

Analysis of the Strengths and Weaknesses of Paradiplomacy to Increase Regional Tourism Attractiveness

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Abstract: This study aims to assess the strengths and weaknesses of paradiplomacy in Aceh Province, particularly in the context of the tourism sector, with the aim of economic improvement through the utilization of Aceh's potential. This research employs a thorough literature study to gather relevant data and insights using a qualitative approach. This research aims to analyze the effectiveness of paradiplomacy in promoting Aceh's tourism, emphasizing its role in improving economic prospects through halal tourism. This study reveals that paradiplomacy is an essential instrument for Aceh Province in utilizing natural resources, primarily through the promotion of halal tourism. The Aceh government actively engages with the global community, positioning Aceh as a desirable destination in the halal tourism sector. In addition, this paper highlights the role of disaster diplomacy as an avenue to implement paradiplomacy in Aceh, utilizing tourism potential for economic gain. Although Aceh has significant untapped tourism potential, several challenges must be overcome to realize its full economic benefits. Infrastructure limitations, limited human resources, and lack of promotion emerge as critical obstacles. This study underscores the importance of active government involvement, supported by the Law on Governing Aceh (UUPA), to address these challenges and maximize Aceh's strengths in the tourism sector.

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INTRODUCTION

The level of complexity in foreign relations and related issues has encouraged various parties to engage in interactions involving countries across borders (Allen et al., 2019; Hameiri et al., 2019). Basically, in international relations, conducting international cooperation is a demand for every country (Kozak & Buhalis, 2019; Kyrylov et al., 2020). Because it is the main driving force of the modern world that significantly shapes the global political, economic, and cultural agenda for the development of almost all countries (Yan, 2018). With the increasingly stringent globalization, it is undeniable that local governments also participate directly in international activities.

This is due to the influence of globalization, which is characterized by a borderless world or the thinning of the boundaries of national and regional activities and becomes incorporated in interactions involving many countries and sub-states (Duran, 2019), and if a region does not integrate into the international level it will be very behind even though this is not required for local governments (Mukti, 2020). Thus, regional involvement in these international activities can be utilized by the government to advance its region. International activities or cooperation carried out by local governments to achieve specific interests and goals can be termed paradiplomacy. In

general, paradiplomacy is the involvement of sub-states (local or regional areas) in matters of foreign cooperation (Kuznetsov, 2015).

The term paradiplomacy was first introduced by Panayotis Soldatos, which is taken from the acronym for parallel diplomacy (Criekemans, 2010). Then, Kuznetov defines paradiplomacy as a form of political communication to achieve economic, cultural, and other political benefits that are basically carried out independently by local governments with foreign government actors and non-government actors (Schiavon, 2019). This means that paradiplomacy refers to the exercise of foreign policy capacity by sub-national entities (local governments) with specific goals and interests in the international arena (Pujayanti, 2016). For example, the involvement of sub-state governments in international both states and foreign institutions with the aim to promote socio-economic, cultural or political issues (Cornago, 1999).

Duchacek and Soldatos define paradiplomacy as the external relations, activities, and actions of local governments with international actors, whether nation-states, local governments abroad, transnational corporations, international organizations, and civil society organizations (Schiavon, 2019). According to Brubaker, the emergence of sub-state entities in the 1970s is a manifestation of a new form of political actors in global diplomacy. Sub-states, such as provinces, municipalities, and districts, have prerogatives and powers in managing their territories. This is part of the right to develop their international policies and diplomacy (Duran, 2016).

As it has developed over time (Asmiatiningsih & Afrianti, 2023), the instruments of paradiplomacy have diversified. They range from making non-binding agreements and inter-agency partnerships to participating in local, regional, and international networks and organizations. In addition, local executives can also travel abroad to conduct public diplomacy, visit or receive visits from abroad in the context of trade and investment, strengthen diaspora relations, make cooperation agreements, and participate in regional and global meetings (Schiavon, 2019).

