

Analysis of Halal Standards and Poultry Slaughterhouse Strategies as A Guarantee of Product Protection for Consumers at Pak Kus Poultry Slaughterhouse

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Abstract

This study aims to determine how the implementation of halal standards for Pak Kus poultry slaughterhouses, what are the obstacles in implementing halal standards for Pak Kus poultry slaughterhouses, and what strategies are used in implementing halal standards for Pak Kus poultry slaughterhouses. This study uses a descriptive qualitative method with data collection techniques through interviews, observations, and documentation. The results of the study indicate that Pak Kus poultry slaughterhouses still face various challenges in implementing halal standards, such as lack of understanding of certification procedures, limited facilities, and lack of supervision from related institutions. However, poultry slaughterhouse owners carry out strategies such as providing training to workers, improving infrastructure and collaborating with halal certification institutions. With better implementation of halal standards, it is hoped that Pak Kus poultry slaughterhouses can obtain halal certification and continue to increase consumer trust and loyalty.

Keywords: Halal Standards, Poultry Slaughterhouses, Halal Certification, Consumer Trust

Introduction

The fulfillment of animal protein is important in perfecting human nutrition. This is because animal protein has several advantages, including a more complete composition of essential amino acids compared to vegetable protein. Animal protein is a protein that comes from animals including various types of meat such as beef, goat meat, chicken meat, duck meat, eggs and milk. One source of animal protein that is relatively affordable and easy to obtain is broiler chicken meat (Setiawan, 2006).

In fulfilling these human needs, of course, it is necessary to guarantee halal quality for consumers which is carried out by traders or owners of poultry slaughterhouses, where traders must guarantee the halal standards of the products they sell. This halal standard does not only include the slaughter of products but must also pay attention to the source and environment of the products to be sold, because the halal status of the product can influence and change perceptions in business. The international trade system recognizes halal provisions in the Codex Alimentarius which is supported by international organizations, such as the Food and Agriculture Organization (FAO) and the World Trade Organization (WTO) (Charity, 2017). In addition, in Europe and America, the halalness of a product is one of the indicators of product quality assurance.

Indonesia, as a country with a majority Muslim population, considers the halal status of products a primary necessity for every Muslim. Therefore, a system that regulates halal assurance is needed to provide protection and ensure the halal status of products consumed by the public. Law Number 33 of 2014 concerning Halal Product Assurance serves as the legal umbrella for the regulation of halal products in Indonesia. Article 4 of Law Number 33 of 2014 states that products entering, circulating, and being traded in the territory of Indonesia must be halal-certified. With the enactment of this law, business actors are obliged to certify the halal status of the products they manage. Thus, halal certification becomes mandatory, whereas prior to the enactment of Law Number 33 of 2014, halal certification was voluntary.

In 2010, the World Halal Forum Europe was held in London, where the meeting discussed issues related to halal, namely: (1) international halal accreditation and certification; (2) issues and challenges of the European Union market; (3) issues of food safety and quality assurance for halal product entrepreneurs; (4) the importance of the growth of the halal sector in the economic climate; (5) the growth of halal products in the retail markets of the European Union and the United Kingdom (UK); and (6) the influence of changes in consumer preferences and awareness. This shows that halal products in international business receive significant attention in order to provide protection for Muslim consumers around the world.

In the food industry, one of the crucial factors in the halal status chain is the meat supply sector. The provision of meat products is an upstream sector that influences the halal value of the product, as a product's halal status must be maintained from the raw materials used to the final product ready for consumption. Meat products are particularly important in terms of halal assurance due to the high risk of non-halal content. Therefore, halal certification is essential to guarantee the halal status of meat products (Muladno, et al., 2022).

Chicken is one of the most widely favored meat-producing animals due to its relatively affordable price, its role in fulfilling children's nutritional needs, and its widespread availability. Among livestock, chickens are slaughtered in the highest quantities compared to other types of animals. This indicates the high level of market demand for broiler chicken products in Sarolangun City.

In Islam, the act of slaughtering livestock before consumption is a matter of great importance. Slaughtering must be carried out with the intention (niyyah) to slaughter. If a person performs the slaughter without the intention in their heart to do so, then the slaughtered animal is deemed unlawful (haram) to consume. This is equivalent to killing the animal without the proper intention of making it halal through Islamic slaughter, thereby rendering the animal carcass impure and forbidden to eat. Along with the intention, it is also recommended (sunnah) to recite the name of Allah (basmalah) before moving the knife toward the animal's throat (Ministry of Religious Affairs of the Republic of Indonesia, 2009).

