the imaginative economy division. Tourism has ended up a major center of Indonesian government to move forward the economy [11]. Brand trust and brand influence are important elements of brand performance, and both affect consumer purchase intention. Brand trust refers to the willingness of consumers to trust a brand when negative information about the brand arises, that is, when consumers have a problem. There is a certain level of risk involved. Brand emotion is a positive emotion that occurs when consumers buy or use a brand. Positive emotions that arise in consumers when buying or using a brand are known as brand emotions. For example, a strong national brand evokes a positive emotional response, while a brand with negative issues causes consumer dissatisfaction [12]. A company's brand identity communicates to stakeholders what makes the brand unique. Corporate branding mainly consists of corporate identity and corporate associations. In a B2B context, brands are seen as communicating origin, quality, and performance, and serve to communicate the value and benefits of products offered by a company [13]. Any effort to provide a comfortable travel experience for Muslim tourists and enable them to fulfill their religious obligations can be considered an element of halal tourism. Therefore, it can be concluded that halal tourism is a product that allows tourists to have fun (in their free time and relax) and do activities that are permitted by Islamic teachings, such as eating halal food [14]. From that, the main problem discussed in this journal is how effective is the branding magnet for the halal tourism brand identity in Alamendah Tourism Village, Bandung Regency. This will be discussed in the results and analysis section to the discussion and conclusion. devout tourism to be one of the most seasoned shapes of tourism, within the nearness of human relocation related to religion since the early days. This can be showed within the differences of religious tourism exercises, from traveling the long term (i.e., journey) to and/or stay within the devout centers to see from near run to the devout centers or destinations for the reason of devout celebration, thought or pondering [15]. Country branding can be conceptualised as a extraordinary zone of put branding. As the taking after definition illustrates country branding regularly alludes to the simple application of branding methodologies and instruments for country states: 'Nation branding concerns applying branding and showcasing communications procedures to advance a nation's image' [16].

2.2 Views on Halal Tourism

With the development of the sharia economy, and at the same time increasing public awareness of the implementation of Islamic law in daily life, this also affects the demand for services in the tourism sector. This is made possible by the need for halal tourism services in various business activities related to tourism. Halal tourism has become one of the fastest growing areas of community activity. According to the 2018 Islamic World Economic Status Report, the demand for Islamic tourism market recorded a growth of 11.8% in 2017, almost double the growth of global travel tourism. This growth was followed by an increase in annual market spending of $10 billion, reaching $177 billion in 2017. This amount is expected to increase to $300 billion by 2030. This shows that the halal tourism sector is one of the sectors with the fastest economic growth [17]. In 2012, the Government of Indonesia serious to present the Halal Tourism in Indonesia and on the another year, the government presented the 12 goals which are Moslem neighborly goal. The 12 goals are Aceh, West Sumatra, Riau, Lampung, Banten, Jakarta, West Java, Java east, Central Java, Yogyakarta, West Nusa Tenggara and South Sulawesi (Nirwandar, 2015: 10-11). The reason of this approach is the government realize that there's a modern wave of tourism called Halal Tourism or Sharia Tourism which draws in a parcel of remote visitor from Moslem populated nations such as Saudi Arabia, Brunei Darussalam, Egypt, and much more. Moreover, most of the populace within the world is from Moslem populated nations and Indonesia as a nation that features a lot of

common excellence along as the foremost Moslem populated nation. So, it could be a great trade opportunity and it is prospected to be Indonesia greatest outside trade source within the future [11]. Halal in Arabic wording alludes to 'permitted' or 'allowed'. This concept isn't as it were for nourishment but too makeup, antibodies and tourism. In expansion to eating and drinking, doing anything in agreement with Islamic law and standards can be translated as halal, since the concept of halal alludes to ways to create merchandise and administrations that are permitted in Islamic law [18].

2.3 Magnet Branding Theory

Mass media has a great influence on public perception and conveys relevant messages about tourist destinations. By utilizing mass media communication theory, we can develop a strong and effective branding strategy to convey the uniqueness of tourism, beauty and value of Alamendah Tourism Village [19]. According to Subiakto et al., (2015), magnet branding is something that is the attraction of branding, a brand must have "something" that can change transactions into experiences. Things that need to be prepared to create a brand are details of the benefits, features, uniqueness, product categories and deep research from competitors and target markets & audiences. Then determining brand positioning is also important which is determined through the formula brand DNA + core value + added value. DNA is the main value regarding genetic information that explains "what you are" in the product. Core value is a value that is inherent in DNA which is the core value of the company. While added value is a value in a product that distinguishes the product we make from other products [5]. Media branding is part of a marketing communication which is one of the levels of communication, where the orientation is more towards seeking profit. Marketing communication is the delivery of messages to consumers through various channels in the hope of changing knowledge, attitudes, and actions. With these changes, the party implementing marketing communication benefits [20]. Branding makes a difference both buyers and venders. One of its parts is to help buyers in recognizing items and setting up the quality and consistency of the item. Brands allow the task of duties for its execution to a specific producer. Moreover, another part of brand is that it can rearrange decision-making and diminish the hazard seen by buyers [21]. Refinements ought to be made between put branding and delicate control. But significantly related, these concepts are not synonymous.

The term 'soft power' for the most part alludes to the capacity of a nation-state to get favored results by influence and fascination instead of impelling or constrain. Put branding (or or maybe specifcally country branding) can be instrumental to cultivating such capacity [22]. This magnet branding method certainly has relevance to the development of halal tourism in Alamendah Tourism Village because with this magnet branding method it increases the perception that tourism in Alamendah Tourism Village is not just ordinary tourism but also has a valuable meaning for visitors. From this, it creates a competitive advantage for halal tourism so as to increase opportunities to establish cooperation with various parties so as to strengthen the market position [23].