In Indonesia, regulations that provide opportunities for foreign cooperation with the regions are contained in Law Number 23 of 2014 concerning local government in dealing with foreign parties. The Ministry of Foreign Affairs issued Minister of Foreign Affairs Regulation No. 09/A/KP/XII/2006/01 on General Guidelines on the Procedures for Foreign Relations and Cooperation by Local Governments and Minister of Home Affairs Regulation No. 3/2008 on Guidelines for the Implementation of Local Government Cooperation with Foreign Parties. These regulations do not aim to limit the active involvement of local governments in foreign affairs. Instead, the aim is for the role of local governments abroad to remain in line with national interests and Indonesia's centrally determined foreign policy. These regulations provide the legal basis for each region to conduct its foreign relations.

Local governments can play a role as subnational actors in managing foreign relations in accordance with the provisions that have been established (Dermawan & Primawanti, 2020). The practice of paradiplomacy has been implemented by several provinces in Indonesia, such as sister province cooperation carried out by West Java Province and South Australia (Dharmajaya & Raharyo, 2019), the success of sister

province cooperation between East Java and Gyeongsangnam-Do, South Korea (Setiya Mukti, 2013), Potential Cooperation Between the Provincial Government of West Java and Chongqing, China within the framework of sister province (Darmayadi, 2019).

In this context, Aceh Province, as one of the sub-state actors, has carried out foreign activities with regional diplomacy (paradiplomacy). Aceh Province, located in Indonesia, has a rich history and culture that has been shaped by its unique geographical location and diverse population. Located at the westernmost tip of the island of Sumatra, the province is privileged and strengthened by the signing of the Helsinki MoU in 2005, giving the Government of Aceh an excellent opportunity to manage its government as stipulated in Law No. 11/2006 on the Government of Aceh, including in carrying out foreign relations with regions in other countries both sister province and sister city (Novialdi & Rassanjani, 2020).

In the implementation of foreign cooperation before the Tsunami that hit Aceh on December 26, 2004, very little diplomacy was carried out by the Province of Aceh with any party, including within the country. However, this changed after the tsunami disaster and became an attraction for Aceh through disaster diplomacy, so Aceh's foreign relations increased. After the Tsunami, foreign countries quickly entered Aceh for humanitarian reasons (Surwandono & Herningtyas, 2019). Aceh then had a new power in diplomacy when cooperating with foreign countries. Among them are cooperative relations with Japan and Switzerland in the development process after the massive damage caused by the 2004 Tsunami. In this case, the author will explore the capacity and capability of Aceh Province to achieve economic improvement through tourism. Economic improvement is a critical issue for many regions around the world, and Aceh Province is no exception. By exploring the capacity and capabilities of Aceh Province, this research provides insight into the capacity and capabilities of Aceh Province in using tourism to achieve economic improvement. By understanding Aceh Province's strengths and weaknesses in this regard, policymakers and stakeholders can develop more effective strategies to promote economic growth and development.

RESEARCH METHODS

In this study, the authors used a qualitative method with a descriptive analysis approach. The work process in qualitative research starts with the question of the problems, followed by the hypothesis and data collection. According to John W. Creswell, qualitative research is a gradual, cyclical process that begins with identification followed by reviewing even readings or literature (Creswell, 2016). Literature study is an activity that must be carried out with the aim of developing theoretical aspects and aspects of practical benefits. The source of data in this research is through a literature review. Data is taken from books, scientific journals, news, and various related government agencies/offices/agencies. Furthermore, the data is analyzed through the following stages:

