



Application of the Halal Guarantee System to Broilers in Traditional Markets: Worker's Knowledge of Halal Guarantee

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ARTICLE INFO

Article history
Submission: June 3, 2023
Accepted: October 7, 2023
Published: October 16, 2023

ABSTRACT

The Indonesian government's efforts to support food and beverage products that must be halal-certified by 2024 are by implementing a halal product guarantee system in the industry. One of the industries that must implement halal guarantees is poultry slaughterhouses. One of the criteria for a halal assurance system in a poultry slaughterhouse is the role of human resources. This study aims to analyze the knowledge of human resources in Poultry Slaughterhouses. Application of knowledge about commitment and responsibility consists of halal criteria, human resource development, top management responsibilities, and training of halal staff. The object of research is poultry slaughterhouses that have implemented SNI halal standards and have not implemented SNI halal standards. The study used 52 samples using 2 technic, field studies consisting of observation, interview, questionnaire, documentation, and literature study techniques. Assessment of respondents' knowledge using the order of assessment (Likert scale). The knowledge of workers in an SNI halal standards poultry slaughterhouse regarding commitment and responsibility was in the very high category. However, poultry slaughterhouses do non-SNI halal standards have a very low category. Keywords: poultry slaughterhouses, knowledge, halal

INTRODUCTION

The efforts of the poultry slaughterhouse industry in supporting the Indonesian government to make food and beverage products that must be halal certified by 2024 are implementing a halal product guarantee system in poultry slaughterhouse businesses. Most of the meat needs of the archipelago are currently supplied from poultry, especially broiler chickens, which contain protein and substances that can meet the nutritional needs of the community, such

as fats minerals, and vitamins which are important for smooth metabolic processes in the body [1]. The high demand for halal products also encourages business people to provide the best quality halal products [2]. To support this the government issued regulations, namely Law No. 33 of 2014 [3] regarding guarantees for halal products but has been amended by Law Number 11 of 2020 [4] concerning Job Creation, government regulations No. 39 of 2021 regarding guarantees for halal products [5], and the Decree of the Minister of Religion of 2019 concerning halal certification services [6]. One of the sectors that play a role in the halal certification process is the livestock sector.

The livestock sector influences the fulfillment of animal protein for the community. In everyday life, one of the livestock commodities that has an important role in meeting the needs of animal protein is poultry. The need for poultry meat for public consumption from year to year indicates that this type of animal food commodity is of great interest to the public. Poultry slaughterhouses are a very important part of the halal chicken meat production chain. A poultry slaughterhouse is a building complex or special construction that meets certain technical and hygienic requirements and is used as a place for slaughtering poultry for general public consumers [7].

The implementation of the halal product guarantee system has 5 criteria, one of which is the human resources involved in a business. The knowledge of workers involved in a business is very important in determining the success of implementing a halal assurance system in a company. Knowledge is everything that is known regarding what is seen or information that is heard throughout one's life [8]. The knowledge gained can have a positive impact on a person's behavior if the person uses their knowledge well.

Indonesian National Standard for Poultry Slaughterhouse Halal [7], or SNI halal standard for poultry slaughterhouses is an important matter that needs attention to obtain the quality of safe, healthy, whole, and halal poultry meat. In the process of slaughtering workers ensure that the stunning process does not kill or cause permanent physical injury, verify before the slaughtering process to ensure the stunning process is by the validated method, and ensure that the Halal Supervisor. Halal supervisors must be Muslim, have a healthy body and spirit as well as have a good health record, be obedient in carrying out obligatory prayers, and understand the procedures for slaughter according to Islam [9]. Poultry slaughterhouses that meet halal standards have criteria including location, place, and equipment for slaughtering, processing, storage, delivery, distribution, sales, and presentation of halal products must be maintained and separate from other business activities.

Separation of each stage of the process carried out, human resources play an important role related to attitude and commitment to comply with regulations. Increasing the knowledge of human resources working in poultry slaughterhouses can be done through outreach, counseling, and training. Increased knowledge related to the implementation of the halal assurance system in poultry slaughterhouses to guarantee product quality to consumers.

The application of knowledge of workers in poultry slaughterhouses in supporting the halal product guarantee system is knowledge and action. The application of both is related to

knowledge of commitment and responsibility which consists of halal criteria, human resource development, top management responsibilities, and butcher halal (JULEHA in Indonesia) staff training. This study aims to analyze the knowledge of human resources in Poultry Slaughterhouses with halal standards and non-halal standards in traditional markets.