3 Method

To test the hypothesis and validate the model, a new research method is used, namely the magnet branding method. This magnet branding method is a method created by Mr. Subiakto. This method has never been used before for tourism branding, so it is hoped that this method will be a new method that can be used for tourism in the future. With this method, the branding that is created will be more attached to tourists, and it will be known what kind of branding is suitable to be effective and beneficial for both managers and tourists.

3.1 Instrument Preparation

A set of instruments has been prepared as a medium for data collection. This data instrument has been created based on knowledge from the literature that has been adjusted to the context of this study. The instruments used in this study are observation, interviews, and questionnaires. The observation was carried out for 3 days. The interviews were divided into two, namely interviews for managers and interviews for tourists. The questionnaire was also divided into 2, namely questionnaires for managers and questionnaires for tourists. There were 100 tourists who participated in the questionnaire.

This was done so that if there was invalid respondent data, there was other data that could replace it. The questionnaire used a Likert scale consisting of points 1-5, namely strongly disagree, disagree, neutral, agree, and disagree. This scale was chosen for use in this study because this scale is easy for tourists to understand and also provides an opportunity for tourists to be able to answer neutral options so that tourists have many choices of answers and make it easier for tourists to answer.

3.2 Data Collection

For data collection for this study, data collection was carried out in the Alamendah Tourism Village and at the Kawah Putih tourist attraction. This is because the Kawah Putih is still in the Alamendah Tourism Village area, so it can also be a representative. Data collection was carried out through interviews, questionnaires, and observations focused on managers and tourists. Tourists were given a questionnaire consisting of 32 question instruments with a Likert scale from 1 to 5 consisting of strongly disagree, disagree, neutral, agree, and strongly agree. The questionnaire and interviews have been conducted with 100 tourists and 5 managers. For the provision of the questionnaire, some were through hard files, namely filling in directly on the printed sheet given during the survey, some were given via google form. From the google form it is known that the majority of tourists who filled it out were women and the majority were students aged 17-25 years who visited for research or vacation. Of the 32 questionnaire question instruments, there were 2 invalid questions. So the 2 questions were not used in the analysis of this study.
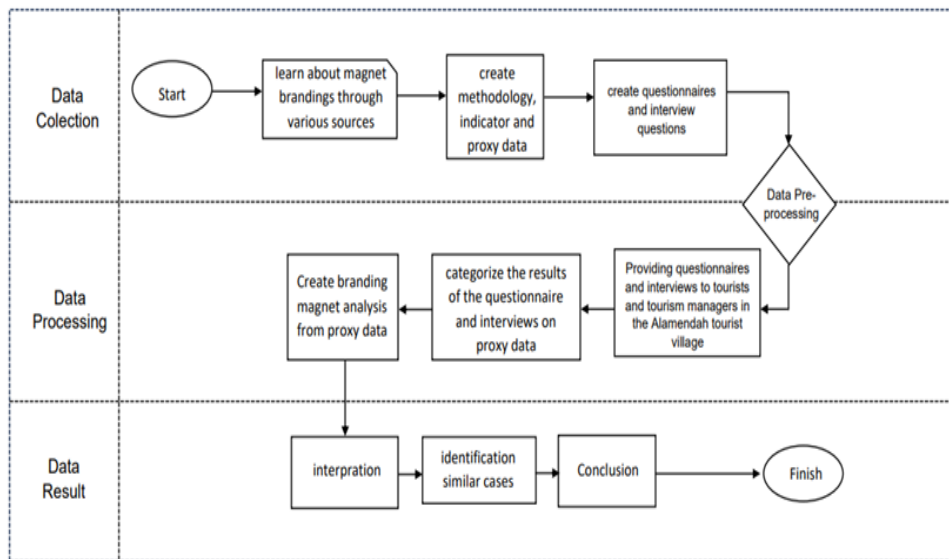

Figure 1. Data Analysis Process Diagram

3.3 Sampling Method

The sampling method chosen is Stratified Random Sampling. This can be a test that includes selecting several sets of objects from the population based on classification and random determination. This includes isolating the components of the target population into homogeneous and general parts, from each part selected basic random testing. Tests selected from various strata are combined to obtain one test. Stratification examination is a probability testing strategy in which the characteristics of the right variable are interpreted in the universe relative to this variable. For example, if we consider testing 100 individuals in a universe of 500 individuals based on the sex variable, and a population consisting of 200 women and 300 men there must be 60 men and 40 women [24]. The reason why this method was chosen is because in Alamendah Tourism Village there are visitors of various ages and professions.

3.4 Analytical Approach

The analytical approach chosen is Thematic Analysis. Thematic Analysis (TA) could be a strategy for recognizing, analyzing, and deciphering designs of meaning ('themes') within subjective information. TA is bizarre within the rule of subjective explanatory approaches, since it offers a strategy – a tool or strategy, unbounded by hypothetical commitments – instead of a strategy (a hypothetically educated, and limited, system for inquiring about). This does not mean that TA is atheoretical, or, as is frequently expected, realistic, or essentialist. Or maybe, TA can be connected over an extension of hypothetical systems and in fact inquire about standards [25]. The reason why Thematic Analysis was chosen is because in this study, patterns that appear in the data were identified, namely in this study, each data that is associated with each stage of magnet branding was identified so that the required conclusions were obtained.

