

CHAPTER I

INTRODUCTION

1.1 Background

The rapid growth of the world's population today has a good impact on the existence of humankind. As a result of this growth, there has been a significant change in human needs for basic needs. These needs include food, health, and shelter. Indonesia is one of the countries experiencing fairly good population growth, with an average increase of 1.25% per year, according to the Central Statistics Agency (BPS).

The primary need that is the main concern of the community is food. As the population increases, the demand for food will increase. Indonesian society today tends to increase the demand for good and halal food. Organic foods include meat, fish, cereals, and other manufactured products.

Indonesia, the largest country in Southeast Asia, has a population of around 279 million people, with a large Muslim population of approximately 229 million, or 87% of the total population of Indonesia (globalreligiousfutures, 2020). This condition makes the potential of halal products a necessity for Muslim consumers in Indonesia. The high potential of halal products must be supported by government policies so that manufacturers can guarantee their products' safety and halalness.

In the Qur'an it is explained about the consumption of halal products, namely in QS. Al-Baqarah verse 173, meaning "Indeed Allah only forbids you carrion, blood, pigs, and animals that (when slaughtered) are called (names) other than Allah. However, whoever is forced (to eat) when he does not want it. And does not (also) transgress, then there is no sin for him. Verily Allah is Forgiving, Most Merciful."

Further explained in QS. Al-An'am verse 119, meaning: "Verily Allah has made clear what He has forbidden you except what you are forced to eat. And certainly, most (humans) want to mislead (others) with their lusts without knowledge. Verily, your Lord, He knows best those who transgress."

Increasing the production of halal food products is regulated by policies that continue to be issued by the government. The Halal Product Guarantee Agency (BPJPH) requires a halal certification for food and beverage products starting October 17, 2019. Previously, BPJPH has also issued many halal certificates for products consumed directly by the Indonesian people beginning in 2012, as seen in Figure 1.1. Based on the viva.co.id news page, the Head of BPJPH requires a halal labeling or certification process for all food and beverages. Products, cosmetics, to medicines under the explanation in Law Number 33 of 2004 concerning Guaranteed Halal Products. This policy will be carried out in stages from 2019 to 2024.

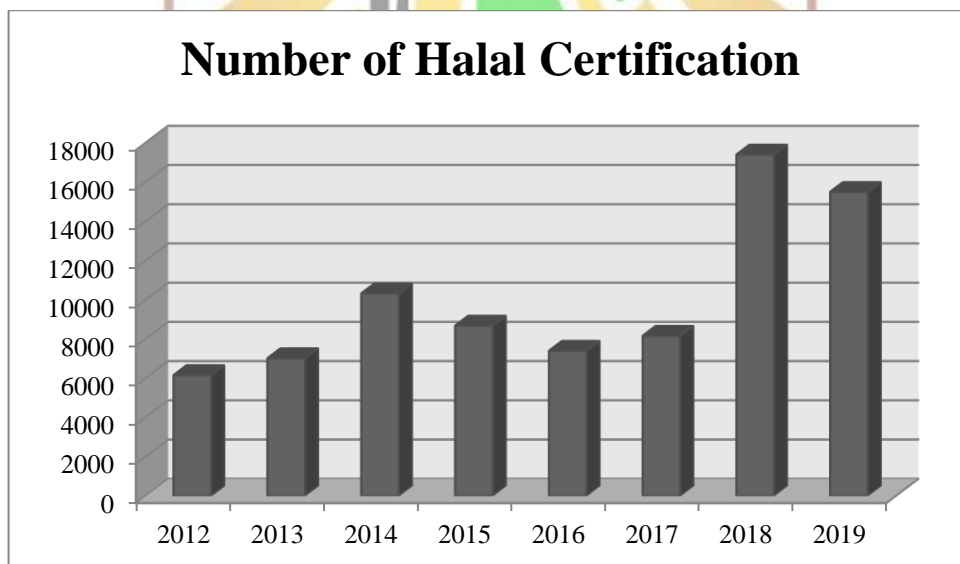


Figure 1.1 Number of Halal Certifications Issued
(LPPOM MUI, 2020)

Food products must be guaranteed halal. The MUI has conveyed the importance of halal food products through the fatwa issued. First, Indonesia is the

largest country with an 87% Muslim population. The large Muslim population also provides many requests for halal products. The amount of demand increasing progressively every year starting from 2012 can be seen in Figure 1.2. Second, Muslims are asked to only consume halal food and *thoyyiban* under normal conditions based on the Qur'an and Hadith. Third, according to sharia, the guarantee of halal labeling guarantees increased trust and customer satisfaction, especially for Muslims who will know the product is truly halal for consumption. Final,

