

## **Obedience Analysis of Chicken Meat Production Phase in Halal Supply Chain Reviewed From Fatwa DSN MUI and Consumer Protection Law**

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### **ABSTRACT**

*Meat is a basic need that is consumed by almost all Indonesians. Although chicken is a halal animal, if the slaughter process is not carried out in a halal manner, the meat can become haram. Seeing the increasing consumer needs, it is important to maintain the integrity of halal meat by ensuring the status and requirements of halal meat are fulfilled. As a phenomenon found in one of the supermarkets in Kediri, chicken meat was found whose slaughter was considered less than perfect because the chicken's neck was not slaughtered like using a knife; there was only a small hole in the neck. So, it is important to suspect how the supply chain of chicken meat circulates in Kediri Regency, so this research is focused on: 1. How is the halal supply chain of chicken meat in Mr. X's RPA? 2. How is the obedience of the chicken meat production phase in the halal supply chain at Mr. X's RPA in terms of the DSN MUI Fatwa Number 12 of 2009? 3. How is the obedience of the chicken meat production phase in the halal supply chain at Mr. X's RPA in terms of Law Number 8 of 1999? This type of research is qualitative and examines the obedience of the chicken meat supply chain to the MUI fatwa and consumer protection law. This research was conducted in Kediri Regency, East Java. In this study, researchers used interviews, observation, and documentation as methods of data collection. Interviews were directed to the owner of the slaughterhouse, employees of the live chicken transport section, chicken meat processing, and consumers of Mr. X's RPA. As a result of the research, the chicken meat supply chain at Mr. X's RPA consists of three phases. In each phase, there are still indicators that do not fulfill the provisions. The halal meat supply chain in Mr. X's RPA against Government Regulation No. 95/2012 has not reached 100%, where 13 out of 26 indicators of veterinary public health and animal welfare have not been fulfilled. Mr. X's RPA obedience to MUI Fatwa No. 12 of 2009 has not reached 100%, where there are 4 out of 20 indicators of halal slaughter certification standards that have not been met. Mr. X's RPA's obedience to Law No. 8 of 1999 has also not reached 100%, where 1 out of 15 indicators of consumer protection has not been met.*

**Keywords:** *Obedience, Halal Supply Chain, Consumer Protection*

### **INTRODUCTION**

Household consumption is one of the components of GDP (Gross Domestic Product) expenditure that contributes the most. The contribution of this component in

2021 was recorded at 54.42%. The subcomponent forming household consumption is supported by food and beverages which accounted for 22.41% (Kusuma, 2022).

In Islamic teachings, consuming food and drinks not only looks at health aspects but also must meet halal aspects. Imam Ghazali believes that halal is the ability to use or consume something to meet physical needs (food and drink). Meanwhile, the Indonesian Ulama Council (MUI) gave an understanding of halal products as something produced with halal ingredients and meets *thayyib* requirements and the facilities used are not contaminated with haram or unclean goods (Rachman, 2022).

Halal is an interesting discussion for every ummah around the world because halal is not only related to obedience to the provisions of sharia for Muslims but also related to the value of benefits contained in it which include cleanliness, safety, nutritional content, caution, health and even protected from contamination of haram materials/goods during the process of production, distribution to consumption.

In addition, the issue of halal is a lifestyle trend today for the world, both Muslims and non-Muslims, because for Muslims, consuming halal products indicates that the product is suitable for consumption, thus increasing awareness to only consume halal ones. For non-Muslims, consuming halal products is an ethical reason to get quality, safe, clean, and pure products (Kemenkeu, 2018).

The demand for halal products from countries with a majority of non-Muslim population is increasing every year because they need the halal status of a product. Interestingly, the demand for the halal industry is very high, making Indonesia a country that has the largest halal market in the world, reaching 13 percent in 2021. In *the State Of The Global Islamic Economy (SGIE) Report 2020/2021*, in 2019 Muslim consumer spending on food, beverages, halal lifestyles, and so on amounted to US \$ 2.02 trillion. In 2021 Muslim consumer spending on halal food amounted to US \$ 1.27 trillion, and it is estimated that by 2025 it will reach US \$ 1.67 trillion (salamgatway, 2022).

