

## Analysis of Sustainable Ecotourism Development Strategy: Islamic Economic Review: Case Study Deli Serdang Regency

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### Article Info

#### Article history:

Received, 10-12-2025

Revised, 31-12-2025

Accepted, 12-01-2026

#### Keywords:

Sustainable Ecotourism,  
Halal Tourism, Development  
Strategy, Maqasid Syariah,  
Deli Serdang

### ABSTRACT

This study aims to formulate a sustainable ecotourism development strategy model in Deli Serdang Regency that is integrated with Islamic Economic principles. The gap arises because the dominant conventional strategy in Deli Serdang fails to address sustainability issues, despite its vast natural potential and the increasing regional halal tourism trend. Using a qualitative descriptive approach with a SWOT analysis framework, and reviewed through Islamic economics from the perspective of Maqasid Syariah, this study analyzes the condition of ecotourism in Sikabung-Kabung, Paloh Naga, and Pematang Johar. The results of the IFAS analysis (1.33) and EFAS (1.05) place the destinations in Quadrant I (Aggressive/Growth Strategy). Resulting in a Strategy *Eco-Socio Tourism* Based on local communities that integrate Islamic ethical service standards and education-based environmental conservation, integrated within an Islamic economic framework that balances aspects of sustainable economic benefits, environmental protection, and improving the quality of life of the community with the local foundation of maqasid sharia. while addressing infrastructure and human resource challenges, to create competitive and sustainable ecotourism.

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## Introduction

The tourism sector has long been recognized as a strategic pillar in the national development agenda, serving as an economic accelerator and job creator. As global awareness of environmental and ethical issues increases, the model of tourism development is shifting towards Sustainable Ecotourism. Ecotourism is defined as responsible travel to natural areas that aims to conserve the environment and actively support the welfare of local people. [1]. The North Sumatra Provincial Government, including Deli Serdang Regency, has established a tourism development strategy oriented towards sustainable and world-class development in the 2025-2029 Regional Medium-Term Development Plan (RPJMD)[2]. This strategy focuses on utilizing unique natural and cultural potential while preserving the environment, strengthening cultural identity, and empowering local communities as key players in tourism development. In order to support the vision of “Sumut Berkah Collaboration Towards a Superior, Advanced and Sustainable North Sumatra,” the government has integrated tourism as a leading sector with desire as its main foundation. The development of tourism areas is directed at maintaining a balance between economic development, environmental conservation, and the strengthening of local culture, in order to create tourist destinations that are safe, comfortable, and attractive internationally.[3].

Improvements in infrastructure, such as high-quality and environmentally friendly transportation access, adequate public facilities, and the development of human resources in the tourism sector are the main focus. In addition, synergy between the central government, district/city governments, the private sector, and community groups continues to be encouraged in order to create an inclusive and sustainable tourism ecosystem in line with international standards. Therefore, North Sumatra is committed to developing a tourism sector that not only contributes significantly to the regional economy, but also preserves nature and culture for future generations and becomes a world-class destination that is superior and competitive. [2]. Deli Serdang Regency, as one of the main pillars of tourism in North Sumatra, has been aggressively developing ecotourism destinations based on

natural potential, such as baths, rivers, and tourist villages [4]. Here are some ecotourism destinations in Deli Serdang :