MATERIALS AND METHODS

Materials

The research was conducted at a poultry slaughterhouse with halal standards and not yet with halal standards in the traditional market. Determination of the sample using the Slovin [10]. Slovin is a formula for calculating the minimum number of samples if the number of samples from a population is not known with certainty. In this study, there were 52 people or samples consisting of 26 respondents in poultry slaughterhouses with halal standards and 26 respondents with non-halal standards.

Methods

The research was conducted in traditional markets. Samples were obtained from 2 slaughter locations. Location criteria were (1) Slaughterhouses that have implemented SNI No 99002-2016 and Islamic Shariah, and (2) slaughterhouses that have not been committed to implementing slaughter according to SNI No 99002-2016 and Islamic Shariah. This study uses Likert data analysis. The Likert scale relates to answers agreeing or disagreeing with something, very high or very low using an ordinal date scale (tiered without a score) [11]. The research was conducted using 2 techniques, namely field studies consisting of observation, interviews, questionnaires, documentation, and literature study. Knowledge assessment uses a ranking order consisting of 5 very high points to 1 very low point. Furthermore, the data is processed using the interval formula to determine the level of knowledge of workers and then compares the level of knowledge of workers.

RESULTS AND DISCUSSIONS

Knowledge of Halal Criteria for workers in Poultry Slaughterhouses

Based on the results of research on the level of knowledge of halal policies in poultry slaughterhouses with halal standards and not yet with halal standards in the traditional market, are presented in Table 1. Worker knowledge for halal policy criteria at halal-standard poultry slaughterhouses indicated that the level of worker knowledge was in the high category of 17.6% to very high 23.2%, in other words, out of 26 respondents, 17.6% of respondents were highly knowledgeable and 23.2% of respondents have very high knowledge. Based on the non-halal-standard poultry slaughterhouse, from the same question criteria, the result is that the knowledge level of workers is at a very low value of 8% to 1%, but for other question criteria, it

gets a score of 14.2% in the fairly high category and 8% in the low category. This means that 26 respondents have different levels of knowledge about the halal policy criteria.

Table 1. Knowledge Value of Halal Policy Criteria for Poultry Slaughterhouse Workers with Halal Standards and Non-Halal Standards in Traditional Market.

No	Description	Halal Standards		Non-Halal Standards	
		Value	Category	Value	Category
1	Halal policies are important	18.6	High	18.4	High
2	Policies have been applied	24	Very High	8	Low
3	Policies implemented consistently	17.6	High	14.2	High Enough
4	The policy is socialized by workers	23.2	Very High	1	Very Low
5	Socialization has been applied	23	Very High	1	Very Low
6	There is evidence of socialization	20.2	Very High	1	Very Low

*SNI is the abbreviation of Standard National Indonesia or Indonesian National Standard

The halal policy that is applied in a business has a very large role in producing each of its products. Commitment and responsibility of human resources are important in a business because they include the production results produced. The halalness of a product is also important for businesses because it adds value to the product to be sold [12]. This is considering that the consumer market for halal products continues to increase every year, both in the domestic market and the international market. The halalness of a product can also significantly boost the level of product sales because it meets the needs and expectations of consumers. Every policy that has been made must be implemented, policy implementation is needed because there are policy problems that need to be addressed and solved [13]. The process of implementing policies is an effort to transfer information or messages from higher positions to lower positions. In the process of implementing an ideal policy, there will be interaction and reaction from the target group and the existence of environmental factors that result in the emergence of pressure followed by action.

The halal policy is a written commitment from company leaders to consistently produce halal products. The halal policy must be disseminated to all company stakeholders, such as staff and employees, including suppliers [14]. The implementation of halal policy that has been implemented by the company leadership is carried out by a team. Optimizing the halal industry can be done by providing halal certification to the tourism industry and businesses to gain the trust of tourists and reconstructing the efforts and policies undertaken by the Regional Government to develop the halal industry [15]. The human knows that everything that has been certified can be ensured that it is safe for consumption so halal certification can also be used as a benchmark for the quality of food ingredients to be consumed [16]. The greater the level of understanding of a Muslim about halal, the more positive the Muslim behavior regarding issues related to halal.

Knowledge of Criteria for the Development of Human Resources by workers

The research on the level of knowledge on the criteria for developing human resources by workers at slaughterhouses with halal standards and not-halal standards in the traditional market is presented in Table 2. The knowledge of workers for the criteria for developing human resources in halal-standard poultry slaughterhouses shows that the level of knowledge of workers was in the fairly high category, 15.4% to the high category of 18%, in other words, out of 26 respondents, there are 15.4% to 18% have a level of knowledge of human resource criteria in the high category. In poultry slaughterhouses with non-SNI halal standards based on the same question criteria, the results show that the level of knowledge of workers was in the very low category with a value of 1%, meaning that out of 26 respondents, there was 1% of people who have very low knowledge of the Human Resources development category.

