

ABSTRACT

A high increasing number among Muslim population will encourage increased activities in the halal industry sector further in the halal food industry sector which is meant in relation to food is a major human need. Al-Baqarah: 168-169 which reads "Hey moslems, eat halal better than that which is on the earth, and don't you guys follow the steps of Satan, because it is a real enemy for you. Surely the devil only tells you to do evil and heinous, and say against what you do not understand".

Seeing the potential of the global market for halal food and beverages, pushing the president to establish a National Syari'ah Finance Committee to improve the quality of the Islamic economy in Indonesia. One of the four main pillars in the application of Islamic economics is the Halal Food Supply Chain in Indonesia.

In implementing the Halal Food Supply Chain in Indonesia, KNKS has difficulty in studying asking that the application of the Halal Food Supply Chain will affect the level of consumption of halal food products for Medium-Large Enterprises. Therefore, it is necessary to conduct research on the application of Halal Food Supply Chain in Indonesia, using agent-based simulations to see the effect of the implementation of halal food supply chain policies on the level of consumption of halal products in Large and Medium Enterprises in Bandung.

Key Word : Halal Food Industry, National Syari'ah Finance Committee, Halal Food Supply Chain, Agent Based Simulation, Consumption Rate.