In 2017, the total consumption of halal products in Indonesia amounted to US \$ 200 billion, which is more than 36% of total household consumption (Fathon, 2020). With the same total, in 2020 Indonesia imported food and beverages worth US\$200 billion. According to *SGIE Report 2022*, in 2021 Indonesia was ranked first as a

consumer from OIC (Organization of Islamic Cooperation) countries that imported the largest halal food US \$ 146.7 billion (Dinar, 2022).

Considering Indonesia as a country with the largest Muslim population in the world it has not been able to make Indonesia a supplier of halal commodities in the world, especially in meeting the basic needs of Indonesian Muslims, namely halal *food*. The imbalance between the potential and reality of the halal industry in Indonesia creates a gap that causes Indonesia only a consumer (Fathon, 2022).

For Muslims, consuming halal products is not only a choice but also a matter of faith (creed) (Rosa, 2018). Thus, as a Muslim society, the decision to choose halal food is very much considered as mentioned in Sura al-Baqarah verse 168 that Allah obliges all Muslims to consume halal and good food (Rosa, 2018).

For a product to be categorized as a halal product, it must meet the standards as written in Law Number 33 of 2014 concerning Halal Product Assurance Articles 18 and 19. Article 18 states that animal products must be slaughtered by Islamic law. Article 19 states that the provisions of halal criteria refer to the Fatwa of the National Sharia Council of the Indonesian Ulama Council (DSN-MUI) Number 12 of 2009 concerning Halal Slaughter Certification Standards and Government Regulation (PP) Number 95 of 2012 concerning Veterinary Community Health and Animal Welfare (Mulyono, 2019).

Because it is related to animal products, the production phase (slaughter) is the critical point of halal meat status, slaughter knowledge is needed as in the DSN-MUI fatwa so strict basic requirements must be met (Bhatti, 2021). The requirements include slaughter, animal welfare, hygiene, and disinfection covering all stages of the food production and supply chain. Halal slaughter must be done by cutting three channels (blood vessels, *trachea*, and *esophagus*) in the animal's throat to cause the animal to die quickly without suffering. Meanwhile, the method of ingestion before slaughter is currently still debated as halal, this is because the results of ingestion, for example with electricity, are at high risk of causing bleeding and fractures. In the process of halal chicken meat slaughter is believed to produce blood expenditure that is quite perfect, besides that it can be useful to extend the shelf life or guarantee the quality of chicken meat (Rosa, 2018).

Table 1.1 Chicken poultry meat production in Kediri Regency (ton)

Year	Kediri Regency		
	Ayam kampung (Native Chicken)	Laying hens (Layer)	Ayam Pedaging (Broiler)
2018	1.799,49	2.551,32	10.025,85
2019	-	-	10.816,00
2020	1.646,77	2.168,72	10.493,54
2021	1.683,98	1.933,51	13.517,92
2022*	1.726,07	1.981,84	-

\*Provisional figures

Source: Central Bureau of Statistics East Java (2023) Sidapotik Regency Kediri (2023)

Table 1.4 Average per capita expenditure a week (rupiah/capita/week) in Kediri Regency

Year	Daging Ayam Ras/boiler	Village Chicken Meat
2018	2.343	315
2019	2.316	441
2020	2.768	414
2021	3.253	563
2022	4.820	373

Source: Statistical Center Body (2023)

As presented in the table above, from 2018 to 2022 the amount of broiler chicken meat production in Kediri Regency has fluctuated (increased and decreased). The amount of consumption and expenditure of broiler chicken meat tends to increase even though in 2019 it had decreased by 1.15%.