"He has only forbidden to you dead animals, blood, the flesh of swine, and that which has been dedicated to other than Allah." (Qur'an, Surah Al-Baqarah: 173)

According to Regulation No. 77 of 2023 issued by the Head of the Halal Product Assurance Organizing Agency, halal livestock refers to animals whose slaughter renders them permissible for consumption under Islamic law, and which are commonly domesticated by society, including mammals and poultry. Poultry carcasses are parts of healthy birds that have been slaughtered according to halal procedures, had their feathers removed, internal organs extracted (with or without the inclusion of the head, neck, and legs from the tarsus, lungs, and kidneys), and may be presented as warm carcasses, chilled fresh carcasses, or frozen carcasses.

In the modern era, marked by rapid industrialization and advanced technology, human needs are met through increasingly sophisticated and complex means. This also affects the methods of slaughtering chickens in poultry slaughterhouses, where various methods of slaughter are employed, including:

- a. Traditional Slaughtering. Traditional slaughtering refers to the method of directly slaughtering animals using a sharp knife. This technique is typically performed manually and requires the individual to have proper knowledge and skill to ensure the process complies with Islamic slaughtering principles.
- b. Modern Slaughtering. Modern slaughtering involves the use of machinery to carry out the slaughtering process. Although aided by technology, the process must still be supervised or conducted by individuals who are knowledgeable about Islamic slaughtering procedures to ensure that the halal requirements are fulfilled.

According to Law No. 33 of 2014 concerning Halal Product Assurance, it is stated: "Products that enter, circulate, and are traded within the territory of Indonesia must be halal-certified."

This also applies to poultry slaughterhouses, which are likewise required to obtain halal certification. In order to ensure that consumers are truly consuming halal and wholesome chicken meat, halal certification is essential.

In Islam, the importance of consuming food that is both halal and tayyib (permissible and wholesome) is emphasized in Surah Al-Baqarah, 2:168:

"O mankind! Eat from whatever is on earth [that is] lawful and good..." (Qur'an, Al-Baqarah 2:168)

This verse strongly underscores the significance of consuming food that is both halal and tayyib, meaning that Muslims must consume food that is not only lawful but also safe, beneficial, and not excessive.

A Poultry Slaughterhouse (RPHU) is a complex facility specifically designed and constructed to meet particular technical and hygienic standards, and serves as a designated site for slaughtering chickens for public consumption. Such facilities must ensure that the location, building, personnel, and slaughtering equipment are arranged in accordance with halal slaughtering requirements. Moreover, these must be completely separated from facilities or processes used for non-halal slaughtering, in line with prevailing regulations. The slaughterhouse must also ensure that there are clear

procedures for handling dead poultry and carcasses that do not comply with halal slaughtering standards, to prevent any contamination in the halal product chain.

The slaughterhouse owner must understand and monitor halal-critical points throughout the poultry processing workflow to ensure halal compliance, control quality, and maintain traceability. Operators of poultry slaughterhouses must pay attention to various aspects—from the condition of the animals themselves, the slaughtering method, the cleanliness of the environment, to post-slaughter handling—to avoid consumer doubt about the halal status of the chicken being produced.

To further understand the halal standards of poultry slaughterhouses as a means of guaranteeing halal product protection for consumers in Sarolangun, it is necessary to conduct a more in-depth observation of the slaughtering and processing practices carried out in poultry slaughterhouses in the area.

Based on observations conducted by the author, each poultry vendor is capable of selling 40–50 chickens per day, while there are 37 poultry vendors operating at Sarolangun market. This indicates a high level of chicken consumption in the city of Sarolangun. However, this raises the question of whether the chicken meat sold by these businesses truly meets halal standards.

Given the high volume of chicken slaughtering, there is a clear need for oversight regarding the halal status of poultry products. Slaughterhouse owners are encouraged to collaborate with the Ministry of Religious Affairs (Kemenag) in obtaining halal certification. This is intended to fulfill the consumers' rights to comfort, certainty, and assurance that the products they consume are halal.

Research Methodology

The research method employed in this thesis is qualitative research, which is a research procedure that yields descriptive data in the form of written or spoken words from observed individuals and behaviors. This approach is directed toward the subject and individuals in a holistic manner—it does not isolate individuals into variables or hypotheses but instead views them as part of a comprehensive whole. The collected data are then analyzed and described to be easily understood by others (Sugiyono, 2017). Qualitative research emphasizes the socially constructed nature of reality. It involves exploring phenomena that hold value and seeks to answer questions related to *how* something occurs (Farida, 2008).