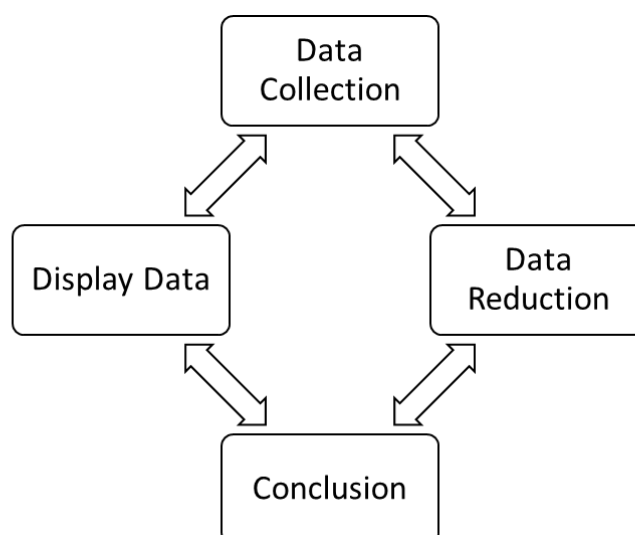


Figure 1. The Data Analysis Process

The figure shows the interactive nature of data collection with data analysis; data collection is integral to data analysis activities. Data reduction is an effort to summarize data and then filter the data into certain concept units, specific categories, and certain themes. The results of data reduction are processed in such a way that the picture looks more complete.

RESULT AND DISCUSSION

Aceh Government's Authority in Paradiplomacy

The figure shows the interactive nature of data collection with data analysis; data collection is integral to data analysis activities. Data reduction is an effort to summarize data and then filter the data into certain concept units, specific categories, and certain themes. The results of data reduction are processed in such a way that the picture looks more complete (Schulze, 2004). After almost 30 years of conflict, in 2005, Aceh and Indonesia signed the Helsinki MoU peace agreement in Finland. From these MoU agreements, the Government of Indonesia created a particular autonomy policy for the Government of Aceh. It elaborated more in Law No. 11/2006 on the Government of Aceh (UUPA). Based on this Law, the authority of the Government of Aceh is also regulated to conduct and implement paradiplomacy. Through the Helsinki MoU, the Government of Aceh was granted paradiplomacy within the framework of the Indonesian Government. This broad authority is obtained because Aceh is part of implementing asymmetrical autonomous principles in Indonesia. Aceh obtained broad authority in domestic business, including economic, social, political, legal, cultural, mining, and trade (Mukti et al., 2019).

The Central Government has given the Aceh Government more authority due to the Helsinki MoU peace agreement between Aceh-Indonesia; even so, when it wants to conduct foreign cooperation, it is still given restrictions by the Central Government. Based on Government Regulation No. 28/2018 on Regional Cooperation, the Government of Aceh may only conduct diplomacy with countries with diplomatic relations with Indonesia. Then, Aceh's authority to participate directly in international arts, culture, and sports activities, as stipulated in Article 9 paragraph (3), is obliged to include in the

cooperation text the phrase "Government of Aceh as part of the Unitary State of the Republic of Indonesia" (Kementerian Luar Negeri, 2006). This, according to Dr. Takdir Ali Mukti, is a treaty provision by adding '...as part of the Unitary State of the Republic of Indonesia', which must be done in every foreign cooperation, which is very typical for Aceh because of the prolonged conflict with the Government of Indonesia (Mukti, 2013).

In the authority of Aceh's paradiplomacy, the Aceh Parliament passed Qanun (Regional Regulation) Number 9 of 2013 concerning the Wali Nanggroe Institution. This Qanun mentioned in Article 29 that the Wali Nanggroe Institution is authorized to:

- 1) manage Aceh's assets inside and outside the region (outside the province or country);
- 2) cooperate with various parties at home and abroad for the development of Aceh;
- 3) maintain peace in Aceh and actively participate in the world peace process.

With this Qanun, the authority of paradiplomacy in Aceh has undergone fundamental changes, namely the expansion of authority beyond the provisions of Law No. 11/2006 and providing new functions to the symbolic-cultural origin of Wali Nanggroe who is the leader of the Wali Nanggroe Institution. As a result of the Helsinki MoU Agreement, which is contained in the Law on the Government of Aceh, Aceh has the Wali Nanggroe Institution. This customary institution has the function of fostering and supervising the implementation of the life of customary institutions, customs, and the granting of titles and traditional ceremonies (Bustamam, 2022). Not only that, but the power of the Wali Nanggroe Institution led by Wali Nanggroe also has authority in the field of paradiplomacy.