Seeing the increasing need for broiler chicken meat consumption in Kediri Regency, it is important to maintain the integrity of halal meat, namely through the certainty of the status and requirements of halal meat that are met.

The confidence of Muslim consumers in the entire production system is very important, starting from the provision of materials, processing, storage, packaging, distribution, sale, and presentation of products by Islamic religious provisions (Salsabila, 2021) including agricultural practices and slaughterhouses, awareness of the slaughter process, and convenience of purchase (Bhatti, 2018).

Currently, consumer considerations on halal aspects in buying meat are still not widely studied. The phenomenon that occurs is that when buying chicken meat, some consumers see firsthand the cutting process. Others do not follow the slaughter but buy

chicken meat that has been cut so that consumers do not know whether the chicken slaughter has been done halal. Most consumers only assume that the chicken meat products purchased have been halal and *tayyib* because they were slaughtered by Muslim traders (Rosa, 2022).

In Kediri there are various retail traders of slaughtered chicken in several traditional markets and modern markets or supermarkets. As a phenomenon that has been encountered by researchers in one of the supermarkets in Kediri, chicken meat was found whose slaughter was considered imperfect because the chicken's neck was not slaughtered like using a knife, there was only a small hole in its neck. This raises consumer anxiety and doubt over the halal and *tayyib*-an of the meat.

Related to the case of halal status and *tayyib*, chicken meat can also be caused by improper processes or human error. This cause can be traced from chickens from farms, the slaughter process at slaughterhouses, to the delivery process. To minimize risk, chicken slaughter is required to further improve its performance, one of which is through supply chain management (Wahyuni, 2021).

Another phenomenon was also found at the Chicken Slaughterhouse (RPA) of Mr. X. The slaughterhouse sells approximately 2,500 kg of chicken per day. During the production phase or process, two types of slaughter are found, namely perfect slaughter (four channels cut off) and imperfect (two to three channels cut off).

Looking at the problems that occur, it is interesting to note that consuming halal meat is not only understanding the ingredients but also a series of halal guidelines and requirements in maintaining Sharia obedience and supply chain (Dinar, 2019). So, it is important to have an assessment related to the phenomenon that occurs. Because if the chicken meat production phase is not carried out according to Islamic law, it is important to suspect how the chicken meat supply chain circulates in Kediri. In addition, public perception related to the clothes worn by merchants is important to straighten out.

Looking at the existing phenomenon, research on the phase of chicken meat production on the halal status of chicken *meat thayyib* in its supply chain has never been carried out in Kediri. Thus, referring to the guarantee of the right of Muslim consumers to consume halal and *thayyib* meat, researchers are interested in directly observing and analyzing the obedience of the chicken meat production phase in the

halal meat supply chain in terms of the fatwa of DSN MUI and the Consumer Protection Law in RPA Mr. X.

The underlying thing is that the researcher chose Mr. X's RPA as the object of research from the positive and negative sides. On the positive side, the amount of large-scale chicken meat production is still at *the home industry* level. In addition, the meat sales system is relatively fast because Mr. X's RPA never accommodates / stores meat for more than 1 day. The supply of chicken meat in the RPA is distributed to the Regency and City of Kediri. This reason is also supported by the openness and willingness of RPA owners to be researched. The reason for the negative side is that the cleanliness aspects of Mr. X's building, equipment, facilities, and RPA personnel have not been guaranteed to be clean and some factors may violate MUI fatwas and laws.

The focus of this research is how the halal supply chain of chicken meat in RPA Mr. X?; How is the obedience of the chicken meat production phase in the halal supply chain at Mr. X's RPA in terms of fatwa DSN MUI Number 12 of 2009?; How is the obedience of the chicken meat production phase in the halal supply chain in Mr. X's RPA in terms of Consumer Protection Law Number 8 of 1999? Meanwhile, the purpose of this study is to analyze the halal supply chain of chicken meat in RPA Mr. X, analyze the obedience of the chicken meat production phase in the halal supply chain in Mr. X's RPA in terms of fatwa DSN MUI Number 12 of 2009, and to analyze the obedience of the chicken meat production phase in the halal supply chain in Mr. X's RPA in terms of Consumer Protection Law Number 8 of 1999.

