



## **Analysis of The Implementation of Halal Logistics Management in Food and Beverage Retail Business (Case Study At Kopi Kenangan)**

### **Analisis Penerapan Manajemen Logistik Halal Pada Bisnis Ritel Makanan Dan Minuman (Studi Kasus Pada Kopi Kenangan)**

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#### **Abstract:**

Halal logistics management in the food and beverage industry is an integrated activity that starts from purchasing raw materials, then converting raw materials through the production process, producing finished products and finally delivering finished products to customers. Halal products are not only limited to looking clean but also need to know the process of implementing halal logistics management throughout the production process. The purpose of this study is to determine how the halal logistics management process starts from the process of supplying raw materials, processing, packaging and distribution carried out during the supply chain process to create a halal measure of a product carried out at Kopi Kenangan. The result of this study is the implementation analysis of halal logistics management at Kopi Kenangan consists of four activities: First, the production preparation process, Second, the production process, Third, the distribution process, Fourth, consumption activities. All of Kopi Kenangan products are in accordance and implement halal standardization properly in accordance with Islamic law, including production activities that do not use prohibited raw materials such as pork, dogs, blood, and khamr. All tools and places used for production and distribution activities are guaranteed cleanliness and halalness.

**Keywords:** Halal Logistics, Process, Product, Management

#### **Abstrak:**

Manajemen logistik halal pada industri makanan dan minuman merupakan kegiatan terpadu yang dimulai dari pembelian bahan baku, kemudian mengubah bahan baku melalui proses produksi, menghasilkan produk jadi dan akhirnya mengantarkan produk jadi kepada pelanggan. Produk halal tidak hanya sebatas terlihat bersih saja tetapi juga perlu mengetahui proses penerapan manajemen logistik halal selama proses produksi. Tujuan dari penelitian ini adalah untuk mengetahui bagaimana proses manajemen logistik halal mulai dari proses penyediaan bahan baku, pengolahan, pengemasan dan distribusi yang dilakukan selama proses rantai pasok hingga terciptanya ukuran kehalalan suatu produk yang dilakukan di Kopi Kenangan. Hasil dari penelitian ini adalah analisis implementasi manajemen logistik halal di Kopi Kenangan terdiri dari empat kegiatan: Pertama, proses persiapan produksi, Kedua, proses produksi, Ketiga, proses distribusi, Keempat, kegiatan konsumsi. Seluruh produk Kopi Kenangan telah sesuai dan

menerapkan standarisasi halal dengan baik sesuai dengan syariat Islam, termasuk kegiatan produksi yang tidak menggunakan bahan baku yang diharamkan seperti daging babi, anjing, darah, khamr, serta terjamin kebersihan dan kehalalannya.

**Kata Kunci:** Logistik Halal, Proses, Produk, Manajemen

## INTRODUCTION

The development of the halal industry needs to be supported so that logistics companies strive to offer services that are in accordance with halal policies in the fields of inventory procurement, transportation, warehousing, distribution, and supervision by aligning human resources with a professional halal logistics system, so as to ensure consumers get halal products that are suitable for consumption and in turn, the Indonesian halal industry ecosystem will be created.<sup>1</sup> Halal supply chain management is defined as halal network management with the aim of extending halal integrity from the source to the consumer's point of purchase. To ensure that products are truly halal at the consumer's point of purchase, it is important to determine what the principles are in halal supply chain management.<sup>2</sup> Halal logistics and halal supply chain management are important disciplines for the halal industry in extending halal integrity from source to consumer point of purchase. Argues that the foundation of halal supply chain management is determined by three factors, namely: direct contact with haram (prohibited), contamination risk, and Muslim consumer perception. For halal products, it also requires services in maintaining the quality of halal products from the place of origin to consumers who previously endeavoured to obtain halal certification.<sup>3</sup>

The high domestic demand for halal products and the opening of the Asean and international markets encourage the national halal industry to pay attention not only to the brand side but also how products reach consumers. Within the scope of supply chain management, the halal product process includes activities: production, processing and packaging, storage and delivery of products to customers. In terms of logistics, the delivery of halal products must be separated from haram products.<sup>4</sup> This is done to avoid contamination of the haram product.<sup>5</sup> Logistics service providers play an important role in ensuring the integrity of halal products throughout the supply chain. Halal certification for logistics operations is essential

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<sup>1</sup> S. A. Kadir, "The Development of Halal Logistics in Thailand. Taylor and Francis Grup," 2020, <https://www.taylorfrancis.com/chapters/edit/10.4324/9780429329227-10/development-halallogistics-thailand-suhaila-abdul-kadir>.