**Table 1.** List of Tourist Destinations in Deli Serdang Regency 2024

No	Tourist Attraction Name	District
1	Desa Selemak	Hamparan Perak
2	Desa Wisata Penen	Sibiru-biru
3	Desa Wisata Simempar	Gunung Meriah
4	Desa Wisata Punden Rejo	Tanjung Morawa
5	Desa Wisata Kampoeng Lama	Pantai Labu
6	Desa Wisata Tanjung Rejo	Percut Sei Tua
7	Desa wisata Pematang Johar	Labuhan Deli
8	Desa Wisata Buluh Awar	Sibolangit
9	Arung Jeram Sungai Buaya	Bangun Purba
10	Desa Wisata Liang Pematang	STM Hulu
11	Hillpark Sibolangit	Sibolangit
12	Kolam Renang Deli Serdang dan Museum Deli Serdang	Lubuk Pakam
13	Masjid agung Sultan sinar basarsyah dan Taman Buah Lubuk Pakam	Lubuk Pakam
14	Taman Le Hu	Deli Tua
15	Air Terjun Pelangi Indah dan Air Panas Gunung Manumpak	STM Hulu
16	Wisata Bunga Madirsan	Tanjung Morawa
17	Pantai Putra Deli, Pantai Muara Indah, Pantai Muara Indah	Pantai Labu
18	Taman Hutan Wisata Sibolangit	Sibolangit.
19	Pemandian Sikabung-kabung	Kutalimbaru
20	Pemandian Alam Sarilaba Biru Indah	Si Biru-biru
21	Pantai Pasir Putih dan Pantai Beting Camar	Hamparan Perak

Sumber: Disporabudpar Deli Serdang, 2024

Based on Table 1, referring to the review of Islamic Economics, the strategy for developing sustainable ecotourism in Deli Serdang, which includes destinations such as Sikabung-Kabung, Paloh Naga Tourism Village, and Pematang Johar Tourism Village, is centered on Maqasid Syariah: environmental balance, social justice, and economic benefit [5]. In practice, this is realized through: community-based tourism management, which ensures that local communities are both the main subjects and beneficiaries; a strong

commitment to nature conservation (conservation of rivers, forests, or productive rice fields) in accordance with the principle of khalifah (guardians of the earth); and the application of a halal and fair business model, including the provision of sharia facilities and the development of local products to achieve the collective welfare of the Deli Serdang community [6].

Several studies have been conducted on ecotourism development strategies. Some of them seek to implement these strategies through various initiatives at the local level, such as the Kampoeng Lama Paloh Naga Tourism Village, which focuses on packaging tour packages [7], and the development of the Sikabung-Kabung area into sustainable ecotourism through community participation [8]. In general, the management strategies applied are still dominated by conventional frameworks such as the 4A analysis (Attraction, Accessibility, Amenity, Ancillary) and SWOT analysis [9]. However, the application of these conventional strategies has often been unable to address sustainability challenges holistically, as evidenced by cases such as Pematang Johar Agrotourism, which still faces problems of declining visitor numbers, outdated facilities, and suboptimal accessibility [10], as well as issues of unsustainable governance in the surrounding ecotourism area.

An interesting phenomenon is the implicit synergy between ecotourism development and religious values. In the development of infrastructure in Sikabung-Kabung and Pematang Johar Agrotourism, the provision of worship facilities (musholla) has become an integral part of the supporting facilities (Amenity) [11]. This is in line with the greater regional needs and trends in the Halal Tourism sector in North Sumatra, which aims to provide services based on Islamic ethics to encourage economic growth [12]. The integration of these values confirms that tourism development in Deli Serdang needs to be strengthened with a framework that focuses not only on ecology and conventional economics, but also on the ethical and maslahah (universal good) dimensions promoted by Islamic Economics [13].

The presence of the halal tourism sector is becoming increasingly urgent given global trends and Indonesia's achievements as a leading halal tourism destination in the world [14]. The successful development of destinations such as Lombok, NTB, as a national halal tourism locomotive shows that integrated branding and regulatory support can attract the

global Muslim tourist market [15]. Regionally in North Sumatra, the development of tourism based on sharia principles has great potential to improve local welfare. A case study in the Berastagi Tourism Area shows that the implementation of halal tourism has a positive and significant impact on increasing employment and income for local MSMEs [16]. The increased interest in sharia tourism in North Sumatra is supported by the great potential of natural destinations that have begun to improve, as evidenced by a study in Pamah Simelir, Langkat Regency.

