
ANALYSIS OF THE CULINARY TOURISM DEVELOPMENT STRATEGY IN TAHU VILLAGE, ISLAMIC ECONOMIC REVIEW

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Abstract

Kampung Tahu, as a culinary tourism destination, has great potential for optimal development. To ensure its consistency with Islamic economic principles, which emphasize justice, sustainability, and shared prosperity, the implemented development plan must be examined. Therefore, this study aims to determine the strategy for developing Kampung Tahu culinary tourism from an Islamic economic perspective. This study used the Systematic Literature Review (SLR) method with a search strategy in Google Scholar and Sinta published from 2020 to 2024. The results obtained indicate that the strategy is consistent with current theory and the promotional strategy is the most strategic approach. Entrepreneurs have also applied Islamic principles in running their businesses, which include the importance of conducting business fairly, honestly, and trustworthy, as well as paying attention to the quality of raw materials that are guaranteed halal.

Keywords: Development Strategy, Tourism, Culinary Tourism, Islamic Economics

INTRODUCTION

Tourism is one of the natural resources with economic value. In regions with tourism potential, the tourism industry is seen as a major economic driver and plays a crucial role in driving economic growth. Because the tourism industry has the potential to absorb labor, the government strives to develop plans and regulations that will encourage its growth. The extraordinary natural potential of a region can become a public tourist destination. Tourist destinations can provide substantial economic benefits if properly managed (Afifah 2022).

Culinary tourism is one of Indonesia's tourist attractions. Culinary arts are the main draw of culinary tourism. The local economy also benefits from culinary tourism. The community's need to produce and sell culinary delights creates jobs. One important component that provides visitors with a deeper understanding of local culture is culinary arts.

Kampung Tahu in Dolok Manampang Village, Dolok Masihul District, Serdang Bedagai Regency, has great potential as a culinary tourism destination because it focuses on the production and marketing of processed tofu products. This village even produces

more than 20 varieties of processed tofu products and has 19 home industries that have produced tofu for generations. This potential is supported by local experiences and education, where visitors can directly observe the tofu-making process and interact with artisans, adding value beyond mere culinary tourism.

However, despite this potential, culinary entrepreneurs in Kampung Tahu face a major challenge: Kampung Tahu lacks sufficient selling points to attract interest. Several factors hindering innovation and product development include an ineffective organizational management structure, lack of marketing, unattractive tofu production locations, and a shortage of human resources. If systematic development is not initiated now, Kampung Tahu risks being left behind and marginalized from future economic development in the free market era.

Therefore, a strategic analysis of Kampung Tahu culinary tourism development is needed that focuses not only on conventional business aspects but also aligns with Islamic economic principles. Islamic economics emphasizes justice, sustainability, and shared prosperity, and eschews practices that create inequality and exploitation. Applying the principles of honesty, trustworthiness, and fairness in business transactions, as well as paying attention to the quality of raw materials and their halal certification, is crucial for creating human happiness (*falah*).

According to research by M. Fahrizal Asrofi & Ahmad Syaichon (2022), vertical integration, intensive strategies, and diversification strategies are all used in corporate growth plans. When examined through the lens of Islamic economics, these tactics are consistent with established principles, including those related to integrity (*siddiq*), accountability (*amanah*), intellectuality (*fathanah*), communication (*tabligh*), professionalism and good deeds, as well as the purity of worship and purpose (Accounting 2022). According to research by Ulfa Yolanda (2023), the strategies used in the palm sugar processing business include pricing strategy, quality strategy, brand image strategy, location strategy, promotion strategy, and product strategy. According to Islamic economic analysis, entrepreneurs have implemented Islamic economic principles, which not only pursue profit but also link it to moral principles. The pursuit of maximum profit is unacceptable because Islam emphasizes the need for honesty, reliability, and fairness in business (Yolanda 2023).

According to research by Meta Ria Safani & Dony Burhan (2022), social media promotion for educational tourism publications, community involvement in the entire educational tourism development process, the creation of appropriate human resources (HR), and regulatory support are strategic concepts used. This company has adopted Islamic economic ideas.

