

Halal Tourism Development Strategy at Kaolin Lake in Bangka Belitung Using The BMC Method

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Abstract

Indonesia has significant potential for the development of halal tourism and ranks second among the world's Muslim-friendly tourism destinations according to the State of the Global Islamic Economy (SGIE) Report 2024/2025. However, the implementation of halal tourism remains limited, particularly in nature-based tourist destinations such as Kaolin Lake in Central Bangka Regency, where the integration of halal tourism elements has not yet been fully optimized. This study aims to analyze the management model of Kaolin Lake, identify the implementation of the Business Model Canvas (BMC), and recommend halal tourism development strategies to enhance the destination's competitiveness. This study employed a descriptive qualitative method. Data were collected through observations, interviews, and documentation involving the management of Kaolin Lake, the Head of Nibung Village, local micro and small enterprises (MSEs), tourists, and academics. The Business Model Canvas was used as the primary analytical framework, while SWOT analysis served as a supporting analytical tool. The findings indicate that the management model of Kaolin Lake is based on a village institutional approach managed by the Nibung Village-Owned Enterprise (BUMDes), with support from the Village Government and local MSEs. The implementation of the nine elements of the Business Model Canvas has not yet fully integrated the principles of halal tourism. The research findings were implemented through strengthening each element of the Business Model Canvas, including the improvement of Muslim-friendly facilities, optimization of digital promotion, development of educational tourism and halal culinary attractions, and the expansion of strategic partnerships to support Kaolin Lake as a more competitive halal tourism destination

Keyword: Business Model Canvas, Development Strategy, Halal Tourism, Kaolin Lake

Strategi Pengembangan Pariwisata Halal Danau Kaolin di Bangka Belitung dengan Metode BMC

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Abstrak

Indonesia memiliki potensi besar dalam mengembangkan pariwisata halal dan menempati peringkat kedua sebagai destinasi wisata ramah Muslim dunia berdasarkan *State of the Global Islamic Economy Report (SGIE) 2024/2025*. Namun implementasi pariwisata halal masih rendah, khususnya di destinasi wisata alam seperti Danau Kaolin di Kabupaten Bangka Tengah, di mana implementasi elemen-elemen pariwisata halal masih belum optimal. Penelitian ini bertujuan untuk menganalisis model pengelolaan Danau Kaolin, mengidentifikasi implementasi *Business Model Canvas* (BMC) dan merekomendasikan strategi pengembangan pariwisata halal untuk meningkatkan daya saing destinasi. Penelitian ini menggunakan metode deskriptif kualitatif. Data dikumpulkan melalui observasi, wawancara, dan dokumentasi yang melibatkan Pengelola Danau Kaolin, Kepala Desa Nibung, Usaha Menengah Kecil (UMK) lokal, wisatawan, dan akademisi. *Business Model Canvas* digunakan sebagai analisis utama, sedangkan analisis SWOT sebagai alat analisis pendukung. Hasil penelitian menunjukkan bahwa model pengelolaan Danau Kaolin berbasis kelembagaan desa yang dijalankan oleh BUMDes Nibung dengan dukungan Pemerintah Desa dan UMK lokal. Implementasi sembilan elemen *Business Model Canvas* belum sepenuhnya mengintegrasikan prinsip-prinsip pariwisata halal. Temuan penelitian diimplementasikan melalui penguatan setiap elemen *Business Model Canvas* yang mencakup peningkatan fasilitas ramah Muslim, optimalisasi promosi digital, pengembangan wisata edukasi dan kuliner halal, serta perluasan kemitraan strategis guna mendukung Danau Kaolin sebagai destinasi pariwisata halal yang lebih kompetitif.

Kata kunci: *business model canvas*, danau kaolin, pariwisata halal, strategi pengembangan