

**PROPOSAL
PENELITIAN SKEMA PENELITIAN TERAPAN**



**SUPPLY CHAIN MODEL OF HALAL CERTIFIED CHICKEN PRODUCTS
BASED ON FOOD SUPPLY CHAIN NETWORK IN BANTUL INDONESIA**

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UNIVERSITAS MUHAMMADIYAH YOGYAKARTA

Dibiayai Oleh Lembaga Riset dan Inovasi (LRI)

Universitas Muhammadiyah Yogyakarta

Tahun Anggaran 2023/2024



UNIVERSITAS MUHAMMADIYAH YOGYAKARTA

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PROTEKSI ISI PROPOSAL PENELITIAN

Dilarang menyalin, menyimpan, memperbanyak sebagian atau seluruh isi proposal ini dalam bentuk apapun kecuali oleh peneliti dan pengelola administrasi penelitian.

PROPOSAL

Informasi Data Usulan Penelitian

1. IDENTITAS PENELITIAN

A. JUDUL PENELITIAN

Supply Chain Model of Halal Certified Chicken Products Based on Food Supply Chain Network in Bantul Indonesia

B. SKEMA, BIDANG, TEMA, DAN TOPIK PENELITIAN

Skema Penelitian	Bidang Fokus Penelitian	Tema Penelitian	Topik Penelitian
Penelitian Terapan	Pangan-Pertanian	Teknologi ketahanan dan kemandirian pangan	Efisiensi rantai nilai hasil pertanian, perkebunan, peternakan.

C. KOLABORASI DAN RUMPUN ILMU PENELITIAN

Jenis Kolaborasi Penelitian	Rumpun Ilmu 1	Rumpun Ilmu 2	Rumpun Ilmu 3
Kolaboratif Luar Negri	ILMU TANAMAN	ILMU SOSIOLOGI PERTANIAN	Agribisnis

D. WAKTU PELAKSANAAN

Tahun Usulan	Tahun Pelaksanaan	Lama Penelitian
2023	2024	1 Tahun

E. ANCOR RESEARCH

Anchor Research	Topik Anchor
Gatot Supangkat, Dr. Ir., M.P., IPM., ASEAN Eng.	Local Economic, Social, and Environment Improvement For Sustainable Agriculture

F. MATA KULIAH

Pelaksanaan penelitian dapat melibatkan mitra kerjasama, yaitu mitra kerjasama dalam melaksanakan penelitian, mitra sebagai calon pengguna hasil penelitian, atau mitra investor

Mitra	Nama Mitra	Kepakaran	Jenis Mitra	Jenis Instansi	Alamat	Email	No Wa
Sustainable Development Strategy (SDS) Institute	Heri krismawan, S.P, M.M	Pembangunan Berkelanjutan	Dalam Negeri	NGO/LSM	Prencak Dukuh RT 03, Panggungharjo, Sewon, Bantul	henri.krismawan@gmail.com	81392929400

4. KOLABORATOR PENELITIAN

Nama	NIK/NIDN/NIK	Instansi	Kepakaran	Dana	Keterangan Inkind
ASSOC. PROF.DR. AZURA BINTI AMID	: 03-6196 4429	IIUM	Agricultural ~ Agricultural Science And Technology ~ Food Sciences and Nutrition ~ Halal Products - Halal	Cash: Rp. 0 Inkind: Rp. 5,000,000	Penyusunan artikel publikasi

5. LUARAN DAN TARGET CAPAIAN

Luaran Wajib

Tahun	Jenis Luaran
1	Proceeding terindeks SCOPUS.
1	Hak Kekayaan Intelektual
1	Naskah Kebijakan

