

Logistics Supply Chain Analysis of Halal Products: Experience of Logistics Service Providers in Jabodetabek

By Yrzi Rafi Hakim

Abstract

The need for halal products is currently increasing, Muslim and non-Muslim consumers consider that halal products are a sign or reference if the product has gone through a halal standardized process. Awareness of halal products is not limited to the production process, but also to the product distribution process. The halal distribution process will increase costs. Therefore, this research aims to look at the factors and challenges that influence the halal product supply chain process and the strategies that can be taken to resolve problems in the halal product supply chain process. It is hoped that this step or strategy can resolve the challenges and obstacles experienced, this research can provide a good stigma for producers to pay more attention to halal supply chain processes. Can provide more in-depth knowledge for consumers so they can choose the food or goods they want to consume. This research is also useful for regulators so they can establish clear regulations regarding the halal product supply chain

Keywords: *halal products, logistics, supply chain.*

**Analisis Rantai Pasok Logistik Produk Halal: Pengalaman Penyedia Jasa
Logistik di Jabodetabek**

Oleh Yrzi Rafi Hakim

Abstrak

Penelitian ini mendalami Rantai Pasok Produk Halal di wilayah JABODETABEK dengan fokus pada aspek kebijakan, proses, dan hambatan yang dihadapi oleh penyedia jasa logistik. Dengan metode kualitatif, penelitian mengidentifikasi permasalahan signifikan, termasuk rendahnya kesadaran masyarakat, kendala regulasi, dan tantangan logistik dalam rantai pasok halal. Analisis SWOT mengungkapkan kekuatan dan peluang, sekaligus kelemahan dan ancaman di rantai pasok. Dari analisis tersebut, strategi perbaikan dan pengembangan diajukan. Rekomendasi mencakup peningkatan kesadaran melalui edukasi, perbaikan regulasi, dan optimalisasi teknologi dalam logistik. Penelitian ini memberikan wawasan yang berharga bagi akademisi, praktisi, pemerintah, dan masyarakat tentang kompleksitas rantai pasok produk halal di JABODETABEK. Dengan mengidentifikasi permasalahan dan menyajikan solusi, penelitian ini memberikan landasan strategis untuk meningkatkan keefektifan dan kehalalan rantai pasok produk halal.

Kata Kunci: logistik, produk halal, rantai pasok.