

ABSTRACT

Based on data of The Global Islamic economic report 2015/2016, Indonesia was placed as the top country of muslims consumer food spending market with \$157.6 of market share. Mostly muslims in Indonesia are very selective especially when it comes to selecting for food. They only consume things that are considered as halal products. Therefore, mostly companies in Indonesia always put the Halal logo on each of their products as a guarantee. The study was conducted on one of the Halal Japanese Food Restaurants called Udin Ramen. Unfortunately, there were also rumors claimed that one of those restaurants has been using expired food as their raw materials. It becomes such a challenge for companies in managing the supply chain.

Supply chain in most companies interconnected with each other to achieve a level of customer satisfaction. Therefore, the customer should be given any informations that related to Halal contexts such as Halal logo. In Udin Ramen case, the information is used to be a valuable content for developing their websites. This research using SCOR to determine variables as well as QFD as a method. QFD method is chosen to examine the characteristic of information on supply chain performance.

Based on the research results there were 13 customer requirements, 13 technical requirements and also 6 information characteristics about the performance of supply chain in Udin Ramen restaurant. According to value weighting matrix, the rate of items that has the highest until the lowest weighted value namely (1) halal certificate information (2) halal information of raw materials, (3) certification of MUI and BPOM, (4) information in accordance with the reality in the field, (5) information of product processing, (6) information of product selling (new products, raw materials, promotion)

Keyword : Information about Supply Chain Performance, SCM, *Japanese Food* Halal, QFD, SCOR