Research by Prayogi and Yanti (2025) shows that these nature-based and agrotourism destinations are in the Involvement Stage of the Tourism Area Life Cycle (TALC) model [17]. This stage is characterized by the active involvement of the local community in providing facilities, even though infrastructure is still limited. Although the foundations for ecotourism are in place and halal tourism is on the regional agenda, there is a specific and fundamental research gap, namely the absence of a comprehensive study that integrates and analyzes sustainable ecotourism development strategies in Deli Serdang from the perspective of Islamic Economic Review [18]. Existing studies are limited to generic ecotourism analysis or the macro role of halal tourism at the provincial level. This gap creates theoretical limitations, where conventional strategy models fail to fully capture the ethical and social values necessary to achieve sustainability in accordance with the cultural context [19].

Therefore, this study aims to (1) analyze the implementation of sustainable ecotourism strategies currently used in Deli Serdang, and (2) formulate a model for sustainable ecotourism development strategies integrated with the principles of Islamic Economics. Theoretically, this study is expected to bridge the gap between the theory of Sustainable Ecotourism and the review of Islamic Economics within the framework of Maqasid syariah, as well as to present a new holistic strategy model. Practically, these findings will serve as a strategic guide for the Deli Serdang Regional Government in formulating management strategies that focus not only on profit and conservation, but also



on responsible governance and universal masalah, in line with North Sumatra's vision of sustainable development.

This research is important because the development of ecotourism in Deli Serdang Regency currently runs the risk of damaging the environment, which is not in line with the vision of sustainable development in the 2025-2029 RPJMD. Filling the gap between strategic policies and practical implementation needs in the field, this research offers a novelty in the form of a sustainable strategy. This strategy innovatively integrates three main pillars: empowering local communities as managers, valuing environmental services as a basis for conservation, and basing visitor management on sharia principles for responsible management, in order to produce practical guidelines for the government and communities to realize sustainable tourism.

### **Sustainable Ecotourism and Development Strategies**

Tourism has evolved from a mere economic activity into a strategic sector in global sustainable development. In this context, ecotourism has emerged as a specific segment that defines responsible travel to natural areas, with the primary goal of preserving the environment and improving the welfare of local communities [20]. This concept is based on three main pillars: conservation of natural resources, community participation and welfare improvement, and education for tourists. In Indonesia, commitment to this concept is manifested through regulations such as Minister of Home Affairs Regulation No. 33 of 2009, which emphasizes that ecotourism development must include aspects of planning, utilization, and community empowerment with due regard to social, economic, and ecological principles [21].

The development of ecotourism requires effective development strategies to optimize local potential while mitigating sustainability challenges. Conventionally, strategy formulation in many destinations, including Deli Serdang, often relies on familiar frameworks, such as the 4A Analysis (Attraction, Accessibility, Amenity, and Ancillary) to evaluate destination components [9], and SWOT Analysis to map internal and external factors [22]. These frameworks play an important role in basic management and product packaging. However, empirical studies in the field show that strategies that focus only on

conventional frameworks often face long-term unsustainability. This is due to a lack of in-depth emphasis on ethical dimensions, responsible governance, and local values, which leads to classic problems such as declining infrastructure quality, suboptimal accessibility, and governance conflicts [10]. These limitations underscore the need for stronger ethical framework integration in strategy formulation.

### **Ecotourism in the Perspective of Islamic Economics**

To overcome the limitations of conventional strategies and achieve holistic sustainability, this study adopts an Islamic Economics perspective. Ecotourism in this perspective is part of Halal Tourism, which encompasses all tourism products and services that are in line with Islamic ethics and are not limited to religious tourism [23]. Sustainable ecotourism can be examined through the maqasid sharia framework of Al-Ghazali and Al-Syatibi, which reflects the main principles of Islamic economics, namely maintaining the public interest and balance between human needs and the environment [24].

