

## ABSTRACT

The halal food industry in Indonesia, the country with the largest Muslim population in the world, is experiencing significant growth as consumer awareness of the authenticity and safety of halal food products increases. In the context of globalization and international standards, ensuring the sustainability and traceability of halal products has become a major challenge that needs to be addressed to maintain consumer trust and enhance market competitiveness. This research focuses on the development and implementation of a sustainable traceability system for halal food in Indonesia. The study focuses on three critical aspects: (1) Analyzing factors that influence consumer perception and acceptance of the halal food traceability system; (2) Identifying and analyzing factors that contribute to the sustainability of the traceability system; and (3) Developing and implementing a traceability framework that can be widely adapted in the halal food industry.

Using a mixed-methods approach, this research integrates quantitative and qualitative analyses to provide a comprehensive understanding. In the initial stage, a quantitative survey was conducted by distributing questionnaires to halal food consumers in various regions of Indonesia. This survey was designed to gather data on consumer perceptions regarding the safety, authenticity, and traceability of halal food products. The sampling technique used was stratified random sampling to ensure accurate representation of various demographics. Subsequently, qualitative analysis was carried out through in-depth interviews with key stakeholders such as producers, distributors, regulators, and experts in the halal food industry. Meanwhile, to test the relationships between variables and develop a supporting theoretical model, the quantitative data was analyzed using Structural Equation Modeling (SEM).

The results of the study indicate a strong relationship between the perception of product safety and authenticity with consumer acceptance of halal food products. Consumer trust and awareness of the halal status of products were found to be important factors supporting the sustainability of the traceability system. The development of the "Halal Food Sustainable Traceability Framework" has successfully enhanced the integrity of the supply chain, met consumer expectations, and enabled increased transparency and trust. The findings of this study provide strategic implications for the development of policies and practices in the halal food industry. By implementing the developed framework, the halal food industry in Indonesia and globally can strengthen their traceability systems, which not only increases consumer trust but also facilitates compliance with international food safety and halal standards. Recommended policies include strengthening regulations on halal product traceability, enhancing cooperation among related institutions, and adopting the latest technologies such as blockchain to support effective and efficient traceability realization.

**Keywords :** Halal Food Traceability, Consumer Trust, Product Safety Perception, Halal Food Sustainable Traceability Framework, Halal Food Industry, Sustainability.