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Portrait of an Individual Chicken Slaughterhouse Business in Assuring Halal Products in Society

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ABSTRACT

The amount of one's consumption can be based on income and level of need and satisfaction. In the last three years, the province of Central Java, Indonesia, has experienced an increase in broiler consumption. Chicken meat is the most popular source of animal protein in Indonesian society food consumption. Food in the form of livestock which in the process must be killed conventionally, only refers to consumer satisfaction through large levels of consumption, not paying attention to the elements of halal and health. This condition indicates a priority on customer satisfaction alone rather than consideration of Maslahah (goodness) aspects.

The halal traceability system must be strengthened to maintain the halal integrity of animal products, especially in individual slaughterhouses. The novelty of this research is specific to individual system chicken slaughterhouses, where previous research has tended to slaughter animals such as cows and buffaloes that use a more modern system. This study will photograph the chicken slaughtering business in the Pati Residency area, Central Java, Indonesia. This study uses the observation method. With a sample of 212 respondents, it was found that the chicken average was healthy, safe, and intact. However, chickens were still found to be contaminated with biological material, stressed, and died on the trip, and no antemortem examination was carried out.

Keywords: Halal slaughter guarantee; Consumer protection; Consumer sensitivity; Chicken slaughterhouse

1 Introduction

Economic activity arises from scarcity, where the needs and the number of people are not balanced. Humans try to be able to meet their needs by consuming certain goods or services. Referring to the Consumption Theory initiated by Keynes, consumption is based on people's income. People with high incomes will affect the level of consumption of goods and services [1]—the consumption function states that consumer satisfaction is the goal. The use value of a product of goods and services [utility] is proportional to the value of satisfaction by consumers [marginal]. The theoretical review is in conventional economics. Humans must meet Every need by consumption because there are opportunities in the form of income or other property ownership. Consumption is unavoidable for economic actors, including the government, the public, companies, and foreign communities. One of the other economic



actors experienced a consumption process. One concrete example of consumption is people who must fulfill their primary food needs. Conventional economic development only focuses on consumer satisfaction and has not been able to pay attention to the *maslahah* or goodness aspect. Food in the form of livestock which in the process must be killed conventionally, only refers to consumer satisfaction through large consumption levels. However, *maslahah*, the process of ensuring food, such as animals, must follow procedures to guarantee halal [2,3]. Violations of halal product guarantees include violations of consumer protection [4,5].

The guarantee of the halalness of a product is a combination of conventional and Islamic consumption economies. Product halalness is seen in the physical aspect and its process and distribution. One of the processes is slaughtering livestock, which follows the guidance of *Syaria'* and is maintained until it is in the hands of consumers. The need for broiler meat in Indonesia continues to increase. Central Java is the second-highest province in demand for broiler chickens. Central Java province has experienced an increase in broiler production during the last three years. Chicken meat is a source of animal protein that is most in demand by the people of Indonesia compared to other livestock meat because the price is more affordable, and the production is abundant. In addition, processing is also relatively easy. Households, restaurants, stalls, restaurants, industry, hotels, and others often consume chicken. Meanwhile, Figure 1 presents the production of broiler chickens.

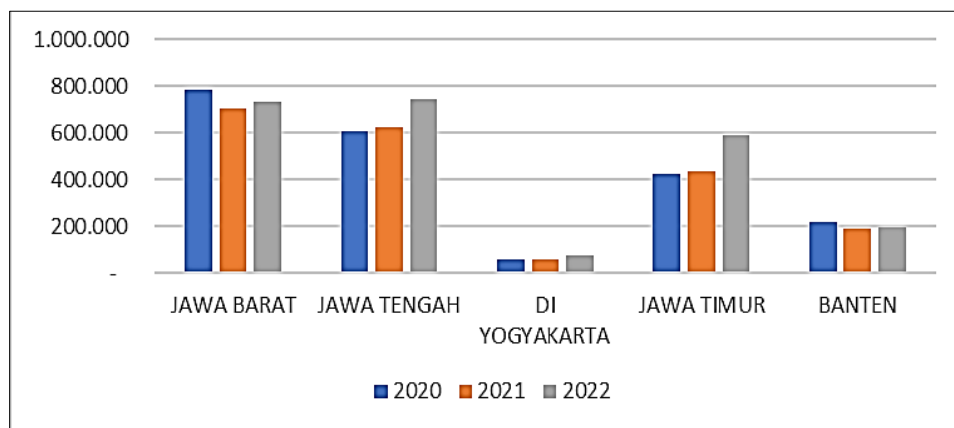


Figure 1: Production of Broiler Chickens [bps.go.id 2023]

The Central Statistics Agency [BPS] noted that there were 1,644 slaughterhouses [RPH] and slaughterhouses [TPH] spread across Indonesia in 2022. That 36.74% or 604 RPH/TPH were in Java, Indonesia. The nature of meat products according to Law no. 33 of 2014 concerning guarantees for halal products, namely that they must be Safe, Healthy, Whole, and Halal (ASUH). ASUH meat can only be produced from slaughterhouses that apply the NKV standard (veterinary control number) and the Halal Product Assurance System at the RPH. The halal traceability system must be strengthened to maintain the halal integrity of animal products, especially in individual slaughterhouses. The novelty of this research is specific to individual system broiler chicken slaughterhouses, where previous research has tended to be

slaughterhouse objects such as cattle and buffalo [2,6,7], which use a more modern system. Alignment between the reputation of halal products and guarantees of halal products will be very important for a brand to maintain its existence in the Muslim market [8].

