



Implementation Of Halal Supply Chain Management in The Supply Of Chicken Meat At Market Raya Padang

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ABSTRACT

Keywords:
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In Padang there are many traditional markets, but not all markets have permission to slaughter poultry in the market because there are still many markets that do not meet the requirements. In the traditional markets of Padang city that meet the terms and conditions for slaughtering poultry, one of them is the Padang fair market. Apart from that market, there are also those who are not allowed to slaughter poultry in the market. However, currently there are still many cuts being carried out in traditional markets in Padang, including Mr Taufik's cuts in the Padang Raya market. Based on the results of field observations that I carry out with workers every day, these cuts can be prepared. chickens that are ready to sell are 70 kw. So, because of the differences, researchers want to understand the supply chain in depth, the differences between cuts that are permitted and cuts that are not permitted. The author's consideration for choosing a qualitative approach is because the qualitative approach is carried out in natural conditions, or focuses directly on the data source so that in-depth information and more valid data will be obtained in accordance with the research background and field conditions. Based on this research, the population is not greater than 100 respondents, so the author took 100% of the population at Pasar Raya Padang, namely 12 respondents. The implementation of halal supply chains for chicken traders at Pasar Raya Padang has shown a strong commitment to fulfilling halal standards in the supply chain. These chicken traders have taken important steps in ensuring the halalness of their products, starting from selecting trusted suppliers to strict quality control practices. Chicken traders have paid attention to various important aspects in the halal supply chain, including selecting trusted suppliers, appropriate slaughtering processes with Islamic principles, separation of halal and non-halal products, as well as maintenance of cleanliness and sanitation at every stage of the production, storage, transportation and sales processes. challenges faced by chicken traders, such as high costs to obtain halal certification, lack of attention on the halalness of chicken feed, and the need for updates in halal supply chain management practices. Traders need to pay more attention to the halalness of the chicken feed ingredients used to ensure that the entire production process meets halal standards. Chicken traders need to maintain the quality of the chicken meat they sell and provide understanding to consumers to pay attention to the quality of the chicken meat they buy. Traders should consider obtaining halal certification as a step to increase consumer confidence and the sustainability of their business. Traders can take additional steps to increase transparency and accountability in the halal supply chain, such as by increasing the use of technology and information systems.

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INTRODUCTION

The city of Padang is a community whose majority adheres to Islam, and consumes a lot of halal food, one of which is chicken or poultry. According to (Bonny et al., 2016) Chicken meat is a food ingredient that people like in relation to fulfilling animal protein because apart from containing complete nutrition, it also contains a number of elements that humans need, namely protein, carbohydrates, fat, water, minerals and vitamins and has delicious taste and aroma.

According to (Adji et al., 2021) Chicken meat plays an important role regarding its role in meeting the protein needs of Indonesian people. According to existing data, the average per capita consumption of purebred chicken meat among Indonesian people in 2017-2021 is estimated at 5.68 kg per capita per year, slightly below beef which is 7.5 kg per capita/year (Anonymous, 2021). The projected consumption of non-household chicken meat per household per industry in 2017 is 410.45 thousand tonnes and in 2021 this figure is expected to increase to 1.23 million tonnes in the following year (Directorate General of PKH, 2021).

Table 1. Annual Consumption of Broiler Chickens in Padang City

| No | Year | Amount of broiler meat production (kg) |
|----|------|--|
| 1 | 2019 | 1.972.644 |
| 2 | 2020 | 3.368.100 |
| 3 | 2021 | 3.761.378 |
| 4 | 2022 | 3.933.912 |
| 5 | 2023 | 7.460.000 |

Source: Data from the West Sumatra Livestock Service, Chicken Meat Consumption over the last five years.

Based on Article 140 of Government Regulation Number 39 of 2021 concerning the Implementation of the Halal Product Guarantee Sector, the phasing in of halal certification obligations for food products, beverages, slaughter products and slaughter services began on 17 October 2019 and will be completed on 17 October 2024. This is the government's target in implementation of halal certification including at slaughterhouses. However, if we refer to conditions in the field, based on research data from IPB and KNEKS (2021), around 85% of slaughterhouses in Indonesia do not have halal certification. Of course this is not a small number and must be a common concern. The large number of slaughterhouses in Indonesia that have not been certified is a big duty and responsibility for the government and society. This is to ensure that food, especially meat slaughtered in slaughterhouses, can be guaranteed to be halal and safe for consumption by Muslim communities. Based on research conducted by previous researchers who explained that the success factors for halal supply chains need to pay attention to several important factors, namely government support, special assets, information technology, human resources, collaborative relationships, halal certification, and halal traceability (Fikri Firdaus & Wiji Safitri, 2023).