Compared to quantitative methods, qualitative research offers a broader range of approaches in academic studies. Although the overall process is similar, qualitative research primarily relies on texts and images, employs unique steps in data analysis, and draws from diverse research strategies (Creswell, 2009).

To obtain the necessary data and information relevant to the objectives of the research, the researcher collected data related to the completeness of the studied subject through two types of data sources: primary data and secondary data.

Results and Discussion

Research Findings

Halal Standards at Poultry Slaughterhouses in Sarolangun

This study aims to evaluate the implementation of halal standards at poultry slaughterhouses in Sarolangun Regency. Through interviews with slaughterhouse owners, several key aspects were identified, including legality, site eligibility, hygiene and sanitation, slaughtering processes, human resources, product segregation, halal certification, and product testing.

Legal ityand Certification

Legality and halal certification are fundamental and critical aspects for poultry slaughterhouses, particularly within the economic context. Halal certification not only ensures that the products comply with Islamic law but also serves as a tool to build consumer trust. In economic terms, trust is a key factor influencing purchasing decisions. Muslim consumers, in particular, are more likely to choose products bearing halal certification because they believe such products meet the required halal standards.

According to the Consumer Trust Theory, confidence in a product directly correlates with consumer satisfaction and loyalty. When consumers are assured that the products they purchase are both safe and halal, they are more inclined to make repeat purchases and recommend the products to others. Consequently, slaughterhouses that are legally compliant and halal-certified can build a loyal customer base, thereby contributing to stable revenue and business growth.

From an economic standpoint, legality also provides legal protection for business owners. Legally operating slaughterhouses gain broader access to formal markets and other business opportunities, such as partnerships with distributors and retailers who prioritize halal products. This aligns with the Market Access Theory, which posits that legality enables access to various resources and opportunities that enhance competitiveness.

Therefore, legality and halal certification are not merely regulatory compliance measures but essential business strategies to foster consumer trust, boost customer loyalty, and unlock wider market potential. In today's era of globalization—where demand for halal products continues to rise—poultry slaughterhouses that adhere to halal standards and hold valid certification will have a significant competitive advantage in the marketplace.

Based on the interviews conducted, slaughterhouse owners acknowledged the importance of legality and certification in maintaining consumer trust. They explained that, as of yet, no slaughterhouse in the area had obtained halal certification. Furthermore, many business owners were unaware of the regulation requiring halal certification by 2024. A major challenge in this process is the misconception among entrepreneurs that halal certification is optional, with many believing that their business operations are running smoothly without such measures (Interview, 9 September 2024).

The interview findings also revealed that slaughterhouse owners recognized the importance of legal compliance and halal certification. In practice, they are in the process of registering their businesses for halal certification. In this context, training and public

awareness initiatives by relevant institutions—such as the Halal Product Assurance Organizing Agency (BPJPH) and the Ministry of Religious Affairs—are necessary to ensure that slaughterhouse operators understand the certification procedures. Additionally, **Social Change Theory** suggests that communities are more likely to comply with regulations when they understand their significance. This is supported by insights gathered from interviews with representatives of the Ministry of Religious Affairs

The **Ministry of Religious Affairs (Kemenag)** explained that many poultry slaughterhouses in Sarolangun are still in the process of obtaining halal certification. Kemenag has been actively conducting outreach and providing guidance to business owners regarding the importance of certification and the procedures required to obtain it (Interview, 9 September 2024).

It is evident that **public outreach and education** can encourage shifts in community practices. When slaughterhouse owners understand the benefits of halal certification, they become more motivated to comply with the necessary procedures. In addition to this, **product testing** in poultry slaughterhouses is a vital step to ensure the quality, safety, and halal status of the products produced.

According to Quality Management Theory, product testing is an integral part of a quality management system aimed at minimizing defects and ensuring products meet established standards. In the context of slaughterhouses, testing may include microbiological examinations to detect contamination, as well as chemical analyses to ensure the absence of harmful substances.

Based on interviews conducted with Kemenag officials, it was revealed that the ministry conducts regular product testing at slaughterhouses. They also provide technical guidance to slaughterhouses that have not yet obtained certification to help ensure compliance with halal standards (Interview, 9 September 2024).

Routine product testing not only enhances consumer trust but also reflects a commitment to public health and safety. By conducting transparent and accountable testing, slaughterhouses demonstrate their dedication to halal standards and product quality, helping to build a strong reputation in the eyes of consumers.