Luaran Tambahan

Tahun	Jenis Luaran
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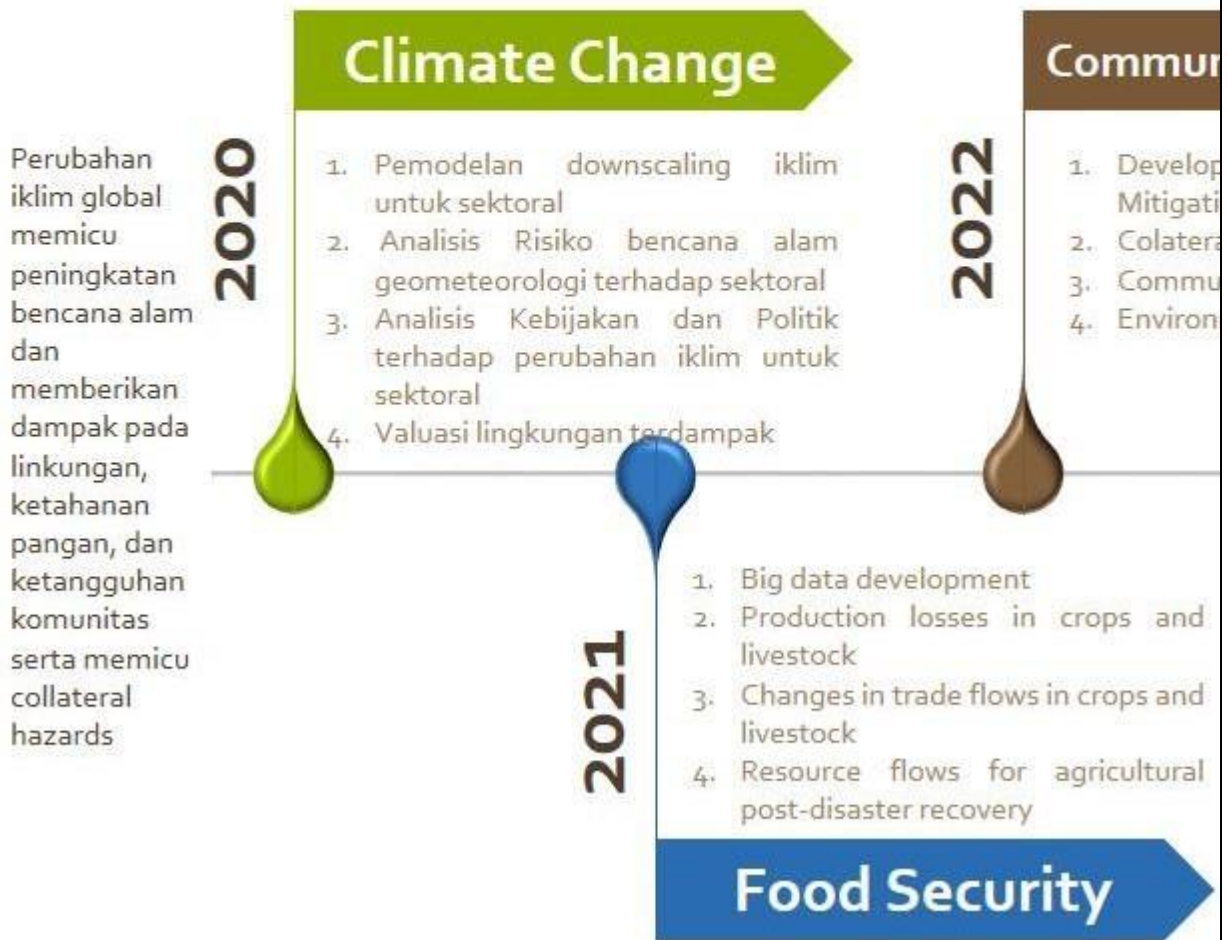
6. KLUSTER

Kluster	Sub Kluster	Group Riset	Mata kuliah
AGRO-ECOSYTEM, DISASTER AND GEOSPATIAL	SUSTAINABLE AGRICULTURE BASED ON ISLAMIC VALUES	ORGANIC FARMING AND LOCAL WISDOM	22L 657 -- Supply Chain Manajemen



Peta Jalan Riset: Disasters

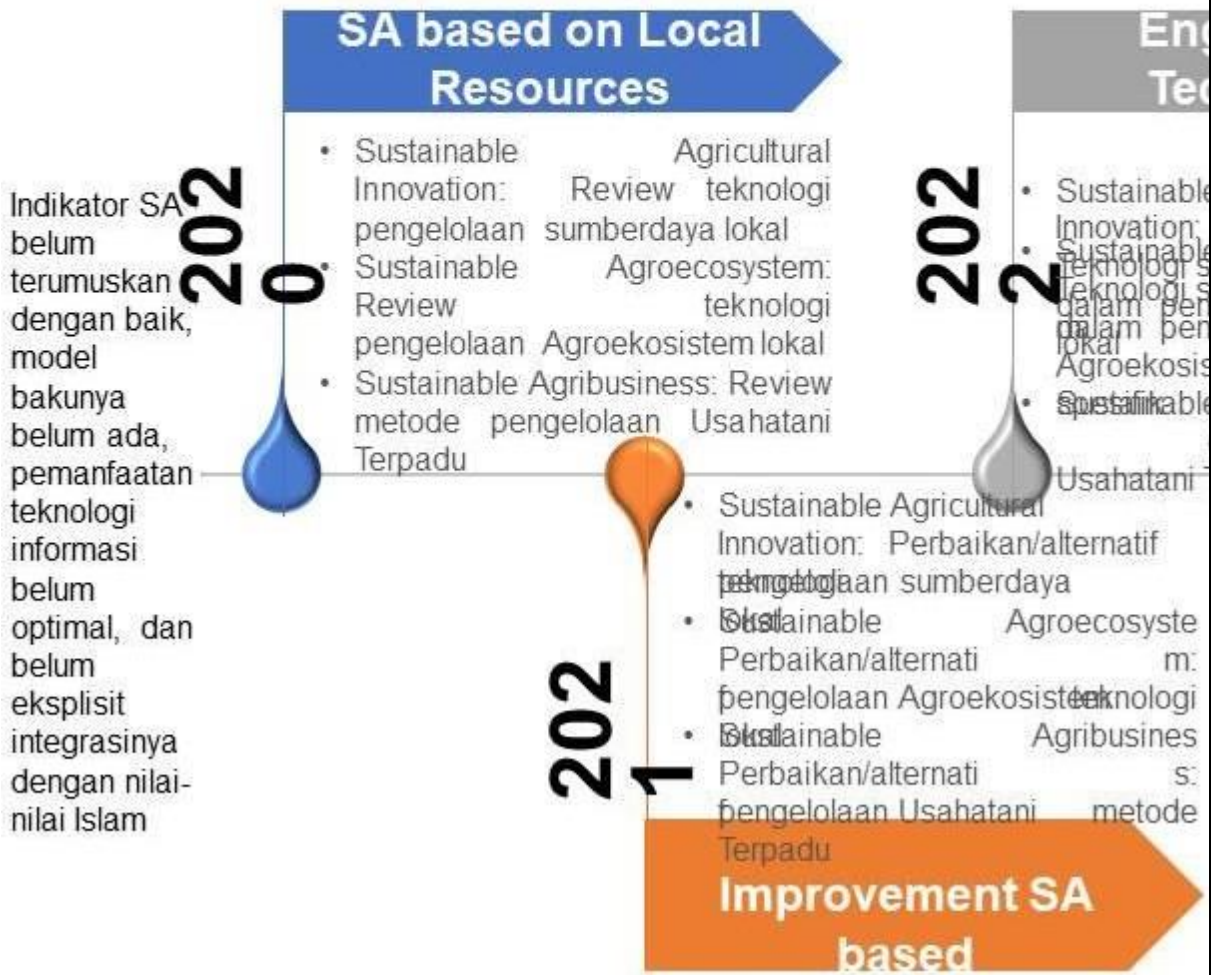
Ketua Klaster : Prof. Agus Setyo Muntohar, Ph