4 Result and Discussion

4.1 Halal Tourism Conditions in Alamendah Tourism Village

For agrotourism, there are already spring onions, carrots, celery, strawberries, coffee, and others. This is in accordance with halal tourism because it utilizes the results of Natural Resources in Alamendah Tourism Village so that the Natural Resources in Alamendah are useful for others and are not wasted. Then there is a cattle farm whose slaughter is in Ciwidey. For the arts, there is the art of Terbangan in accordance with halal tourism because Terbangan is singing sholawat using a tambourine. So that the art does not leave Islamic values. In addition, there are activities such as ngagoes ulin ka lembur, bird watching, and trekking. These activities have similarities, namely going around to see Natural Resources and animals which also means seeing signs of Allah's greatness. There are also ecoprint crafts whose motifs and colors use natural resources such as leaves so that they are environmentally friendly in accordance with Islamic law where we as caliphs on earth must protect the nature of the earth where we live. Then for accommodation, there are homestays which are in accordance with CHSE halal tourism, such as there are taps for ablution in the bathroom, some of the sheets already use white sheets, and there are several mosques and prayer rooms too.

4.2 Halal Tourism Branding References in Aceh and Setanggor Village

Aceh as a region that is thick with Islamic law certainly implements halal tourism. In Aceh itself, the branding is through the tagline the light of Aceh. However, in this branding, Aceh experiences several obstacles such as inadequate facilities, lack of promotion, and no regulations from the local government so that the indicators for the best halal destination criteria have not been met "the light of Aceh" meaning that all Islamic components in Aceh are intended for Muslim tourists who visit according to the Islamic principle "Rahmatan lil Alamin" or "Islam is Rahmad for all nature" Meaning to be a light [26]. There are already various local products that are already well-known at least in Aceh Province itself, such as Uri Karen Coffee, Gayoe Coffee, Aceh Songket, Ijaklon, Miniek Pret, and Dengden Aceh. However, these products do not yet have a strong enough brand to attract tourists to Aceh. However, Aceh also has famous regional products such as Aceh noodles and Aceh coffee. There are still many quality local Acehnese products to attract foreign tourists to Aceh, but to be famous, systematic promotion is needed by comparing local products. In addition, entrepreneurs who make local products are not yet familiar with communication technology and have limited networks and knowledge to promote their products and attract tourists to come and buy their products [27]. The advantage of halal tourism in the city of Banda Aceh is the concept of extending tradition. This concept is applied to the design of cultural and art tourism parks to maintain cultural and artistic diversity.

Setanggor Village is a village located in Praya Barat District, Central Lombok Regency, West Nusa Tenggara Province. Setanggor Village has arts such as dance, traditional drama, gamelan, and religious rituals which are implications of the lives of the Sasak Tribe. Setanggor Village is also a buffer for the Mandalika Special Economic Zone. Its Islamic activities include religious study tours in the halls in the middle of the rice fields [9].Lombok has also achieved national and international halal certification. In addition, the local government has also collaborated with MUI and LPPOM and the Department of Culture for halal certification in restaurants, hotels, restaurants, and MSMEs. So to integrate all existing potentials, it is necessary to develop it by making Setanggor Village a halal tourism village [28].

Comparison of magnet branding method with tourism branding in Setanggor Village and Aceh, namely for Aceh, the branding is like having the tagline "The light of Aceh", which means that all Islamic components in Aceh become a light for Muslim tourists who visit with the principle of Islam rahmatan lil alamin or Islam is a blessing for all nature, has issued halal certificates for around 307 drinks and foods, seven restaurants or catering and seven slaughterhouses, and made improvements to the service and facility aspects. While for Setanggor Village, the branding is like having a wealth of arts and culture such as gamelan, dance, traditional drama, and religious customs and rituals as an implication of the life of the Sasak tribe, offering Local Potential, and the "simpok system" which is a strategy to foster a sense of responsibility and ownership of tourism managers in the process of developing halal tourism in Setanggor Village. This is different from magnet branding which has stages of new category, target market, Brand Core Value, Brand Added Value, Buyer Persona Prospects, and others so that it is more specific and targeted so that it can attract tourists precisely according to what is needed, and build emotional relationships with visitors so that visitors want to come back again, and make the village can be itself because it focuses on local uniqueness. This is what distinguishes and is the advantage of the Magnet Branding Method from others. So this Magnet Branding Method can be an option for developing Alamendah Tourism Village.