Furthermore, Customer Satisfaction Theory emphasizes that products which are tested and proven to meet quality standards significantly enhance customer satisfaction. Consumers tend to remain loyal to brands they trust, and consistent product testing serves as a powerful indicator of quality. This, in turn, leads to increased sales and sustainable business growth.

In the context of globalization and the rising demand for halal products, product testing also serves as a gateway to international markets. Many countries enforce strict food safety and halal compliance regulations, and testing procedures that meet international standards can facilitate access to these markets. Therefore, product testing is not merely a technical requirement but also a strategic tool to enhance competitiveness and business sustainability within the poultry slaughterhouse industry.

Location Feasibility of Poultry Slaughterhouses

The feasibility of a slaughterhouse's location is a crucial factor influencing operational effectiveness and business success. In this context, the Open Systems Theory explains that organizations interact with their external environments, which in turn affects their performance and outcomes. A strategic location not only facilitates smooth operational processes but also plays a vital role in maintaining product quality. For example, a slaughterhouse located far from residential areas can minimize the risks of cross-contamination and pollution, thereby enhancing consumer trust in the products.

Moreover, Market Access Theory suggests that a well-situated location enables easier product distribution and market accessibility. Thus, a strategically located slaughterhouse can improve operational efficiency, expand market share, and deliver added value to consumers. Location feasibility, therefore, becomes a significant factor in establishing a competitive advantage within the poultry slaughter industry.

According to interviews conducted, slaughterhouse owners explained that their locations were deliberately chosen to minimize contamination risks and facilitate product distribution. They also considered accessibility for both consumers and regulatory inspectors (Interview, 9 September 2024).

These insights reinforce the notion that the external environment—including physical location—can impact the operations and overall success of an organization. A suitable location contributes to the slaughterhouse's ability to uphold halal standards and maintain high product quality.

Cleanliness and Sanitation

Cleanliness and sanitation in poultry slaughterhouses are fundamental components in ensuring both the safety and halal status of products. The Hygiene Theory, which emphasizes the importance of maintaining a clean environment to prevent disease and contamination, is particularly relevant in this context. Regular and systematic cleaning processes ensure that equipment and facilities remain hygienic, thereby reducing the risk of contamination that could compromise the halal integrity of the product.

In addition, Quality Theory maintains that high standards of cleanliness are an integral part of quality management. In the food industry, proper sanitation not only protects consumers from health risks but also enhances the company's image. Slaughterhouses that uphold strict cleanliness standards are likely to be more appreciated by consumers, thereby increasing customer loyalty and trust.

The importance of cleanliness and sanitation is further supported by government regulations that require slaughterhouses to meet specific health standards. Regulatory Compliance Theory asserts that adherence to such regulations is not merely a legal obligation but also serves as a guarantee to consumers regarding the quality and halal status of the products they consume.

Slaughterhouse cleanliness and sanitation are a top priority for owners. They reported that facilities are cleaned regularly; however, some areas—particularly storage rooms and slaughtering zones—still require improvement (Interview, 9 September 2024).

Based on these findings, it can be concluded that proper sanitation is essential to maintaining food quality. In the context of poultry slaughterhouses, inadequate

cleanliness can lead to contamination, which may render the product non-halal. Therefore, regular and stringent cleanliness oversight is crucial.

Slaughtering Process

The slaughtering process at poultry slaughterhouses is a key determinant of both the halal status and the quality of the product. In this regard, the Process Theory is highly relevant. It emphasizes that each stage in a process must be carried out according to specific standards to achieve optimal results. For poultry slaughtering, this includes adherence to Islamic legal requirements such as the recitation of *basmalah*, the proper method of slaughtering, and the use of appropriate tools.

Ethical Theory in Business Practice also offers an important perspective, where slaughtering must be done in a humane manner and with respect for the animals. A good slaughter process not only considers the halal aspect but also the welfare of the animals. Slaughterhouse owners who pay attention to ethics in the slaughtering process will be able to enhance their business image and build consumer trust. Furthermore, Quality Management Theory indicates that consistency in the slaughtering process is crucial to ensure the final product meets the expected standards. With adequate training for slaughterhouse workers and clear procedures, slaughterhouses can reduce variability in the process and produce high-quality, halal poultry products. Therefore, a good slaughtering process not only guarantees the halal status of the product but also becomes an essential strategy for maintaining and improving competitiveness in the market.