The objectives of Sharia focus on five main aspects, namely preserving religion (Ḥifẓ al-Dīn), life (Ḥifẓ al-Nafs), intellect (Ḥifẓ al-‘Aql), progeny (Ḥifẓ an-Nasl), and wealth (Ḥifẓ al-Māl) [25]. In the context of ecotourism, preserving religion is reflected through the provision of facilities that are in accordance with Sharia guidelines and tourist activities that do not neglect religious values. The protection of life is manifested in ensuring the safety of visitors and local communities, while the aspect of reason is strengthened through education and socialization so that tourists and managers understand the importance of environmental sustainability and social norms. The preservation of offspring is reflected in the preservation of local customs and culture and the avoidance of activities that can damage the morals of society. Meanwhile, the preservation of wealth is implemented through the fair and sustainable management of natural resources and the local economy. These indicators ensure that sustainable ecotourism not only brings economic benefits, but also harmonious social, moral, and environmental benefits, in line with the objectives of maqasid syariah and Islamic economic principles [26].

## Method

This study adopts a qualitative approach with a descriptive qualitative research type to analyze ecotourism development strategies in depth and contextually, focusing on the potential for integrating Islamic economic principles in the Deli Serdang ecotourism destination [27]. Primary data sources were obtained through key informants, including the Deli Serdang Regency Office of Youth, Sports, Culture and Tourism's Young Policy Analysis Division, Tourism Managers, and visitors to Paloh Naga, Pematang Johar and Sikabung-kabung Ecotourism sites. Data collection techniques were carried out through direct observation at the location, documentation, and in-depth interviews [28]. The researcher conducted interviews with the Deli Serdang Regency Office of Youth, Sports, Culture and Tourism's Young Policy Analysis section to obtain information about the development of ecotourism in Deli Serdang, as shown in the following table:

**Table. 2** Interview classification

Informant	Information Focus	Maqasid Shariah / SWOT Indicators
Department of Culture, Tourism, and Sports, Deli Serdang Regency	Macro policies, regulations, and regional strategic plans (RPJMD).	<i>O1 (Government Support), T4 (Regulations)</i>
Tourism Management (Sikabung-Kabung, Paloh Naga, Pematang Johar)	Operational management, internal constraints, and community engagement.	<i>S1-S7 (Strength), W1-W7 (Weaknesses), Hifz al-Mal</i>
Visitors / Tourists	Reasons for visiting and customer satisfaction, need for worship facilities, and service perceptions.	<i>S3 (Worship Facilities), W4 (Service), Hifz al-Din</i>
Community Leaders / Local MSMEs	Economic impact, cultural preservation, and morality preservation.	<i>S5 (Culture), T3 (Moral Issue), Hifz an-Nasl</i>

Source: Author's Processed 2025



Researchers also interviewed tourism managers to find out the strategies that had been developed to attract tourists, and interviews were also conducted with visitors in the form of questions and answers about why they chose that particular ecotourism site. The qualitative data collected was analyzed using SWOT Analysis to identify internal factors (strengths/weaknesses) and external factors (opportunities/threats) [29]. In the SWOT analysis, Islamic economics was included as a key variable in order to formulate an optimal and applicable model for the Sustainable Ecotourism Development Strategy Review of Islamic Economics in Deli Serdang Regency.

## Results and Discussion

The development of sustainable ecotourism in Deli Serdang, particularly in the destinations of Sikabung Kabung, Paloh Naga, and Pematang Johar, shows great potential that has not yet been fully optimized. In Sikabung Kabung, for example, active community participation in tourism management helps preserve the environment and maintain local values, but there are still challenges related to inadequate supporting facilities and limited accessibility.

The Paloh Naga Tourism Village has successfully packaged tourism products that are oriented towards local culture and traditions, but the strengthening of Islamic economic principles such as justice and community economic sustainability needs to be reinforced to have a broader positive impact. Meanwhile, in Pematang Johar, declining visitor numbers and outdated infrastructure are major obstacles, even though the natural potential and sharia values applied through halal management could be key attractions for strengthening sustainable ecotourism. These findings emphasize the need for a more integrated development strategy based on Islamic economic principles to create ecotourism that is not only environmentally friendly but also socially just and economically sustainable.