4.3 Input, Process and Output

Input, process and output are important things in research. It explains how the data analysis process goes from start to finish.
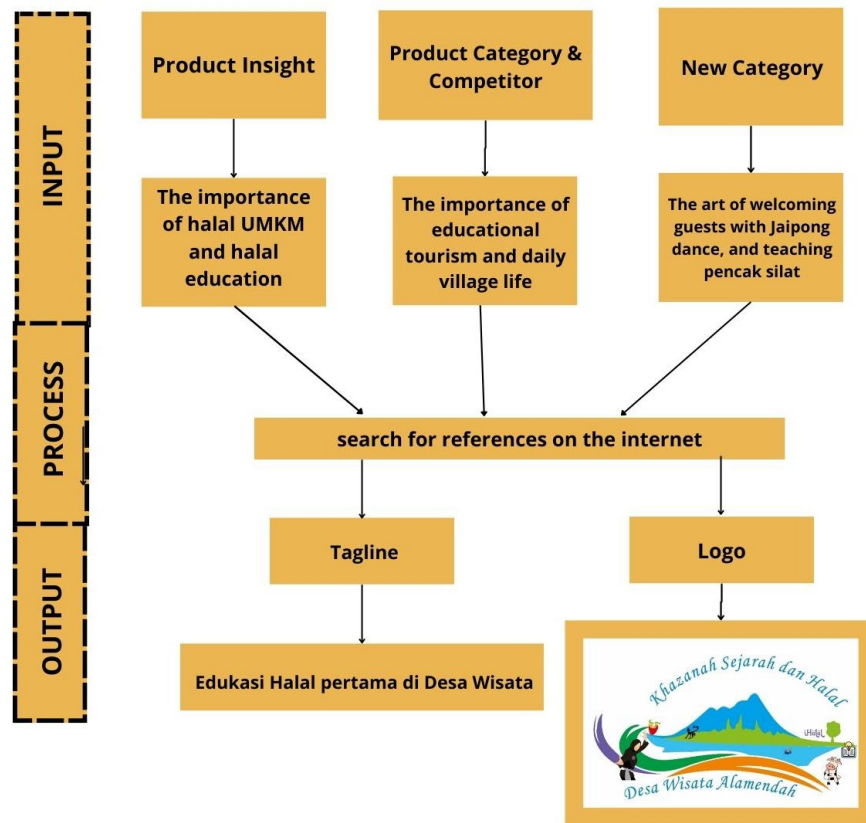

Figure 2. Input, Process, Output Diagram

From the diagram above, it is known that the main output produced is the logo and tagline. The logo and tagline are produced from the steps of product insight, product category and competitor, and new category. From these three stages, halal education and culture in Alamendah Tourism Village are taken which are used in the logo and tagline.

4.4 Magnet Branding Analysis

Brand character clearly indicates what the brand aims to stand for and has different parts. To begin with, it could be a set of associations that the brand strategist looks for to make and keep up, following it speaks to a vision of how a specific brand ought to be seen by its target group of onlookers [29] . Magnet branding analysis is the analysis used in this study. This analysis is carried out one by one in fifteen steps with qualitative data and with a stratified random sampling collection method.

4.5 Product Insight

From the data, it can be concluded that only 18% of respondents associate halal tourism with sustainable tourism. 82% of respondents mostly associate food, drinks, facilities that comply with Islamic law and halal tourism and from the questionnaire data it is known that knowledge about Alamendah Tourism Village: 40% strongly agree and 37% agree and knowledge about tourism in Alamendah Tourism Village: 42% agree and 38% strongly agree. This shows that halal food, the availability of places of worship, and Muslim-friendly facilities are the main things in attracting Muslim tourists. From the journal, it is known that halal food is the most important thing for Muslim tourists because halal food is one of the main needs that must be met through the halal industry [30]. This also shows that the awareness of Muslim tourists towards the concept of environmentally and socially friendly sustainable tourism is low. There is a great opportunity to develop halal tourism, namely by focusing on aspects of food, drinks, and facilities that comply with Islamic law. So that product insight can be made for the development of halal MSMEs and halal education.

Figure 3. Cattle Farm

4.6 Product Category and Competitor

From the questionnaire data it is known that rhe facilities in Alamendah Tourism Village are good: 44% neutral and 44% agree and good experience when using the facilities: 41% agree. Based on the product insight of halal UMKM development and halal education related to respecting others, being friendly, protecting the environment and also education about the history of Alamendah Tourism Village, the product category that can be created is historical and halal education related to protecting the environment, being friendly, and respecting others. The competitors are Panundaan Village, Lebakmuncang Village, Sugihmukti Village, and Cattle Farm Village in Malaysia. This is in accordance with the product insight that has been created previously.

4.7 Target Market/Target Audience

From the questionnaire data it is known that target visitors like religious tourism: 39% disagree, visitors with a simple lifestyle: 59% neutral, and visitors with a high lifestyle: 63% neutral. Based on the product category of historical and halal education related to protecting the environment, being friendly, and respecting others. The competitors are Panundaan Village, Lebakmuncang Village, Sugihmukti Village, and Cattle Farm Village in Malaysia, the target market/target audience that can be created is female students studying in the dakwah or tarbiah department, Islamic boarding school students. Ustadz, and Ustadzah. This is in accordance with the product category and competitors that have been created because female students studying in the da'wah or tarbiah department, and students of Islamic boarding schools need halal education.

4.8 Buyer Persona Prospect

From the questionnaire data it is known that have a hobby of visiting tourist villages: 40% strongly agree and target visitors like nature-based tourism: 45% strongly agree, having a hobby for traveling: 42% agree, having a special hobby: 35% strongly agree, and having a specific motivation: 40% agree and 40% strongly agree. Based on the target market / target audience of female students studying in the da'wah or tarbiah department, students of Islamic boarding schools, Ustadz, and Ustadzah, the prospective buyer persona that can be created is Requiring halal tourism services from tour guides and facilities that include amenities, accommodation, and activities, needing the sensation of living in a village, and those who need halal education regarding protecting the environment, being friendly, and respecting others as well as education on the history of Alamendah Tourism Village, aged 17-30 years and using social media. So the target market / target audience becomes wider and more specific.

Figure 4. Mosque

4.9 Brand DNA

From the questionnaire data it is known that activities and products are useful: 44% agree, feeling the benefits: 41% agree, feeling emotional benefits: 43% strongly agree, and emotional benefits are felt well: 42% strongly agree. Based on the prospective buyer persona, namely those who need halal tourism services from tour guides and facilities that include amenities, accommodation, and activities, those who need the sensation of living in a village, and those who need halal education regarding protecting the environment, being friendly, and respecting others as well as education about the history of Alamendah Tourism Village, aged 17-30 years and using social media, then the brand DNA that can be created is halal tourism services that include amenities such as separate toilets for women and men, accommodation that includes the availability of prayer equipment in homestays, and activities that are when in tourism activities men and women are separated, and halal agrotourism that does not damage the environment and is organic so that it is not dangerous.

