

ABSTRAK

Penelitian ini bertujuan menganalisis penerapan *Halal Value Chain* pada proses produksi Air Minum Dalam Kemasan (AMDK) merek SAR di Kecamatan Ketapang, Kabupaten Sampang. Penelitian menggunakan pendekatan deskriptif kualitatif dengan metode wawancara, observasi, dan dokumentasi. Analisis difokuskan pada penerapan prinsip *halal ṭayyiban* serta tingkat kepatuhan terhadap regulasi halal nasional dan prinsip ekonomi syariah. Hasil penelitian menunjukkan bahwa proses produksi AMDK SAR secara umum telah menerapkan prinsip *halal ṭayyiban* secara operasional, yang tercermin dari kebersihan sumber air, proses filtrasi dan sterilisasi, pencucian wadah, serta pengemasan produk. Penerapan *Halal Value Chain* telah mencakup seluruh tahapan produksi hingga distribusi. Namun demikian, penerapan tersebut belum terintegrasi secara sistemik karena perusahaan belum memiliki sertifikat halal BPJPH, belum menerapkan Sistem Jaminan Produk Halal (SJPH) secara terdokumentasi, serta belum memiliki audit halal internal. Dari perspektif etika bisnis Islam, perusahaan menunjukkan komitmen amanah dan kejujuran, namun tetap memerlukan penguatan kepatuhan regulatif agar penerapan *Halal Value Chain* berjalan berkelanjutan.

Kata kunci: *Halal Value Chain*, AMDK

ABSTRACT

This study aims to analyze the implementation of the Halal Value Chain in the production process of bottled drinking water (AMDK) under the SAR brand in Ketapang District, Sampang Regency. This research employed a descriptive qualitative approach using interviews, observations, and documentation as data collection methods. The analysis focused on the application of the halal-ṭayyiban principle and the level of compliance with national halal regulations and Islamic economic principles. The findings indicate that the production process of SAR bottled drinking water has generally implemented the halal ṭayyiban principle at an operational level, as reflected in the cleanliness of the water source, filtration and sterilization processes, container washing, and product packaging. The implementation of the Halal Value Chain covers all stages of production up to distribution. However, it has not been systemically integrated, as the company has not obtained halal certification from the Halal Product Assurance Organizing Agency (BPJPH), has not implemented a documented Halal Product Assurance System (SJPH), and lacks internal halal audits. From the perspective of Islamic business ethics, the company demonstrates a moral commitment to trustworthiness and honesty, yet strengthening regulatory compliance remains necessary to ensure sustainable Halal Value Chain implementation.

Keywords: *Halal Value Chain, Bottled Drinking Water*