Based on the above background, this research aims to examine and analyze how to develop culinary tourism strategies in the tofu village in Dolok Masihul District so that it continues to grow in accordance with Islamic economic principles. According to Khairul

and Lailatul (2024), strategy is a detailed plan for achieving organizational goals. Maintaining the organization's sustainability in the environment in which it operates is as important as achieving them. In general, strategic elements within a strategy are always considered when selecting a strategy. These elements include resource allocation, scope, and unique expertise. Furthermore, development can be seen as an effort to enhance an individual's theoretical, technical, moral, and conceptual skills according to the demands of a job or position through education and training (Anam and Qadariyah 2024).

According to Hafiz et al. (2023), because strategy is a crucial component of corporate growth and enables companies to compete and thrive, it is a crucial term in the business world. Strategy is a series of integrated and well-coordinated commitments aimed at leveraging key skills and gaining a competitive advantage. To achieve strategic competitiveness, businesses must choose a strategy from a variety of available options.

The etymology of tourism comes from the Sanskrit words *pari*, meaning "many times," and *wisata*, meaning "journey" or "wandering." Therefore, the term "tourism" refers to frequent voyages or travel. Based on this interpretation, tourism can be defined as a journey in which a person departs from a starting location and travels with a plan, not to earn a living there, but rather to engage in recreational or entertainment activities to meet various needs.

According to Narwastu (2023), culinary arts are an essential component to provide visitors with a comprehensive understanding of the host culture. Travel can be enriched by culinary arts, which can illustrate local culture. Culinary tourism offers an engaging experience in eating and preparing various regional specialties.

One of the Islamic economic thinkers is Baqir al-Sadr. In addition to criticizing the capitalist economic system, which is considered to foster injustice and exploitation, Muhammad Baqir al-Sadr's economic philosophy highlights the importance of justice and equitable distribution in the Islamic economic system. According to Baqir al-Sadr's theory, economic problems arise from unfair and unequal distribution resulting from an economic structure that allows the powerful to exploit the weak (Desi Yuniarti & Rahmawati Mu'in, 2024). The Quran does not directly address "culinary tourism," but there are verses related to the recommendation to eat halal and good food (*thayyib*), such as Al-Baqarah verse 168 ("Eat from what is lawful and good...").

يَا أَيُّهَا النَّاسُ كُلُوا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا وَلَا تَتَّبِعُوا خُطُوَاتِ الشَّيْطَانِ إِنَّهُ لَكُمْ عَدُوٌّ مُبِينٌ ﴿١٦٨﴾

yâ ayyuhan-nâsu kulû mimmâ fil-ardli ḥalâlan thayyibaw wa lâ tattabi‘û khuthuwâtisy-syaithân, innahû lakum ‘aduwwum mubîn

Meaning: O mankind, eat of what is lawful and good on earth, and do not follow the footsteps of Satan. Indeed, he is to you an open enemy.

According to Meta and Dony, 2022, because Islam is a holistic religion, the Quran also discusses trade. Islam permits its followers to accumulate wealth through various strategies, as long as they adhere to Sharia law and do not deviate from applicable norms.