Based on an interview, the owner stated that they follow the slaughtering procedures according to Islamic law, including saying the *basmalah* and providing training for slaughtering personnel. However, there are challenges in ensuring that all workers understand and correctly implement the procedures (interview, September 9, 2024).

The researcher can explain that every step in a process must be carried out carefully to ensure a quality final product. In this case, slaughtering according to Islamic law is a crucial step to produce halal poultry meat.

Human Resources

Human resources (HR) in poultry slaughterhouses are an important factor affecting operational success and product quality. Human Resource Development Theory emphasizes that investing in employee training and development can improve their skills, knowledge, and performance. In the context of a slaughterhouse, proper training for slaughtering personnel is crucial to ensure that they understand and can carry out slaughtering procedures that comply with Islamic law, as well as necessary cleanliness and sanitation practices. Motivation Theory is also relevant here, as it shows that motivated employees tend to be more productive and committed to their tasks. In a work environment that values training and development, and provides appropriate incentives, employees will feel more appreciated and motivated to perform their tasks well. This can improve operational efficiency and the quality of the final product.

Additionally, Leadership Theory explains the importance of leadership in creating a positive work culture. Effective leaders can motivate and direct employees to

understand the shared goals of maintaining the halal status and quality of the product. By building a trained and motivated team, the poultry slaughterhouse will not only improve product quality but also build a good reputation with consumers. Therefore, good management of human resources is key to achieving success in the poultry slaughterhouse industry.

According to an interview, the owner emphasized the importance of training slaughtering personnel to ensure they have adequate skills and knowledge. Some owners have sent their workers to attend training provided by relevant institutions (interview, September 9, 2024).

Human Resource Development Theory shows that training and developing employees is essential to improve service quality. In the context of a slaughterhouse, investing in training will positively impact the quality of slaughtering and the halal status of the product.

Product Separation

Product separation in poultry slaughterhouses is an important step in maintaining halal status and product quality. Risk Management Theory is highly relevant here, as separating halal products from non-halal products is a preventive step to avoid cross-contamination. By ensuring that halal and non-halal products do not mix, slaughterhouses can avoid risks that may invalidate the halal status of the products.

Furthermore, Standardization Theory explains that implementing standard operating procedures (SOPs) for product separation is essential for achieving consistency and the expected quality. By having clear and measurable procedures, slaughterhouses can ensure that each employee understands the importance of product separation and carries it out effectively. This will help maintain the integrity of halal products and provide assurance to consumers about the halal status they seek. Quality Theory also emphasizes that proper separation contributes to enhancing the image and trust of consumers in the products. When consumers see that a slaughterhouse practices strict product separation, they will be more confident in the quality and halal status of the products they purchase. This creates added value that not only supports consumer satisfaction but also increases product competitiveness in the market. Therefore, product separation is not just an operational practice but also a vital strategy for building reputation and trust in the poultry slaughterhouse industry. Based on the interview results, the poultry slaughterhouse owner stated that separation of halal and non-halal products is carried out strictly, but the owner acknowledged challenges in maintaining this separation, especially during storage and distribution (interview, September 9, 2024).

The explanation above indicates that identifying and mitigating risks, including cross-contamination between halal and non-halal products, is crucial. Effective separation will reduce the risk of contamination and ensure the halal status of the products.

Barriers to Implementing Halal Slaughter Standards

The implementation of halal standards in poultry slaughtering faces various obstacles that can disrupt compliance with regulations and product quality. Based on data obtained from interviews with slaughterhouse owners, several challenges include legal and certification aspects, awareness and training of human resources, and operational process challenges.

Legal and Certification Aspects

One of the main obstacles in implementing halal standards is the lack of understanding about the legality and certification process. Many slaughterhouse owners feel confused about the requirements needed to obtain halal certification from official bodies such as the Indonesian Ulema Council (MUI) (interview, September 9, 2024).

According to Regulatory Compliance Theory, insufficient understanding can lead to non-compliance with established standards. This may create uncertainty among business owners, which can result in reluctance to invest in operational improvements required to obtain certification.

Furthermore, the lengthy and complicated certification application process often becomes a barrier. Some slaughterhouse owners reported difficulties in meeting all the requirements, such as providing evidence of cleanliness and sanitation, as well as following the proper slaughtering procedures. This aligns with Project Management Theory, which shows that ambiguity in process stages can hinder progress. In this case, there is an urgent need to provide clear guidelines and support for slaughterhouse owners to help them better understand and meet these requirements.