The benefits of this research from a theoretical point of view are expected to contribute to the research and development of the treasures of the production phase according to Sharia, halal supply chains, halal consumption, and consumer protection in Indonesia. While from the practical benefits, this research is expected to educate RPA / RPH (slaughterhouse) owners related to the importance of halal slaughter, production, and labeling on product results to reduce concerns while protecting Muslim consumers, especially in consuming chicken meat. In addition, this study can provide views to DSN-MUI related to the implementation of fatwas on halal slaughter certification standards and their implications for the circulation of halal meat in Indonesia. And can provide input to the government in taking policies against business actors who violate regulations. As well as helping the government to campaign for the

importance of obedience to government regulations in intensifying halal production, consumption and supply chains in Indonesia.

## RESEARCH METHODS

This research uses a qualitative approach with phenomenological qualitative research methods. This is done to gain in-depth knowledge of the implementation of government policies on chicken meat production in the halal supply chain. The location of the study was conducted at the Mr. X Chicken Slaughterhouse (RPA) located in Kediri Regency, East Java.

The source of this research is in the form of primary and secondary data. Primary data is extracted by observation, interviews, and documentation. The results of interviews with informants are compiled in the form of written notes and recordings. While the data obtained through the observation process, researchers document in the form of field notes. The informants or resource persons in this study are all parties related to the theme in this study, namely suppliers/ chicken farmers (cage owners), RPA owners, employees of the live chicken transportation section, slaughterers, employees of the processing, storage, and delivery of chicken meat, and consumers. In addition, other primary data are documents related to the research theme, as well as reports that have a connection to the research. The secondary data that the researcher uses are other papers that have similarities with the research theme, both in the form of articles, theses, and others. Whether it's those that have been published, library archives, or those on the internet.

Researchers used several data collection procedures including 1) interviews. To obtain data on focus 1 and 2, the interviewee is a chicken supplier/farmer (cage owner) related to the raw materials of RPA Mr. X. Then the owner of RPA, Mr. X, is related to the general description of RPA and the chicken meat production process. Researchers also conducted interviews with employees related to the process of transporting live chickens, slaughtering, processing storing, and shipping chicken meat. Meanwhile, to obtain data on focus 3, researchers conducted interviews with RPA consumer Mr. X regarding purchased chicken meat products. 2) Observation. Researchers observe directly the object of research by looking at the stages in the halal supply chain of chicken meat and recording things needed as a source of research data. Researchers made observations related to the process of taking raw materials (live chickens), the

process of caring for chickens in cages to distribution to RPA Mr. X. The next stage, researchers made observations at Mr. X's RPA starting from pre-slaughter to distributing meat to consumers. 3) Documentation. Researchers reviewed documents related to the research theme, such as work/ financial report books in production at RPA Mr. X and chicken farmers/ suppliers.

While the data analysis used is a descriptive model, in this descriptive model researchers develop comprehensive descriptions, besides that researchers also make descriptions as a basis for analyzing.

## RESULTS AND DISCUSSION

### Result

The results of the study obtained findings that:

1. Halal Chicken Supply Chain at RPA Mr. X
  - a. The cleanliness of personnel and equipment has received less attention, for example, the absence of special provisions related to clothing and work equipment standards. The cleanliness of the equipment is still not optimal.
  - b. Checking the health of chickens, and the health of offal and carcasses after slaughter is not carried out by health professionals such as veterinarians.
  - c. The cleanliness of the basket conveyance (place of transportation) receives less attention (less clean).
  - d. The health and cleanliness of chicken meat are considered to still not meet the criteria for clean.