The SWOT analysis of sustainable ecotourism development in Deli Serdang Regency provides an overview of the internal and external conditions that influence the

success of current strategies. Strengths include diverse natural potential and unique local culture, which are the main attractions, as well as the existence of communities that are active in managing tourist destinations. However, there are weaknesses such as suboptimal infrastructure and limited supporting facilities. In terms of opportunities, the growth of halal tourism trends and increasing awareness of sustainable tourism provide room for more focused and ethical development. On the other hand, threats come from competition with other tourist destinations and the potential for environmental damage due to poor management. The weight and rating of each factor in this analysis will be presented to indicate the priorities for handling and strengthening the ecotourism development strategy in Deli Serdang.

**Table 3.** SWOT Analysis Factors

Internal Factors	Weight (B)	Rating (R)	Skor (S) = B x R
Strength (S)			Total S = 1.95
S1. Natural Potential & Local Wisdom	0.15	4	0.60
S2. Strong Community Base	0.10	3	0.30
S3. Awareness of Worship Facilities	0.05	4	0.20
S4. Potential for Education and Research	0.05	3	0.15
S5. Unique Cultural Attractions	0.10	3	0.30
S6. Affordable Price	0.05	4	0.20
S7. Supporting the Local Economy	0.05	4	0.20
Weaknesses (W)			Total W = 0.62
W1. Lack of understanding of HR	0.10	1	0.10
W2. Infrastructure needs improvement	0.10	2	0.20
W3. Limited budget	0.15	1	0.15
W4. Quality of Service	0.05	2	0.10
W5. Lack of Recent Innovation	0.02	2	0.04
W6. Limited accommodation options	0.02	1	0.02
W7. Seasonal Dependence	0.01	1	0.01
TOTAL IFAS	1.00		{1.95+ 0.62 = 2.77}

Internal Rating (R) Description: (4 = Major Strength / 1 = Very Serious Weakness)

Eksternal Factors	Weight (B)	Rating (R)	Skor (S) = B x R
Opportunity (O)			Total O = 1.85

O1. Support from the North Sumatra Government	0.15	4	0.60
O2. Market Demand (Global)	0.10	4	0.40
O3. Halal products for local MSMEs	0.05	3	0.15
O4. Regional/Global Collaboration	0.05	3	0.15
O5. Digital Marketing/Promotion Enhancement	0.05	4	0.20
O6. Development of Tour Packages	0.05	3	0.15
O7. Location Near the Center/Main Access	0.05	4	0.20
Threat (T)			Total T = 0.80
T1. Environmental Degradation	0.10	1	0.10
T2. Competition	0.10	2	0.20
T3. Social/Moral Issues	0.15	1	0.15
T4. Regulatory Uncertainty	0.10	2	0.20
T5. Increase in Operating Costs/Inflation	0.05	2	0.10
T6. Natural Disasters/Climate Change	0.02	1	0.02
T7. Global Health Issues/Pandemic	0.03	1	0.03
TOTAL DELETE	1.00		{1.85 + 0.80 = 2.65}

External Rating Description (R): (4 = Very Effective Response / 1 = Very Ineffective Response)