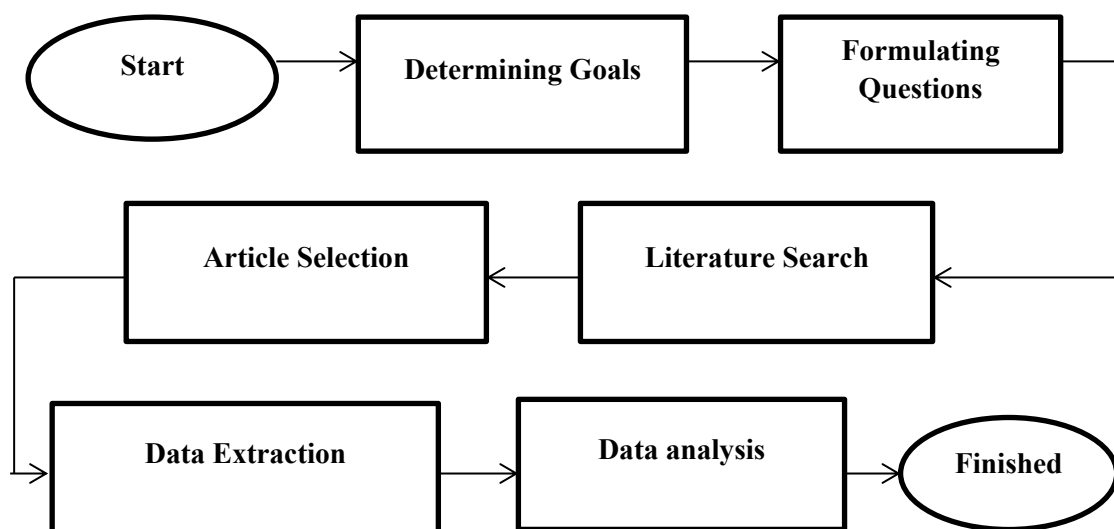
RESEARCH METHODS

This scientific paper was compiled using a Systematic Literature Review (SRB) approach. A systematic literature review, also called a "systematic literature review," is the process of finding, examining, evaluating, and interpreting all currently available research. By following defined criteria, this strategy enables researchers to select journals and conduct systematic reviews. (Lisa et al., 2024)

To ensure the information collected is up-to-date, the authors collected data for this journal by searching for recent journal releases using the keywords "Development Strategy, Culinary Tourism, and Islamic Economics" in Publish or Peris and Sinta between 2020 and 2024. The authors found 1,000 articles that matched the search parameters after using the appropriate keywords and time period to search the Sinta and Publish or Peris databases. Twenty articles were selected by the authors to be used as references for this publication after searching other journals that matched the keywords, abstracts, debates, and findings.

After reviewing the contents of several journals related to the relevant subject, the author paraphrased the language from the journals cited in this scientific paper to convert the findings into this journal article. Some of the procedures or activities included in the SLR include selecting research subjects, conducting a comprehensive literature search, developing appropriate selection criteria, evaluating and synthesizing research results, preparing a report, and drawing conclusions.

The step by step research using SLR is shown in Figure 1.



Picture 1. Literature Review Research Method

The researcher's initial step was to establish research objectives to ensure a clear focus and purpose. This was to examine culinary tourism promotion strategies utilizing Islamic economic principles. The research objectives were the strategies that had been implemented, including how Islamic economic principles were applied to developing culinary tourism potential.

The next step was to formulate research questions tailored to the research topic. By formulating questions aligned with the research topic, the researcher was able to quickly identify relevant keywords and select databases to gather relevant material. The demands and phenomena surrounding culinary tourism development plans from an Islamic economic perspective formed the basis of this research. Table 1 shows the research questions.

Table 1. Research Question

Code	Research Question
RQ1	What is the strategy for developing culinary tourism?
RQ2	How Islamic economics is applied in culinary tourism development strategies?

Source: Author's processing (2025)

Several electronic databases were searched using keywords to complete the literature search procedure. Publish or Perish, Emerland Insight, and Sinta are just a few of the internet sources and databases from which some of the papers and materials collected for this study were retrieved. The keywords "Development strategy," "Culinary tourism," and "Islamic economics" were used in each electronic journal database. Relevant articles were then retained for further evaluation. The "Studies found" category will now include all found articles.

The found items were selected in the previous stage based on predetermined standards. The literature references were articles published between 2020 and 2024. Reading the titles and abstracts of the studies was the first step in the review process. The relationship between the abstract and the title was then investigated. At this stage, the inclusion and exclusion criteria listed in Table 2 were used to filter and evaluate previous research findings..

Table 2. Inclusion Criteria

Inclusion Criteria	Number of Criteria
Articles published between 2020 and 2024	There are 20 articles that have been selected by researchers. In 2020 there is 1 article, in 2021 there are 4 articles, in 2022 there are 5 articles, in 2023 there are 7 articles, in 2024 there are 3 articles
Literature articles are published in foreign languages or Indonesian	There are 6 literature articles published in English, while there are 14 articles in Indonesian.
Discussing strategies for developing culinary tourism from an Islamic economic perspective	There are 17 articles on literature topics that focus on discussing development strategies, while there are 3 articles that do not focus on discussing development strategies.
Articles published in Scopus journals and national journals indexed by Sinta	The articles published by the SINTA journal house numbered 14 articles, while the articles indexed by SCOPUS numbered 6 articles.