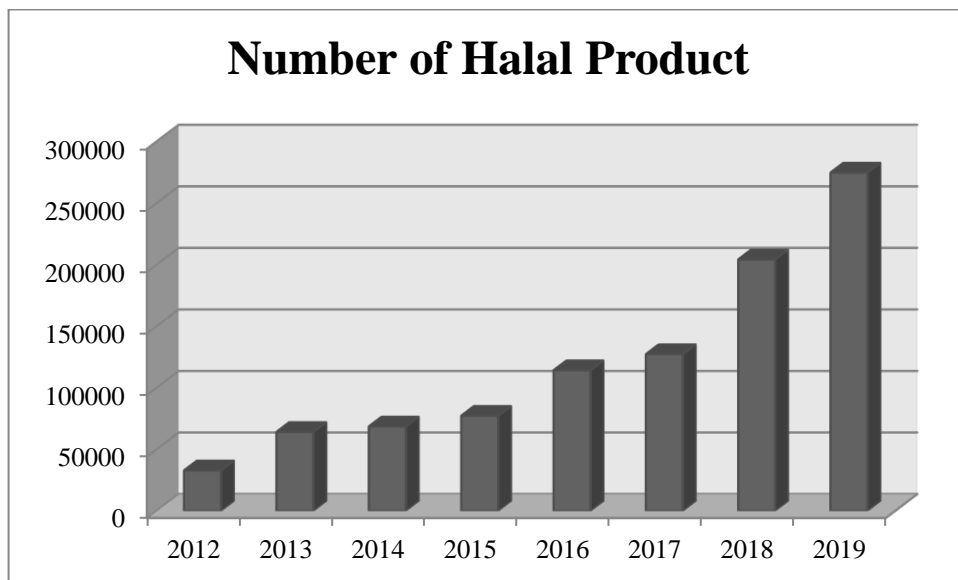


Figure 1.2 Number of Halal Products Circulating in the Market
(LPPOM MUI, 2020)

Food is said to be halal if it comes from materials that are not *haram* or unclean when the production process is not contaminated with *haram* or impure ingredients. According to the constitution, every Muslim has the right to obtain and consume halal food. Therefore, the food's unclear halal status will allow its adherents to violate Islamic law so that the body can be contaminated with materials that contain unclean or *haram* ingredients.

The halalness of a product can be ensured if it meets the critical halal requirements of the first material and process, materials derived from materials that are not *haram* according to Islamic law, such as pigs, wild animals, and clawed birds, animal carcasses, and blood. Second, the material is free from contamination

by unclean or unclean materials. Third, the material is not intoxicating, poses a danger, and is lethal. Fourth, the ingredients do not come from parts of the human body. Meanwhile, the critical points of the process that need to be considered include: the materials used must be halal, the production facilities are only used for halal products, the chance of contamination of *haram* materials in additional materials, auxiliary materials, facilities, and halal packaging materials is 0%.

Meat is one of the livestock products that become food for humans. Core provides excellent human benefits, namely as a source of animal protein with a fairly complete nutritional content (Maarif, 2017). The livestock commodity that has high protein nutrition is beef. Beef can be consumed by all local people in Indonesia, with the level of public consumption of meat fluctuating every year according to the results of a survey conducted by the Central Statistics Agency (BPS) in Table 1.1. Therefore, monitoring and development are needed so that the quality of beef production can be maintained even higher. This monitoring can be carried out effectively if meat production is carried out by a business entity or an official agency such as a slaughterhouse. Slaughterhouses can be established independently or operate under the auspices of a government agency. This abattoir can guarantee that beef is kept halal and safe when consumed by the public.

Table 1.1 Total Beef Production in Indonesia (BPS)

Province	Beef Production (tonnes)		
	2019	2020	2021
Aceh	10,416.20	12,927.76	12,943.98
North Sumatra	14,153.16	12,986.16	13,286.02
West Sumatra	21,589.63	20,980.53	21,431.69
Riau	8,379.10	8,737.30	8,912.05
Jambi	5,026.46	5,543.42	5,570.94
South Sumatra	11,455.31	14,358.28	12,974.83
Bengkulu	2,587.44	3,075.23	2,752.62
Lampung	14,326.19	14,930.42	14,328.27
Keep. Bangka Belitung	3,212.58	2,986.10	2,994.98
Keep. Riau	1,384.08	2,263.10	2,321.91
Dki Jakarta	19,194.53	7,240.68	7,602.69
West Java	79,481.14	80,995.58	64,425.18
Central Java	66,681.14	59,952.11	55,835.19

Table 1.1 Total Beef Production in Indonesia (BPS)(Continued)