Aceh Tourism

At present, the tourism sector is one of the potential sectors that has received serious attention in development, intending to become one of the sources of regional income. Tourism is seen as a multidimensional activity that involves various aspects of the development process. The development of the tourism sector includes socio-cultural, economic, and political aspects, which widely influence the development of a region. According to the Ministry of Tourism and Creative Economy of the Republic of Indonesia (Kemenkraf), tourism is one of the fastest-growing sectors. Hence, local governments are crucial to tourism development (Kemenkraf RI, 2011). Tourism is also a driver of the economy because it can open new jobs for the community.

Tourism generally relies on aspects of cultural arts and natural beauty. As a very rich country geographically, naturally, socially, and culturally, Indonesia provides abundant resources to build tourist destinations. The diversity in Indonesia results in cultural richness in each region, where each region has a unique cultural heritage derived from its tribal or ethnic diversity. Aceh has a diversity of languages, cultures, and tribes. Aceh has 23 regencies/cities, from which all regions have their own culture, customs, and local languages. According to studies and research, Aceh's regional languages amount to approximately 13 regional languages and eight tribes. Among them are Aceh, Alas, Aneuk Jame, Gayo, Kluet, Tamiang, Singkil, Simelue. And the 13 types of regional languages are Aceh, Alas, Aneuk Jamee, Gayo, Kluet, Tamiang, Julu, Haloban, Pakpak, Nias, Lekon,

Sigulai, Devayan. Each region/tribe has its own culture, such as traditional houses, traditional clothing, dances, calligraphy art, hikayat and regional specialties (Tihabsah, 2022).



Figure 2. Rapa'I, Saman Gayo

This diversity illustrates the vast cultural wealth and potential that Indonesia can utilize to build the tourism industry. Each region, from Sabang to Merauke, has different tourism characteristics that illustrate the area's specialty. For example, Aceh's most famous natural beauty, a tourist attraction, is in Sabang. It has the charm of the sea and beautiful beaches, which are attractive to domestic and foreign tourists. Aceh is also the best coffee producer in the world, with extensive coffee plantations located in high areas, namely in Bener Meriah, Central Aceh, and Gayo Lues districts. The development of this place is one of the priorities of the Aceh Government besides the cities of Banda Aceh and Sabang.

Aceh with Islamic characteristics is a legacy of pre-history, classical, from the establishment of Aceh as a nation led by Islamic sultanates and colonials and the Tsunami disaster that hit Aceh in 2004, making it a halal tourist destination. Islamic Shari'a is a characteristic that is very important when discussing Aceh. Every event that Aceh has experienced in every period of its history brings a rich heritage, both in the form of objects such as the Mendale site, Bukit Kerang, manuscripts / ancient objects, ancient tombs, the Baiturrahman Grand Mosque, Kerkhof Peutjoet, floating ships, and other cultural heritage. Cultural wealth manifests in heritage, such as dances, customs, and spiritual activities. In addition, the legacy of social and governmental wealth is also inherited to this day, creating laws and qanuns that guarantee the implementation of Islamic Sharia in Aceh in every aspect of life. Every issue related to implementing Islamic Sharia in Aceh attracts news attention, whether locally, nationally, or internationally.

Similarly, the idea of developing halal tourism in Aceh focused on the vital nuances of Islamic Sharia. According to the Aceh Culture and Tourism Office (Disbudpar), the region has enormous tourism potential that can be directed towards the development of

halal tourism. The government system and the attitude of the Acehese people who implement Islamic law are added values supporting halal tourism development in Aceh. Currently, the locations that are visited by many tourists throughout 2022 are Banda Aceh City, Sabang City, and North Aceh Regency (Pratiwi, 2023).