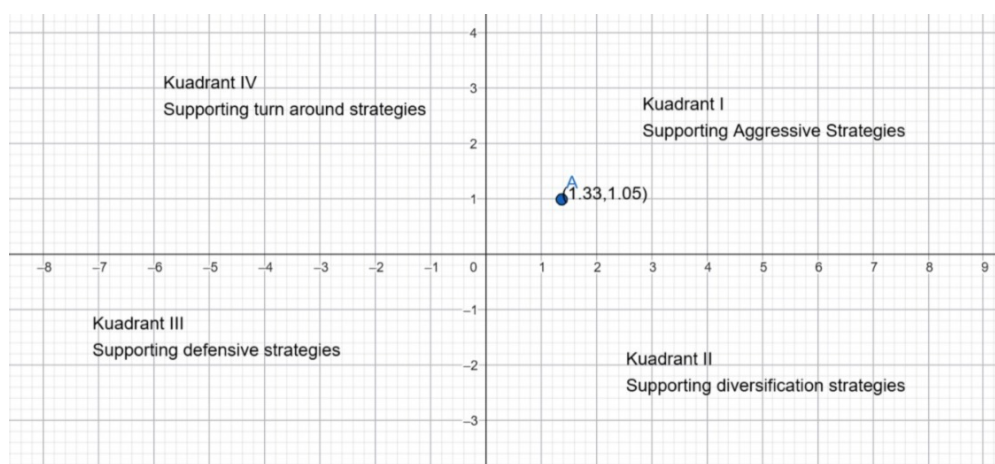
From table 2. Then the coordinate points (1.33, 1.05) are obtained from the calculation:

$$X \text{ Value (IFAS)} = \text{Total Strength Score (S)} - \text{Total Weakness Score (W)} = 1.95 - 0.62 = 1.33 \dots \dots \dots (1)$$

$$Y \text{ Value (EFAS)} = \text{Total Opportunity Score (O)} - \text{Total Threat Score (T)} = 1.85 - 0.80 = 1.05 \dots \dots \dots (2)$$

Positive neutral internal factors (S 1.95 > W 0.62) indicate that the main strengths such as natural potential (S1 = 0.60) and community base (S2 = 0.30) dominate, in line with Hifz al-Māl through affordable local economy. Serious weaknesses lie in minimal human resources (W1 = 0.10) and infrastructure (W2 = 0.20), which need to be addressed for sustainable development based on Maqasid Syariah. Overall, Quadrant I (Grow & Build) is recommended with a focus on human resource innovation. And positive external factors (O

1.85 > T 0.80) are driven by opportunities for support from the North Sumatra government (O1 = 0.60) and digital marketing (O5 = 0.20), supporting educational halal tourism. The main threats of environmental degradation (T1 = 0.10) and moral issues (T3 = 0.15) require Hifz al-Nafs and Hifz al-Dīn conservation strategies. This position leads to an aggressive Quadrant I, exploiting opportunities for competitive eco-socio tourism in Deli Serdang.



**Figure 1.** Matriks *SWOT* 4 Kuadran

Source: Author's Processed 2025

From Figure 1. The placement of this point in quadrant I shows that the most appropriate strategy for Deli Serdang Ecotourism is the Aggressive Strategy (*Growth*)(SO Strategy), which means maximizing internal strengths to seize external opportunities. The destination is in a highly advantageous position due to its internal strengths enabling it to optimally exploit external opportunities. This position supports the implementation of an aggressive growth strategy, allowing management to undertake significant expansion, improve the quality of educational and spiritual attractions, and strengthen digital promotions to attract global tourism markets. From an Islamic economic perspective, these results provide space for the government and local communities to progressively integrate the principles of Maqasid Sharia through an Eco-Socio Tourism model that not only pursues economic growth (Hifz al-Mal) but also proactively maintains environmental sustainability (Hifz al-Nafs) and community moral values (Hifz al-Din) for long-term sustainability.

