

ABSTRACT

This research aims to analyze the implementation of governance keys in relation to the halal product assurance system (SJPH) post-certification among steak business operators in Surabaya, as well as to identify the challenges faced in maintaining compliance with halal standards. The analyzed governance keys include transparency, accountability, and responsibility. This research employs a qualitative approach using a case study method, through in-depth interviews, observations, and documentation involving business operators, halal supervisors, halal companions, and halal auditors. The findings reveal that the application of governance principles has been initiated by business operators, particularly in the areas of transparency and accountability, although gaps remain between documentation and actual practice. Several challenges were identified in the implementation of SJPH after certification, including limitations in monitoring and reporting systems, the practice of borrowing the names of halal supervisors, complexities in documentation and reporting of ingredient changes, and limited resources and halal literacy among SMEs. The study recommends strengthening post-certification regulations, enhancing training and support for business operators, and improving monitoring systems that are more adaptive to the needs of SMEs.

Keywords: Halal Governance, Halal Assurance System, Post-Certification, SMEs

ABSTRAK

Penelitian ini bertujuan untuk menganalisis penerapan kunci tata kelola terhadap sistem jaminan produk halal (SJPH) pasca-sertifikasi pada pelaku usaha steak di Surabaya, serta mengidentifikasi tantangan yang dihadapi dalam mempertahankan kepatuhan terhadap standar halal. Kunci tata kelola yang dianalisis mencakup transparansi, akuntabilitas, dan tanggung jawaban. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus, melalui wawancara mendalam, observasi, dan dokumentasi terhadap pelaku usaha, penyelia halal, pendamping halal, dan auditor halal. Hasil penelitian menunjukkan bahwa penerapan prinsip tata kelola sudah mulai diterapkan oleh pelaku usaha, terutama dalam aspek transparansi dan akuntabilitas, meskipun masih terdapat kesenjangan antara dokumentasi dan praktik di lapangan. Terdapat berbagai tantangan dalam implementasi SJPH pasca-sertifikasi, antara lain keterbatasan sistem pengawasan dan pelaporan, praktik peminjaman nama penyelia halal, kompleksitas dokumentasi dan pelaporan perubahan bahan baku, serta keterbatasan sumber daya dan literasi halal pada UMKM. Penelitian ini merekomendasikan penguatan regulasi pasca-sertifikasi, peningkatan pelatihan dan pendampingan kepada pelaku usaha, serta perbaikan sistem pengawasan yang lebih adaptif bagi UMKM.

Kata kunci: Tata Kelola Halal, Sistem Jaminan Produk Halal, Pasca-Sertifikasi, UMKM