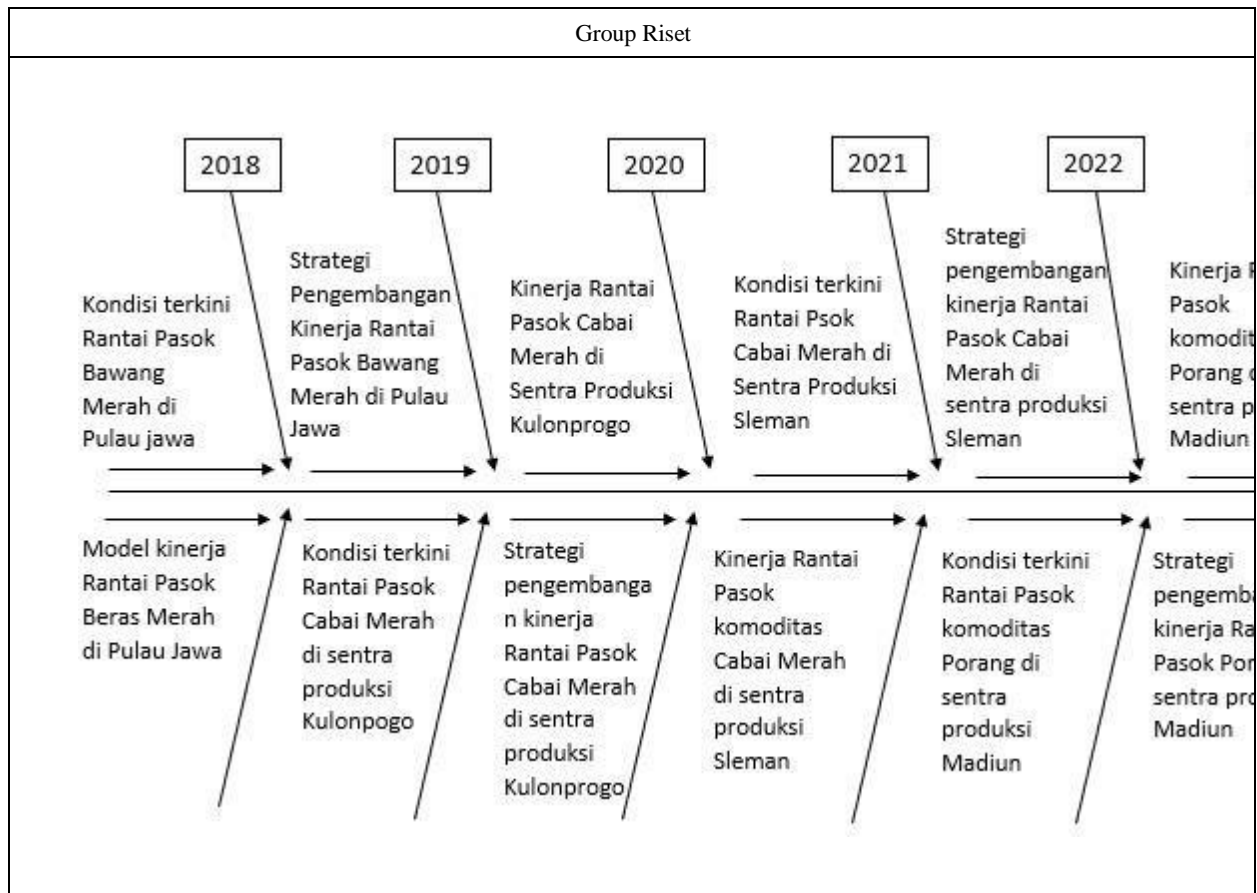




Peta jalan penelitian: Sustainable

Ketua Sub Kluster: Dr. Ir. Gatot Supangkat S, M.P.,





7. ANGGARAN

Rencana anggaran biaya penelitian mengacu pada PMK yang berlaku dengan besaran minimum dan maksimum sebagaimana diatur pada buku Panduan Penelitian dan Pengabdian kepada Masyarakat.