Awareness and Human Resource Training

The second significant obstacle is the lack of awareness and training among the human resources involved in the slaughtering process. Based on an interview, initially, many workers in the slaughterhouse did not have sufficient knowledge about halal slaughtering procedures and the necessary cleanliness standards. However, as the business owner, I took the initiative to provide training and bring in relevant parties to train the workers to ensure they received adequate training on animal slaughtering standards (interview, September 9, 2024).

Human Resource Development Theory emphasizes that adequate training is key to improving employees' skills and knowledge. Without proper training, employees cannot perform their duties well, which can lead to violations of halal standards.

This situation also creates a high risk to the health and safety of the products, as improper slaughtering practices can lead to cross-contamination and products that do not meet standards. Therefore, it is essential to implement ongoing and structured training programs for all workers in the slaughterhouse to ensure they understand the importance of maintaining halal status and product quality.

Challenges in Operational Processes

Another barrier is related to challenges in the daily operational processes of the slaughterhouse. An interview with the slaughterhouse owner revealed that facilities and equipment can be obstacles in the production process. I always strive to update

production tools to guarantee cleanliness and time efficiency in our production, such as the equipment for cutting and the tools used for feather removal, which ensure the cleanliness of our poultry (interview, September 9, 2024).

Quality Management Theory states that good infrastructure is crucial to ensuring product quality. Without adequate facilities, it is difficult to carry out halal slaughtering procedures and maintain cleanliness standards. Moreover, pressure to meet high market demand may lead to the neglect of established procedures. In such situations, the slaughterhouse owner might feel compelled to compromise halal standards in order to meet production targets. This could potentially harm the reputation and consumer trust in the products produced. Therefore, it is important for slaughterhouse owners to strike a balance between meeting market demand and adhering to the applicable halal standards.

It can be concluded that the implementation of halal standards in poultry slaughtering faces significant obstacles, including challenges in legality and certification, human resource awareness and training, and operational issues. To address these challenges, a systematic and integrated approach is needed, including improving understanding of the certification process, ongoing employee training, and investing in facility and equipment improvements. Thus, slaughterhouses can effectively meet halal standards, increase consumer trust, and contribute to the sustainability of the poultry industry.

Strategies for Implementing Halal Standards in Poultry Slaughterhouses in Sarolangun

The implementation of halal standards in poultry slaughterhouses in Sarolangun is crucial to ensure the safety and quality of the products for consumers. Based on interviews with the Ministry of Religious Affairs (Kemenag) and the slaughterhouse owners, several strategies used in the implementation of halal standards are as follows:

Training and Education for Human Resources. One of the main strategies implemented is the training and education of human resources (HR) in the slaughterhouses. In the interview, Kemenag explained that they collaborate with training institutions to provide programs that focus on halal principles and correct slaughtering procedures (interview, September 6, 2024).

Adult Learning Theory suggests that adults learn best when they can apply knowledge directly in their work context. By involving workers in practical training, slaughterhouses can ensure that all employees understand the importance of following halal standards and apply them in their daily practices.

Implementation of Standard Operating Procedures (SOPs). The second strategy is the development and implementation of Standard Operating Procedures (SOPs) for every stage of the slaughtering process. The interview with Kemenag emphasized that clear and measurable SOPs help reduce variability in the process and ensure that all practices are carried out according to halal standards (interview, September 6, 2024).

Total Quality Management (TQM) Theory highlights the importance of consistency in operations to achieve optimal product quality. With standardized SOPs in

place, slaughterhouses can more easily monitor and evaluate processes and make improvements when necessary.

Internal Supervision and Audits

Internal supervision and audits are also essential components of the halal standards implementation strategy. According to an interview with Kemenag, they conduct regular visits to ensure that slaughterhouses comply with the established standards. However, there are occasional inconsistencies in the frequency of these visits across all slaughterhouses (interview, September 6, 2024).

Regulatory Compliance Theory emphasizes that effective supervision can improve compliance with regulations. With consistent audits and oversight, slaughterhouses are more motivated to maintain the quality and halal status of their products.

Collaboration with Halal Certification Bodies

Another strategy is to establish collaboration with halal certification bodies. Kemenag informed that they collaborate with the Indonesian Ulema Council (MUI) to provide halal certification to slaughterhouses. This certification process includes a comprehensive assessment of the slaughterhouse's operational practices (interview, September 6, 2024).

Business Network Theory shows that collaboration with external parties can enhance trust and credibility. With certification from an accredited body, slaughterhouses can build a better reputation in the market.