Province	Beef Production (tonnes)		
	2019	2020	2021
Yogyakarta	7,835.21	7,355.14	7,645.34
East Java	103,291.79	91,027.74	93,303.43
Banten	37,328.57	20,362.89	20,562.15
Bali	8,255.84	5,068.45	5,999.50
West Nusa Tenggara	10,202.83	11,310.36	13,489.27
East Nusa Tenggara	10,851.00	7,350.55	7,365.56
West Kalimantan	5,350.23	4,817.31	4,837.49
Central Kalimantan	3,786.73	3,998.77	3,800.34
South Kalimantan	6,219.69	6,687.13	6,767.29
East Kalimantan	7,653.63	8,350.17	7,529.80
North Kalimantan	583.07	684.88	707.48
North Sulawesi	3,693.68	3,491.56	3,702.21
Central Sulawesi	4,790.41	4,255.53	4,315.16
South Sulawesi	17,926.13	15,596.78	15,994.36
Southeast Sulawesi	4,437.75	3,720.99	3,787.50
Gorontalo	3,830.06	2,487.34	2,672.97
West Sulawesi	2,115.86	1,740.88	1,748.11
Shame	2,201.00	2,308.40	2,086.00
North Maluku	959.56	701.12	626.54
West Papua	1,941.93	1,650.59	1,762.86
Papua	3,660.38	3,475.20	3,699.50
Total	504,802.29	453,418.44	437,783.23

The Padang City Government Slaughterhouse is a unit under the responsibility of the Padang City Agriculture Service located in Aia Pacah, Koto Tangah District, Padang City. The Padang City Slaughterhouse generally carries out maintenance, develops special cattle, and processes beef and buffalo. All activities are carried out to follow the guidelines provided by the central government and are under Islamic law. The cows and buffaloes at the Slaughterhouse come from three suppliers, namely PT. Indoprime Beef, PT. JJAA, and PT. Big Giant Cattle. The number of cows or buffalo these companies supply varies according to the monthly demand. The contract determines this supply. The average number of cows or buffalo provided every month at the Slaughterhouse is 100 heads. Cattle and buffalo that have been supplied will be maintained and checked periodically during slaughter. Slaughter, stripping, and packing are done

at night in the abattoir. Then proceed with the meat distribution from dawn to dusk to clients who have made contracts. Currently, the Padang City Government RPH is the only RPH in Padang City that has received halal certification and labeling from MUI.

The LPPOM MUI regularly audits the halal certification every agency or slaughterhouse obtains. Currently, LPPOM MUI in conducting audits and assessments of slaughterhouses is only guided by the issued SJH. LPPOM MUI does not have a draft of a halal review that is concrete and objective in detail on each component or attribute owned by the abattoir. The characteristics possessed by the abattoir determine the feasibility of the abattoir's halal status. Therefore, to facilitate the purpose of auditing, evaluating, and to prepare halal products or a production process for the future, a halal assessment model is needed for LPPOM MUI and slaughterhouses in the city of Padang.

1.2 Problem Formulation

Based on this background, the problem to be solved in this research is that there is no halal assessment model for meat processing at the Padang City Government Slaughterhouse.

1.3 Research Objectives

The objectives to be achieved in the research are as follows:

1. Designing a halal assessment model for the meat processing process at the Padang City Government Slaughterhouse.
2. Reviewing and recommending improvement plans related to meat production and distribution processes to comply with Islamic law

1.4 Research Scope

The following limitations are used in this study:

1. The product under investigation is beef at the Padang City Government Slaughterhouse
2. Create attributes and technical responses based on LPPOM MUI guidelines, company data, and auditors' voices
3. *The auditors' voice* is auditor of LPPOM MUI West Sumatra.
4. The validity of the data was tested by interviewing and giving questionnaires to the auditors of LPPOM MUI West Sumatra.

1.5 Benefits of research

This research is expected to benefit consumers, companies, and local governments. Institutions are expected to improve product quality by knowing the critical points in the beef processing process to meet consumer desires. Furthermore, consumers are expected to feel satisfaction and comfort because the products consumed are guaranteed to be halal. Finally, the halal assessment model created is expected to assist the government in making policies and auditing processed meat products.

1.6 Outline

The systematics of writing this research are as follows:

CHAPTER I INTRODUCTION

This chapter contains an explanation of the research background, problem formulation, research objectives, problem scope, research benefits, and an outline.

CHAPTER II LITERATURE REVIEW

This chapter contains the basic theories related to the problems included in the research, data processing, and analysis.

CHAPTER III RESEARCH METHODOLOGY

This chapter contains the steps in research such as literature study, preliminary study, data collection, data processing, analysis, conclusions, and suggestions.

CHAPTER IV DEVELOPMENT OF HALAL ASSESSMENT MODEL AT THE SLAUGHTERHOUSE OF PADANG CITY GOVERNMENT

This chapter contains the development of halal assessment model at the slaughterhouse of Padang City government. Model development based on questionnaires distributed to auditors, quality calculations using QFD analysis, and description of priority technical characteristics.

CHAPTER V ANALYSIS

This chapter contains an analysis of the halal assessment model based on the attributes of consumer needs and an analysis of meat processing development priorities based on the halal assessment model.

CHAPTER VI CLOSING

This chapter contains conclusions from the research and suggestions for further study.