Total Keseluruhan RAB Rp. 0

Total Dana Cash Rp. 0

Total Dana Inkind Rp. 5,000,000

Tahun 1 Total Rp. 0

Jenis Pembelian	Komponen	Item	Satuan	Vol.	Harga Satuan	Total
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8. LEMBAR PENGESAHAN

HALAMAN PENGESAHAN
LAPORAN AKHIR PENELITIAN SKEMA:

Judul : Supply Chain Model of Halal Certified Chicken Products Based on Food Supply Chain Network in Bantul Indonesia
Peneliti/Pelaksana : Susanawati, Dr., S.P., M.P.
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Nama : Intan Soleha
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Mitra : Sustainable Development Strategy (SDS) Institute
Nama Mitra : Heri krismawan, S.P, M.M
Kepakaran : Pembangunan Berkelanjutan

Nama : ASSOC. PROF.DR. AZURA BINTI AMID
NIK : : 03-6196 4429
Institusi : IIUM

Biaya Yang Direncanakan : Rp. 0
Biaya Dana Cash : Rp. 0

Biaya Dana Inkind

: Rp. 5,000,000

Yogyakarta, 15 November 2023

Mengetahui,

Kepala LRI,



Prof. Dr. Dyah Mutiarin, MS.i.
NIK : 19700502 199603

FORMAT PROPOSAL PENELITIAN INTERNAL

PERHITUNGAN TKT

4

RINGKASAN

One of the livestock products that are in demand and most sought after by the community is fresh chicken meat. Islam regulates ways to meet food needs, where the food to be eaten must meet the requirements of halal food products according to Islamic law, namely halal dzatnya, halal how to obtain it, halal in processing it, halal in storage, and halal in transportation, and halal in its presentation. One of the Chicken Slaughterhouses (RPA) that has halal certification is Ugi Giant Broiler. In selling halal-certified fresh chicken products, of course, it cannot be separated from the concept of supply chain. Therefore, this study was conducted with the aim to describe the supply chain model of halal-certified fresh chicken meat in Bantul Regency and analyze the performance of the halal-certified fresh chicken meat supply chain in Bantul Regency. The research location was chosen deliberately in Bantul Regency because there is a halal-certified RPA, namely Ugi Giant Broiler which has 3 branches. Sampling of chain actors is carried out by means of a combination of snowball sampling techniques and information from Ugi Giant Broiler. The halal-certified fresh chicken meat supply chain is analyzed following the FSCN (Food Supply Chain Networking) concept which consists of 4 components, namely structure, management, resources, and supply chain business processes. The output of this research is the publication of articles in Scopus indexed proceedings and intellectual property rights. The level of Readiness for Applied Technology of this research is at level 4.

KATA KUNCI

Management, structure, resources, business processes, supply chain

LATAR BELAKANG

Livestock business development aims to increase livestock production with a priority to meet food and nutrition needs and increase farmers' income (Purwaningsih, 2014). One of the livestock products that are in demand and most sought after by the community is fresh chicken meat. Production of fresh chicken meat in the Special Region of Yogyakarta has increased every year, in 2019 chicken meat production amounted to 56,504.35

tons, in 2020 it was 56,977.21 tons. From 2019 to 2020, chicken meat production increased but not too much. Meanwhile, in 2021, chicken meat production was 61,379.79 tons. This means that from 2019 to 2021 chicken meat production has increased every year.

Islam commands that consuming halal is mandatory, but it is also an expression of gratitude and faith in Allah Almighty. Islam regulates ways to meet food needs, where the food to be eaten must meet the requirements of halal food products according to Islamic law, namely halal *dzatnya*, halal how to obtain it, halal in processing it, halal in storage, and halal in transportation, and halal in its presentation.

According to Prasetyo (2019), the majority of Indonesia's population adheres to Islam. About 87.2% of Indonesia's total population or 229 million are Muslims. Indonesia is a country with a majority Muslim population, this makes a potential market for producers of goods and services. Consumers have their own trust in sharia regulations, but in general Muslim consumers have a positive attitude towards products that use halal certification towards products marketed (Muslimah et al., 2018).

According to the Institute for the Assessment of Food, Drugs and Cosmetics of the Indonesian Ulema Council of the Special Region of Yogyakarta (LPPOM MUI DIY), in 2017 there were 52 Chicken Slaughterhouses that had halal certification, while in 2021 there were 62 Chicken Slaughterhouses (Pangan, 2021). This means that the development of halal-certified chicken slaughterhouses in 2017 and 2021 has increased. One of the chicken slaughterhouses that has halal certification is Ugi Giant Broiler. This RPA has its head office in Bantul and 3 other branches are in Tamantirto, Prawirotaman, and Pasar Bantul. Ugi Giant Broiler is a broiler chicken shop in Yogyakarta. Ugi Giant Chicken Slaughterhouse offers cut chicken at affordable and fresh prices. In selling halal-certified fresh chicken products, of course, it cannot be separated from the concept of supply chain. According to research from (Budiarti, 2017) the broiler meat supply chain flows from suppliers through chicken slaughterhouses, retail to end consumers. Therefore, this study was conducted with the aim to describe the supply chain model of halal-certified fresh chicken meat in Bantul Regency and analyze the performance of the halal-certified fresh chicken meat supply chain in Bantul Regency. The results of this research can be used as information material to develop a halal-certified RPA business.

TINJAUAN PUSTAKA

Chicken Farm

Livestock can be interpreted as breeding and cultivating livestock to get benefits and results from these activities (Rasyaf, 2017). In general, farms can be divided into three types based on the type of animals raised, namely large, small and poultry farms. Meanwhile, chicken farming is a series of business activities in the agricultural sector, especially farms carried out by individuals or legal entities that carry out activities to produce poultry in the form of broilers or laying hens (Ricky, 2022).