Table 1.5 Halal supply chain in RPA Mr. X

Management Halal Supply Chain	Good way	Indicator Government Regulation Number 95 of 2012	Information
Entry Phase (Halal Procurement)	Places of cultivation of slaughtered animals	a. separation of new animals from old animals and sick animals from healthy animals;	Fulfilled
		b. ensuring the cleanliness of the cage, equipment, and its	Fulfilled



		environment;	
		c. prevention of nesting of nuisance animals;	Unfulfilled
		d. administration of veterinary drugs under the supervision of a veterinarian; and	Unfulfilled
		e. safe feeding and fulfilling the physiological needs of animals.	Fulfilled
		f. Ensuring the cleanliness of live chicken transporters	Fulfilled
		g. health and hygiene animals during transport to RPA	Fulfilled
		h. health and hygiene of transport personnel	Unfulfilled
Production Phase ( <i>Halal Manufacturing</i> )	Slaughterhouse	a. health examination of slaughtered animals before slaughter;	Unfulfilled
		b. guarantee the cleanliness of facilities, infrastructure, equipment, and the environment;	Unfulfilled
		c. guarantee the adequacy of clean water;	Fulfilled
		d. guarantee of health and hygiene of personnel;	Unfulfilled
		e. reduction of slaughter animal suffering when slaughtered;	Fulfilled
		f. guarantee of Halal slaughter for those required and clean;	Fulfilled
		g. health examination of offal and carcass after slaughter animals are slaughtered; and	Unfulfilled

		h. prevention of contamination of carcasses, meat, and offal from biological, chemical, and physical hazards.	Fulfilled
Exit Phase (Halal Distribution and Logistics)	Collection and sale points	a. guarantee the cleanliness of facilities, infrastructure, equipment, and the environment;	Unfulfilled
		b. prevention of nesting of nuisance animals;	Unfulfilled
		c. guarantee of health and hygiene of personnel;	Unfulfilled
		d. prevention of contamination of animal products by biological, chemical, and physical hazards originating from personnel, tools, and production processes;	Fulfilled
		e. separation of Halal Animal products from Animal products or other products that are not Halal;	Fulfilled
		f. guarantee of room temperature where Animal products are collected and sold that can inhibit the proliferation of microorganisms; and	Fulfilled
		g. separation of Animal products from Animals and commodities other than Animal products.	Fulfilled
	In transport (top guarantee)	a. cleanliness of the means of transportation;	Unfulfilled
		b. animal health and hygiene;	Unfulfilled
		c. health and hygiene of personnel.	Unfulfilled

2. Obedience Of The Chicken Meat Production Phase In The Halal Supply Chain At RPA Mr. X Is Reviewed From MUI Fatwa Number 12 Of 2009
- a. Related to the standards of slaughtered animals, slaughter at RPA Bapak X was also carried out on stressed and sick chickens (affected by coli disease and fractures), uncut channels were found between *helium* and *mari'*, the slaughter of chickens until their necks were severed, the slaughter was found more than once.
  - b. Related to other provisions in the halal slaughter standard, in the slaughter process at Mr. X's RPA, chickens are not faced with Qibla because it is not mandatory.

Table 1.6 Compliance of the chicken meat production phase with the fatwa of DSN MUI and slaughter jurisprudence

Fatwa Indicator DSN MUI No. 12 of 2009	Information	Information
<b>A. Slaughter Animal Standards</b>		
1. Slaughtered animals are animals that are allowed to be consumed.	Fulfilled	The slaughtered animals in Mr. X's RPA are only chickens.
2. The condition of the animal was alive when it was slaughtered.	Fulfilled	The conditions of the slaughtered chickens are all in living conditions.
3. The condition of the animal must meet the animal health standards set by the competent institution.	Unfulfilled	Mr. X's RPA slaughters not only healthy animals but also sick chickens.
<b>B. Slaughter Standards</b>		
1. Adhering to Islam and puberty.	Fulfilled	Mr. X's RPA slaughterer is Muslim and has reached puberty.
2. Understand the slaughter of syar'i.	Fulfilled	Slaughter RPA Father X understands the slaughter procedure according to the Shari'a