In Padang there are many traditional markets, but not all markets have permission to slaughter poultry in the market because there are still many markets that do not meet the requirements. In the traditional markets of Padang city that meet the terms and conditions for slaughtering poultry, one of them is the Padang fair market. Apart from that market, there are also those who are not allowed to slaughter poultry in the market.

However, currently there are still many cuts being carried out in traditional markets in Padang, including Mr Taufik's cuts in the Padang Raya market. Based on the results of field observations that I carry out with workers every day, these cuts can be prepared. chickens that are ready to sell are 70 kw. So, because of the differences, researchers want to understand the supply chain in depth, the differences between cuts that are permitted and cuts that are not permitted.

METHOD

The object of this research is broiler chicken entrepreneurs in Pasar Raya Padang, West Sumatra. Design is an important aspect of design and must be considered when carrying out research. Research design guides researchers to follow research steps or procedures that must be followed and must not deviate from these steps or procedures (Samsu, 2017). This research is descriptive research using a qualitative approach, according to (Raphel, 2019). The use of this qualitative approach is intended to provide more in- depth information according to the research background. The data collection methods used in this research were interviews and observation. The author's consideration for choosing a qualitative approach is because the qualitative approach is carried out in natural conditions, or focuses directly on the data source so that in- depth information and more valid data will be obtained according to the research background and field conditions.

Based on this research, because the population is not greater than 100 respondents, the author took 100% of the population at Pasar Raya Padang, namely 12 respondents. Data processing methods explain data processing and analysis procedures according to the approach taken. Because this research uses qualitative methods, the data processing method is carried out by describing the data in the form of regular, coherent, logical, non-overlapping and effective sentences, making it easier to understand and interpret the data. These include: data examination (editing), classification, verification, analysis and concluding.

RESULTS AND DISCUSSION

Result

Results of research conducted on chicken traders at Pasar Raya Padang. Based on the results of this

research, several information was obtained regarding halal broiler chicken supply chain management as depicted in the halal broiler chicken supply chain management flow at Pasar Raya Padang below:



Figure 1. Halal Broiler Chicken Supply Chain Management Flow

Based on the flow of halal supply chain management for broiler chickens at Pasar Raya Padang above, we can conclude that the implementation of halal supply chain management at Pasar Raya Padang has gone through good stages, namely maintenance, delivery, slaughter, which is the flow of halal supply chain management. , according to (Anwar, 2011) Supply chain has several main company players with the same interests, including Supplies, Manufactures, Distribution/wholesaler, Retail Outlet and Customers.

Traders' Understanding Of Halal Supply Chain

The halal supply chain is a system that ensures that products, from the source of raw materials to the final consumer, remain in accordance with halal principles in accordance with Islamic law. It covers the entire production, storage, transportation and sales process, with a focus on preventing cross-contamination between halal and non-halal products.

Based on interviews and observations conducted with chicken traders at Pasar Raya Padang, they generally understand the importance of maintaining the halalness of the products they sell. They realize that Muslim consumers rely on them to provide products that are not only quality, but also meet halal requirements.

Further interviews were conducted with traders regarding the halal standards and certificates they must have, traders on behalf of Mr. Mulyadi:

“No, currently I don't have halal certification. One of the main reasons is the fairly large cost of obtaining this certification. As small traders, we are often hampered by costs and complicated processes.”

Even though you don't have halal certification, are there certain standards that you apply to ensure the halalness of your chicken products?

"Of course, even though I am not yet certified, I really pay attention to the process in accordance with Islamic law. I only buy chicken from suppliers I know and trust, who also follow the slaughtering process according to Islamic rules. I also ensure cleanliness during the process of handling chickens in my stall.”

Thus we can conclude that, for chicken traders, obtaining a halal certificate is very complicated and requires a large amount of money, but the standard process for processing chicken already has good procedures.

Chicken Source/Supply

Based on the results of observations made in the field, to meet consumer and market needs, traders always pay attention to the chicken they obtain, such as: medicines, vaccines and food. However, currently traders cannot confirm whether the content of the chicken food is guaranteed to be halal or not, here are the results of an interview with one of the chicken traders, namely Mr Rusdi:

"We never confirm whether food for chickens contains non-halal ingredients, so far we have bought it from livestock food suppliers or bought it in shops and given it to the chickens"

Based on the results of the interview, traders never pay attention to the food they give to their livestock. This is also proven by research conducted by (Hakim, 2021) which states that when providing feed and other things, it is necessary to ensure the halal ingredients of food, drinks, vaccines and vitamins, even though they

do not directly affect the chicken meat.