Basically, this chicken is divided into 2 parts, namely broilers and laying hens. Broiler chickens or also called broiler chickens are superior breeds resulting from crosses from chicken nations that have high productivity power, especially in producing chicken meat. Broiler chickens are the result of crossbreeding and continuous systems so that the genetic quality can be said to be good.

The advantages of broiler chickens include very fast growth with high body weight in a relatively short time, small feed conversion, ready to be slaughtered at a young age and produce quality soft fibrous meat. The rapid development of broilers is also an effort to compensate for the community's need for chicken meat. This development is supported by the increasing strength of downstream industries such as breeding companies that produce various types of strains (Yuwanta, 2016).

Halal Certification and Labeling

MUI is an institution that contains an association of Muslim scholars and scholars, seen by the wider community as an institution that has the right to provide solutions or answers to various existing problems. Given that Indonesian Muslims adhere to several madzhabs, the fatwa issued by the MUI can be a reference for the government when making a policy. One of the efforts issued by MUI is the establishment of an institution for the assessment of food, drugs, and cosmetics of the Indonesian Ulema Council (LPPOMMUI). This institution functions to research, inspect, and review as a whole on processed products. The results of the research if it is believed that the product does not contain unclean elements, then distributed to the fatwa commission so that it can be discussed at the commission session and end with the declaration of halal law (Wahyuni 2015).

Halal labeling is a statement written using Arabic letters, usually found on product packaging as something that can indicate that the product is halal-certified. Products that can be said to be halal are the absence of elements or goods haram and forbidden in the manufacturing process to be consumed by Muslims, regarding the materials produced. The existence of a halal label on the packaging of a product, so that it can make consumers feel safe to buy it, so that it goes to the stage to make a purchase decision.

Agricultural Supply Chain

The supply chain of agricultural products is different from the supply chain of non-agricultural commodities because agricultural products have perishable properties, the process of planting, growing, and harvesting depends on climate and season, and crops have and sizes that vary or vary (Furqon, 2014). With this distinctive characteristic, agricultural products have complex problems in a supply chain. Therefore, special design and treatment are needed to maintain the quality of agricultural products in good condition to consumers (Marimin, 2013).

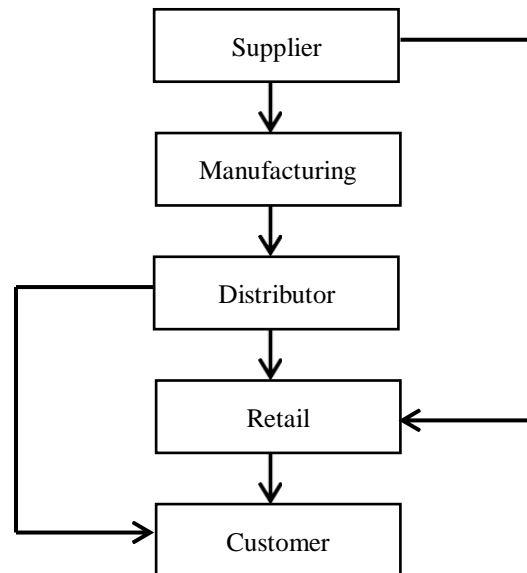


Figure 1. Agricultural Product Supply Cahin Structure
Source : (Marimin et al., 2013)

In the supply chain of agricultural products are divided into two mechanisms, namely traditional and modern (Marimin et al., 2013). Traditionally, the agricultural supply chain starts from farmers selling their agricultural products to the market or through middlemen, after which middlemen will sell them to the market. While the modern agricultural supply chain involves many actors such as manufacturers, supermarkets, and distributors. Manufacturing in this case has a role in processing agricultural products to increase the added value of these products when they reach the final consumer. Farmers as producers have a good bargaining position because they form partnerships by entering into agreements or contracts with partners such as manufacturers, exporters, markets or retailers.

Research conducted by Probowati et al., 2021) on the Analysis of the Structure of the Sandland Vegetable Supply Chain shows that the sandland vegetable supply chain has five distribution pattern structures. The structure of the vegetable supply chain of sand land in DIY areas is different from that of highland land. There is a flow of vegetables through auction market traders, there is a flow of information between farmers and subsequent suppliers, and there is a flow of payment money that is indirectly received by farmers.

Food Supply Chain

The food supply chain flows continuously from producers to consumers through the processes of production, processing, distribution, retail, and consumers (Zhong et al., 2017). In the food supply chain, there are differences with the supply chain in other products and services, namely. This is due to continuous and significant changes in the quality of food products throughout the supply chain to the final consumer. In addition, food products have a