3. Have slaughtering skills.	Fulfilled	The average slaughterer is an alumni of pesantren who has a good understanding of religion and has received slaughter training
C. Slaughter Equipment Standards		
1. The tool used for slaughtering must be sharp.	Fulfilled	RPA Mr. X only used a sharp knife to slaughter
2. The tools used do not come from nails, teeth/canines, or bones.	Fulfilled	Mr. X's RPA does not use tools other than knives
D. Slaughter Process Standards		
1. Slaughter is done with intention and invoking the name of God.	Fulfilled	Slaughter RPA Father X only reads <i>bismillah</i> at the first slaughter
2. Slaughter is done by draining blood through the cutting of the feeding tract ( <i>mari'</i> ), respiratory tract ( <i>hulqum</i> ), and two veins or pulses ( <i>wadajain</i> ).	Unfulfilled	In Mr. X's RPA there is a slaughter that cuts through 3 channels namely <i>wadajain</i> and one of <i>hulqum</i> and <i>mari'</i>
3. Slaughter is carried out once and quickly.	Unfulfilled	There is slaughter 2 times between the first slaughter and the next.
4. Confirming the animal's life mark from the blood flow and/or movement of the animal.	Fulfilled	The results of chickens that failed slaughter (chickens died from dying and not yet complete slaughter) discarded by Mr. X's RPA
5. Ensure that animals die due to slaughter.	Fulfilled	Freshly slaughtered chickens are rested first to wait for the end of the death process
E. Processing, Storage and Shipping Standards		
1. Processing is carried out after the animal is confirmed to have died due to slaughter.	Fulfilled	Chickens are only processed after the death process ends

2. Animals that fail to slaughter must be separated.	Fulfilled	Chickens that fail slaughter are immediately discarded by Mr. X's RPA
3. Separating halal and non-halal storage areas.	Fulfilled	No non-halal meat is found so there is no separation in it
4. In the process of shipping meat, there must be information and guarantees regarding its halal status,	Fulfilled	There is a guarantee of halal storage because there are no processed non-processed products. halal so that packaging and storage do not mix with non-halal products
F. Other		
1. Animals to be slaughtered sunnah to face the Qibla.	Unfulfilled	Although it has not fulfilled the provisions of the MUI DSN fatwa, the It does not affect the halal status of meat
2. Optimize slaughter manually, without any dizziness.	Fulfilled	-
3. No barking	Fulfilled	-

3. Obedience Of The Chicken Meat Production Phase In The Halal Supply Chain At RPA Mr. X Is Reviewed From Law Number 8 Of 1999

Regarding the obligations of business actors, Mr. X's RPA tends to be less clean because during the processing process chicken meat is processed on the floor (below), and after finishing production, the floor is simply flushed with running water.

Table 1.7 Analysis of compliance of chicken meat production phase in halal supply chain to consumer protection law

Consumer Protection	Indicator of Law No. 8 of 1999	Information
Consumer Rights	1. Consumers have the right to comfort, security, and safety for goods or services.	Fulfilled
	2. Consumers have the right to choose and obtain goods or services by the exchange rate and get guarantees according to the agreement.	Fulfilled
	3. Consumers have the right to obtain true, clear, and honest information about the condition and guarantee of goods or services.	Fulfilled
	4. The consumer has the right to get attention for his opinions and complaints against goods or services.	Fulfilled
	5. Consumers have the right to consumer protection advocacy, protection, and dispute resolution measures.	Fulfilled
	6. Consumers have the right to consumer education and coaching.	Fulfilled
	7. Consumers have the right to receive honest, correct, and non-discriminatory treatment and service.	Fulfilled
	8. The consumer has the right to indemnity or compensation if the goods are not suitable.	Fulfilled
Obligations of	1. Good faith in carrying out activities	Fulfilled