The article can be opened with the author's full paper version.	There are 20 articles that can be opened with the author's full paper.
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RESULT AND DISCUSSION

Twenty scientific publications that met the inclusion criteria and were relevant to the research question were identified by the researcher through a literature search. The literature search findings are shown below.

According to Table 3 below, the literature search and articles collected for this study were collected from various databases and electronic sources, including international journals indexed by Sinta and PoP (Publish or Perish).

Table.3 Research Quality Screening Results

Code	Article title	Q1	Q2	Publication Year	Language	Access is open
P01	Analysis of Fabric Business Development Strategy in Micro, Small, and Medium Enterprises (MSMEs) in Binanga City (Case Study of A.A. Mahmud Fabric Shop)	✓	×	2022	Indonesia	Full paper
P02	Analysis of Culinary Business Development Strategy from an Islamic Economic Perspective (Case Study of Waroeng Kampung AG One Tulungagung)	✓	✓	2022	Indonesia	Full paper
P03	Palm Sugar Processing Business Development Strategy from an Islamic Economic Perspective in Kandang Mbelang Village, Lawe Bulan District, Southeast Aceh Regency	✓	✓	2023	Indonesia	Full paper
P04	Analysis of Cakra Suramadu Educational Tourism Development Strategy in Islamic Economic Perspective	✓	✓	2022	Indonesia	Full paper

P05	Review of Ornamental Betta Fish Cultivation Business Development Strategy from an Islamic Economic Perspective	✓	✓	2023	Indonesia	Full paper
P06	Community-Based Culinary Tourism Development Strategy in Hulu Sungai Tengah Regency	✓	×	2023	Indonesia	Full paper
P07	Development of Sharia-Based Culinary MSMEs: A Case Study in West Sumatra	✓	✓	2022	Indonesia	Full paper
P08	Development Strategy for Kerta Tourism Village, Gianyar Regency, Bali Province in the New Normal Era	✓	×	2023	Indonesia	Full paper
P09	Culinary Tourism Development Strategy Based on Local Potential in Kampung Lama Tourism Village, Deli Serdang Regency	✓	×	2023	Indonesia	Full paper
P10	Blue Bay (Selanggrong) Tourism Object Development Strategy in Muncar District, Banyuwangi Regency	✓	×	2021	Indonesia	Full paper
P11	Development Strategy for Small and Medium Enterprises in the Manufacturing Industry Sector in Bekasi Regency	✓	×	2020	Indonesia	Full paper
P12	A case study of MSMEs in Dasuk District, Sumenep, shows how Islamic culinary business development strategies can increase community income.	✓	✓	2024	Indonesia	Full paper

P13	Micro, Small, and Medium Enterprises (MSMEs) Development Strategy in Bangkalan Batik Center from an Islamic Economic Perspective	✓	✓	2024	Indonesia	Full paper
P14	Creative Economy-Based Micro, Small, and Medium Enterprises (MSMEs) Development Strategy in South Buton Regency	✓	×	2023	Indonesia	Full paper
P15	Business Development Strategies for Micro, Small and Medium Enterprises (UMKM) in Kampung Purun	✓	×	2021	Inggris	Full paper
P16	The Riau Province Community's Innovative Economic Development Plan in As-Syatibi Shariah Maqasid Perfective	✓	×	2021	Inggris	Full paper
P17	The Use of Human Resource Development Techniques to Enhance Cooperative Employee Performance	✓	×	2021	Inggris	Full paper
P18	Strategies for the Development of the Halal Industry Indonesian Muslims' Reactions and Sharia Compliance	✓	✓	2022	Inggris	Full paper
P19	Business Development Plan for Sharia Hospitals in Indonesia's Islamic Higher Education System	✓	✓	2024	Inggris	Full paper
P20	An Indonesian study on the Islamic commercial growth of ethnic food businesses owned by Madurese	✓	✓	2023	Inggris	

Source: Author's processing (2025)

Twenty publications that met all inclusion criteria and quality evaluation were identified after searching and screening literature articles from various electronic journal databases.

Analysis of Business/Tourism Development Strategy Based on Literature Review

Strategy is a set of choices and activities designed to achieve an organization's goals. Another definition of strategy is a comprehensive set of plans outlining how an organization should function to achieve its goals. Strategies that can be developed through a process of formulation and execution result in realized strategies (Accounting 2022). Development, according to Hafsah, is an initiative taken by the government, business community, and the community to support and foster small businesses so they can grow and improve their capabilities to become resilient and independent businesses (Nurlaila et al. 2022).