Through the Law on Halal Product Guarantee and the Consumer Protection Act, the government stipulates that all products circulating in Indonesia must be halal-certified or have guaranteed safety. The need for halal and healthy products is not only for Muslim communities but also for non-Muslim communities because halal products are guaranteed for their products' cleanliness and safety [9,10]. Previous research conducted by the National Sharia Economic and Finance Committee [KNEKS] [11] recommended forming a food inspector committee and suggested further research to support this policy running well.

2 Materials and Methods

This study uses ethnographic observations regarding the running business carried out by traders of purebred chickens in the Pati Residency area, Central Java, Indonesia. This survey aims to dig up information related to business phenomena that occur. From this activity, data will be obtained regarding the portrait of the slaughterhouse business focused on purebred chickens, which are managed individually.

The population is all individual chicken slaughterhouse entrepreneurs in Central Java. The research sample is individual chicken slaughterhouse business actors, with as many as 212 respondents. This study uses primary data and secondary data. Primary data was taken through field surveys, ethnography, in-depth interviews, and filling out questionnaires. Secondary data comes from BPS data.

3 Results

From the recap results of filling out the questionnaire and the results of direct observation, the following research results were obtained:

- 2.8% of chickens were contaminated with biological and chemical substances
- 12% are not available for temporary shelter. Chickens will shrink if accommodated.
- 2.9% of unhealthy chickens stress on the trip
- 30.2% did not carry out an antemortem examination
- 99.1% condition of intact and live chickens, if disabled, will be mutilated
- 33.1% of defective chickens were sold at a lower price than whole chickens
- 18.4% of the chickens come from their livestock. Most take them from breeders and intermediary traders; RPA focuses on cutting, not minding.
- 46.2%, RPA chooses a trusted supplier to guarantee the halal ingredients
- 99.1% RPA did not accept the chicken died yesterday

[tabulation in the appendix]

Interestingly, most home-based chicken slaughterhouse owners only focus on cutting and turning. So, it doesn't do chicken farming on an ongoing basis. The average information

obtained is that the risk of cultivation is quite large. Most chicken slaughtering business actors obtain chicken from chicken breeders and traders. On average, business actors do not have temporary shelters with the consideration that the chickens will be increasingly stressed and lose up to 0.2 ounces of weight each night.

4 Discussion

This study's results align with research conducted by [12] that Halal chicken ingredients for slaughter need to start with selecting the right chicken supplier, given the contamination of chicken meat depending on the conditions in which the animal. Contamination of carcasses in chicken slaughterhouses is greatly influenced by the microbial status of live birds, which is related to livestock practices and hygiene measures at the farm and transport levels [13]. Live animals can carry a large microbial load, especially on their skin, fur, and intestinal tract [14]. The results of this study support the research conducted by [15] that there is still a risk of physically disabled chickens and weak conditions of chickens in chicken slaughterhouses. In some chicken slaughter businesses, they will treat disabled chickens. Chickens will still be slaughtered and mutilated with deformed parts. It was also found that these deformed and weak chickens were butchered and sold as usual. Considering that this is halal, it can be seen not only in the slaughtering process but also starting from the input of the ingredients.

5 Conclusions

Meeting the elements of food safety is mandatory for food consumption. If food safety elements are not met, it will negatively impact consumers and producers. Therefore, food safety is a major concern for business people in their production processes. This matter is due to the motivation to present products or food that are safe for consumption by consumers. Meanwhile, from the consumer side, food safety is a key element in choosing food. The business people must identify critical points to keep the food still meeting the elements of food safety. The identification process needs to be completed with qualitative value, especially for determining opportunities for contamination. It is important to determine the strategy mitigation.

Author Contributions

"Conceptualization by Dina Lusianti, methodology by Rozaq Muhammad Yasin.; investigation by Ahmad Nilnal Munachifdlil 'Ula. Data curation by Ella Awwalia Suciyanti and Muhammad Faliq Insanulkhair.

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Appendix

Free Contamination					
		frequency	percent	Valid Percent	Cumulative Percent
Valid	Free	206	97.2	97.2	97.2
	Not Free	2	.9	.9	98.1
	Other	4	1.9	1.9	100.0
	Total	212	100.0	100.0	

Antemortem Examination					
		frequency	percent	Valid Percent	Cumulative Percent
Valid	Once Checked	148	69.8	69.8	69.8
	Not Checked	63	29.7	29.7	99.5
	Other	1	.5	.5	100.0
	Total	212	100.0	100.0	

Healthy					
		frequency	percent	Valid Percent	Cumulative Percent
Valid	Healthy	206	97.2	97.2	97.2
	Not healthy	1	.5	.5	97.6
	Other	5	2.4	2.4	100.0
	Total	212	100.0	100.0	

Pen Shelter Temporary					
		frequency	percent	Valid Percent	Cumulative Percent
Valid	Available	200	94.3	94.3	94.3
	Not Available	12	5.7	5.7	100.0
	Total	212	100.0	100.0	

Chicken Supplier					
		frequency	percent	Valid Percent	Cumulative Percent
Valid	breeder	10252	48.1	48.1	48.1
	Trader Intermediary	71	33.5	33.5	81.6
	Other	39	18.4	18.4	100.0
	Total	212	100.0	100.0	

Accept died chicken					
		frequency	percent	Valid Percent	Cumulative Percent
Valid	No	210	99.1	99.1	99.1
	Other	2	.9	.9	100.0
	Total	212	100.0	100.0	

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