

ABSTRAK

Kabupaten Bangkalan dikenal dengan olahan bebeknya. Terdapat banyak rumah makan bebek yang ada di Kabupaten Bangkalan, bahkan sudah membuka cabang di beberapa kota, misalnya Rumah Makan Bebek Sinjay yang sudah memiliki cabang-cabang di kota lain, seperti di Kota Malang, Kota Bandung dan lainnya. Sebagai salah satu menu makanan yang pangsanya pasarnya bagus, seharusnya pelaku usaha rumah makan bebek dapat menjamin kehalalan produknya agar lebih berdaya saing. Tujuan dari penelitian ini adalah untuk mengetahui respon pelaku usaha rumah makan bebek di wilayah Kabupaten Bangkalan terhadap kewajiban sertifikasi halal. Penelitian ini menggunakan metode deskriptif kualitatif dengan objek penelitiannya adalah beberapa pelaku usaha rumah makan bebek di Kabupaten Bangkalan. Teknik pengumpulan data dilakukan dengan cara wawancara, observasi, dan dokumentasi. Sedangkan untuk teknik analisis data dilakukan dengan cara reduksi data, penyajian data dan penarikan kesimpulan. Hasil dari penelitian ini adalah adanya kewajiban sertifikasi halal dirasa tidak membebani pelaku usaha rumah makan bebek di Kabupaten Bangkalan, Mayoritas para pelaku usaha memberikan respon yang positif pada aspek kognitif, afektif dan juga konatif terhadap kewajiban sertifikasi halal. Namun, pengetahuan pelaku usaha terkait peraturan sertifikasi halal masih tergolong minim. Hal tersebut karena para pelaku usaha merasa belum pernah mendapat sosialisasi dari pihak yang terkait. Sedangkan untuk kendala, terdapat beberapa kendala yang menghambat proses sertifikasi halal pada pelaku usaha seperti ketidaktahuan pelaku usaha terkait alur pendaftaran sertifikasi halal, ketidakpastian biaya, dan kurangnya pengetahuan masyarakat Bangkalan tentang pentingnya mengonsumsi makanan yang memiliki sertifikat halal.

Kata Kunci : *Respon, Pelaku Usaha Bebek, Sertifikasi Halal*

ABSTRACT

Bangkalan Regency is known for its duck preparations. There are many duck restaurants in Bangkalan Regency, and have even opened branches in several cities, for example the Sinjay Duck Restaurant which already has branches in other cities, such as in Malang City, Bandung City and others. As one of the food menus with a good market share, duck restaurant business actors should be able to guarantee the halalness of their products to be more competitive. The purpose of this study is to determine the response of duck restaurant business actors in the Bangkalan Regency area to the obligation of halal certification. This research uses a qualitative descriptive method with the object of research being several duck restaurant business actors in Bangkalan Regency. Data collection techniques are carried out by means of interviews, observations, and documentation. Meanwhile, data analysis techniques are carried out by reducing data, presenting data and drawing conclusions. The result of this study is that the obligation of halal certification is not considered to burden duck restaurant business actors in Bangkalan Regency, the majority of business actors give a positive response to cognitive, affective and also conative aspects of halal certification obligations. However, the knowledge of business actors related to halal certification regulations is still relatively minimal. This is because business actors feel that they have never received socialization from related parties. As for obstacles, there are several obstacles that hinder the halal certification process for business actors such as ignorance of business actors related to the flow of halal certification registration, uncertainty of costs, and lack of knowledge of the Bangkalan community about the importance of consuming food that has a halal certificate. As for obstacles, there are several obstacles that hinder the halal certification process for business actors such as ignorance of business actors related to the flow of halal certification registration, uncertainty of costs, and lack of knowledge of the Bangkalan community about the importance of consuming food that has a halal certificate.

Keywords: *Response, Duck Business Actors, Halal Certification*