SWOT Analysis of RPU Pak Kus

Strengths

1. **Cleanliness and Sanitation.** Cleanliness and sanitation are a top priority in the production process. The production area is regularly cleaned to maintain a hygienic and safe working environment.
2. **Slaughtering Process.** The slaughtering process is conducted in accordance with Islamic law. Training is provided under the supervision of relevant authorities to ensure that all requirements of halal slaughter are met.
3. **Operational Process.** The business owner consistently updates operational equipment, including slaughtering tools and supporting devices such as feather removal machines, to ensure the cleanliness and quality of the final product.

Weaknesses

1. **Lack of Information on Halal Certification.** There is a lack of sufficient information regarding the implementation of halal certification standards that are enforced in 2024.
2. **Limited Promotion.** RPU Pak Kus has not yet engaged in marketing activities that could help advance the business. So far, the business relies solely on word-of-mouth promotion.

Opportunities

1. Primary Consumption Product. The products offered are primary consumption goods for the general public. This ensures that RPU Pak Kus has a stable market and a continuous demand.
2. Employment Opportunities for Local Residents. The business requires labor, which opens job opportunities for people in the surrounding area, contributing to local economic development.

Threats

1. High Level of Competition. There are a significant number of competitors operating in the same field, particularly other poultry slaughterhouses (RPUs) around the Sarolangun District.

Tabel Hasil Analisis SWOT

	Strengths (S)	Weaknesses (W)
	<ul style="list-style-type: none">- Maintained cleanliness and sanitation- Slaughtering process in accordance with Islamic law- Supportive operational processes and equipment	<ul style="list-style-type: none">- Lack of information on halal certification- Lack of promotional efforts

1.1.3 Opportunities (O) - The products produced are basic necessities, ensuring a steady stream of consumers. - Providing job opportunities for local residents around Pak Kus's poultry slaughterhouse.	1.1.4 Strengths-Opportunities (S-O) - Pak Kus's Poultry Slaughterhouse (RPU) can leverage its strength in Sharia-compliant slaughtering processes to seize the opportunity of producing high-quality products that fulfill the primary needs of the community.	1.1.5 Weaknesses-Opportunities (W-O) - Pak Kus's Poultry Slaughterhouse (RPU) needs to address the issue of halal certification by obtaining the necessary certification and conducting promotions to increase production scale and create more job opportunities for local residents around the RPU.
1.1.6 Threats (T) - Facing a significant number of competitors.	1.1.7 Strengths-Threats (S-T) - RPU Pak Kus can utilize its consistently cleaned facilities, well-maintained sanitation, Sharia-compliant slaughtering process, and supportive operational processes to produce high-quality products, enabling it to stay competitive in the market.	1.1.8 Weaknesses-Threats (W-T) - RPU Pak Kus needs to address halal certification by processing the halal certificate and conducting promotions to avoid the threat of intense competition.

Discussion

Halal standards in poultry slaughterhouses are a crucial element that not only ensure the halal status of the products but also maintain quality, safety, and consumer trust. In Sarolangun, the implementation of halal standards in poultry slaughterhouses faces various challenges; however, several strategies have also been adopted to overcome these obstacles. This discussion will provide an in-depth explanation of the implementation of halal standards in poultry slaughterhouses in Sarolangun, the challenges faced, and the strategies used, while linking them to relevant theories in the fields of business and management.

The implementation of halal standards in poultry slaughterhouses involves several key aspects, including slaughtering procedures, sanitation, product segregation, halal certification, and product testing. Based on interviews with representatives from the Ministry of Religious Affairs (Kemenag) and poultry slaughterhouse owners in

Sarolangun, efforts to implement these standards are carried out through continuous training, supervision from certification bodies, and regular audits.

From the perspective of Total Quality Management (TQM) Theory, halal standards cover the entire process from slaughtering to product distribution. This aims to maintain consistent quality in line with quality management principles, where all stages of the process must meet established standards. Poultry slaughterhouses in Sarolangun implement slaughtering procedures according to Islamic teachings, where the slaughter must be performed by a qualified butcher, using a sharp tool, and ensuring that the animal's blood is completely drained from the body. This aligns with Regulatory Compliance Theory, which explains that clear and strict regulations can encourage greater adherence within the industry.

The main barriers to implementing halal standards in poultry slaughterhouses in Sarolangun are as follows:

Lack of Understanding and Training for Human Resources. One of the main obstacles faced is the lack of understanding among workers in the slaughterhouse about the importance of halal standards. According to an interview with the Ministry of Religious Affairs (Kemenag), many workers have not received adequate training on how to perform slaughter according to halal standards. This lack of training is a major obstacle to the effective implementation of halal standards. Adult Education Theory teaches that education for adults (including workers) should be practical and contextual, meaning training must be tailored to their work conditions to be well understood and applied.