<sup>2</sup> Van der Vorst J.G.A.J. Tieman M and Ghazali M.C., "Principle in Halal Supply Chain Management," *Journal of Islamic Marketing* 3, no. 3 (2012): 217–43.

<sup>3</sup> M. Tieman, "The Application of Halal in Supply Chain Management: In-Depth Interviews," *Journal of Islamic Marketing* 2, no. 2 (2011): 186–95.

<sup>4</sup> M Tieman, "Establishing The Principles In Halal Logistics," *Journal of Emerging Economies and Islamic Research* 1, no. 1 (2013): 1–13.

<sup>5</sup> E. Saribanon, O. R. Purba, and L. Agusinta, "Between Halal Logistics And Halal Policies," *Advance in Transportation and Logistics Research* 1 (2018): 1007–13.

to maintain the halal status of products during transport, storage, and handling until they reach consumers.<sup>6</sup> Obtaining halal certification, logistics service providers contribute to maintaining the halal integrity of food products, which is crucial to fulfil the needs of Muslim consumers and comply with Islamic principles.<sup>7</sup> Halal certification serves as an assurance that products are produced in accordance with Sharia law, providing certainty to consumers regarding the halal status of the goods.<sup>8</sup>

The growth of the halal logistics business in Indonesia is also on the rise, starting from the halal certificate system, which starts from management that carries out halal activities in the handling system issued by the authorised LPPOM MUI. Even though it already has a halal certificate, the logistics industry in Indonesia still faces obstacles, where the biggest obstacle and needs special handling is that there is no standardisation of halal logistics handling itself.<sup>9</sup> and the Indonesian Government has not specifically regulated halal logistics clearly.<sup>10</sup> for this reason, it is necessary to conduct a study or research to be able to determine strategies and innovations in implementing halal logistics. In addition, halal certification can have a significant positive impact on logistics performance. Studies have shown that the implementation of halal certification leads to improved logistics performance, which indicates that logistics service providers can improve their operational efficiency and effectiveness through halal certification.<sup>11</sup>

The implementation of halal logistics management in the food and beverage industry is a multifaceted endeavor that requires a comprehensive understanding of both the operational challenges and the opportunities presented by the halal market. Halal logistics, which encompasses the entire supply chain from production to consumer purchase, is essential for maintaining the integrity of halal products. This integrity is crucial not only for compliance with Islamic dietary laws but also for meeting the expectations of a growing consumer base that prioritizes halal certification in their purchasing decisions.<sup>12</sup> One of the primary challenges in implementing halal logistics is the lack of awareness and understanding among

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<sup>6</sup> S. Zailani et al., "Halal Logistics Opportunities and Challenges," *Journal of Islamic Marketing* 8, no. 1 (2017): 127–39, <https://doi.org/https://doi.org/10.1108/JIMA-04-2015-002>.

<sup>7</sup> A. Muneeza and Z. Mustapha, "Halal Certification Process for Fisheries Products in Maldives," *Journal of Islamic Marketing* 12, no. 2 (2021): 451–66, <https://doi.org/https://doi.org/10.1108/JIMA-02-2019-0035>.

<sup>8</sup> W. Novitasari et al., "Halal Certification Literacy for MSME Enterprises 'Aisyiyah Tranting Market Sipirok," *Aktual: Jurnal Pengabdian Kepada Masyarakat* 2, no. 1 (2024): 27–32.

<sup>9</sup> R. T. Ashari, "Pengembangan Sistem Logistik Produk Halal Di Indonesia," *Halal Research Journal* 1, no. 1 (2021): 8–19, <https://doi.org/https://doi.org/10.12962/j22759970.v1i1.13>.

<sup>10</sup> I. Prasetyo and T. L. Jasmine, "Penerapan Standar Logistik Halal Di Indonesia Sebagai Persyaratan Logistik Global," *Ilmiah Manajemen EMOR* 6, no. 1 (2022): 58–71.