4.10 Brand Core Value

From the questionnaire data it is known that ew experience when visiting Alamendah Tourism Village: 47% agree and 35% strongly agree, memorable experience when visiting Alamendah Tourism Village: 46% agree and 44% strongly agree, and visiting provides a new experience: 48% strongly agree. Based on the brand DNA of halal tourism services which include amenities such as separate toilets for women and men, accommodations which include the availability of prayer equipment in homestays, and activities, namely when in tourism activities men and women are separated, and halal agrotourism, namely not damaging the environment and organic so as not to be dangerous, then the Brand Core Value that can be created is halal culture which includes a similar qasidahan flight that already exists but not many people know about.

Figure 5. Pencak Silat

4.11 Brand Added Value

From the questionnaire data it is known that have a hobby of visiting villages to get new experiences: 41% strongly agree.Based on the brand core value of halal culture which includes a similar qasidahan flight that already exists but not many people know about, then the brand added value that can be created is sustainable which is in accordance with education to protect nature that is sustainable with agrotourism, namely sustainable halal agrotourism, namely not damaging the environment and organic so as not to be dangerous. This branding is in accordance with the concept of halal tourism, namely tourism that makes Muslim tourists comfortable in accordance with Islamic principles [31]. So that the culture created is a sustainable culture.

4.12   Brand Positioning

From the questionnaire data it is known that Activities and products function well: 44% agree and feeling the function of the activity directly: 41% strongly agree.Based on sustainable brand added value that is in accordance with the education of preserving nature that is sustainable with agrotourism, namely sustainable halal agrotourism, which does not damage the environment and is organic so that it is not dangerous, then the Brand Positioning that can be formed is the determination of a tourism model based on Islamic principles such as at the fourth level, namely the determination of halal tourism as a whole to its services including sustainable, namely preserving nature.

Figure 6. Agrotourism

4.13   New Category

From the questionnaire data it is known that Having a specific goal: 42% agree. Based on Brand Positioning Determination of tourism model based on Islamic principles such as at the fourth level, namely the determination of halal tourism as a whole to its services including sustainable, namely preserving nature, then the new category that can be created is developing learning about halal consisting of hospitality, respecting others and protecting the environment which is conveyed during trekking, Then during tourism activities women and men are separated to provide privacy.

4.14   Barrier to Entry

From the interview data it is known that for the license, there is already a halal certification for 50% of MSME products, then there is a certificate of training for the Geo Dipa Superior Village for the processing and marketing of agricultural MSME products, then there is a competency certificate indicating that Mr. Wendiansyah is competent in the field of tour guiding, then there is a certificate of award for 2nd place winner in the creative economy category in the Dewi Jawara Award "West Java Champion and Prosperous Tourism Village" in 2022 from the Head of the West Java Province Tourism and Culture Office. Then there is a certificate that Mr. Wendiansyah has participated in online inclusive tourism training. Based on the new category of developing learning about halal consisting of hospitality, respecting others and protecting the environment which is conveyed during trekking, then during tourism activities women and men are separated to provide privacy, then the barrier to entry that can be formed is the Patent of the halal cultural community for the existing one, namely flying to be more organized and certification of Halal Tourism Village.

4.15   Brand Personality

From the questionnaire data it is known that Feeling calm: 48% strongly agree, feeling happiness: 50% strongly agree, visiting changes behavior: 39% agree, and visiting makes visitors better: 37% agree. Based on the barrier to entry of the existing halal cultural community patent, namely flying to be more organized and certification of Halal Tourism Villages. So the brand personality that can be formed is appreciating culture, calm, and protecting nature. With a brand personality appreciating culture, calm, and protecting nature. So this represents what is needed from the target market/target audience so that the brand personality can be more segmented.

4.16   Naming

From the name reference for halal tourism from secondary data, it is known that the name reference is "Sun Seekers","Traveler's Paradise", "Sunrise Tours", and "Escape Vacation". Based on the brand personality appreciating culture, calm, and protecting nature, the Naming that can be formed is Halal Learning Excursion Alamendah (Halal Education Tour Alamendah) so that it can be remembered more by tourists and have its own perception in the minds of tourists. The name Halal Learning Excursion Alamendah was chosen because it describes the activities in the branding that is carried out, namely halal learning while sightseeing.

4.17   Brand Identity

From the interview data it is known that the condition of product branding in Alamendah Tourism Village is more towards products whose raw materials come from Alamendah Tourism Village itself and are produced in Alamendah Tourism Village. Then from the product packaging it is colorful. The products consist of coffee, cireng, strawberry jam, pohpohan chips, strawberry milkshakes, and others. Then other product branding is the colorful packaging, the color of which is in accordance with the logo. Based on the naming that can be formed, namely Halal Learning Excursion Alamendah, the brand identity that can be created is halal agrotourism, halal culture, halal UMKM, and halal education so that it can compete in the global tourism market.

4.18   Tagline

From the tagline ference for halal tourism from secondary data, it is known that the tagline reference is "Tourism For Everybody", "Go your own way", "All are welcome", and "Where Happiness Finds You". Based on the brand identity that can be created, namely halal agrotourism, halal culture, halal UMKM, and halal learning, the tagline that can be created is the tagline " Edukasi Halal pertama di Desa Wisata'" (the best halal education experience).