**Table 4.** Analysis Strategy *SWOT*

<i>SW</i>		Strength (S)	Weaknesses (W)
OT		<p>S1. Natural Potential &amp; Local Wisdom</p> <p>S2. Strong Community Base</p> <p>S3. Awareness of Worship Facilities</p> <p>S4. Potential for Education and Research</p> <p>S5. Unique Cultural Attractions</p> <p>S6. Affordable Prices</p> <p>S7. Supporting the Local Economy</p>	<p>W1. Lack of understanding of HR</p> <p>W2. Infrastructure needs improvement</p> <p>W3. Limited budget</p> <p>W4. Quality of Service</p> <p>W5. Lack of innovation</p> <p>W6. Limited accommodation options</p> <p>W7. Seasonal Dependence</p>
	<b>Opportunity (O)</b>	<p>1. Community-Based Eco-Socio Tourism Development (SO-1): (<i>Hifz al-Mal</i>:Property and <i>Hifz al Nafs</i>: Environmental Spirit) Designing nature and community-based tourism packages that preserve the environment (S1) and provide real benefits to local communities (S2), supported by the government (O1).</p> <p>2. Educational &amp; Spiritual Tourism (SO-2): (<i>Hifz al-Din</i>:Religion and <i>Hifz al-Aql</i>: Intellect) Developing the potential of destinations as research and education centers (S4), with an emphasis on providing comfortable worship facilities (S3) and</p>	<p>1. Standardization of Services with Ethical Values (WO-1): (<i>Hifz al-Aql</i>: Reason) and (<i>Hifz al-Nafs</i>: Soul) Utilizing Government Support (O1) to conduct HR training (W1) which focuses on improving Service Quality (W4) based on Islamic ethics (for example, friendliness, trustworthiness, and cleanliness).</p> <p>2. Sustainable Infrastructure Development (WO-2): Addressing Infrastructure in need of repair (W2) and Accommodation Limitations (W6) by attracting investment for environmentally friendly and safety-conscious development (O7). <i>Hifz al-Nafs</i> (Soul)</p>



promoting local MSME  
Halal products (O3).

Threat (T)		
T1. Environmental Degradation	1. Custom-Based Community Regulation (ST-1): Using a Strong Community Base (S2) and Local Cultural Attractions (S5) as a fence to control visitor behavior and prevent Social/Moral Issues (T3), in order to protect community morals.	1. Diversification of Income and Emergency Funds (WT-1): Addressing Limited Budgets (W3) and Seasonal Dependence (W7) by building a social fund or zakat from income to be used as a buffer during Global Health Issues/Pandemics (T7).
T2. Competition	Hifz al-Nasl (Descendants/Family) and Hifz al-Din (Religion)2.	Hifz al-Mal(Property).
T3. Social/Moral Issues	Strengthening Moral Integrity and Values ( <i>Hifz al-Din &amp; Hifz al-Nasl</i> ): Using halal-conscious human resources (S4) and worship facilities (S3) as a bulwark to mitigate the risk of Social/Moral Issues (T3). Establishing a code of ethics for tourism based on Islamic values to preserve local customs and culture ( <i>Hifz an-Nasl</i> ).	2. Risk & Safety Management (WT-2): Addressing infrastructure in need of repair (W2) and lack of human resources (W1) by training a dedicated safety and disaster evacuation team (T6), prioritizing visitor safety.
T4. Uncertain Regulations		<i>Hifz al-Nafs</i> (Soul)
T5. Rising Operational Costs/Inflation		
T6. Natural Disasters/Climate Change		
T7. Global Health Issues/Pandemics		
	2. Economic-Based Conservation (ST-2): Using Natural Potential (S1) and Local Economic Support (S7) to create environmental	

conservation  
 programs, where  
 communities are  
 given incentives to  
 protect nature to  
 prevent  
 Environmental  
 Degradation  
 (T1).Hifz al-Nafs  
 (Soul/Environment)

