

ABSTRACT

Indonesia with the largest Muslim population, reaching 238.09 million people or equivalent to 86.93% of Indonesia's total population of 273.87 million people, should have an obligation to ensure the halalness of every product consumed. The development of the halal industry must be supported by the development of the right supply chain. Food MSMEs in Bandung Regency continue to grow, but only a few implement halal supply chain management, as evidenced by the lack of food MSMEs in Bandung district that have halal certification. This is because there is no strong integrity between MSME/Industry actors and the government/stakeholders related to halal certification, considering that there are already regulations regarding halal product guarantees in Law No. 33 of 2014.

This research was conducted with the aim to find out how the implementation *halal supply chain management* on food micro entrepreneurs in Bandung Regency. This study uses a qualitative approach to describe the problem and research focus. With the object of research, namely CV. As a tofu producer. The research method was carried out by interviews, direct observation in the field and documentation. The analytical method used in this research is descriptive analysis method. The results of the study show that the company has not received *supplier* which can support the submission of a halal certificate. Halal supply chain management activities are divided into 3 activities *supply chain yaitu raw material (inbound), manufacturer (production phase), storage (outbound) and business process (input, process, output)*.

Keywords: Halal Supply Chain Management, Implementation, Halal Certification, MSME, Bandung Regency, Process Business