4.19   Brand Experience

From the questionnaire data it is known that having a unique listening experience: 41% strongly agree having a unique viewing experience: 41% strongly agree, gaining new knowledge: 45% strongly agree, 24. visiting provides a unique experience: 43% strongly agree, having a unique listening experience: 41% strongly agree, and having a unique viewing experience: 41% strongly agree. Based on the tagline that can be created, namely the tagline " Edukasi Halal pertama di Desa Wisata'" (the best halal education experience), the brand experience that can be formed is Caring for the environment because it is in accordance with sustainability and getting a new perspective on halal tourism so that there is no misconception about halal tourism.

Figure 7. Ngagoes Ulin ka Lembur

4.20   Logo

Logo is an important thing for tourism because the logo reflects the products and services in tourism. Symbol shape alludes to a realistic plan of a brand symbol. Earlier writing on symbol shape has centered on the impacts of different symbol shape characteristics on shopper brand recognitions counting, but not constrained to, brand inclinations, brand identity, and brand value [32]. A logo can consolidate other components, such as the brand's

title and a logotype, as within the cursive Coca-Cola l. From a creator point of view, a symbol can be made on the premise of different plan factors. In past paper, there's particularly center on symbol symmetry. Three essential sorts of symmetry exist: translational, rotational, and reflectional, too called reflect symmetry [33]. The results of the analysis of the logo and the components of the logo along with their meanings are as follows:

Figure 8. Logo

TABLE 1. Element of Logo and the Meaning

Element	Meaning	Stages
Lake	Source of life.	Brand DNA
Surili	Describing West Java	Brand Core Value
Strawberry	the main commodities in Alamendah Tourism Village.	Brand DNA
Mountain	Source of life	Brand DNA
Tree	Fertility	Brand DNA
Rainbow	Life is not always straight, but it is expected to have a good ending	Brand DNA
West Javanese curved pattern	West Java	Brand Core Value
martial arts	Culture	Brand Core Value
Cow	Livestock commodities	Brand DNA
Books and Lamps	knowledge	New Category

4.21 Tagline

For the larger part of goals be that as it may, a motto could be a fundamental open verbalization of a destination's brand technique. Nearly each goal employments a trademark, an sign they are clearly considered vital, and however distributed investigate is nearly non-existent. There have been numerous reactions of goal mottos over the a long time [34]. The existing tagline is "Great Experience". This is based on the results of observations on the aspect of tourism branding. The many taglines in advertisements in print and electronic media also often make it difficult for consumers to memorize and distinguish between one product tagline and another. So it is hoped that it can create a tagline that is easy for tourists to remember [35]. From the results of the analysis, a new tagline was created, namely " Edukasi Halal pertama di Desa Wisata'". With this tagline, Alamendah Tourism Village is expected to be able to compete in the global tourism market, strengthen its position as a halal tourism village, and attract tourists who combine natural beauty with spiritual values, especially Muslim tourists, thereby contributing to the local economy through sustainable tourism.

4.22 Local Stakeholders and MSMEs

One effective strategy to enhance welfare and boost regional economic potential is the empowerment of community economies through the development of micro, small, and medium enterprises (MSMEs) in tourist villages. The growth of MSMEs is crucial for stimulating the village economy, generating employment opportunities, reducing unemployment rates, and increasing the income of local residents [36]. Villagers have the chance to create distinctive products and services that reflect the uniqueness of their region. By harnessing the potential of their natural resources, cultural heritage, and local traditions, they can offer visitors a captivating glimpse into the local way of life. By being given this opportunity, MSMEs can develop, thereby increasing the local economy in Alamendah Tourism Village so that tourism in Alamendah Tourism Village can also develop, especially halal tourism. To achieve this, it is essential to engage local stakeholders effectively. This includes focusing on the quality of services offered to tourists at various attractions, in line with the principles of Quality of Service Management Theory. Additionally, providing training to micro, small, and medium enterprises (MSMEs) on effective marketing strategies is crucial. Collaborating with all relevant parties—including local businesses, village government, NGOs, and other stakeholders—is key to fostering sustainable synergy and reaching shared objectives in developing the village economy [37].

For Alamendah Tourism Village, the role of local economic stakeholders is to provide labor and provide local knowledge such as local wisdom and history. While the role of MSMEs is to provide local products and support local economic growth.

4.23 Potential Market and Competitor Analysis

Based on the analysis conducted, the potential market that can be created is female students studying in the department of da'wah or tarbiah, and students of Islamic boarding schools, Ustad and Ustadzah. This is in accordance with the branding that was created, namely halal learning. With this potential market, halal tourism in Alamendah Tourism Village has a segmented market according to the branding that was created, namely halal learning. For competitors in Alamendah Tourism Village based on interviews, namely Cipelah Village, Indragiri Village, Patengan Village, Panundaan Village, Lebak Muncang Village, and Sugihmukti Village, Sukaresmi Village. This is because the location is close together, has a similar contour and weather, and has similar plantation, agricultural and UMKM products so that they can be called competitors. The thing that can be highlighted by Alamendah Tourism Village which has the potential for the market and can outperform competitors is by highlighting the halal tourism side by providing a halal certificate guarantee for its food and drinks and a guarantee of getting a religious experience. So that Alamendah Tourism Village creates a new market that is different from the surrounding villages, so that it has an attraction and is more segmented for tourists. To determine a marketing strategy, it is necessary to develop values in each clear market segment so that the attraction of tourists increases [38]. To help increase the number of tourists, a brand identity, logo, slogan, and product insight are also created that have been adjusted to the identified target market. For example, the brand identity that has been created is halal education, so in the logo there is a picture of a book and a lamp that symbolizes knowledge. In addition, it is also in accordance with the tagline "Edukasi Halal pertama di Desa Wisata'". The colors on the logo also use bright colors that are adjusted to the target of young people.

