

ABSTRAK

Fitri Amalia, 2026. Analisis Strategi Penerapan Rantai Nilai Halal Pada Rumah Potong Ayam PT Tamansari Berkah Sejahtera. Program Studi Ekonomi Syariah. Fakultas Agama Islam. Universitas Siliwangi.

Industri halal global kini bertransformasi menjadi jaminan kualitas, kebersihan, dan keamanan pangan, bukan hanya pemenuhan kepatuhan agama. Sebagai titik kendali kritis hulu perunggasan nasional, rumah potong ayam memegang peran fatal dalam menjamin integritas produk halal *thayyiban* sesuai regulasi jaminan produk halal di Indonesia. Namun, pada praktiknya, masih terdapat celah kesalahan teknis dan konsistensi perilaku sumber daya manusia di lapangan. Penelitian ini bertujuan untuk menganalisis strategi penerapan rantai nilai halal pada rumah potong ayam PT Tamansari Berkah Sejahtera dan melihat keselarasan strategi tersebut dari perspektif *maqashid syariah*.

Metode penelitian yang digunakan adalah deskriptif dengan pendekatan kualitatif. Data primer diperoleh dengan teknik pengambilan data melalui observasi dan wawancara, sedangkan data sekunder diperoleh dari dokumen internal rumah potong ayam PT Tamansari Berkah Sejahtera dan sumber pendukung lainnya. Uji kredibilitas data menggunakan triangulasi teknik dan analisis SWOT sebagai alat perumusan strategi penerapan rantai halal.

Hasil penelitian menunjukkan keunggulan kompetitif perusahaan dibangun melalui seleksi logistik masuk, penyembelihan sesuai syariat oleh *Juleha*, manajemen stok FIFO, transportasi berpendingin, layanan purna jual berbasis sistem ketelusuran, dukungan teknologi detektor suhu otomatis, dan komitmen investasi SJPH yang diperkuat prinsip ASUH. Berdasarkan analisis SWOT rumah potong ayam PT Tamansari Berkah Sejahtera berada pada posisi kuadran I yaitu agresif yang menghasilkan rumusan strategi operasional dari hulu ke hilir terintegrasi. Ditinjau dari perspektif *maqashid syariah*, strategi operasional tersebut memenuhi tingkatan masalah tertinggi, yaitu keniscayaan (*daruriyyat*), melalui perlindungan agama (*hifdz ad-din*), perlindungan jiwa-raga (*hifdz an-nafs*), perlindungan harta (*hifdz al-mal*), perlindungan akal (*hifdz al-aql*), dan perlindungan keturunan (*hifdz an-nasl*), serta mengintegrasikan tingkat kebutuhan (*hajiyyat*) dan kelengkapan (*tahsiniyyat*) untuk menyempurnakan etika bermuamalah.

Kata Kunci: Rantai Nilai Halal, Prinsip ASUH, Analisis SWOT, *Maqashid Syariah*, Rumah Potong Ayam.

ABSTRACT

Fitri Amalia, 2026. *Analysis of the Halal Value Chain Implementation Strategy at the PT Tamansari Berkah Sejahtera Chicken Slaughterhouse. Sharia Economics Study Program, Faculty of Islamic Studies, Siliwangi University.*

The global halal industry is evolving into a benchmark for quality, hygiene, and food safety, extending beyond mere religious compliance. As a critical control point at the upstream stage of the national poultry sector, chicken slaughterhouses play a pivotal role in ensuring the integrity of halal-tayyiban products in accordance with Indonesia's halal product assurance regulations. In practice, however, gaps remain regarding technical errors and the consistency of personnel conduct in the field. This study aims to analyze the halal value chain implementation strategy at the PT Tamansari Berkah Sejahtera chicken slaughterhouse and to examine the alignment of this strategy with the perspective of maqashid sharia.

The research method used is descriptive with a qualitative approach. Primary data was obtained through observation and interviews, while secondary data was obtained from internal documents at the PT Tamansari Berkah Sejahtera chicken slaughterhouse and other supporting sources. Data credibility was tested using technical triangulation and SWOT analysis as tools for formulating the halal chain implementation strategy.

The results of the study show that the company's competitive advantage is built through the selection of incoming logistics, sharia-compliant slaughtering by Juleha, FIFO stock management, refrigerated transportation, traceability based aftersales service, automatic temperature detector technology support, and SJPH investment commitments reinforced by the ASUH principle. Based on the SWOT analysis, the PT Tamansari Berkah Sejahtera chicken slaughterhouse is in quadrant I, namely aggressive, which results in the formulation of an integrated upstream to downstream operational strategy. Viewed from the perspective of maqashid syariah, the operational strategy fulfills the highest level of maslahat, namely necessity (daruriyyat), through the protection of religion (hifdz ad-din), protection of body and soul (hifdz an-nafs), protection of property (hifdz al-mal), protection of reason (hifdz al-aql), and protection of descendants (hifdz an-nasl), as well as integrating the levels of need (hajiyyat) and completeness (tahsiniyyat) to perfect the ethics of muamalah.

Keywords: *Halal Value Chain, ASUH Principles, SWOT Analysis, Maqashid Syariah, Chicken Slaughterhouse.*