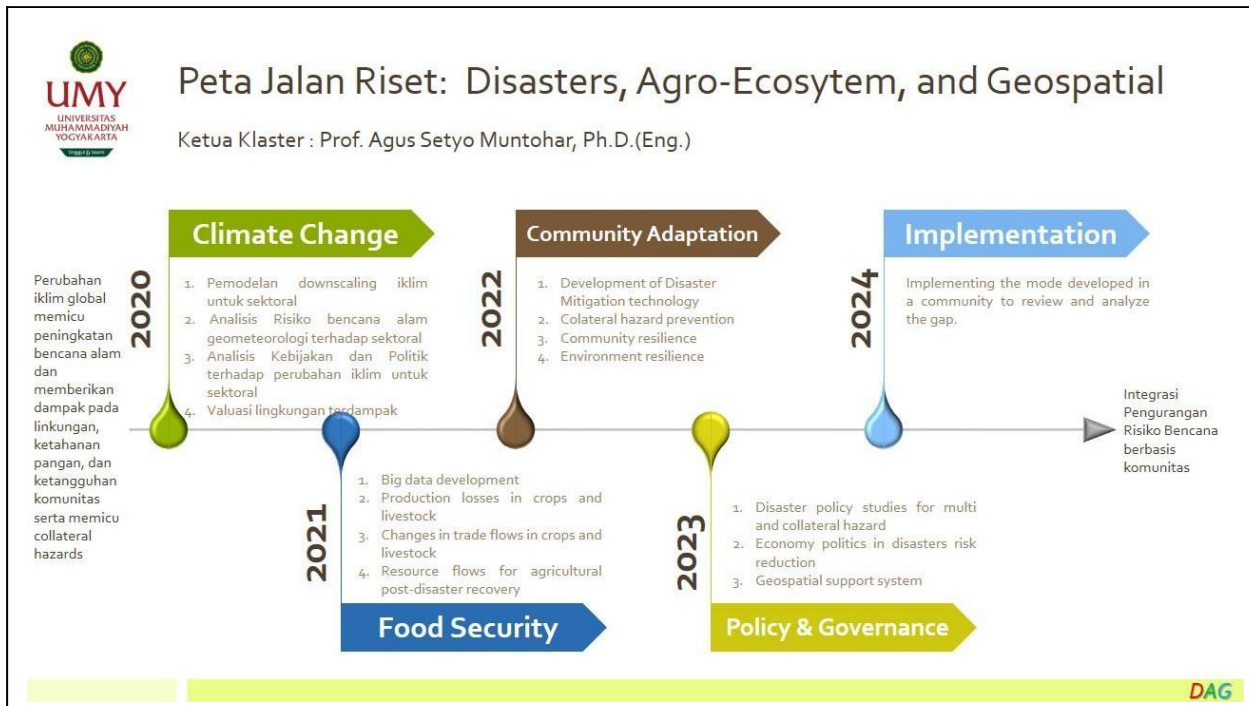
very high potential in generating losses considering the characteristics that are easily damaged or rotten so that they can suppress profits and product quality from the food supply chain (Pakasi et al., 2015).

Food supply chains can be divided into two types, namely the supply chain of fresh food products (fresh) and the supply chain of processed food products. The supply chain of fresh food products consists of fresh vegetables, fruits, and flowers. In this stage of the supply chain, there are special characteristics, namely products grown or from rural or even outside the region with the main process consisting of handling, storing, packaging, transporting, and trading products. Meanwhile, the supply chain of processed food products consists of snacks, canned foods, and serving foods. Usually this type of processed food can be stored and last longer (Pakasi et al., 2015).

Research conducted by (Apriyani & Helbawanti, 2022), on Rice Supply Chain in Pamarican District in Ciamis Regency with Food Supply Chain Networks Approach. The results showed that aspects of supply chain targets, supply chain structure, supply chain management, supply chain business processes, and supply chain resources as a whole are integrated and tend to have dependence on each other between supply chain institutions. (Fauziah & Astutiningsih, 2021) conducted a research on the Performance Efficiency of the Supply Chain of Organic Rice "Raos Rice". The results of the supply chain performance efficiency analysis show that it is completely inefficient because the value of the farmer's share < 70%, which is only 41.8%, and the value of cash to cash cycle time which reaches 37 days to convert organic rice supplies into money, which is still quite a long time.