4.24 Determination of Brand Goals and Values

Branding writing depicts brand character as the interesting and basic thought of the brand. It is everything that produces the brand important and particular: a interesting set of brand affiliations that firmsaim to make or keep up to set up a relationship between the brand and the client. It could be a multidimensional concept including company values and culture, as well as the identity and the fundamental guarantee of the brand [39]. The similarity of identity to a brand forms the consumer's brand identity. This happens when the brand becomes more attractive and meaningful, allowing individuals to express and maintain their identity authentically (Notiasari *et al.*, 2021). For this reason, Alamendah Tourism Village specifically sets the goal of becoming a solution for Muslim tourists who need education and in order to build brand values of comfort, culture and halal in tourism using new brand elements in our new products. A village that is different from other tourist destinations. A brand that is an MSME in Alamendah Tourism Village. The goals and values of the brand support the objectives of this study to design a halal tourism brand identity in Amenda Village, Bandung Regency. And this is consistent with the objectives of this study to determine the goals and values of the brand. Item Quality relates to Brand Awarness. Pointers of item quality within the shape of: toughness, unwavering quality and aesthetics implies that each item is said to be of quality on the off chance that it has great solidness, both in terms of benefit life conjointly erosion resistance [41].

4.25 Planning for Halal Tourism Development

Indonesia certainly has extraordinary potential in the development of halal tourism. However, halal tourism in Indonesia has not been running optimally, although there has been development. The development of halal tourism destinations that has been carried out still lies in the development of several destination components only as seen from the value of the hotel and restaurant tourism service business components [42]. Perspectives in tourism development are identified in four stages, namely:

a. Tourists
   Halal tourism certainly has an influence on the psyche and physical of tourists. so that all stages of planning, visiting, and post-visit must be ensured in accordance with the Islamic perspective.

b. Tourism Service Business.
   Tourism Service Business is expected to be able to provide food, drinks, accommodation, and places of worship that are in accordance with the Islamic perspective so as to meet the needs of Muslim tourists.

c. Government
   The government is expected to be able to make firm policies for halal tourism that play an important role in the planning and implementation of halal tourism so that it can distinguish between halal and haram tourism.

d. Local Community
   The local community is expected to be a good local community and reflect Islamic values because it deals directly with tourists.

There needs to be awareness from various parties, both government and private, in developing halal tourism to support tourism potential in a country. Local communities can also participate and contribute to activities related to halal tourism such as employment, business, tour guides, accommodation, planning, profit sharing, and promotion. The development of halal tourism can be done at least with prayer facilities for tourists, providing halal food and recreation in accordance with Sharia [43]. Obstacles in halal tourism are human resources who do not understand the concept of halal tourism development and are not ready to implement halal tourism development, low community participation in the planning and decision-making stages, and lack of innovation in halal tourism promotion [44]. From this, a halal tourism development plan was made based on the potential, advantages and disadvantages for Alamendah Tourism Village, Bandung Regency as follows:
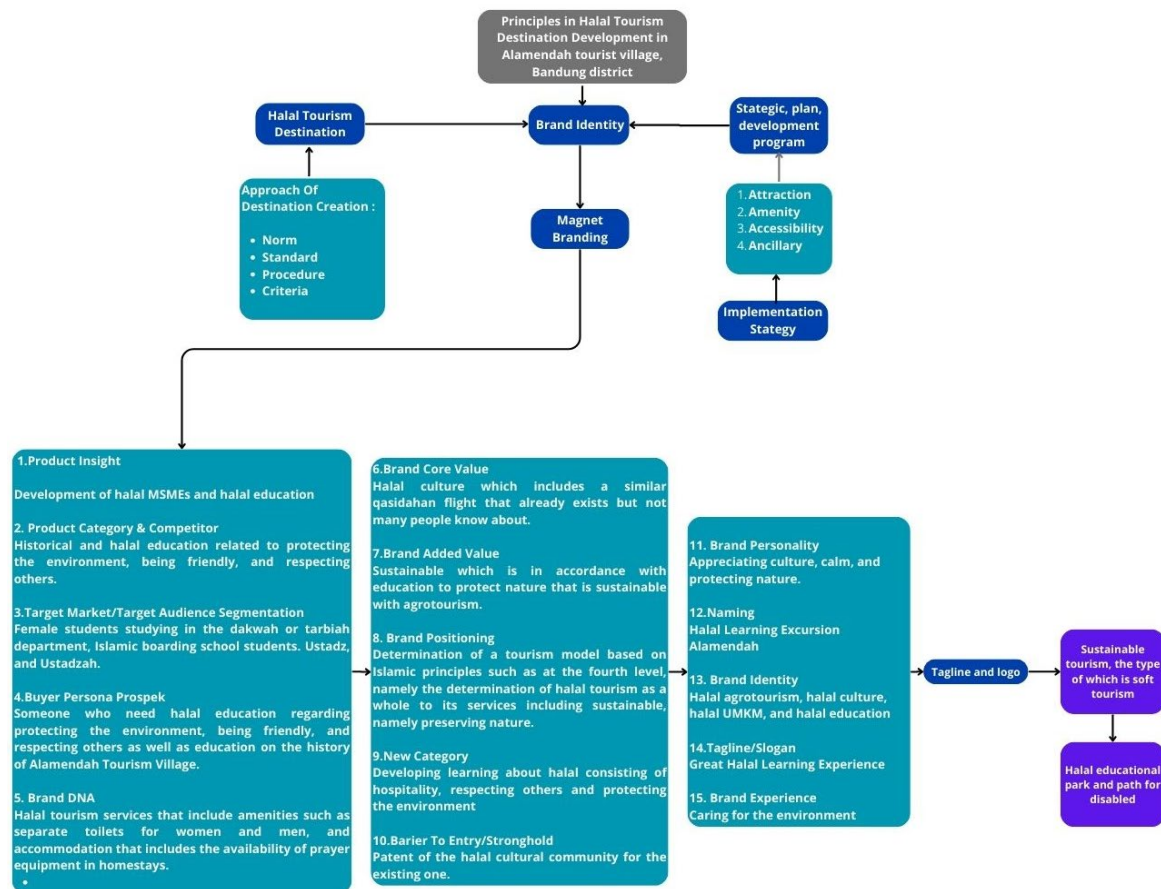