According to data from the Aceh Culture and Tourism Office in 2019, the number of tourist visits continues to increase yearly. This increase is primarily due to global interest in the unique implementation of Islamic Sharia and the history of the Tsunami. However, when the COVID-19 pandemic hit the world in 2020-2021, the number of tourists visiting Aceh, both domestic and foreign, declined. This can be seen in the table below:

Table 1. Number of Tourists Visiting Aceh for the period 2018-2022

No	Year	Domestic Tourist	Foreign Tourist
1.	2018	2.391.968	106.281
2.	2019	2.529.879	107.037
3.	2020	1.950.723	29.199
4.	2021	1.419.683	1.748
5.	2022	1.710.171	5.752

Source: BPS Aceh Province, 2023

With the guarantee of implementing Islamic Sharia, Aceh is one of the regions with excellent potential for halal tourism development. Aceh's achievements in halal tourism include awards as the World's Best Airport for Halal Travelers and the World's Best Halal Cultural Destination from the World Halal Tourism Award (Setiawan, 2019). The diversity of tourist destinations with Islamic nuances is also a unique attraction for Aceh.



Figure 3. Baiturrahman Grand Mosque is located in the center of Banda Aceh City

Aceh Government's Role in Driving Tourism

The impact of globalization has changed disasters from a problem limited to the local level to a global scale issue. Local governments must be able to take advantage of all forms of opportunities to develop their regions. Currently, disaster problems involve and cross national boundaries. According to Kelman, disaster diplomacy is a variant of diplomacy studies that analyze the possibility that natural disasters can create opportunities to facilitate cooperation (Mudjiharto, 2020). The December 26, 2004, earthquake and tsunami in Aceh was one of the most devastating natural tragedies in Indonesia. The tsunami caused extensive damage, with 164,891 people killed, 114,897 missings, and 412,438 displaced. It also played a vital role in resolving the conflict between Aceh and the Indonesian government, which led to the signing of the Helsinki MoU in 2005 (Sudirman & Haryanto, 2018).

The role of local government is increasingly important as part of regional diplomacy to realize national interests. The existence of regional autonomy provides an opportunity for Aceh to be a pioneer in economic recovery efforts. Local governments strive to improve the local economy, including increasing local revenue (PAD). One of the steps to achieve this is optimizing the potential in the tourism sector. Halal tourism has become essential to Aceh, especially after the earthquake and tsunami disaster. The tsunami event was immortalized in the tsunami museum, which became one of the places tourists visit to feel the devastation of the 2004 Aceh Tsunami disaster.

The Aceh tsunami generated widespread local and international sympathy, who then provided financial and personnel assistance to help the province recover. Post-tsunami, many delegations from the Government of Aceh had the opportunity to attend various events both at home and abroad. The tsunami was used to attract international attention and support by showing videos and explaining the tsunami phenomenon, opening doors for cooperation and inviting investment to Aceh Province. After the tsunami, Aceh Province established various partnerships with international parties so that the disaster became an essential momentum in international activities and positively impacted Aceh Province's development. Therefore, the tsunami disaster in Aceh is considered an opportunity to utilize paradiplomacy (Fajrina, 2022).

According to Rizky Novialdi, as Surwandono and Herningtyas (2019) explained, natural disasters can be positive social capital to solve social, economic, political, and socio-cultural problems in disaster-prone areas. Therefore, the Government of Aceh can use the "tsunami disaster" as a paradiplomacy tool. Consequently, the Government of Aceh should actively participate in disaster diplomacy and make new plans to deal with and utilize the 2004 tsunami as a development opportunity. According to Kelman (2016), disaster diplomacy can be successful if powerful parties decide to want success and then use their power to achieve it. In Aceh Province, various facilities help deal with disasters, especially tsunamis. Facilities include tsunami sirens, evacuation routes, building evacuation, and the Tsunami and Disaster Mitigation Research Center (TDMRC) at Syiah Kuala University (Unsyiah). With this disaster mitigation capability, it can become the capital of Aceh Province in enhancing cooperation in the field of tsunami disaster

management. Aceh Province (through the Banda Aceh Government) has established cooperation with Japan in disaster mitigation (Novialdi, 2015).