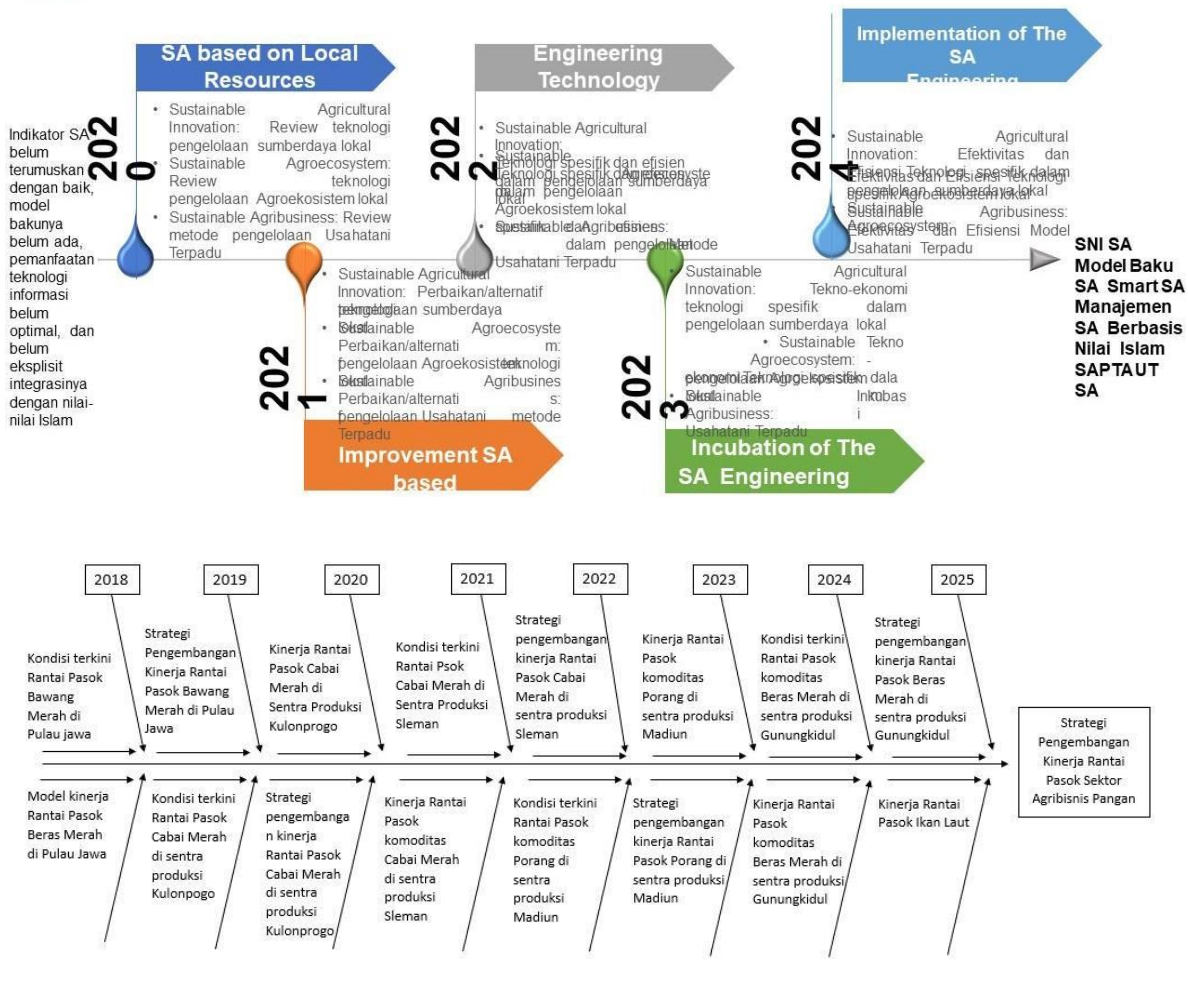
State of the Art

1. Research from (Risyalda, et al, (2021) entitled "Study of Halal Products of Slaughtered Chicken Meat with a Supply Chain Approach in Makassar" researched by Aslan Risyalda, Muhammad Nusran, and Dirgahayu Lantara tells about broiler supply chain activities in the process of raising chicken products by farmers, then processed to be marketed from farmers to consumers. The conclusion of this study is the supply chain channel for chicken products with 3 alternatives including: (1) Producers - collecting traders - retailers - consumers (2) producers - collecting traders - consumers (3) cages - baskets - chicken slaughterhouses - consumers.
2. Research (Ma'rifat and Rahmawan, 2017) entitled "Application of Halal Supply Chain in Chicken Meat Commodities in Ponorogo Regency" was researched by Tian Nur Ma'rifat and Arief Rahmawan. Telling that chicken meat is an animal commodity that is included in critical ingredients that must be guaranteed about halal throughout the supply chain from upstream to downstream. The conclusion of this study revealed that the critical points of application of halal principles include: chicken slaughter, slaughter officers, procedures, and handling during storage and labeling.



Peta jalan penelitian: Sustainable Agriculture Based on Islamic Values

Ketua Sub Kluster: Dr. Ir. Gatot Supangkat S, M.P., IPM



METODE

The basic method used in this study is descriptive analysis. The purpose of descriptive research is to make a description, picture systematically, factually and accurately about the facts, nature and relationships between the phenomena studied (Nazir, 1989). The descriptive method has several advantages, namely (1) careful measurement of social research (Singarimbun and Effendi, 1989); (2) able to describe the relationship between phenomena, test hypotheses and policy implications (Nazir, 1989); (3) data analysis is carried out with a descriptive analytical approach to produce relationships or comparisons between variables (Widodo and Mukhtar, 2000); and (4) research results can be in the form of deductive conclusions (Subyantoro and Suwanto, 2007).

Sampling Techniques

The research location was chosen deliberately in Bantul Regency because there is a halal-certified RPA, namely Ugi Giant Broiler which has 3 branches. Supplier sampling is carried out by means of a combination of snowball sampling techniques and information from Ugi Giant Broiler. Similarly, sampling of chain actors after RPA reaches consumers. For the purpose of analyzing consumer motivation in buying halal-certified chicken meat, a consumer sample of 100 people was taken.

Data dan Information Collection Techniques

The data used in this study consisted of primary data and secondary data. Primary data is data collected at a certain period of time and at a certain location (place). Primary data collection is carried out through: (a) Field observation, namely seeing firsthand the process of raising and slaughtering chicken meat by Ugi Giant Broiler; (b) Interviews, conducted with supply chain actors to obtain information on profiles, structures, management, resources, business processes, product flows, money flows, and information flows.

Secondary data were obtained from various sources such as the Central Bureau of Statistics, Animal Husbandry Office of Bnatul Regency, LPOM MUI DIY collected with documentation techniques. The data is in the form of the amount of fresh chicken meat production and the number of halal-certified RPA. In the collection and processing of data carried out by research members.

