

## **ABSTRACT**

*Brownies is one of the products from the food industry that has a soft and dense texture, with cakes that have a blackish brown color and have a distinctive chocolate flavor. Vannisa Brownies is a company in the food industry and is included in a Small and Medium Scale company by producing food products, namely brownies. The process of procuring raw materials and distributing brownies is a crucial process. Even though the process is important, in the procurement and distribution process there has been no performance measurement and also halal measurements on its part. This process needs to be done to ensure that the process is carried out properly in accordance with the rules and also as a supporter in improving the company.*

*This research will focus on halal procurement and distribution systems. The Supply Chain Performance Measurement System is designed based on the model of Supply Chain Operation Reference (SCOR), LPPOM MUI West Java and Analytical Hierarchy Process (AHP). The metrics obtained are the result of weighting using the SCOR model which is then weighted using the AHP method and getting the value of the importance of each metric. The normalization is then carried out in order to equalize the units of each metric so that overall performance can be calculated in the procurement and distribution section. The measurement system designed is then made a user interface which later becomes a picture for the company monitoring system to maintain halal performance on its part.*

*The result of this SCOR model is the Key Performance Indicator (KPI). This system is designed in the form of a web-based application. In this study there were 21 metrics and 5 halal procurement metrics, 9 metrics and 3 halal metrics in the distribution section of the company which were divided into 4 performance attributes of the supply chain performance measurement system. The most important performance is the Responsiveness attribute with the weight of the AHP obtained 0.484. This system can also show the conditions and processes carried out in the company*

*Key Words : Halal Supply Chain, Performance Measurement System, SCOR, AHP, Monitoring System*