Evaluasi Halal-Thayyib dan Valuasi Ekonomi Penurunan Mutu Produk Unggas Berbasis Uji Mikrobiologi:
Studi Kasus di Pasar Demangan
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ABSTRAK

Penelitian ini bertujuan untuk menganalisis status halal, mengevaluasi status *thayyib* berbasis tingkat cemaran mikroba, serta mengestimasi nilai kerugian ekonomi akibat penurunan mutu produk unggas di rantai pasok Pasar Demangan, Kota Yogyakarta. Penelitian ini mengadopsi desain studi kasus tunggal dengan pendekatan observasional komparatif. Status halal dievaluasi melalui penelusuran operasional dari hulu ke hilir. Pengujian mikrobiologis *Total Plate Count* (TPC) dilakukan pada sampel daging dada ayam melalui dua skenario: penanganan tanpa pendingin (suhu ruang) dan rantai dingin sederhana (*coolbox*) selama periode pengamatan 6 jam. Estimasi kerugian ekonomi dianalisis menggunakan *Benefit-Cost Ratio* (BCR) untuk mengomparasikan nilai depresiasi harga obral (*downgrading*) dengan biaya pencegahan. Praktik penyembelihan secara substantif telah memenuhi rukun syariat, namun memiliki kelemahan administratif dan rentan kontaminasi akibat buruknya sanitasi pascapanen. Nilai TPC produk pada Jam ke-0 (6,138 log CFU/g) telah melampaui ambang batas SNI 3924:2009. Pada Jam ke-6, nilai TPC skenario tanpa pendingin mencapai 6,664 log CFU/g dan skenario *coolbox* 6,691 log CFU/g. Ketiadaan perbedaan signifikan ini disebabkan oleh kegagalan insulasi termal pada alat. Valuasi ekonomi menunjukkan kerugian akibat *downgrading* mencapai Rp157.500/hari, jauh lebih besar dibandingkan biaya rantai dingin yang hanya Rp30.000/hari. Proyeksi simulasi menunjukkan rasio BCR sebesar 5,25 jika intervensi efektif. Status halal di tingkat hulu tidak menjamin pemenuhan status *thayyib* di hilir akibat ketiadaan fasilitas pendingin dan sanitasi yang buruk. Potensi kerugian finansial akibat cemaran mikroba terbukti jauh melampaui biaya operasional pencegahannya.

Kata Kunci : *Benefit-Cost Ratio, Cemaran Mikroba*, *Halalan Thayyiban, Total Plate Count*

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Halal-Tayyib Evaluation and Economic Valuation of Quality Loss Product Poultry Based on Microbiological Testing: A Case Study at Demangan Traditional Market

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ABSTRACT

This study aims to analyze halal status, evaluate thayyib status based on microbial contamination levels, and estimate economic losses due to decreased quality of poultry products in the Demangan Market supply chain in Yogyakarta City. This study adopted a single-case study design with a comparative observational approach. Halal status was evaluated through operational traceability from upstream to downstream. Total Plate Count (TPC) microbiological testing was conducted on chicken breast meat samples under two scenarios: unrefrigerated handling (room temperature) and a simple cold chain (coolbox) during a 6-hour observation period. Economic loss estimates were analyzed using the Benefit-Cost Ratio (BCR) to compare the value of sale price depreciation (downgrading) with prevention costs. The slaughtering practices substantially met the pillars of sharia, but had administrative weaknesses and were susceptible to contamination due to poor post-harvest sanitation. The product's TPC value at Hour 0 (6.138 log CFU/g) exceeded the threshold of SNI 3924:2009. At hour 6, the TPC value for the no-cooling scenario reached 6,664 log CFU/g, while the coolbox scenario reached 6,691 log CFU/g. This lack of significant difference was due to the failure of the equipment's thermal insulation. Economic valuations indicate losses due to downgrading reached IDR 157,500/day, significantly higher than the cold chain cost of only IDR 30,000/day. Simulation projections indicate a BCR ratio of 5.25 if the intervention is effective. Halal status at the upstream level does not guarantee compliance with thayyib status downstream due to the lack of refrigeration facilities and poor sanitation. The potential financial losses due to microbial contamination have been shown to far exceed the operational costs of preventing it.

Keywords: *Benefit-Cost Ratio, Halal Thayyiban, Microbial Contamination, Total Plate Count*