Table 2. Knowledge Value Criteria for Development of Human Resources by Poultry Slaughterhouse Workers with SNI Halal Standards and Non-SNI Halal Standards in Traditional Market

No	Description	Halal Standards		Non-Halal Standards	
		Value	Category	Value	Category
1	Any training activities scheduled in a year	15.4	High Enough	1	Very Low
2	There is personnel training in accordance with the needs of SJPH implementation	15.6	High Enough	1	Very Low
3	There is evidence of training implementation	18	High	1	Very Low

*SNI:Standard National Indonesia or Indonesian National Standard, SJPH:Sistem Jaminan Product Halal

The level of knowledge of human resources in poultry slaughterhouses with halal standards related to the criteria for resource development is higher than the level of knowledge of workers in poultry slaughterhouses that do not yet have halal standards. Top management or business leaders have the task of directing, advising, as well as making decisions on every policy to be able to achieve organizational goals that have been planned together [17]. In addition, top management also has a moral responsibility to continue to maintain and care for the interactional relationships within the organization they lead. Organizational commitment includes elements of loyalty to the organization, involvement in work, and identification of organizational values and goals [18].

Highly knowledgeable employees/workers are generally employees who are knowledgeable and are considered to have good performance. Human resources are expected to have a basic knowledge of Halal [19]. Training is aimed at ensuring the competence of the personnel in charge of implementing the halal guarantee system [14]. This training can be divided into external training and internal training. External training is the halal guarantee system. External training organized by or on behalf of the halal product guarantee organizing body is

attended at least once in two years, while internal training is carried out by internal companies at least once a year.

The provision of training and workshops to workers, both restaurant staff and food ingredients suppliers, regarding halal products must be carried out so that one vision and one understanding support management in preparing halal product results [20]. A business can also conduct internal audits or training with business members to identify processes that comply with halal regulations and, more importantly, trace materials, processes, and presentations that do not comply with halal standards [21].

Knowledge of determining critical points in the production process of business actors is very important in supporting the halal production process [22]. With the knowledge of determining critical points, efforts are made to minimize or prevent potential cross-contamination hazards that have the potential to produce non-halal products. The problem of business actors in the form of a lack of human resources in mastering and implementing document filling can be overcome using a combination of several methods such as technology transfer, technical guidance and assistance, document manual creation, and equipment assistance to improve product quality [23]. Training activities for compiling manual documents for a group of Livestock Farmers members have a positive impact on the skills of members in applying for halal certification for small and medium enterprise products [24]. The increase in participants' knowledge of the material presented can be seen from the increase in the post-test scores given to the training participants.

It was further explained that to be able to produce healthy, safe, quality, and hygienic food, of course, it must be balanced with quality human resources who have good knowledge and understanding of food safety and can improve the quality of human resources who process food so that there is no physical, chemical contamination. and biology so that it is safe for consumers [25].

Knowledge of Top Management Responsibilities Criteria for Poultry Slaughterhouse Workers

Effect of the level of knowledge on the criteria for the responsibility of top management workers in poultry slaughterhouses with halal standards and not-halal standards in the traditional market, presented in Table 3. The knowledge of workers for the criteria for top management responsibility in a halal standard poultry slaughterhouse shows that the level of knowledge of workers is in the high category, 15.6% to very high, 21.2%, in other words, out of 26 respondents, there are 15.6 % of respondents have high knowledge and 18% of respondents have very high knowledge. In poultry slaughterhouses that do not yet have a halal standard, from the same question criteria, the results show that the knowledge level of workers is at 1% with a very low category, meaning that out of 26 respondents, there is 1% have very low knowledge of top management responsibilities.

Table 3. Knowledge Value Criteria for Top Management Responsibilities of Poultry Slaughterhouses with SNI Halal Standards and Non-SNI Halal Standards in Traditional Market

No	Description	Halal Standards		Non-Halal Standards	
		Value	Category	Value	Category
1	There is a halal supervisor	21	Very high	1	Very low
2	A supervisor has been assigned	20	Very high	1	Very low
3	Supervisors conducted external training	20.6	Very high	1	Very low
4	Supervisor already registered	21.2	Very high	1	Very low
5	Supervisory duties assigned	16.6	High	1	Very low
6	Leadership maintains halal integrity	16.8	High	1	Very low
7	Suppliers and distributors maintain halal integrity	15,6	High	1	Very low
8	Determination of responsibility involving all parties with written evidence	21	Very high	1	Very low
9	Determination of halal supervisor facilitated by mass organizations/PT/others	13.4	High enough	1	Very low

*SNI is the abbreviation of Standard National Indonesia or Indonesian National Standard

The knowledge of workers for the criteria for top management responsibility in a halal standard poultry slaughterhouse shows that the level of knowledge of workers is in the high category, 15.6% to very high, 21.2%, in other words, out of 26 respondents, there are 15.6 % of respondents have high knowledge and 18% of respondents have very high knowledge (Table 3). In poultry slaughterhouses not-halal standard, from the same question criteria, indicated that the knowledge level of workers was at 1% with a very low category, meaning that out of 26 respondents, there is 1% have very low knowledge of top management responsibilities.