Data Analysis Techniques

The halal-certified fresh chicken meat supply chain was analyzed following the FSCN (Food Supply Chain Networking) concept from Lambert (2000). In the analysis, four elements in FSCN will be explained, namely supply chain structure, supply chain management, supply chain resources, and supply chain business processes. The supply chain structure includes the main actors of the supply chain and the role of each of these actors. Supply chain management consists of partner selection, contractual agreements, transaction systems, government support, and supply chain collaboration. Supply chain resources are used to produce products and flow them into the hands of consumers (also called resource conversion). Supply chain resources include physical, technological, human, and capital resources. Supply chain business processes include business process relationships, distribution patterns, chain support actors, collaborative planning and research, brand identity assurance, risk aspects, and trustbuilding.

In the supply chain business process, there is a distribution pattern that explains the flow of products, the flow of money, and the flow of information. Indicators used to see product flow include the type/shape of chicken meat, number of purchases/sales, accuracy of scales, freshness, and halal labels. Indicators for money flow include the place of transaction, the mode of transaction, the mode of payment of the transaction, and the time of payment of the transaction. Each of these indicators is measured using a score with a scale of 5 ranging from very inappropriate to very appropriate. Indicators in the flow of information include type/form bought/sold, supply/production, demand, form of demand, purchase price, selling price, quality or quality, delivery time, time of payment, mode of transportation, and consumer preferences. Information flow indicators are also measured on a scale score of 5 ranging from very unavailable to very available. Based on the scores obtained on product flow, money flow and information flow, then categorized into 4 categories, namely not current, substandard, smooth, and very smooth using the Sturges Formula, the categorization can be known as follows:

$$Interval = \frac{Highest\ score - Lowest\ score}{Number\ of\ categories}$$

JADWAL

1st Year

No	Name of Activity	Month												
		1	2	3	4	5	6	7	8	9	10	11	12	
1	Preparation and testing of questionnaires	■												
2	Questionnaire revision	■												
3	Research permission		■											
4	Data collection			■	■	■								
5	Data tabulation and analysis					■	■							
6	Final report preparation						■	■						
7	Final report draft							■	■					
8	Final report								■	■				

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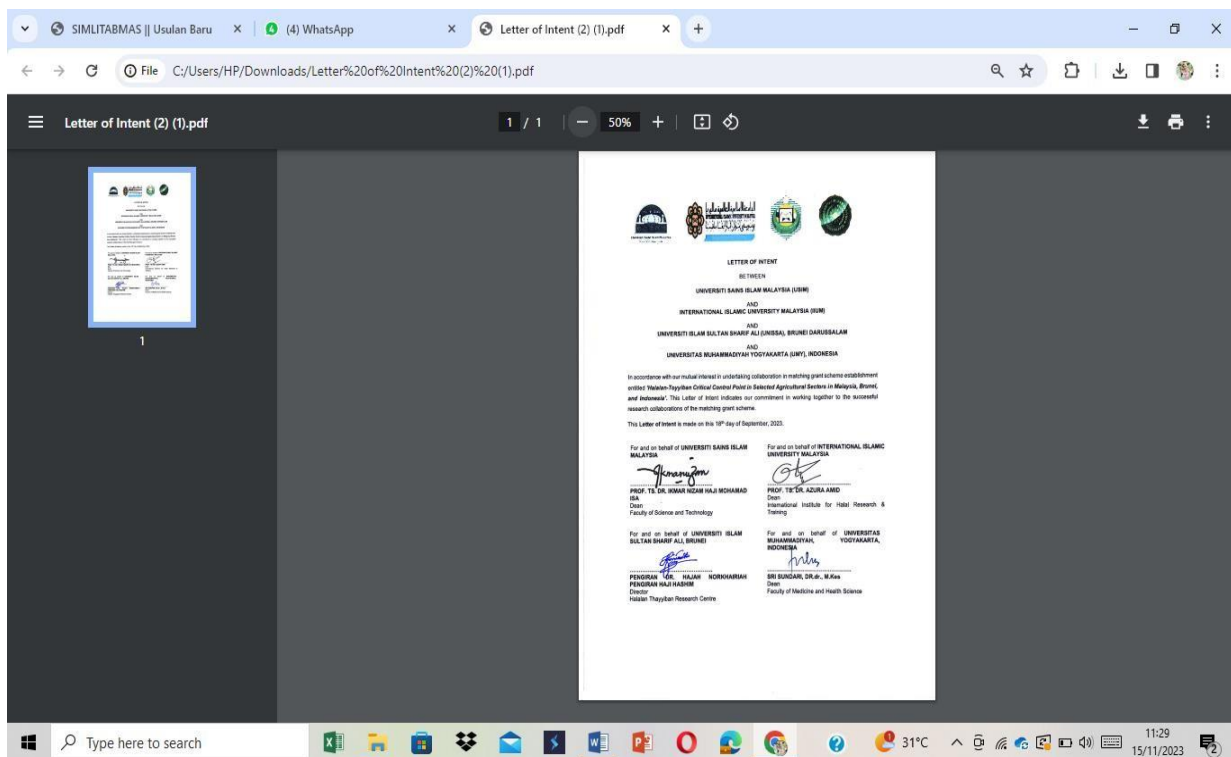
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LAMPIRAN

a. MoU/MoA/LoA/ToA/LoI



d. Curriculum Vitae mitra