<sup>11</sup> C. W. Santosa, F. Fahma, and R. W. Damayanti, "Effect of Halal Certification on Logistic Performance and Financial Performance," *Jurnal Teknik Industri* 24, no. 2 (2022): 117–28, <https://doi.org/https://doi.org/10.9744/jti.24.2.117-128>.

<sup>12</sup> Zailani et al., "Halal Logistics Opportunities and Challenges."

stakeholders about the specific requirements of halal logistics. Research indicates that many logistics providers and food manufacturers are not fully equipped to meet halal standards, which can lead to contamination risks during transportation and storage.<sup>13,14</sup> Furthermore, the barriers to effective halal logistics implementation include insufficient training for personnel, inadequate infrastructure, and a lack of financial incentives from governments to encourage compliance.<sup>15, 16</sup> For instance, Susanty et al. identified 13 barriers to halal logistics implementation, highlighting the need for targeted training and support from regulatory bodies to enhance compliance among food and beverage companies.<sup>17</sup>

Moreover, the halal logistics landscape is evolving, driven by increasing consumer demand for halal products. As highlighted by Zailani et al., the halal logistics sector presents both opportunities and challenges, particularly for early adopters who must navigate the complexities of ensuring product integrity throughout the supply chain.<sup>18</sup> The integration of halal traceability systems is one avenue through which companies can enhance their logistics operations, ensuring that the halal status of products is maintained from production to consumption<sup>19</sup>. This is particularly relevant in the context of the food and beverage industry, where maintaining halal integrity is paramount to consumer trust and market competitiveness.<sup>20</sup> In addition to operational challenges, the implementation of halal logistics also requires a strategic approach to marketing and consumer engagement. Research has shown that consumers are increasingly willing to pay a premium for halal-certified products, which underscores the importance of effective

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<sup>13</sup> S. Zailani, S. Jafarzadeh, M. Iranmanesh, et al., "Halal Logistics Service Quality: Conceptual Model and Empirical Evidence," *British Food Journal* 120, no. 11 (2018): 2018, <https://doi.org/https://doi.org/10.1108/bfj-07-2017-0412>.

<sup>14</sup> A. M. Sazali and J. S. Ligte, "The Importance of Halal Logistics Implementation in Indonesia in Compliance with Domestic and Global Halal Market Requirements," *Jurnal Transportasi Multimoda* 17, no. 2 (2021), <https://doi.org/https://doi.org/10.25104/mtm.v17i2.1319>.

<sup>15</sup> A. Susanty et al., "Mapping the Barriers for Implementing Halal Logistics in Indonesian Food, Beverage and Ingredient Companies," *Journal of Islamic Marketing* 12, no. 4 (2020): 649–69, <https://doi.org/https://doi.org/10.1108/jima-11-2019-0244>.

<sup>16</sup> Risyawati Mohd Ismail, "Issues of Japan Halal Industry: An Exploration of Potential Obstacles to Japanese Smeśa Export Development," *International Journal of Supply Chain Management* 6, no. 2 (2017): 209–14.

<sup>17</sup> Susanty et al., "Mapping the Barriers for Implementing Halal Logistics in Indonesian Food, Beverage and Ingredient Companies."

<sup>18</sup> S. Zailani, S. Jafarzadeh, D. Iranmanesh, M., Nikbin, et al., "Halal Logistics Service Quality: Conceptual Model and Empirical Evidence," *British Food Journal* 120, no. 11 (2018): 2599–2614, <https://doi.org/.https://doi.org/10.1108/bfj-07-2017-0412>.

<sup>19</sup> Nor Sara Nadia Muhamad Yunus et al., "Muslim's Purchase Intention towards Non-Muslim's Halal Packaged Food Manufacturer," *Procedia - Social and Behavioral Sciences* 130 (2014): 145–54, <https://doi.org/10.1016/j.sbspro.2014.04.018>.

