

STRENGTHENING NETWORKING THROUGH THE OPTIMAL SUPPLY CHAIN MANAGEMET TO THE HALAL PRODUCT (FROZEN FOOD)

A.Fathoni Rodhli¹ Fitri Nurhidayati² Nuning Nurna Dewi³ Nurul Laili Fittriya⁴

Faculty of Economics and Business, Entrepreneurship, Maarif Hasyim Latif University Jl. Raya Ngelom Megare No.30, Ngelom, Kec. Taman, Sidoarjo Regency, East Java 61257

Fathoni_rodli@dosen.umaha.ac.id, fitri_nurhidayati@dosen.umaha.ac.id, nuning@dosen.umaha.ac.id, nurul-laili@dosen.umaha.ac.id.

Article history:	Abstract:
<p>Received: 20th October 2021</p> <p>Accepted: 18th November 2021</p> <p>Published: 23th December 2021</p>	<p>This research is a descriptive study whose data source is from a literature review, and secondary data is frozen or frozen products that have been certified halal. Improving networking to provide quality products, mainly frozen products, requires supply chain management. Where SCM is beneficial starting from suppliers, distribution and consumption. For frozen products that have been certified halal, the availability of raw materials and the assurance of raw materials by sharia, such as animal slaughter, processing and distribution, is critical.</p>

Keywords: Networking, supply chain management, halal frozen products.

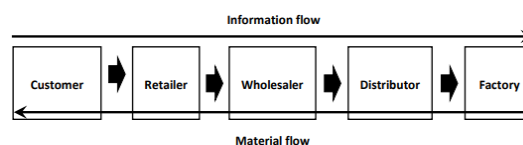
INTRODUCTION

Various frozen food products on the market make many choices and make life easier, especially in an era that demands fast and efficient frozen food products as a lifestyle choice. Frozen comes with various options ranging from ready-to-eat products such as nuggets, sausage, meatballs, and others that arrive at packaged food products previously thought to be perishable, like rendang, miscellaneous sambal, gudeg and others. Technological developments in processed food make heavy food products such as gudegenjoy various regions without reducing the taste. Marine products can also be enjoyed even though they are sent to multiple areas.

LITERATURE REVIEW

Many factors affect the presentation of quality frozen food products and guaranteed halal certification. One of them is the availability of raw materials and the adequacy of the needed materials. These obstacles can be overcome by strengthening networking between components from farmers to consumers or upstream to downstream. One way to enhance networking is through supply chain management (SCM).

Supply chain management is a new discipline around 1990 that analyzes supporting parties in producing goods and services, starting from the supply of raw materials or raw materials to finished processed products to consumers. The supply chain can be defined as a group of activities (entities/facilities) involved in the transformation and distribution of goods starting from initial raw materials or taking from nature into semi-finished materials to finished products consumed by consumers. [1] The purpose of supply chain management is to maximize profits and the efficiency and effectiveness of the company by reducing production costs. [2]



Picture 1 The flow of goods and services in the supply chain
Source: Russel and Taylor (2009)

In the supply chain, there are several interrelated components, namely:

- a. Supplies
- b. Manufacturers
- c. Distribution
- d. Customers

HALAL PRODUCT CONCEPT

Nowadays, halal products are a trend and a lifestyle not only for Muslims. Consumption of halal products makes consumers feel safe and comfortable because they are hygienic, and the quality of the raw materials is guaranteed. In the processing of frozen food, critical points require attention. Like the origin of meat and how it is slaughtered. How the processing and equipment are used.



Supply chain management on halal products provides information on the availability of raw materials that are guaranteed to be halal. Thereby increasing productivity and more efficiency. Some of the advantages of using frozen food supply chain management:

a. Upstream party (raw material provider) In the upstream sector, the benefit of SCM is that suppliers of raw materials will have no difficulty in distributing commodities. During the harvest season, the product will be abundant, which will result in unstable prices. Also, goods are not distributed to parties or industries in need. Traditionally, the suppliers or farmers and breeders are the ones who get the most losses. The price determines the middleman. And the product is not by the standard. As a result, many products cannot be sold reasonably. However, with SCM, suppliers or farmers and breeders will get price certainty and distribution of marks and increase productivity due to quality improvements according to market standards. Competitive prices due to improved product quality. In addition, the supplier will continue to increase knowledge and follow technological developments to meet the demand for manufacture.

b. Manufacturing

In the manufacturing sector, the SCM system will increase profits because the better the production, the higher the impact on consumers. [3] In addition, the use of SCM will improve relations between suppliers or suppliers of raw materials. Established good relations between manufacturing companies and suppliers. The increase in profit will also impact the development of a larger company.

