

ABSTRAK

Industri halal berkembang pesat secara global seiring meningkatnya jumlah penduduk muslim dan kesadaran konsumen terhadap keamanan pangan, kesehatan, serta keberlanjutan produk. Indonesia memiliki potensi besar dalam pengembangan ekosistem halal, terutama pada sektor pangan berbasis hasil laut. Kabupaten Bangkalan, khususnya Kecamatan Klampis, dikenal sebagai sentra produksi olahan hasil laut tradisional seperti petis dan terasi. Produk tersebut tidak hanya menjadi identitas kuliner lokal, tetapi juga memiliki nilai ekonomi penting bagi masyarakat pesisir. Namun demikian, implementasi *halal supply chain* pada produk petis dan terasi di wilayah ini masih menghadapi berbagai kendala, antara lain keterbatasan pengetahuan pelaku usaha terhadap standar halal, biaya sertifikasi yang tinggi, proses produksi yang masih tradisional, serta koordinasi antar-*stakeholder* yang belum optimal. Penelitian ini bertujuan untuk: (1) Mengetahui peran *stakeholder* yang meliputi nelayan, pengepul, produsen, distributor, pengecer, konsumen, lembaga pemeriksa halal (LPH), dan Dinas Perikanan dalam *halal supply chain* produk petis dan terasi di Kecamatan Klampis; serta (2) Mengidentifikasi kendala dan strategi yang dilakukan *stakeholder* dalam menjaga integritas *halal supply chain* produk petis dan terasi di kecamatan klampis. Penelitian ini menggunakan metode kualitatif deskriptif dengan pendekatan studi kasus. Data dikumpulkan melalui wawancara mendalam, observasi partisipatif, studi dokumentasi, dan catatan lapangan. Sumber data terdiri atas data primer dari para *stakeholder* terkait dan data sekunder dari literatur, regulasi, serta dokumen pendukung. Analisis data dilakukan secara tematik dengan bantuan aplikasi NVivo melalui proses transkripsi, koding tematik, analisis pola, triangulasi, dan interpretasi. Penelitian ini memberikan kontribusi dalam memperkuat tata kelola *halal supply chain* berbasis potensi lokal, khususnya pada sektor pengolahan hasil laut tradisional. Hasil penelitian menunjukkan bahwa seluruh *stakeholder* memiliki peran yang saling terhubung dalam menjaga kehalalan, kebersihan, dan kualitas produk sepanjang *halal supply chain*. Nelayan berperan sebagai penjaga awal kehalalan dengan memastikan bahan baku ditangani secara higienis dan segar, pengepul sebagai penghubung utama antara nelayan dan produsen, produsen sebagai aktor sentral dalam proses pengolahan halal, distributor dan pengecer sebagai penjaga kualitas produk saat distribusi dan penjualan, konsumen sebagai penggerak permintaan produk halal, sementara Lembaga Pemeriksa Halal (LPH) dan Dinas Perikanan berperan dalam pengawasan, pembinaan, serta fasilitasi sertifikasi halal. Setiap *stakeholder* menghadapi kendala spesifik, seperti keterbatasan bahan baku, teknologi tradisional, dan sumber daya manusia, namun mampu menanganinya melalui strategi adaptif, kerja sama, dan peningkatan komunikasi antar pihak. Berdasarkan hasil penelitian, disarankan agar seluruh *stakeholder* meningkatkan konsistensi dan sinergi dalam menjalankan perannya masing-masing, memperkuat komunikasi lintas sektor, serta berinovasi dalam pengelolaan bahan baku dan proses produksi yang ramah lingkungan. Dengan langkah tersebut, *halal supply chain* produk petis dan terasi di Kecamatan Klampis diharapkan dapat berjalan lebih berkelanjutan, kompetitif, dan memberikan manfaat ekonomi serta sosial bagi masyarakat pesisir.

Kata Kunci: *Halal Supply Chain*, Petis, Terasi, *Stakeholder*, Kecamatan Klampis

ABSTRACT

The halal industry is growing rapidly globally as the Muslim population and consumer awareness of food safety, health, and product sustainability increases. Indonesia has great potential in the development of a halal ecosystem, especially in the seafood-based food sector. Bangkalan Regency, especially Klampis District, is known as a production center for traditional seafood processing such as petis and shrimp paste. These products not only become a local culinary identity, but also have important economic value for coastal communities. However, the implementation of the halal supply chain on petis and shrimp paste products in this region still faces various obstacles, including limited knowledge of business actors on halal standards, high certification costs, traditional production processes, and coordination between stakeholders that is not optimal. This research aims to: (1) Determine the role of stakeholders including fishermen, collectors, producers, distributors, retailers, consumers, halal inspection institutions (LPH), and the Fisheries Service in the halal supply chain of Petis and shrimp paste products in Klampis District; and (2) Identify the obstacles and strategies carried out by stakeholders in maintaining the integrity of the halal supply chain of Petis and shrimp paste products in Klampis District. This study uses a qualitative method with a case study approach. Data were collected through in-depth interviews, participatory observations, documentation studies, and field notes. The data source consists of primary data from relevant stakeholders and secondary data from literature, regulations, and supporting documents. Data analysis is carried out thematically with the help of the NVivo application through the process of transcription, thematic coding, pattern analysis, triangulation, and interpretation. This research contributes to strengthening the governance of the halal supply chain based on local potential, especially in the traditional seafood processing sector. The results of the study show that all stakeholders have an interconnected role in maintaining halal, cleanliness, and product quality throughout the halal supply chain. Fishermen play the role of the initial guardian of halal by ensuring that raw materials are handled hygienically and freshly, collectors as the main liaison between fishermen and producers, producers as central actors in the halal processing process, distributors and retailers as guardians of product quality during distribution and sales, consumers as the driver of demand for halal products, while the Halal Inspection Agency (LPH) and the Fisheries Service play a role in supervision, coaching, as well as facilitating halal certification. Each stakeholder faces specific obstacles, such as limited raw materials, traditional technology, and human resources, but is able to overcome them through adaptive strategies, cooperation, and improved communication between parties. Based on the results of the research, it is recommended that all stakeholders increase consistency and synergy in carrying out their respective roles, strengthen cross-sector communication, and innovate in the management of raw materials and environmentally friendly production processes. With this step, the halal supply chain of Petis and Shrimp Pastes products in Klampis District is expected to run more sustainable, competitive, and provide economic and social benefits for coastal communities.

Keywords: *Halal Supply Chain, Petis, Shrimp Paste, Stakeholder, Klampis District*