Dolok Manampang Village, Dolok Masihul District, Serdang Bedagai Regency, is home to the culinary tourist attraction "Tofu Village." Tofu production and commercialization are the main focus of this culinary tourist attraction. Known as "Tofu Village," this culinary tourist attraction was founded by a Javanese citizen. He moved to Hamlet IV Tanjung Rejo, Dolok Manampang Village, and began producing tofu there. The Dolok Manampang Village community then accepted this tofu production company, which had been passed down through generations for centuries. Today, tofu is produced by 19 home-based businesses.

The culinary tourism focus of Kampung Tahu (Tofu Village) is dominated by the diversity of tofu products. Its main attraction is the wide variety of tofu-based dishes and snacks. These dishes include tofu dim sum, tofu pepes (steamed tofu), tofu sempol (spicy tofu), KFC tofu sotel (tofu sotel), and more. Local experiences and education also dominate this tourism experience, where visitors can directly observe the tofu-making process, interact with tofu artisans, and learn about the history of tofu in the area. This adds value beyond just culinary tourism. The tofu entrepreneurs employ a marketing strategy, promoting through social media platforms like Facebook, YouTube, and television.

The reviewed article outlines several development strategies, including:

a) Service Quality Strategy

Service quality is a standard that must be met by all service providers, especially those in the travel and tourism sector, to satisfy customers. This is because companies in the tourism industry provide products directly related to tourist satisfaction. If a business offers high-quality service to its customers, it will achieve excellence. Superior service has the power to encourage tourists to return.

b) Promotion Strategy

Managers use promotions as a tool to highlight the conditions of tourist destinations. Information about the goods offered at tourist destinations, such as what they sell, is part of the promotional effort. Electronic media is used to create promotional activities that highlight the attractiveness of tourist destinations and the diverse culinary offerings that attract visitors.

c) Resource Capacity Building Strategy

One key factor in tourism growth is human resources. Tour operators must have adequate knowledge and skills to meet the needs of tourist villages through the use of technology. Therefore, to effectively manage and implement the latest digital technology, tour operators require ongoing mentoring, education, and training (Islam et al. 2022).

d) Pricing Strategy

Pricing is crucial. This is because the price of a product is a determining factor in whether a product or service sells. The price of a product or service is the cost of purchasing it.

e) Product Strategy

f) A product is anything marketed with the aim of attracting interest, being purchased, used, or consumed, and satisfying a need or desire. For example, various tofu products are produced by Tofu Village Tour (Nurlaila et al. 2022).

A strategic development strategy is a systematic and planned approach designed to achieve an organization's long-term goals by leveraging internal strengths and addressing external challenges. This approach includes in-depth analysis, appropriate strategy formulation, effective implementation, and periodic evaluation to ensure alignment with market dynamics and organizational objectives (Mirayani, Paristha, and Octaviana 2023).

Based on the reviewed articles, a successful strategy is a promotional strategy. A successful promotional strategy plays a crucial role in development because it effectively builds awareness, interest, desire, and action (AIDA) among the target audience for a product or service, ultimately driving business growth and achieving organizational goals. For example, it can increase brand awareness. The more people who know a tourism brand or product, the greater the market potential for growth. Building interest and desire, relevant, engaging promotional messages that highlight the benefits of the product/service will encourage potential buyers or visitors to learn more and consider purchasing. Similarly, the Kampung Tahu Tourism Village in Dolok Manampang, North Sumatra, has received media and television attention. This village is known as a center for tofu

production and boasts a variety of unique tofu dishes, which have been featured on several TV programs, such as the TV program Media Center Serdang Bedagai.

Efficient marketing and promotion can raise the profile and appeal of culinary tourism. This may include using social media, websites, brochures, collaborating with relevant parties, and participating in food festivals or events to expand the audience and attract visitors. Improving the quality and variety of menu items is crucial to enhancing the appeal of culinary tourism (Narwastu, 2023).

