

ABSTRAK

Penelitian ini bertujuan untuk menganalisis implementasi Halal *Supply Chain* pada industri pengolahan petis ikan laut di Desa Tlontoraja, Kecamatan Pasean, Kabupaten Pamekasan serta mengidentifikasi hambatan yang dihadapi dalam penerapannya. Halal *Supply Chain* merupakan sistem pengelolaan rantai pasok yang memastikan kehalalan produk tetap terjaga mulai dari pengadaan bahan baku, proses produksi, penyimpanan, pengemasan, hingga distribusi kepada konsumen.

Metode penelitian ini menggunakan pendekatan kualitatif dengan jenis penelitian deskriptif. Data diperoleh melalui wawancara, observasi, dan dokumentasi. Informan penelitian dipilih menggunakan teknik purposive sampling yang terdiri dari pemilik usaha dan pihak yang terlibat langsung dalam proses pengolahan petis ikan laut. Analisis data dilakukan melalui tahapan reduksi data, penyajian data, dan penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa implementasi Halal *Supply Chain* pada industri pengolahan petis ikan laut di Desa Tlontoraja telah diterapkan pada seluruh tahapan rantai pasok. Bahan baku yang digunakan berasal dari sumber yang jelas dan halal, proses produksi dilakukan dengan memperhatikan kebersihan alat dan lingkungan kerja, penyimpanan produk dilakukan secara higienis, pengemasan menggunakan bahan yang aman untuk pangan, serta distribusi dilakukan dengan menjaga kualitas produk hingga sampai kepada konsumen. Namun, dalam penerapannya masih ditemukan beberapa hambatan, yaitu terbatasnya pemahaman pelaku usaha mengenai konsep Halal *Supply Chain*, keterbatasan fasilitas dan infrastruktur produksi, belum optimalnya sistem dokumentasi dan ketertelusuran (*traceability*), kurangnya kompetensi sumber daya manusia terkait standar halal, serta pengawasan distribusi yang masih sederhana.

Kata Kunci: Halal *Supply Chain*, Industri Pengolahan, Petis Ikan Laut, Rantai Pasok Halal

ABSTRACT

This study aims to analyze the implementation of the Halal Supply Chain in the marine fish paste processing industry in Tlontoraja Village, Pasean Subdistrict, Pamekasan Regency, and to identify the obstacles encountered in its implementation. The Halal Supply Chain is a supply chain management system that ensures the halal status of products is maintained from the procurement of raw materials, through the production process, storage, and packaging, all the way to distribution to consumers.

This research method employs a qualitative approach with a descriptive research design. Data were collected through interviews, observations, and documentation. Research informants were selected using purposive sampling and consisted of business owners and individuals directly involved in the processing of marine fish paste. Data analysis was conducted through the stages of data reduction, data presentation, and drawing conclusions

The research findings indicate that the Halal Supply Chain has been implemented across all stages of the supply chain in the marine fish paste processing industry in Tlontoraja Village. The raw materials used come from clear and halal sources; the production process is carried out with attention to the cleanliness of equipment and the work environment; product storage is conducted hygienically; packaging uses food-safe materials; and distribution is carried out while maintaining product quality until it reaches the consumer. However, several obstacles were identified in its implementation, including limited understanding among business operators regarding the Halal Supply Chain concept, inadequate production facilities and infrastructure, suboptimal documentation and traceability systems, insufficient human resource competency regarding halal standards, and rudimentary distribution oversight.

Translated with DeepL.com (free version)

Keywords: *Halal Supply Chain, Food Processing Industry, Salted Fish Paste, Halal Supply Chain*