<sup>20</sup> M. M. Husin, S. Kamarudin, and A. M Rizal, "Food and Beverage Industry Competitiveness and Halal Logistics: Perspective from Small and Medium Enterprises in Malaysia," *Asian Journal of Islamic Management (AJIM)* 3, no. 1 (2021): 1–10, <https://doi.org/https://doi.org/10.20885/ajim.vol3.iss1.art1>.

halal logistics in enhancing brand loyalty and customer satisfaction.<sup>21 22</sup> Companies must therefore not only focus on compliance but also on communicating their halal logistics practices to consumers, thereby reinforcing their commitment to quality and safety.<sup>23</sup>

Moreover, obtaining halal certification can influence consumer behaviour, as consumers are more willing to pay for halal-certified products, thus increasing the demand for certified halal logistics services. The urgency of halal certification for logistics service providers is emphasised by the need to cater to Muslim consumer preferences and tap into the growing halal market segment. Halal certification is not only a regulatory requirement, but also a strategic business decision that can open up opportunities for logistics service providers to access new markets and improve their competitiveness. By aligning themselves with halal certification standards, logistics service providers can demonstrate their commitment to quality, integrity, and adherence to Islamic principles, thus building trust and satisfaction among producers and consumers. Halal logistics management does not only apply to food, but also beverages. Therefore, this study was conducted to determine the application of halal logistics management in Kopi Kenangan.

## **RESEARCH METHOD**

This research uses a qualitative approach to describe the problems and research focus. Qualitative methods are social research steps to obtain descriptive data in the form of words and pictures. This is in accordance with what is revealed by Lexy J. Moleong that the data collected in qualitative research is in the form of words, pictures, and not numbers. States that a qualitative research approach is an approach that does not use the basis of statistical work, but is based on qualitative evidence.<sup>24</sup> The research object in this study is Kopi Kenangan. This study aims to determine the process of implementing the halal supply chain. Therefore, a research subject is needed that meets the parameters that can reveal the above so that it is possible to obtain data. This research uses exploratory descriptive analysis techniques, which aim to describe the state or status of the phenomenon<sup>25</sup>. In this case the author only wants to know things related to the state of something, namely describing the results of the research that the author has done, so that readers can easily understand and get a clear picture of the results of the research. This research was conducted by direct observation to the field and in-depth interviews with

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<sup>21</sup> M Fathi, E., Zailani, S Iranmanesh and K Kanapathy, "Drivers of Consumers' Willingness to Pay for Halal Logistics," *British Food Journal* 118, no. 2 (2016): 464–79.

<sup>22</sup> D. Rizki et al., "Best Practice Halal Integrity Management in the Logistic Chain Scheme: Analysis of Opportunities and Challenges," *Journal of Islamic Economic Laws* 6, no. 1 (2023): 13–29, <https://doi.org/https://doi.org/10.23917/jisel.v6i1.19867>.

<sup>23</sup> Fathi, E., Zailani, S Iranmanesh and Kanapathy, "Drivers of Consumers' Willingness to Pay for Halal Logistics."

<sup>24</sup> L. J. Moleong, *Metodologi Penelitian Kualitatif* (Bandung: Remaja Rosdakarya, 2011).

<sup>25</sup> S Arikunto, *Prosedur Penelitian (Suatu Pendekatan Praktek)* (Jakarta: Rineka Cipta, 2006).

supervisors, employees and some consumers as well as collecting secondary data. The results of his research will provide an overview of the implementation of halal logistics activities starting from the process of managing procurement, movement, storage, and handling of materials, and inventory of semi-finished goods along with the flow of information and related documentation through the organization and supply chain of the company in accordance with the general principles of sharia, so that the effectiveness of the implementation of halal logistics and its compliance with the Halal Policy can be known.

## **RESULTS AND DISCUSSION**

The above research results were obtained through a series of research processes and interviews with Kopi Kenangan supervisors and consumers. This research adopts a descriptive method with qualitative data analysis, focusing on “How is halal logistics management implemented in the food and beverage industry at Kopi Kenangan?” In the food and beverage processing industry, the main activities include several aspects, such as Human Resources, inbound halal logistics services, production, outbound halal logistics, and customers. The process includes halal supply chain management. Based on the research results, the business process at Kopi Kenangan is a production process that is in accordance with sharia principles

The products produced are halal goods, both in terms of ingredients and production process. The ingredients are halal, because during the research, the author did not find any items that are considered haram according to Islam, such as carrion, pork, dogs, liquor, and the like. In addition, the production process is also halal because it is carried out in accordance with Islamic sharia principles. The complexity of the process in the halal industry is a very important aspect to consider. So far, consumers only focus on the halal label without realizing that guaranteeing the halalness of a product includes all elements in the manufacturing process until the product reaches consumers.