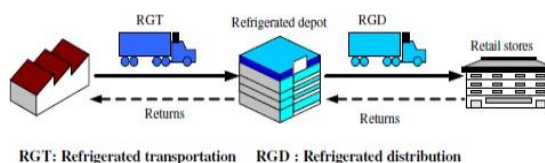
c. The supplier (distributor)

The distribution sector will be more efficient and effective and efficient. I was trimming some supply chains, such as middlemen. Availability of raw materials on time. Quality products because the quality of raw materials is up to standard.

d. Consumer

Consumer satisfaction with available goods and has no difficulty in obtaining them. In addition, consumers will also be satisfied because the quality of the goods is maintained.

The form of supply chain management on frozen food, according to Kuo ad Chan [4]

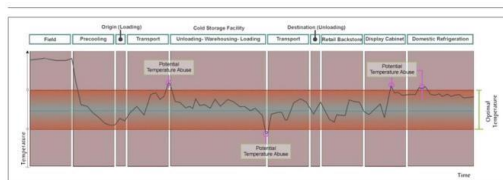


DISCUSSION

Some challenges in frozen food production

1. Requires the right temperature

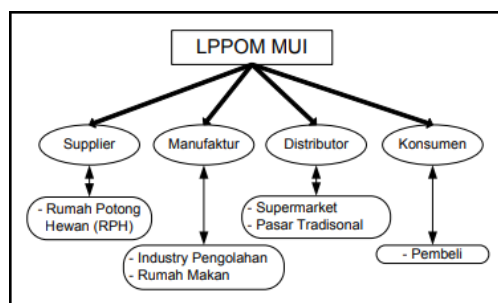
Quality products come from fresh ingredients. However, because frozen products can last several months, they need the right temperature and temperature. Here are the temperatures suitable for frozen processed products or frozen food.



The typical temperature profile of perishable food along the cold chain. [5]

2. Supply chain on halal products

The process of presenting halal products is not only in the processing process but also in how the tools used should not be contaminated with halal goods, such as ingredients from pork. Equipment must also be sterile. The environment also affects the assessment of halal products. Is the production environment close to pigfarms? So many components need to be considered in the production of halal products. Frozen processed products or frozen food, the cutting method is also the Shari'a; it is essential whether the cutting uses Islam or not. Then processing and equipment arrive at distribution or storage to keep the product fresh and fit for consumption. The following is supply chain management on halal products.



Supply chain management on halal products [6]

3. Food cold chain management Refrigerated foods are one of the fastest-growing sectors of the food industry. Food safety needs urgent attention as it has a significant impact on people's wellbeing, and consequently, the CC's active development is becoming a particular issue. [6] Reasonable temperature control is being achieved throughout the cold food chains due to improved equipment design, quality control and food safety. Transfer points, e.g. chiller/freezer to the cold store, factory to distribution vehicle, retail the cabinets to consumers' refrigerators, are well-known problem areas. [7]

Food cold supply chain pada halal frozen food



CONCLUSIONS AND SUGGESTIONS

Supply chain management provides convenience and networking to obtain quality raw materials. Supply chain management is also more efficient and effective, starting from the upstream, namely the supplier to the consumer. However, in halal products, the supply chain plays an important part where product assurance is guaranteed to cutting processing, distribution and consumption. With this article, it is hoped that it will be a reference for future research. As a new discipline of the supply chain, there are still many opportunities that need to be explored.

BIBLIOGRAPHY

1. B. M. Sariyun Naja Anwar, "MANAJEMEN RANTAI PASOKAN (SUPPLY CHAIN MANAGEMENT) :".
2. M. d. Y. A. Arief Rakhman*)¹, "KINERJA MANAJEMEN RANTAI PASOK DENGAN MENGGUNAKAN PENDEKATAN".
3. Ju-Chia Kuo a Mu-Chen Chen, "Developing an advanced Multi-Temperature Joint Distribution System for the cold food chain".
4. S. V. M. M. a. I. U. Samuel Mercier, "Time-Temperature Management Along with the Food". f. I. dewi, "Pegukuran kinerja manajemen rantai pasok pada sertifikasi halal".
5. Shashi, R. Cerchione, R. Singh, P. Centobelli and A. Shabani, "Food cold chain management".
6. G. ASADI, "COLD SUPPLY CHAIN MANAGEMENT IN PROCESSING".
7. S. V. M. M. a. I. U. Samuel Mercier, "Time-Temperature Management Along with the Food".
8. S. M. P. Fitra Lestari N, "PENGUKURAN KINERJA MANAJEMEN".