In addition to the Islamic Sharia aspect, the tourism potential in Aceh is very promising, involving the uniqueness of its culture, natural charm, and local culinary delights (Dermawan & Primawanti, 2020). Aceh has diverse potential that can be developed by the government, such as natural tourism, marine tourism, and Aceh's historical tourism. The natural, coastal, and underwater beauty found on Weh Island (Sabang) and Simeulue (Sinabang), Banyak Island (Aceh Singkil), and the beauty of the mountainous highlands, lakes, and rivers in Tanah Gayo and its surroundings, including Gunung Lauser National Park. The area also has abundant biodiversity on land, in the air, and in the waters (Herizal et al., 2021). Diverse historical and cultural heritage, such as the history of Islam and the kingdom of Aceh, and cultural wealth in the form of customs and traditional arts, dances, and so on for the Aceh Government can utilize the power of tourism as paradiplomacy.

The Government of Aceh, through the Aceh Provincial Culture and Tourism Office, has regularly organized events with various themes. Some of these events are very productive and inspiring flagship activities that attract domestic and foreign tourists who want to visit Aceh. Some of these include the Aceh Cultural Week, Aceh Coffee Festival, Aceh Food Festival, Traditional Horse Racing in Central Aceh, International Diving Festival in Sabang City, Aceh International Rapa'i Festival in Banda Aceh and several other events (Saleh & Anisah, 2019).

Aceh Province's Strengths and Weaknesses of Tourism Implementation in Achieving Economic Growth

Aceh has strengths that can influence the tourism sector; as a region with many historical cities and exciting tourist attractions, it has excellent potential for integrating religious values, norms, and ethics that can improve the tourism sector. Regarding strengths, Aceh is included in the Indonesia-Malaysia-Thailand Growth Triangle (IMT-GT) program, also known as the Indonesia-Malaysia-Thailand Growth Triangle. The "growth triangle" concept relates to a type of economic cooperation between three countries or regions that form a geographical triangle. The main objective of IMT-GT is to combine the complex resources of the three member countries and to expand cooperation in trade, agriculture, industry, and tourism among the provinces of the three neighboring countries through cooperation.

As the host of the IMT-GT Forum in 2016, Aceh can use these strengths in paradiplomacy to strengthen Aceh's position in IMT-GT cooperation. First, as the host, Aceh can improve infrastructure that supports IMT-GT cooperation, such as transportation infrastructure, ports, and other facilities. Second, Aceh has the opportunity to encourage cooperation between public and private businesses. Third, Sabang has the potential to become a very strategic tourist destination. The Sabang Municipality asks all parties involved to help Sabang progress and make it a world tourist destination in the future. The Aceh government has proposed several projects as part of its regional development efforts. One proposed initiative is to improve air connectivity

between Phuket, Krabi, and Sabang. In addition, the Aceh government is also creating RoRo (Roll-on/Roll-off) services for the port routes of Ranong-Phuket, Thailand-Sabang/Malahayati, Aceh, and Krueng Geukeuh, Aceh-Penang/Port Klang. These projects aim to improve connectivity and mobility between the regions within the framework of IMT-GT cooperation (Srifauzi & Fajrina, 2023).

Furthermore, the many events held each year show the development of Aceh's tourism. The number of tourist visits to Aceh has increased due to several flagship events held regularly each year. These events are held in more than just the provincial capital. So far, the Aceh government has endeavored to introduce the whole of Aceh, from the west to the east. The government continues to create new brands to enhance the image of Aceh Halal Tourism, such as "Aceh Halal Tourism," "The Light of Aceh," and "Aceh Hebat Melalui Ragam Pesona Wisata." The government also designs cultural programs highlighting various themes following local wisdom to increase tourist visits.

The situation in Aceh has strengths and weaknesses that affect the tourism sector. Some issues that have the potential to become weaknesses for developing tourism in Aceh include. First, the Acehnese people have a level of bigotry towards Islam, which can sometimes create discomfort for some tourists who do not know Aceh directly and have not interacted with the local community. To address this concern, the Government of Aceh needs to make consistent and sustained efforts to show the peaceful side of Islamic law (Saleh & Anisah, 2019). The media, both national and international, have played a role in shaping a negative image of the implementation of Islamic sharia in Aceh, especially in reporting that tends to focus on the punishment of sharia violators (Mukti, 2019). The media, both national and international, have played a role in shaping a negative image of the implementation of Islamic sharia in Aceh, especially in reporting that tends to focus on the punishment of sharia violators.