Business Actors	his efforts;	
	2. Provide true, clear, honest information about the condition and warranty of goods and/or services and provide explanations of use, repair and maintenance;	Fulfilled
	3. Treat or serve consumers correctly and honestly and non-discriminatory;	Fulfilled
	4. Ensuring the quality of goods/services produced or traded based on applicable standards;	Unfulfilled
	5. Provide opportunities for consumers to test or try goods/services and provide guarantees or guarantees for goods produced or traded;	Fulfilled
	6. Provide compensation, compensation/compensation for losses due to using, using or utilizing goods/services produced or traded;	Fulfilled
	7. Provide compensation, compensation/replacement if the goods/services received or utilized are not by the agreement.	Fulfilled

**Discussion**

1. Halal Chicken Supply Chain at RPA Mr. X

The focus of this research was studied using PP Number 95 of 2012 concerning Veterinary Public Health and Animal Welfare. In this case, several indicators were found from the entry phase (*halal procurement*), *production phase (halal manufacturer)*, and exit phase (*halal distribution and logistics*) that did not meet PP Number 95 of 2012 because the supplier (chicken farmer) and RPA have not fully carried out production activities as applicable regulations.

2. Obedience Of The Chicken Meat Production Phase In The Halal Supply Chain At RPA Mr. X Is Reviewed From MUI Fatwa Number 12 Of 2009

a. Health standards of slaughtered animals

Researchers found that slaughter at RPA did not only slaughter healthy animals, but also chickens that were sick, *stressed* by hot temperatures, shocked after being lowered from a chicken basket, and who broke leg bones

on the way. If referring to Fatwa DSN MUI Number 12 of 2009 concerning Halal Slaughter Certification Standards, the provisions for animals slaughtered are healthy animals,<sup>1</sup> then Mr. X's RPA is not fully in accordance (fulfilled) with the MUI DSN Fatwa.

However, in the view of jurisprudence in general<sup>2</sup> related to the halal status of meat slaughtered in sick conditions, ulama' distinguishes between the slaughter of sick animals that do not reach the dying condition and the slaughter of sick animals in a dying condition. In the case of slaughter of sick animals that do not reach a dying condition, ulama' agrees that in the case of slaughter, the meat is halal for consumption. While in the slaughter of sick animals in dying conditions (sick, pinched, horned, or fallen) there are differences of opinion. Ulama' Madzhab Hanafi if the animal is confirmed to be alive even though it is not moving or bleeding and if the animal is unknown whether it is alive or dead, but shows movement or is still flowing blood, then the slaughtered meat is halal for consumption. According to the Maliki scholar of Madzhab, if the animal is still moving even though it does not drain blood, then the slaughtered meat is halal for consumption. Meanwhile, according to the scholars of Madzhab Shafi'i and Hambali, if the animal is still alive, which is aimed at a strong movement, then the slaughtered meat is halal for consumption.

So, although according to the MUI fatwa, the results of Mr. X's RPA slaughter have not been fulfilled, according to the view of jurisprudence it has been fulfilled (appropriate) and halal consumed by the community because chickens still show movement as a sign of their life.

b. Standard slaughter process by flowing blood through cutting *maria*, *hulqum*, *wadajain*

There were cases of chicken slaughter in Mr. X's RPA, including slaughter that cut two blood vessel channels (*wadajain*) and one channel between *hulqum* and *mari'*. The slaughter has not been in accordance (fulfilled) with Fatwa DSN MUI Number 12 of 2009 concerning Halal Slaughter Certification Standards because the standard determined by MUI is the cutting

<sup>1</sup> Fatwa DSN MUI Number 12 of 2009 concerning Standards.

<sup>2</sup> Wahbah az-Zuhaili, Terj. Abdul Hayyi al Kattani, *Fiqih Islam*, 324-327.



of four veins. However, based on the opinion of Abu Haneefa / Imam Hanafi slaughter as in this case is still punished legally, so the meat is halal consumed by the community (consumers) and meets ( ) the provisions of the jurisprudence of shari'i slaughter.