The knowledge workers in poultry slaughterhouses with SNI halal standards and non-SNI halal standards regarding the sources of materials used in halal standard poultry slaughterhouses know more about the responsibilities of top management. The higher the education level of workers, the higher knowledge they have [26]. Training is one of the factors that influence worker knowledge, training activities are usually focused on employees to train skills to improve employee performance according to the position/section they carry out in the company [27].

The training is an activity that aims to increase the knowledge, skills, and attitudes of all personnel involved in critical activities [28]. Critical activities include supplier selection and approval for using raw materials, product formulation, purchasing, inspection of the merchandise, production, and storage of materials and products. Training (internal or external) must be carried out on a scheduled basis at least once a year or more frequently if necessary.

Knowledge Value Criteria of Halal Butcher by Workers

Based on the results of the research on the level of knowledge on the criteria for halal butcher slaughterers (In Indonesia Called JULEHA, an abbreviation from Juru Sembelih Halal) in slaughterhouses with SNI halal standards and non-SNI halal standards in the traditional market, presented in Table 4.

Table 4. Knowledge Value Criteria of Halal Butcher by Workers in Poultry Slaughterhouses with SNI Halal Standards and Non-SNI Halal Standards in Traditional Market

No	Description	Criteria	Value	Category
1	SNI Halal standard	• This company has JULEHA workers	18.0	High
		• JULEHA personnel conducted training	19.2	High
		• any certificate proof?	17.6	High
		• knowledge process of reading Basmalah	19.4	High
		• Do you apply the knowledge gained from the training?	24.8	High
2	Non-SNI halal standard	• This company has JULEHA workers	1.0	Very Low
		• JULEHA personnel conducted training	1.0	Very Low
		• any certificate proof	1.0	Very Low
		• knowledge process of reading Basmalah	18.0	Low
		• Do you apply the knowledge gained from the training	1.0	Very Low

*SNI is the abbreviation of Standard National Indonesia or Indonesian National Standard

The knowledge of workers for the criteria for fostering halal slaughterers from several question criteria at halal-standard poultry slaughterhouses shows that the level of knowledge of workers is in the high category with a value range of 18% to 24.8%, in other words, from 26 respondents in Halal standard poultry slaughterhouses as much as 18% to 24.8% of respondents have high knowledge (Table 4). In poultry slaughterhouses that did not yet have a halal standard, out of 26 respondents, on several question criteria, they had 1% or very low knowledge, but on the question criteria for reading Basmalah when slaughtering, the level of knowledge of the respondents was high with a value of 18%. It is known that workers' knowledge of slaughter procedures, workers know but the process of increasing knowledge by participating in training is

very low. Therefore, to increase the knowledge of human resources in a business, training is needed to increase the knowledge possessed. The lack of knowledge of workers in poultry slaughterhouses can be improved by participating in training held by other government institutions or agencies regarding the importance of training and the profession of halal slaughterers in poultry/animal slaughterhouses.

Efforts to improve the ability of human resources to help achieve organizational goals are productivity, in the form of work behavior that is reflected, among others, in hard work, tenacity, discipline, productivity, responsibility, motivation, benefits, creativity, dynamic, consistent, responsive, independent, and others [28]. In addition, the norms and values of individual behavior at work are also a form of work culture. Work culture is built to change the attitudes and behavior of existing human resources to increase work productivity. The legality of the juleha profession is currently very important because the critical point of halal meat products starts with halal animal slaughter [29]. Halalness can only be guaranteed if the slaughter is carried out by a juleha, especially a certified juleha [30] competence is the ability to develop skills, values, and attitudes that lead to performance and are reflected in the habits of thinking and acting by their profession.

CONCLUSIONS

The knowledge of workers in an SNI halal standards poultry slaughterhouse regarding commitment and responsibility is in the very high category. However, poultry slaughterhouses that do non-SNI halal standards have a very low category.

ACKNOWLEDGEMENT

The authors thank the supervisor and head of the Master's Degree Study Program in Animal Husbandry Science and Technology, University Hasanuddin.

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