Based on the opinion above, it can be concluded that every supplier or trader must ensure that their products are halal and suitable for consumption by paying attention to the quality of the product.

Processing And Slaughter

Furthermore, observations were made of chicken traders at Pasar Raya Padang, before processing and slaughtering there were several things that traders did, namely:

1. Preparation Before Slaughter

- a. **Chicken Health Check:** Before the slaughter process, each chicken is checked for health. Only chickens that are healthy and show no signs of disease will be slaughtered. Sick or unhealthy chickens are separated to prevent contamination.
- b. **Slaughter Area Cleanliness:** The slaughter area must be clean and free from uncleanness. This includes cleaning floors, tables, and equipment that will be used. This cleanliness is very important to ensure the halal and cleanliness of chicken meat.

2. Slaughter Process

- a. **Manual Slaughter:** In many traditional markets, including Pasar Raya Padang, chicken slaughter is still done manually to ensure full control over the slaughtering process in accordance with Islamic law.
- b. **Person Who Slaughters:** The person who carries out the slaughter must be Muslim and know the correct slaughtering procedures. Saying Basmallah: When slaughtering, the slaughterer should say "Bismillah" or "Bismillah Allahu Akbar".
- c. **Cutting the Three Main Channels:** A sharp knife is used to cut the three main tubes in the chicken's neck - the trachea (breathing tube), esophagus (food tube), and two arteries to ensure maximum and rapid blood flow.
- d. **Sharp Knife:** The knife used should be very sharp to ensure quick cutting and reduce pain to the animal.

3. Blood Discharge

- a. The chicken is put in a large bucket upside down. This process is important to remove as much blood as possible because blood is considered unclean in Islam.
- b. **Duration of Bleeding:** The chicken is left hanging for several minutes until the blood stops flowing.

4. Chicken Cleaning

- a. **Washing:** The chicken is then washed with clean water to remove remaining blood and dirt from its body. This also helps in ensuring that there is no contamination in the meat.
- b. **Feather Removal:** Chickens are usually soaked in hot water to facilitate feather removal. This is so that during shedding, the chicken's feathers can fall out easily.



Figure 2. Tool for boiling chicken with boiling water

Cutting And Packing

- a. **Slaughter:** Chickens are cut according to market needs and consumer demand. The chicken parts are carefully separated to maintain cleanliness and meat quality.
- b. **Packaging:** After being cut, the chicken parts are packaged in a clean and closed container to maintain cleanliness and prevent contamination.



Figure 3. Chicken whose skin has been cleaned by the trader (Mr. Perdi)

Sale

- Display at the Market: Chicken that has been processed and packaged is displayed at the sales point in clean conditions. Traders ensure that the chicken remains cold until it is sold to maintain the freshness and quality of the meat.
- Service to Consumers: Traders serve consumers by providing information about the origin of the chicken, the slaughtering process and the processing that has been carried out to ensure the halal and cleanliness of the product.

Discussion

Thus, it can be concluded that based on the results of observations and interviews with traders, the implementation of processing and slaughtering chickens has met the applicable terms and conditions as issued by the Indonesian Ulema Council (MUI): Guidelines for Halal Animal Slaughter in 2023, Halal inspection institutions in Indonesia: Requirements Halal Certification (HAS 23000).

Furthermore (Bonne & Verbeke, 2008) also explains the importance of religious values in the production of halal meat. The production process not only includes slaughtering in accordance with sharia, but also includes the entire supply chain from animal care, transportation, to meat processing. Each stage must comply with Islamic principles to ensure product halal. Deeper (Bonne & Verbeke, 2008) explains that halal quality control includes various aspects, including halal certification by competent authorities, continuous monitoring, and audits to ensure that all processes meet halal standards. This is important to build consumer confidence that the products they buy are truly halal.

CONCLUSION

The implementation of a halal supply chain for chicken traders at Pasar Raya Padang has shown a strong commitment to fulfilling halal standards in the supply chain. These chicken traders have taken important steps to ensure the halalness of their products, starting from selecting trusted suppliers to strict quality control practices. Chicken traders have paid attention to various important aspects in the halal supply chain, including selecting trusted suppliers, the slaughter process in accordance with Islamic principles, separating halal and non-halal products, as well as maintaining cleanliness and sanitation at every stage of the production process, storage, transportation, and sales. challenges faced by chicken traders, such as the high costs of obtaining halal certification, lack of attention to halal chicken feed, and the need for updates in halal supply chain management practices.

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