Source: Author's Processed 2025

## Discussion

A SWOT analysis of the Deli Serdang ecotourism sector shows a strategic position in the Aggressive (Growth) quadrant, driven by a total score for Strengths and Opportunities that far exceeds Weaknesses and Threats, reflecting solid fundamentals and a supportive external environment through the Maqashid Syariah paradigm. This position emphasizes the need for community synergy to develop sustainable natural potential, as reflected in the Community-Based Eco-Socio Tourism (SO-1) program, which can integrate Islamic ethical service standards, education-based environmental conservation, and integration within the framework of Islamic economics. This program directly fulfills the objectives of Hifz al-Māl (by providing tangible and economic benefits to local communities) and Hifz al-Nafs (by preserving the environment or the soul of nature). Meanwhile, Educational & Spiritual Tourism (SO-2) focuses on Hifz al-Dīn and Hifz al-'Aql, namely by utilizing destinations as centers of education and research, as well as ensuring the availability of adequate worship facilities, so that tourism is not only entertaining but also allows visitors and communities to see the power of Allah in this universe and increase their intellectual knowledge. Furthermore, the WO (Weaknesses-Opportunities) strategy seeks to utilize external support (Government) to overcome internal weaknesses. Standardization of Services with Ethical Values (WO-1) is key to ensuring Hifz al-'Aql (improvement in human resource quality) and Hifz al-Nafs (trustworthy and comfortable service quality), whereby human resource

training must be based on Islamic ethics, instilling values such as hospitality and trustworthiness as operational standards. Meanwhile, Sustainable Infrastructure Development (WO-2) guarantees Hifz al-Nafs (Soul/Safety) by ensuring that the development of environmentally friendly and safety-conscious accommodation and infrastructure can overcome existing limitations.

The ST (Strengths-Threats) strategy focuses on protecting social and ecological integrity through internal strengths. Community-Based Customary Regulations (ST-1) and Strengthening Moral Integrity (ST-2) are the main mechanisms for protecting Hifz al-Nāsl and Hifz al-Dīn by using local cultural foundations, Islamic-based tourism codes of conduct, and halal awareness as a bulwark against social/moral issues, so that tourism does not undermine the community's value system. On the other hand, Economy-Based Conservation (ST-2) links Hifz al-Nafs (Environment) with Hifz al-Māl to support the community's economy in actively participating in nature conservation, transforming the threat of environmental degradation into sustainable economic opportunities.

Finally, the WT (Weaknesses-Threats) strategy serves as risk mitigation. Income Diversification and Emergency Funds (WT-1) directly address Hifz al-Māl's needs by establishing social funds to serve as a buffer in the face of economic uncertainty or global crises, such as pandemics, which are crucial for overcoming budget constraints and seasonal dependencies. Meanwhile, Risk & Safety Management (WT-2) is a fundamental step for Hifz al-Nafs (Soul/Safety) by addressing infrastructure weaknesses and a lack of human resources through the formation of a special safety and evacuation team, ensuring visitor safety as a top priority in ecotourism operations.

## Conclusion

Sikabung-Kabung, Paloh Naga, and Pematang Johar ecotourism sites in Deli Serdang have unique characteristics that support sustainable development based on Islamic economics and Maqasid Syariah principles. Sikabung-Kabung Pematang Johar is known for its strong agrotourism potential, including attractive panoramic views, affordable access, and good community cooperation; however, there are weaknesses in facilities and services.

Government support opportunities and high visitor interest are driving the development of environmentally friendly services and infrastructure that align with Hifz al-Māl and Hifz al-Nafs, such as improvements to trekking infrastructure in Sikabung-Kabung and photo spots in Pematang Johar. On the other hand, Palohnaga stands out with its natural and cultural potential that can be utilized for educational and spiritual ecotourism, strengthening Hifz al-Dīn and Hifz al-'Aql through the development of research centers and worship facilities, while maintaining the social and moral integrity of the local community. This approach expands the fiqh of ecotourism by emphasizing the ontological balance between humans, nature, and God, avoiding exploitative domination, and ensuring the welfare of the people. A Community-Based Eco-Socio Tourism Strategy that can integrate Islamic ethical service standards, education-based environmental conservation, integrated within an Islamic economic framework that balances sustainable economic benefits, environmental protection, and improved quality of life for the community based on local maqasid syariah. while addressing infrastructure and human resource challenges, to create competitive and sustainable ecotourism

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