Another significant barrier is the limited facilities and infrastructure in poultry slaughterhouses. Some slaughterhouses are still not equipped with facilities that support adequate sanitation standards. Open Systems Theory states that the physical environment affects the quality of operations, and in the context of slaughterhouses, adequate infrastructure is crucial to ensure cleanliness and product safety. Kemenag mentioned that some slaughterhouses in Sarolangun lack proper product separation facilities, which could lead to halal products being contaminated by non-halal products.

The halal certification process also presents a barrier in terms of cost. Poultry slaughterhouse owners mentioned in interviews that the costs involved in meeting all the halal certification requirements, from audits and training to infrastructure procurement, are quite high. Cost Economics Theory explains that increased operational costs can be a burden for businesses, especially small businesses with limited capital. This causes some slaughterhouses to hesitate in obtaining halal certification, as it is seen as not worth the expenditure.

According to an interview with Kemenag, supervision of poultry slaughterhouses in Sarolangun is still inconsistent. Many slaughterhouses are not regularly audited or inspected, which allows violations of halal standards to occur undetected. Regulatory Compliance Theory emphasizes the importance of supervision and law enforcement to ensure compliance. Without consistent supervision, slaughterhouses may feel there is no incentive to adhere to halal standards.

To overcome these barriers, several strategies have been implemented in the application of halal standards in poultry slaughterhouses in Sarolangun. These strategies include:

The first strategy used is continuous training for human resources (HR). Kemenag collaborates with training institutions to provide education on halal standards to workers at the slaughterhouses. This is essential so that they have a good understanding of halal slaughter principles and proper sanitation procedures. Adult Learning Theory is relevant in this context, where practical and hands-on approaches are necessary to improve workers' competence in carrying out their tasks.

Kemenag also encourages poultry slaughterhouse owners to improve their facilities and infrastructure, particularly in relation to cleanliness and sanitation. Kemenag provides recommendations for facility upgrades to meet required standards. Operations Management Theory emphasizes the importance of appropriate infrastructure to support smooth operations and enhance the quality of products produced. With better facilities, poultry slaughterhouses in Sarolangun are expected to maintain the integrity of the halal products they produce.

Another strategy implemented is to establish cooperation with halal certification bodies, such as the Indonesian Ulema Council (MUI). Kemenag helps facilitate the certification process for slaughterhouses that have not yet obtained halal certification. Business Network Theory suggests that collaboration with external parties can provide competitive advantages and enhance business reputation. By obtaining recognized halal certification, poultry slaughterhouses in Sarolangun can expand their market share to consumers who are concerned about the halal status of products.

To ensure compliance with halal standards, Kemenag also increases the frequency of audits and supervision of slaughterhouses. Regulatory Compliance Theory states that strict and regular supervision can encourage businesses to comply with applicable regulations. With better supervision, the slaughter and sanitation practices at poultry slaughterhouses in Sarolangun are expected to improve significantly.

Overall, the implementation of halal standards in poultry slaughterhouses in Sarolangun faces various barriers, including human resources' understanding, limited infrastructure, and high operational costs. However, through systematic strategies such as HR training, infrastructure improvement, collaboration with certification bodies, and better supervision, poultry slaughterhouses in Sarolangun can strive to meet the expected halal standards. The application of these strategies will not only ensure halal and safety guarantees for consumers but also enhance the competitiveness of poultry slaughterhouses in a market that increasingly demands high-quality halal products.

1.1.9 Conclusion

Implementation of Halal Standards in Poultry Slaughterhouses in Bernai Village, Sarolangun. Kemenag conducts socialization and provides guidance to business owners regarding the importance of certification and how to obtain it. Kemenag performs regular product testing at the slaughterhouses. The owners of the slaughterhouses explained that the location of the slaughterhouses was chosen to minimize the risk of contamination and

facilitate product distribution. Kemenag explained that they collaborate with training institutions to provide programs focusing on halal principles and proper slaughter procedures. Kemenag explained that they collaborate with training institutions to provide programs focusing on halal principles and proper slaughter procedures. Cleanliness and sanitation are a primary focus for the owners of the slaughterhouses. The owners stated that the facilities are regularly cleaned. The owners stated that they follow slaughter procedures according to Islamic law, including the recitation of the basmalah and training for the slaughtering personnel.

1.1.10 References

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