

ABSTRAK

Penelitian ini bertujuan untuk menganalisis penerapan rantai nilai halal di UPTD Rumah Potong Hewan Dinas Pertanian dan Ketahanan Pangan Kota Jambi, yang memiliki peran penting dalam menyediakan daging halal bagi masyarakat mayoritas Muslim di Kota Jambi. Rantai nilai halal merupakan serangkaian kegiatan produksi yang menjamin kehalalan produk, melibatkan lembaga-lembaga yang berwenang dalam pengawasan, pengelolaan, pengujian, serta penetapan kebijakan, evaluasi, dan pengendalian proses produksi, distribusi, dan konsumsi. Penelitian ini menggunakan metode kualitatif dengan teknik pengumpulan data melalui observasi langsung, wawancara mendalam, dan analisis dokumen terkait. Untuk mencapai tujuan penelitian, digunakan analisis SWOT sebagai alat perumusan strategi penerapan rantai nilai halal yang efektif, dengan mempertimbangkan kekuatan, kelemahan, peluang, dan ancaman yang dihadapi oleh UPTD Rumah Potong Hewan. Hasil penelitian menunjukkan bahwa penerapan rantai nilai halal di UPTD Rumah Potong Hewan Kota Jambi telah dilakukan secara sistematis sesuai prinsip *halalan thayyiban* dan standar Aman, Sehat, Utuh, dan Halal (ASUH). Faktor pendukungnya meliputi sertifikasi halal, akreditasi Nomor Kontrol Veteriner (NKV), serta keberadaan tenaga Juru Sembelih Halal (JULEHA). Adapun tantangan utama mencakup keterbatasan sumber daya manusia (SDM), ketiadaan laboratorium *internal*, dan kurangnya pengawasan distribusi. Strategi yang direkomendasikan meliputi penguatan kolaborasi lintas lembaga, peningkatan pelatihan, serta perbaikan infrastruktur dan sistem pengawasan guna menjamin keberlanjutan dan meningkatkan kepercayaan terhadap produk halal.

Kata Kunci: Rantai Nilai Halal, Rumah Potong Hewan, Analisis SWOT.

ABSTRACT

This study aims to analyze the implementation of the halal value chain at the UPTD Slaughterhouse of the Department of Agriculture and Food Security of Jambi City, which has an important role in providing halal meat for the Muslim majority community in Jambi City. The halal value chain is a series of production activities that guarantee the halalness of products, involving authorized institutions in supervision, management, testing, and policy determination, evaluation, and control of the production, distribution, and consumption processes. This study uses a qualitative method with data collection techniques through direct observation, in-depth interviews, and analysis of related documents. To achieve the research objectives, a SWOT analysis is used as a tool for formulating an effective halal value chain implementation strategy, taking into account the strengths, weaknesses, opportunities, and threats faced by the UPTD Slaughterhouse. The results of the study indicate that the implementation of the halal value chain at the UPTD Slaughterhouse in Jambi City has been carried out systematically in accordance with the principles of halalan thayyiban and the Safe, Healthy, Whole, and Halal (ASUH) standards. Supporting factors include halal certification, accreditation of the Veterinary Control Number (NKV), and the presence of Halal Slaughterers (JULEHA). The main challenges include limited human resources (HR), the absence of an internal laboratory, and lack of distribution supervision. Recommended strategies include strengthening cross-agency collaboration, increasing training, and improving infrastructure and supervision systems to ensure sustainability and increase trust in halal products.

Keywords: Halal Value Chain, Slaughterhouse, SWOT Analysis.