Second, in the context of halal tourism development, according to the Aceh Culture and Tourism Service, Human Resources (SDI) or the same as Human Resources (HR) are considered a very vital element. The quality and skills of SDI are critical factors in increasing the competitiveness of the halal tourism industry at the global level. To advance the tourism sector in Aceh, it is necessary to create creative SDI, especially in the creative economy, such as halal tourism. Creative SDI can produce innovative ideas, technology, and methods and actively contribute to changes that occur in the real world. Thus, to increase the intellectual capacity of Human Resources (SDI), management must be carried out objectively and professionally. Investment in HR through education, training, work experience, and work practices will form human capital involving knowledge, skills, creativity, and innovative personality. The presence of human solid capital will increase SDI's performance and competitiveness. SDI has a vital role in efforts to develop and develop the tourism sector (Ahmadsyah et al., 2022).

Lastly, the Aceh Government must take concrete steps to increase tourism potential in various local areas. Local government initiatives focus on utilizing local resources, including promotion through mass media and the internet, travel management, development of attractive tourist attractions, and the like. Every tourism policy must pay attention to its impact on local communities. Regional government

efforts must align with the development of the tourism industry, including providing adequate facilities and infrastructure, pedestrian-friendly facilities, and an efficient transportation system. By improving these aspects, the tourism industry can grow and positively contribute to regional economic growth by increasing the number of tourist visits (Saleh & Anisah, 2019).

Regional governments can make comprehensive efforts to advance the tourism sector through infrastructure development, such as access facilities to tourist attractions, accommodation, and transportation, and programs that utilize local potential. This includes promotional strategies through print and digital media to strengthen a positive image, travel arrangements, building attractive objects at tourism locations, and other actions. Every policy implemented in the tourism sector must ensure that its impact does not harm local communities. With the hope that the Aceh Government will provide similar attention and efforts, the tourism industry can develop and positively contribute to the Aceh region's economic growth.

CONCLUSION

Tourism acts as an economic driver, potentially creating new jobs for the community. Aceh has a variety of potentials that can be managed by the government, especially in the tourism sector, such as natural tourism, marine tourism, and historical tourism. The natural beauty, beaches, and underwater beauty, as well as the highlands, lakes, and rivers in Tanah Gayo and its surroundings, including the Gunung Lauser National Park, can attract the attention of tourists from various countries. Cultural wealth in the form of customs, traditional arts, dances, events, and festivals organized by the government further strengthens the attractiveness of tourism in Aceh.

This combination of natural and cultural riches can be utilized as paradiplomacy at the Aceh level. Halal tourism has become integral to Aceh, especially after the earthquake and tsunami disaster. After the tsunami, Aceh Province established various international cooperation, making the disaster an essential momentum in international activities and positively impacting Aceh Province's development. Therefore, the tsunami disaster in Aceh was considered an opportunity to utilize paradiplomacy. However, there are also several weaknesses in Aceh Province in attracting tourist visits, namely the implementation of Islamic law in Aceh and the negative view of foreign media regarding the application of Islamic law there, which can cause discomfort for some tourists who have not interacted directly with the local community.

Then, deficiencies in the quality and skills of human resources/HR are the main factors affecting the competitiveness of the halal tourism industry globally. Finally, the local government in Aceh needs to take more initiative to identify and introduce local potential through mass media and the Internet. Although there are strengths and weaknesses in paradiplomacy, the Aceh government is trying comprehensively to develop the tourism sector. Regional governments continue to make comprehensive efforts to improve the tourism sector by improving infrastructure, such as access to tourist attractions, accommodation, and transportation, and consistent programs, such

as organizing cultural events and festivals, to attract domestic and international tourists. Abroad to visit Aceh Province.

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