

ABSTRAK

Penelitian ini bertujuan untuk mengetahui bagaimana penerapan standar halal rumah potong unggas pak kus, apa saja hambatan dalam penerapan standar halal rumah potong unggas pak kus, dan strategi apa yang digunakan dalam penerapan standar halal rumah potong unggas pak kus. Penelitian ini menggunakan metode kualitatif deskriptif dengan teknik pengumpulan data melalui wawancara, observasi, dan dokumentasi. Hasil penelitian menunjukkan bahwa rumah potong unggas pak kus masih menghadapi berbagai tantangan dalam penerapan standar halal, seperti kurangnya pemahaman terhadap prosedur sertifikasi, keterbatasan fasilitas, serta kurangnya pengawasan dari lembaga terkait. Namun pemilik rumah potong unggas melakukan strategi seperti melakukan pelatihan kepada tenaga kerja, peningkatan infrastruktur dan kerja sama dengan lembaga sertifikasi halal. Dengan penerapan standar halal yang lebih baik, diharapkan rumah potong unggas pak kus dapat mendapatkan sertifikasi halal dan terus meningkatkan kepercayaan dan loyalitas konsumen.

Kata kunci: Standar halal, rumah potong unggas, sertifikasi halal, kepercayaan konsumen.

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.

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Keywords: *Halal standards, poultry slaughterhouses, halal certification, consumer trust.*