Consumers may be attracted to the halal label on a product, but it is important to understand the comprehensive nature of halal certification. Just knowing that the ingredients are halal is not enough. If the production process does not meet halal requirements, the product can no longer be considered fully halal, even if the ingredients are halal. This holistic approach is crucial to maintaining the integrity of the halal industry and ensuring that products meet Islamic ethical standards.

As the halal market grows, the complexity and sophistication of the certification process becomes increasingly important. Consumers, companies and certification bodies all have a role to play in maintaining the high standards expected of halal products and ensuring that the halal mark truly guarantees compliance with Islamic law from start to finish.

Halal certification process goes beyond the sourcing of raw materials and covers every aspect of the production process. Ensuring the halal quality of a product

requires careful scrutiny of equipment, procedures, storage and monitoring, all of which must comply with Islamic principles.

**Figure 1. Flowchart On The Halal Logistics Process**



## 1. Human Resources

Human resources here include internal halal committees, halal executives, worker needs and training, and worker welfare. The following is an explanation of these aspects:

### a. Internal Halal Committee

Based on an interview conducted at Kopi Kenangan Doubleway Unej, Kopi Kenangan has obtained halal certification from the MUI which guarantees the halalness of the entire production process. The supervisor explained, "supervision from the MUI but we pay close attention to the quality and halalness of products that reach consumers. Therefore, we have several monitoring mechanisms for distribution partners such as routine quality checks, and we conduct periodic inspections of products distributed by the center to ensure that their quality and freshness are maintained. We monitor the storage temperature of the product during the distribution process to ensure that the product is not damaged or experiences changes in quality. In addition, we periodically verify the halal documents owned by distribution partners to ensure that all products distributed have gone through the halal certification process. " This shows that there is a committee that evaluates all components of halal logistics implemented by the company. Committee members must be Muslims who have experience in fields such as human resources, manufacturing, environment, accreditation, logistics, and traceability technology. They are tasked with evaluating whether each

component of the supply chain meets halal standards. In this case, MUI acts as a committee that evaluates all halal supply chain management activities, and provides halal certificates after all standards have been met.

**b. Halal Executive**

Kopi Kenangan does not yet have a dedicated halal executive. Supervision of halal supply chain management activities is fully carried out by MUI, which also issues halal certificates after all processes are met. The supervisor stated, “Kopi Kenangan has implemented an internal audit system that is carried out routinely every 2-3 months. Our internal audit team will examine all aspects of production, from supplier selection, raw material receipt, production process, to packaging. The goal is to ensure that there are no deviations from established procedures and that our products are always halal.” So even though there is no executive halal certificate at Kopi Kenangan, they have ensured that there are no deviations from established procedures and that their products are 100% halal.

**c. Worker Needs and Worker Training**

Kopi Kenangan pays attention to specific criteria for its workers. They require that workers are Muslim. For training, Kopi Kenangan provides regular training to employees. The supervisor stated, “employees can be male or female who are Muslim and the training is done centrally because there must be a special trainer for baristas which is carried out at a certain time.” There is a maximum age limit of 30 years for workers at Kopi Kenangan because their market share is teenagers, and employees must adjust to the needs of the company.

**d. Worker Welfare**

At Kopi Kenangan, employees work according to the opening hours, which are from 8am to 10pm. They are allowed to eat and drink during breaks because the work system uses a 7-hour shift, and their salaries are in accordance with the agreement between the center and the employees. As stated by the interviewee, “The work system is a 7-hour shift. Whenever there is an event or training, if possible, they are definitely included, either at the center or directly at the outlet. There must be bonuses at certain times, and during Lebaran, employees also get THR.” From this statement, it can be concluded that the welfare of workers at Kopi Kenangan is fulfilled, which is also reinforced by the statement of an employee, “Alhamdulillah, working here is comfortable and can fulfill our needs. Sometimes we get tips from customers or if during closing there is food or drink that is still available, we can also take it home.” At Kopi Kenangan, there is no unequal difference between the supervisors in each outlet and the employees because they back up each other and all are seen as equal in the eyes of Allah SWT.