Figure 9. Halal Tourism Development Planning Diagram in Alamendah Tourism Village

From the diagram it is known that the planning for tourism development in Alamendah Tourism Village is sustainable tourism, the type of which is soft tourism with the focus of its development being a halal educational park and a path for the disabled. Soft tourism is tourism that prioritizes education, local experiences, and respect for local culture. This is in accordance with the existing potential because in Alamendah Tourism Village there are many cultures such as pencak silat and jaipong, also in accordance with halal tourism that prioritizes sustainability in accordance with Islamic values, and in accordance with halal education. If viewed from each stage of magnet branding, this magnet branding is too general for tourism that has specific characteristics and different focuses. But if viewed from all stages, this magnet branding can be adjusted to the needs of tourism in a particular place, especially halal tourism. Therefore, the 15 stages of magnet branding are a unity that cannot be separated [45].

In this current circumstance, MSMEs is not as it were in require of assist mentoring and bolster, but moreover trade methodologies. A substantial trade methodology in this minute would be the supportability methodology that will energize MSMEs performing artists to be mindful of and start begin setting up feasible trade hones, in which wherein the MSMEs' trade are not exclusively a profit-oriented, however but will also be actualizing the concept of triple foot line: benefit, people, planet. This can be a concept utilized to form adjust between supporting components in the improvement of economy, social and environment. MSMEs in Alamendah Tourism Village certainly play an important role in sustainable economic planning because they increase employment opportunities and also help preserve local culture and wisdom because in Alamendah Tourism Village there are MSMEs that produce handicrafts, culinary and textiles typical of the region such as ecoprint, cireng, and others [46] .

In this study, there is no specific indicator to assess the success of this magnet branding approach over time because it has not reached that stage, but this study focuses on the implementation of government policies on halal tourism in Bandung Regency, helping the community in Alamendah Tourism Village to be confident in developing halal tourism. And has a target, namely that Alamendah Tourism Village is better known by tourists.

5 Conclusion

The efects of tourism, both positive and negative, have been identifed as potential determinants of residents' reactions to tourism advancement. The connections between tourism improvement and its financial, socio-cultural, and natural impacts emphatically infuence the discernments of inhabitants towards the industry. These impacts play a significant part in deciding the eagerness of the community to lock in in a   complementary relationship with the tourism segment [47]. The analysis of the 15 stages of magnet branding resulted in branding for halal tourism in Alamendah Tourism Village. From the research, the results are that it is possible to create a branding for historical educational tourism in Alamendah Tourism Village and education about halal tourism during trekking that pays attention to Islamic values such as friendliness, respect for others, protecting the environment, and providing privacy for women and men. This branding will be an attraction that attracts Muslim customers with their spiritual and Islamic cultural needs that are met through their tourism experience. The magnet branding method was used in this study because with the magnet branding method, the brand that is created will have more appeal so that it has more selling value. After getting the branding that was created and from the halal tourism reference in Aceh, this magnet branding method is effective for halal tourism in Alamendah Tourism Village, because this magnet branding method also includes promotion through communication technology which is a deficiency of halal tourism in Aceh and can also be used as a method to integrate the potential that exists in Setanggor Village.

This magnet branding method is also a new method that can provide new colors for tourism development. This magnet branding method can also make tourism destinations in Alamendah Tourism Village look different from others, build a positive image of halal tourism, attract tourists who are in accordance with the branding created, and increase local economic growth both in the region and the MSMEs themselves in Alamendah Tourism Village. So this magnet branding method can also be a solution to develop halal tourism in Alamendah Tourism Village through brand identity.However, from the study there are several shortcomings such as limited literature on how to apply the magnet branding method to tourist villages so that it is recommended for further research to discuss the halal tourism community branding in Alamendah Tourism Village, Bandung Regency and halal tourism digital services in Alamendah Tourism Village, Bandung Regency - Because in Alamendah Tourism Village, a community has not been formed for its culture and there needs to be a community for halal tourism including halal MSMEs. For the planning of halal tourism development in Alamendah Tourism Village, namely a halal education park and paths for the disabled. This is in accordance with the concept created, namely sustainable halal education and still preserving the culture in Alamendah Tourism Village. In addition, the author recommends conducting training for managers in Alamendah Tourism Village regarding the implementation of halal tourism in tourist villages supported by local agencies and governments because managers in Alamendah Tourism Village do not yet understand the implementation of halal tourism in tourist villages. This is in accordance with the critical preparatory consider of tourism directors from the Valencian locale appears that, in common, directors and tourism

managers require preparing within the zones of administration procedures, benefit quality administration, promoting, dialects, computers, hierarchical security and communication aptitudes [48].

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