As for the last case, namely slaughter which resulted in the severed neck. The slaughter is punished by makruh as explained by Wahab az-Zuhaili that among the things that are included in the slaughter is the cutting off of the head.<sup>3</sup>

c. Slaughter is done once and quickly.

There was slaughter more than once. Although in the view of jurisprudence, there is an opinion that says it is permissible to slaughter 2 times, with a note that the distance between raising the hand and the continuation of the slaughtering process is fast if the distance between the two is long then the meat should not be consumed.<sup>4</sup> Thus, in terms of slaughter carried out once and quickly as in Fatwa DSN MUI Number 12 of 2009 concerning Halal Slaughter Certification Standards,<sup>5</sup> then RPA Mr. X still found cases of slaughter that were not in accordance (fulfilled) with Fatwa DSN MUI. Meanwhile, in the view of jurisprudence, the case is also not justified so the RPA also does not meet the provisions of jurisprudence.

d. Animals are to be slaughtered, and destroyed to be confronted with the qibla.

The slaughter process in Mr. X's RPA chickens is not faced with Qibla because it is not mandatory. The case when viewed from Fatwa DSN MUI Number 12 of 2009 concerning Halal Slaughter Certification Standards is not a problem. This is as explained by Wahbah az-Zuhaili who said that facing slaughtered animals towards Qibla is sunnah<sup>6</sup>. So that this condition does not affect the halal status of chicken meat.

3. Obedience Of The Chicken Meat Production Phase In The Halal Supply Chain In Mr. X's RPA Is Reviewed From Consumer Protection Undang-Undang Number 8 Of 1999

<sup>3</sup> Wahbah az-Zuhaili, Terj. Abdul Hayyi al Kattani, *Fiqih Islam*, 319.

<sup>4</sup> Wahbah az-Zuhaili, Terj. Abdul Hayyi al Kattani, *Fiqih Islam*, 314.

<sup>5</sup> Fatwa DSN MUI Number 12 of 2009 concerning Certification Standards.

<sup>6</sup> Wahbah az-Zuhaili, Terj. Abdul Hayyi al Kattani, *Fiqih Islam*, 316-318.

The focus of this research discusses consumer rights and obligations of Business Actors. The indicator that has not been met is the quality assurance of chicken meat produced/traded based on the provisions of applicable meat quality standards. Research data shows that chicken meat produced by RPA Bapak X tends to be less clean because the buildings, facilities, and equipment used are not by the standards in PP Number 95 of 2012 concerning Veterinary Public Health and Animal Welfare. According to Law Number 8 of 1999 article 4 concerning consumer protection, it is stated that business actors are obliged to ensure the quality of chicken meat produced according to applicable standards.<sup>7</sup> Thus, it can be concluded that Mr. X's RPA is not by consumer protection provisions in maintaining the quality of chicken meat produced and does not apply the principle of responsibility in Islamic business ethics.

## CONCLUSION

Seeing that compliance with fatwas and laws has not been fulfilled 100%, the researcher considers the need for input, including the government's need to accelerate the halal certification process for RPAs seeing the large number of RPAs spread in various regions and the need for daily supply of chicken meat that must be available. Producers (RPA) are important to enforce SOPs and implement halal slaughter as the DSN MUI fatwa as part of efforts to comply with applicable regulations, support the realization of the halal industry, and provide comfort and safety for the community, especially Muslims, both including domestic and foreign tourists so that they are comfortable consuming chicken meat in Indonesia because it has slaughter standards that are acceptable to all opinions or madhabs. So that the economic activities of both (producers and consumers) can run in balance. While the public (consumers) are expected to be careful and wise in consumption.

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<sup>7</sup> Law Number 8 of 1999 concerning Consumer Protection, Article 7.

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