

## **Pemetaan *Driver* dan Prioritas Tindakan pada Logistik Halal: Pendekatan *Supply Chain Management Drivers***

Oleh:

**Darlin Rizki**

Agama dan Lintas Budaya Minat Ekonomi Islam

Sekolah Pascasarjana

Universitas Gadjah Mada

### **ABSTRAK**

Indonesia sebagai negara dengan tingkat konsumsi makanan halal tertinggi di dunia, saat ini sedang berupaya meningkatkan nilai tambah dari produk dengan mengembangkan sistem logistik halal. Keberadaan logistik halal diyakini penting untuk menjamin mutu halal tetap terjaga disepanjang aliran rantai pasok. Penelitian ini bertujuan melakukan penyelidikan terhadap kinerja logistik halal di sebuah perusahaan logistik terkemuka yang telah tersertifikasi halal. Rumusan masalah ialah melakukan pemetaan pada lima *driver* rantai pasok, kemudian menentukan prioritas kinerja menggunakan pendekatan *Supply chain management drivers*. Penelitian ini merupakan jenis penelitian lapangan (*field research*) dengan pendekatan deskriptif kuantitatif. Objek penelitian adalah Shipper Indonesia, yaitu sebuah perusahaan yang bergerak di bidang logistik dan jasa warehouse. Data diperoleh dari tiga sumber, yaitu observasi terstruktur, wawancara mendalam dan kuesioner tertutup. Data dianalisis menggunakan pendekatan SCM Driver.

Penelitian ini menemukan dua hal terkait operasi logistik halal di Shipper Indonesia. *Pertama*, berdasarkan pemetaan *driver* pada logistik halal diketahui bahwa operasi logistik halal lebih cenderung responsivitas daripada efisiensi. Hal ini diketahui dari lima *driver* yang dipetakan, yaitu (1) Fasilitas, fleksibilitas fasilitas mengikuti permintaan klien karena kuantitas barang permintaan berbeda; (2) Transportasi, perusahaan bekerjasama dengan vendor untuk menangani pengiriman barang; (3) Inventori, penyimpanan barang di gudang berdasarkan SKU produk yang disetujui oleh klien; (4) Sourcing, perusahaan mendapatkan bahan baku secara langsung dari supplier; dan (5) Informasi, mengintegrasikan setiap permintaan dengan sistem gudang. *Kedua*, kinerja rata-rata *driver* pada logistik halal masuk kategori “baik” dengan skor rata-rata 39.67. Berdasarkan 28 atribut yang dinilai, diketahui 2 atribut dengan kategori “biasa” yang membutuhkan prioritas tindakan, yaitu atribut lokasi gudang dan atribut *cost inventory*. Potensi kontaminasi non-halal pada operasi gudang terbilang rendah, karena barang yang masuk telah tersertifikasi halal. Namun, titik kritis haram dapat terjadi pada *driver* transportasi karena ditangani oleh vendor yang belum diketahui prosedur halal pengiriman. Selain itu, teknologi yang digunakan memungkinkan barang dapat terkontaminasi setiap saat.

**Kata kunci:** Pemetaan, Prioritas Tindakan, Supply Chain, Driver, Logistik Halal

## Mapping *Driver* and Prioritizing Actions in Halal Logistics: Supply chain management *drivers* Approach

by:

**Darlin Rizki**

Religion and Cross-Culture Interest in Islamic Economics

Graduate School

Gadjah Mada University

### ABSTRACT

Indonesia, the world's highest consumer of halal food, is actively attempting to increase the added value of halal products by developing a halal logistics system. The existence of halal logistics is believed to be important to ensure that halal quality is maintained along the supply chain flow. This study aimed at investigating the performance of halal logistics in a leading logistics company that has been certified halal. The problem was formulated by mapping the five supply chain *driver* and then determining the priority of action using the Supply chain management *drivers* technique. The research type was filed research with a descriptive quantitative approach. The object of the study was Shipper Indonesia, a company of warehousing and logistics services. Three sources of data were used to collect the information: structured observations, in-depth interviews, and closed questionnaires. Data were analyzed using the SCM Driver approach.

This research discovered two aspects of halal logistics operations in Shipper Indonesia. First, it is established through *driver* mapping in halal logistics that halal logistics procedures are more likely to be responsive than efficient. This is derived from the five mapped *drivers*, which are as follows: (1) Facility, facility flexibility follows client requests because the quantity of goods requested is different; (2) Transportation, companies that collaborate with vendors to transport products; (3) Inventory, warehouse storage of items based on product SKUs approved by the client; (4) Sourcing, the corporation obtains raw materials from suppliers directly; and (5) Information, that connect each request to the warehouse system. Second, the average performance of drivers in halal logistics is in the "good" category, with a score of 39.67. Based on the 28 attributes evaluated, it indicates that two in the "ordinary" category require priority action, namely the warehouse location attribute and the cost inventory attribute. The potential for non-halal contamination in warehouse operations is fairly low because incoming goods have been certified halal. However, haram tipping points can occur in transportation drivers because they are handled by vendors whose halal shipping procedures are unknown. In addition, iterative technology enables product contamination at any point.

**Keywords:** Mapping, Action Priority, Supply Chain, Drivers, Halal Logistics