

## **ABSTRACT**

Indonesia's tourism is considered as a reliable sector that attracts international society. Lombok, West Nusa Tenggara is one of the Indonesian tourism destinations, especially as a "Halal Tourism" that has a high potential to attract the foreign tourists. Halal destination here means a tourist destination complete with halal facilities and Moslem friendly tourism. This thing has been proven by Lombok which has been recognized as the Best Halal Tourism Destination in 2015 and winning the World Halal Tourism Award in 2016 in three categories. There are World's Best Halal Beach Resort, World's Best Halal Tourism Website, and World's Best Halal Honeymoon Destination. This undergraduate thesis aimed to explain the strategy of West Nusa Tenggara government in developing Lombok as a world halal tourism destination. By interviewing The Head of The Tourism Destination Development of Departement of Culture and Tourism in West Nusa Tenggara, the local government is developing halal tourism in Lombok which divided into internal and external way. In internal way by making a regional regulation of halal tourism, held a "Khazanah Ramadhan" Festival, and also establishing The Special Economic Zone of Mandalika. While in external way by host an International Halal Travel Fair and join the Malaysia International Halal Showcase.

**Keywords: Halal Tourism, Cultural Diplomacy**