

ABSTRACT

Halal tourism is a service to meet the needs of Muslim tourists by Islamic law during the tour. One of the regions in Indonesia that has been recognized worldwide as the world's halal tourist destination is the island of Lombok. Many Indonesian Muslim communities do not understand the concept of halal tourism and do not know that Lombok is the world's halal tourist destination. Information media are needed to inform the Indonesian Muslim community about Lombok's halal tourism destinations so that people understand the concept of halal tourism applied in Lombok and that Muslim communities are interested in halal tours in Lombok. The design of information media is based on the results of research using qualitative methods by collecting data in the form of literature studies, observations and in-depth interviews that will be analyzed by comparison matrix analysis of similar products, and SWOT analysis. The illustrated book was chosen by the author as the right information media because it can be easily understood by Muslim communities which will be packaged appropriately according to the target audience.

Keywords: Information Media, Tourism, Lombok Halal Tourism