## **2. Inbound Halal Logistics Services**

Inbound halal logistics services include arranging the movement of goods from suppliers to storage and transportation processes. Here are the details of storage and transportation at Kopi Kenangan:

### **a. Storage**

Storage here refers to where the raw materials are stored. This is a very important aspect, and Kopi Kenangan has a dedicated storage area that is separate from other goods and free from contamination of haram substances. The interviewee explained, "We always separate the ingredients according to their variants and types so it is guaranteed to be clean, because I always check the cleanliness of the raw material storage area, it is not mixed with others, let alone haram ones. Twice a week, the storage area is cleaned to prevent contamination. We have a very detailed standard operating procedure (SOP) regarding the cleanliness and sanitation of storage facilities. These SOP's cover all aspects, from the selection of safe cleaning agents to the proper frequency of cleaning. All employees on duty in the storage area are required to follow this SOP." From this statement, it can be concluded that Kopi Kenangan takes great care in keeping the storage area clean and tidy. They clean the area regularly to ensure the materials remain in good condition.

### **b. Warehouse**

The storage warehouse at Kopi Kenangan is clean and there are no non-halal ingredients. Materials are sent from the center and then stored in storage and after the remaining stock is 50%, the supervisor informs the center to request the delivery of raw materials. Especially for ice cubes, storage is carried out in a regular freezer and is supplied every 2 days.

### **c. Transportation**

Delivery is carried out by the center using a vehicle owned by the center. Delivery of food and drinks at Kopi Kenangan is carried out using online motorcycle taxis such as gojek, gofood and Shopeefood where the packaging already used cup sealer and provides a goodie bag so that it can be ensured that it is safe from spilling or contamination.

## **3. Product Manufacturing**

Preparation for product manufacturing at Kopi Kenangan is an activity to prepare all needs or everything related to production activities. The production preparation process at Kopi Kenangan consists of several activities including raw materials, ingredients, equipment and tools, and product processing.

### **a. Raw Material**

The logistics management process related to the procurement of raw materials carried out at Kopi Kenangan is to monitor the storage temperature. "Because the raw materials are sent from the center, we monitor the product

storage temperature during the distribution process to ensure that the product is not damaged or experiences changes in quality. The raw materials used are guaranteed halal because none of them contain alcohol." (interview results on September 25, 2024)

**b. Ingredients**

The most used ingredients in Kopi Kenangan are definitely coffee, coffee beans that are often used from Aceh. In addition, other ingredients include simple syrup or fructose, 100% pure cow's milk, caramel syrup, almond syrup and other variants that already have halal certification on all menus. In selecting ingredients, Kopi Kenangan always chooses the best ingredients so that the quality of its products is always maintained and the taste of its products.

**Figure 1. Kopi Kenangan's Menu**



**c. Equipment And Tools**

The equipment and tools used at Kopi Kenangan are special equipment that is used every time coffee is made, not mixed with any other production and not used for personal matters. As the following statement, "The production tools here are not used or mixed with personal cooking utensils, the production tools for Kopi Kenangan are separate and separated from personal consumption", (interview results on September 25, 2024). The equipment used has of course been cleaned first, as the following statement, "We have a very detailed standard operating procedure (SOP) regarding the cleanliness and sanitation of storage facilities. This SOP covers all aspects, from the

selection of safe cleaning materials to the correct cleaning frequency." This is done because Kopi Kenangan pays great attention to the aspect of cleanliness, this is also always carried out in the production process.

#### **4. Halal Logistics Service Outbound**

Halal logistics service outbound is a process related to storage, final products, and related information about production for end users or consumers. This process includes storage, warehouse, and transportation. For this reason, halal supply chain management activities related to the final production process at Kopi Kenangan are as follows:

##### **a. Storage**

All menus at Kopi Kenangan are served directly or impromptu when there are customers, so they are always fresh and their quality is guaranteed. For this reason, storage is only carried out on raw materials that come from the center. Storage is carried out in a freezer and also a clean warehouse that is not contaminated with non-halal products. The serving process at Kopi Kenangan is also in accordance with Islamic law, namely clean and not contaminated with haram substances. This is proven by the place of manufacture and serving which is very clean and tidy and there are no haram substances from what the researcher observed. This is also supported by the following statement, "The place is always cleaned regularly and in accordance with sharia, because we always pay attention to the cleanliness and quality of the product whether it is suitable for consumption or not" (interview results on September 25, 2024). Then the presentation is also packaged using good quality packaging that is food grade and environmentally friendly because it no longer uses plastic bags but cloth goodie bags.

