

ABSTRAK

UMKM makanan dan minuman di Madura mengalami dinamika perkembangan usaha. UMKM tersebut selain di stimulus oleh semangat wirausaha, kekayaan warisan kuliner lokal, jaringan rantai pasok bahan baku tradisional yang saling berkesinambungan. Terindikasi adanya kendala nyata yang signifikan membebani para pelaku usaha, seperti kesulitan dalam menjaga konsistensi pasokan bahan baku halal untuk memenuhi standar sertifikasi BPJPH yang semakin ketat, sehingga berdampak buruk pada merosotnya omzet dan stabilitas finansial mereka. Penelitian berupaya memberikan solusi dengan memetakan rantai pasok halal agar meningkatkan performa UMKM, khususnya ketika daya peran/interaksi daya saing dan budaya kerja di internal bisnis. Peningkatan performa dan pendapatan finansial UMKM ini menjadi sangat krusial karena berkontribusi langsung pada upaya pengentasan kemiskinan (No Poverty / SDGs 1), di mana kemandirian finansial usaha kecil akan melindungi keluarga pengusaha dari kerentanan ekonomi sekaligus membuka lebih banyak lapangan kerja bagi masyarakat sekitar. Strategi penyelesaian masalah ini dirumuskan berdasarkan evaluasi SEM-PLS dengan koefisien determinasi Kinerja Organisasi sebesar 0,642 (R^2 adjusted = 0,619), di mana Rantai Pasok Halal berpengaruh signifikan langsung terhadap Kinerja Organisasi (*path coefficient* = 0,435; $t = 3,991$; $p = 0,000$) dan Budaya Organisasi terbukti sebagai mediator parsial yang signifikan pada jalur RPH $\rightarrow$ KO ($t = 2,555$; $p = 0,011$). Selain itu, guna membuktikan penyebabnya, diperlukan pemetaan strategi masa depan (SOAR) yang menonjolkan kekuatan serta harapan para wirausahawan. Hasil akhir berupa panduan praktis yang memberdayakan seluruh elemen terkait untuk berkolaborasi mewujudkan iklim bisnis yang tangguh, inklusif, dan secara nyata mengangkat taraf hidup masyarakat di Madura

Kata Kunci: Rantai Pasok Halal, Kinerja Organisasi, SEM-PLS, SOAR, UMKM, Madura

ABSTRACT

Food and beverage MSMEs in Madura are experiencing dynamic business growth. These SMEs are driven not only by entrepreneurial spirit but also by the richness of local culinary heritage and an interconnected network of traditional raw material supply chains. There are indications of significant, tangible challenges weighing heavily on business operators, such as difficulties in maintaining a consistent supply of halal raw materials to meet the increasingly stringent BPJPH certification standards, which has a detrimental impact on their declining turnover and financial stability. This research aims to provide solutions by mapping the halal supply chain to improve SME performance, particularly regarding the role of competitiveness and work culture within the business. Improving the performance and financial income of these SMEs is crucial as it contributes directly to poverty alleviation (No Poverty / SDG 1), whereby the financial independence of small businesses will protect entrepreneurs' families from economic vulnerability whilst creating more job Opportunities for the local community. This problem-solving strategy was formulated based on an SEM-PLS analysis with an adjusted R^2 for Organisational Performance of 0.642 (adjusted $R^2 = 0.619$), in which the Halal Supply Chain had a significant direct effect on Organisational Performance (path coefficient = 0.435; $t = 3.991$; $p = 0.000$) and Organisational Culture was found to be a significant partial mediator on the HSC $\rightarrow$ OP pathway ($t = 2.555$; $p = 0.011$). Furthermore, to establish the causal relationship, a future strategy mapping (SOAR) is required, highlighting the Strengths and aspirations of entrepreneurs. The final outcome is a practical guide that empowers all relevant stakeholders to collaborate in creating a resilient, inclusive business climate that tangibly improves the standard of living for the people of Madura

Keywords: Halal supply chain, organisational performance, SEM-PLS, SOAR, food MSMEs, Madura