

INTISARI

PEMBANGUNAN *HALAL FOOD TRACEABILITY SYSTEM* DALAM INDUSTRI MANUFAKTUR MAKANAN HALAL

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Menjaga kualitas produk dan transparansi informasi merupakan hal penting bagi suatu produk makanan terutama yang memiliki label halal. Implementasi *halal food traceability system* dapat meningkatkan integritas makanan halal. *Traceability system* penting dilakukan karena status makanan halal harus tetap terjaga walau melewati serangkaian proses rantai pasok makanan yang terdiri dari pemasok, produsen, distributor, hingga ke konsumen. Tujuan dari penelitian ini untuk mengetahui penilaian terhadap penerapan *halal food traceability system* dalam industri manufaktur makanan halal. Analisis penilaian *halal food traceability system* berdasarkan tiga dimensi *traceability practices* yaitu *input traceability*, *process traceability*, dan *output traceability*. Desain penelitian yang digunakan adalah penelitian kuantitatif deskriptif menggunakan metode survei melalui instrumen kuesioner dan wawancara. Hasil penelitian yang diperoleh dari Skala Likert terhadap 23 atribut kuesioner menunjukkan bahwa seluruh dimensi *traceability practices* berada dalam kategori “baik”. Adapun hasil secara berurutan berdasarkan nilai tertinggi ke nilai terendah yaitu penerapan *input traceability*, *process traceability*, dan *output traceability*. Instrumen wawancara dalam penelitian ini berguna untuk memberikan gambaran secara rinci tentang pembangunan *halal food traceability system* perusahaan manufaktur makanan halal.

Kata Kunci: *Halal Food Traceability System, Traceability Practices, Rantai Pasok Makanan Halal, Perusahaan Manufaktur Makanan*

ABSTRACT

DEVELOPMENT OF FOOD TRACEABILITY SYSTEM IN HALAL FOOD MANUFACTURING INDUSTRY

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Safeguarding product quality and data transparency is critical for a food product, particularly those with a halal label. Implementing a halal food traceability system can improve the integrity of halal food. The traceability system is crucial because halal food passes through a series of food supply chains consisting of a beginning-to-end process. The purpose of this study is to determine the assessment of the application of the halal food traceability system in the halal food manufacturing industry. The analysis assessment of the halal food traceability system consists of three dimensions of traceability practices: input traceability, process traceability, and output traceability. The research design used is quantitative descriptive research using survey methods through questionnaires and interview instruments. The research results obtained from the Likert scale of 23 questionnaire attributes show that all dimensions of traceability practices are in the "good" category. As for sequentially based on the highest to the lowest result, the application of input traceability, process traceability, and output traceability. The interview instrument in this study is beneficial in providing a complete overview of establishing a halal food traceability system for a halal food manufacturing company.

Keywords: *Halal Food Traceability System, Traceability Practices, Halal Food Supply Chain, Food Manufacutring Company*