##### **b. Warehouse**

The storage warehouse is only for raw materials supplied from the center. The warehouse at Kopi Kenangan has met good hygiene standards. In the process of ensuring the halalness of raw materials at Kopi Kenangan, it starts from the supplier selection stage. The selected suppliers have a good reputation and are committed to the quality and halalness of the product. Kopi Kenangan also routinely audits supplier production facilities, including checking the storage system, production process, and packaging. All data and documents related to the halalness of raw materials will be properly documented for tracking and verification purposes.

##### **c. Transportation**

The vehicle used to deliver raw materials to the outlet uses a special vehicle that has been prepared by the center, so that it can be ensured that it is not contaminated with other materials whose halalness is not clear. The transportation process from Kopi Kenangan to customers is also via online

motorcycle taxis, namely Gojek, Gofood and Shopeefood or it can also be done by local couriers. Kopi Kenangan packs products safely and hygienically and tightly closed and uses goodie bags so that there is no worry of contamination with other food or beverage ingredients that are sent together by online motorcycle taxis.

## 5. Customers

Products that have gone through the production process are then packaged and served to customers for consumption. Researchers conducted interviews with customers to find out whether customers are confident in the halal process carried out by Kopi Kenangan in the production process from start to finish. The role of customers is very important in the halal logistics management process. The halal aspect from the customer's perspective can be seen in terms of confidence and cleanliness as follows:

### a. Customer Confidence in Halal Food

When interviewing customers, the results of the interviews showed that customers are confident in the halalness of the products at Kopi Kenangan, as in the following statement, "I'm sure, sis, because in my opinion the place is clean and fragrant, the distinctive smell of coffee when you enter the outlet makes it comfortable and makes you want to hang out here. The coffee is also delicious, and the price is also suitable for students." (interview results on September 26, 2024, source of information from consumers). The following are the results of interviews with other customers "I'm sure, sis, because all the menus here are halal, there is nothing alcoholic and the coffee tastes good" (interview results on September 26, 2024, source of information from consumers). Based on some information from consumers, they are sure that the production process at Kopi Kenangan is clean, does not contain haram ingredients such as pork, alcohol, and others, and the taste of the product is good and delicious. The price offered is also very affordable according to its market, namely students and teenagers. It is possible that customers who are on a diet are also the target market because there is a menu that uses oat milk as an ingredient.

### b. Cleanliness Conditions

Cleanliness is also one of the most important factors in halal logistics management, which can be seen in the production and distribution process. Apart from the taste and content of the ingredients, cleanliness is the main point highlighted by customers because if the place is clean, they feel comfortable and at home to linger at the outlet. Kopi Kenangan strictly implements cleanliness and has very detailed standard operating procedures (SOPs) regarding the cleanliness and sanitation of storage facilities. This SOP covers all aspects, from choosing safe cleaning materials to proper cleaning

frequency such as storage areas that must be cleaned twice a week, employees must be clean and wear uniforms and aprons and gloves provided, must not use excessive accessories, must not use cellphones when serving customers, and must not talk too much during service so that the production process runs optimally. Then the place for producing and serving food is also clean, not contaminated with non-halal materials and there are no haram animals roaming around the place. This reflects that Kopi Kenangan implements good and halal cleanliness for customers.

## **CONSLUSION**

Based on the results of the description that has been presented regarding the Analysis of The Implementation of Halal Logistic Management in Food and Beverages Retail Business (Case Study at Kopi Kenangan), it can be concluded that the implementation of Halal Logistics Management at Kopi Kenangan is carried out properly and in accordance with sharia rules, including no haram substances such as alcohol, lard and other haram things. Then the storage place at Kopi Kenangan is in accordance with the standard, namely in a clean storage warehouse and also a freezer according to a safe temperature. All tools and places used for production activities and product distribution are guaranteed cleanliness because there are SOPs that must be obeyed by all employees. So far at Kopi Kenangan there are no obstacles related to the production or distribution process. This research shows that halal is not just labeling, but halal is a product process from upstream to downstream guaranteed halalness and cleanliness and must also not be contaminated with non-halal ingredients. Supervision and guarantee of halal products have also been carried out by Kopi Kenangan. Of course, in this case, people do not need to worry and doubt about the halalness of their products because halal certification and logistics form consumer confidence so that halal products can compete in the international market.

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