

## SUMMARY

Halal tourism is highly prospective to be developed further as Indonesia has the largest population of Muslim, Number 1 in the world. Over the past few years, the relationship between Islam and tourism has attracted increasing interest. Moreover, Indonesia has many leading tourist sites, such as beaches, diverse cultural heritage, and basic infrastructures. Halal tourism has a positive effect in most of popular cities of Indonesia, but there several regencies that have a high numbers of Muslim polulation like Banyumas which need to do a deeper research. This study is about “The Effect of Halal tourism toward of Word of Mouth (WoM) and Electronic Word of Mouth (e-WoM) in Banyumas Regency.”

This research using quantitative methods – had been conducted by survey. The population in this study are Muslims (*Students, Teachers and Government staff, ...etc.*) who had already visited the tourist places of Baturraden/Banyumas. The total number of respondents in this study is 151 people. The analytical tool in this study uses SPSS (*Statistical Package for the Social Sciences*).

Based on the results of research and data analysis, There are 4 conclusions from this research: (1) Halal food has a positive effect on tourism satisfaction. (2) Prayer facilities has a positive effect on tourism satisfaction. (3) Tourism satisfaction has a positive effect on e- word of mouth. (4) Tourism satisfaction has a positive effect on word of mouth. The results obtained show that the four hypotheses proposed in this research study were all accepted and positively significant.

Keywords: *Tourism Marketing; Halal Tourism; WoM; e-WoM; Tourism Satisfaction.*