Analysis of Tourism Development Strategies from an Islamic Economic Perspective

Every action in life requires thorough preparation. Islam is a religion that offers strategies and syntheses that can be implemented with support and guidance. Planning is essentially the use of resources to achieve specific goals, such as economic endeavors, while taking into account societal demands and evolving principles of life. To maximize this potential, human resources (HR) must increase productivity, efficiency, and effectiveness in the products they produce (Khoirul Anam & Lailatul Qadariyah, 2024).

According to Surah al-Hashr, this has many positive impacts for Muslims, rather than negative ones. The verse explains, "Fear Allah, and let every person consider what he has earned for tomorrow, O you who believe. And fear Allah, for He is All-Aware of all that you do." If we carefully consider this statement (M. Hafiz Zulfa et al., 2023),

Baqir Ash-Sadr's Islamic economic thought, particularly in his works such as *Iqtisaduna*, emphasizes the importance of the principles of justice, limited ownership, and the role of ethics in economic activity. One of his main principles is that economic enterprises must align with Islamic principles and aim to improve society while generating profit. Similarly, research conducted by (Ulfa Yolanda, 2023) states that maximizing profits without considering the needs of buyers is unacceptable. This is because Islam emphasizes that honesty, fairness, and trustworthiness must be applied in business, and the quality of raw materials, guaranteed halal, must also be considered to achieve human happiness (*falah*).

(Meta Ria Safani & Dony Burhan Nor Hasan, 2022) According to their research, promotional strategies are strategies that can be used for development. This strategy must align with the company's goals and beliefs, not just to make money by any means, but also to act in a morally just and beneficial manner for society. According to Baqir al-Sadr, there are five principles of Islamic economics: autonomy, honesty, justice, mutual benefit, and moral integrity.

According to Baqir al-Sadr, unfair and unequal distribution is the root cause of economic problems. The relationship between unequal distribution and promotion is complex and interconnected. Because it can hamper production effectiveness, if the

distribution of a product or service is uneven, even intensive promotional efforts will be ineffective in reaching the entire target market. Consumers interested in the promotion may have difficulty or even be unable to find the product in their area. Furthermore, promotional strategies that can address unequal distribution include utilizing digital channels. In the digital era, online promotions can reach consumers in various regions without being limited by physical distribution. However, companies still need to ensure that there are effective order fulfillment mechanisms (e.g., delivery) in these regions. Based on the reviewed articles, entrepreneurs use promotional strategies in accordance with Islamic values such as justice, honesty, and social responsibility. This aligns with Baqir Ash-Sadr's thinking in *Isqtisadna*, which has been implemented: Promotion must avoid information manipulation, misleading advertising, or exploiting consumer emotions. Baqir Ash-Sadr emphasizes the importance of honesty and transparency in economic transactions. Promotion strategies must ensure healthy competition and not oppress small businesses, in line with the principle of economic justice in Islam. According to Baqir Ash-Sadr, promotional strategies must integrate Islamic moral principles, uphold honesty, and be oriented toward social justice and the welfare of the community, not solely profit.

Ethics applied within a company are key to its success. The Prophet Muhammad (peace be upon him) demonstrated traits in his business management that serve as inspiration for entrepreneurs, ensuring that their businesses adhere to Islamic values. Businesspeople have also adopted these traits (M. Fahrizal Asrofi & Ahmad Syaichoni, 2022). By integrating Islamic economic principles into every development strategy, it is hoped that economic development will not only generate material prosperity but also blessings and justice for all humanity (Abidin et al. 2023).

The Kampung Tahu culinary tourism site has implemented Islamic economic principles in its operations. This is evident in its transparency (Gharar). Customers can clearly see directly inside the tofu factory, assess its cleanliness, and determine whether the ingredients used are halal or not in accordance with Islamic law.

CONCLUSION

From the systematic literature review, it was concluded that the culinary tourism development strategy has been implemented using several strategies, including: service quality strategy, promotion strategy, resource capacity building strategy, pricing strategy, and product strategy.

The strategic strategy used is a promotion strategy. A successful promotion strategy plays a crucial role in development by effectively building awareness, interest, desire, and action (AIDA) among target audiences for a product or service, ultimately driving business growth and achieving organizational goals.

Considering the importance of justice and community empowerment, it can be concluded that the Islamic tourism development strategy must be oriented towards justice

in the distribution of economic benefits and empower local communities to actively participate and experience the positive impacts of tourism.

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