

## Halal Supply Chain Strategy for Etawa Goat Milk to Increase Sales Volume in Senduro Lumajang Village

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### Abstract

This research aims to identify and analyze halal supply chain strategies that can increase the sales volume of Etawa goat milk in Senduro Village, Lumajang. Etawa goat milk is a product with significant potential in the local market, especially due to the increasing demand for halal products. This research employs a qualitative descriptive analysis method to gather data on market characteristics, production processes, distribution, and challenges faced by Etawa goat milk producers. Additionally, the research involves interviews with stakeholders in the supply chain. The findings of this research identify several strategies that can be implemented to increase the sales volume of Etawa goat milk in Senduro Village, Lumajang. These strategies include improving product quality, obtaining halal certification, enhancing distribution efficiency, and improving marketing efforts. The implementation of these strategies is expected to provide significant economic benefits to Etawa goat milk producers and contribute positively to the local community's economic development. This research can serve as a guide for Etawa goat milk producers and other stakeholders in developing a more effective and sustainable supply chain in an environment that prioritizes halal aspects.

**Keywords:** Supply Chain, Goat Milk, Goat Etawa, Sales Sales

### Introduction

A company engaged in a company is CV. The gift of milk sources branded SKILL where the company also has dairy goat farming, of course, this company has types of goats including real goats whose milk is full of benefits. This company certainly provides pure milk, namely fresh goat's milk and produces SKILL milk powder, which is quality goat milk and has very many benefits for the health of the body both from the elderly and young people who want to be healthier, of course.

This company aims to improve the quality of goats that produce fresh goat milk and also the main goal of this company is to prosper the people fairly and equitably and also encourage economic activities in Senduro Village, Lumajang Regency. Goat milk is milk produced by female goats after giving birth, within a period of 0-4 days colostrum milk is produced which contains many nutrients and is good for health when compared to cow's milk, and the benefits of goat milk can greatly increase children's intelligence,

both for heart health, treat respiratory diseases and can also be made beauty treatments and many more benefits owned by goat milk (Permatasari & Sari, 2021).

Goat milk business or SKILL can be categorized as a micro business based on assets and turnover owned (Pasaribu, 2008). A business activity can be said to be a micro business is a business that has assets with a maximum amount of assets of Rp. 50 million while a maximum turnover of Rp. 300 million.

According to Heizer and Render, supply chain strategy describes the coordination of all supply chain activities, starting with raw materials and ending with satisfied customers. The supply chain consists of all parties involved, either directly or indirectly in meeting customer demand. Supply chains don't just enclose factories and suppliers. But it also covers carriers, warehouses, retailers, and even the customers themselves. Halal supply chain is the process of processing, procuring, storing and handling semi-finished and finished goods inventory materials as well as food and non-food in accordance with sharia principles.

The halal trend is now not only on food products, but covers all human lives. Until the transition from halal product trends to life style trends, is now widely discussed. This is also related to the development of products or services based on Islamic principles, or better known as "halal" products. Which when viewed from the term HALAL certainly cannot be separated from Islam. Because Islam commands its people to always do halal things, and also consume halal things<sup>3</sup>.

One of the supply chain fields that is closely related to food and beverages. Supply chain is considered as the integration of food products and processes that occur in the chain 'from farm to fork'. This shows that consumers really need transparency of information that can ensure that the food and beverages consumed are not manipulated by something haram or prohibited. Islam in designing and measuring the performance of halal supply chain or halal supply chain.

Every activity of a company or individual has a supply chain, the supply chain reaches parts of the production network starting from raw materials, manufacturing processes and even distribution. Supply chain includes all activities starting from suppliers which are then processed into products that will be marketed to end consumers. Every company will try its best to increase productivity, efficiency, easy service, fast in developing its products to stay superior and survive in the market. It's the same with CVs. The grace of milk sources in Senduro District can develop well, so that consumers are satisfied with their wishes.

Senduro sub-district is one of the areas where most people work as goat farms as a source of family income besides farming. Livestock business development has a positive impact on job creation and promises profits, thus motivating farmers to play an active role in increasing their family income. The distribution of Senduro goats as goat

milk producers is widely found in various regions, especially in Kandangtepus Village. Almost every house has livestock and milk supply, both goat milk and cow's milk. There are five farmers who collect goat milk in Kandangtepus Village. They also receive milk deposits from home farmers and supply goat milk to factories and do not process goat milk.

Currently, data on the production and market share of goat milk in Indonesia is not yet available. However, research in the field proves that the demand for goat milk can help overcome health problems such as heart and digestive diseases. Dairy goats are local farms that are able to compete with other types of animal livestock and these dairy goats are very easy to maintain in Indonesia so that they can adapt well to various environmental conditions around.

Dairy goats are easily preserved in rural areas and are socially acceptable to all groups who want to keep goats. Dairy goats or can be said to be goat's milk that has existed in Indonesia has become a livestock commodity with high economic value, quite promising as food products (milk and meat) as well as a source of income for livestock families. Goats can give birth to more than one head within 1-2 years and are also able to develop well quickly and adapt well to various agroecosystem conditions in Indonesia. How to maintain it is quite easy, does not require a large place and requires relatively small capital. Dairy goats are goats that have been cultured for a very long time and are also very well known in Indonesia.

In the supply chain, it is explained that the first is the selection of healthy goats as well as females who have given birth a maximum of 3 times and the second is, the cage must be clean and cleanliness must be maintained so that goats are healthier and get maximum milk, then the third is fress forage and the fourth is corn rice substitute for popan because the price is getting more expensive, but the benefits of corn are good for milk. Then the fifth is tofu dregs where tofu dregs are made a mixture of drinks from animals which are also good for goats and the sixth is milking where milking is done once a day and the last is packaging so that the milk remains fress cooked so that the laying of fresh goat milk is stored in a frezer that has a maximum temperature.

Based on this, researchers are interested in researching more with the title Halal Supply chain Strategy on Goat Milk or SKILL brand in Increasing Sales Volume in Senduro Lumajang Village. The focus of the research includes first, the development of goat milk production in Senduro Village, Lumajang Regency. Second, halal supply chain management on Etawa goat milk in Senduro Village, Lumajang. Third, halal supply chain management strategy on Etawa goat milk brand SKILL in an effort to increase sales volume in Senduro Village, Lumajang.

This study aims to analyze and describe the development of goat milk production, halal supply chain management in Etawa goat milk, and halal supply chain

management strategy in Etawa goat milk SKILL brand in increasing sales volume in Senduro Village, Lumajang. Benefits include increasing theoretical insights for researchers in the Sharia Economics Study Program at Kiai Haji Ahmad Siddiq Jember State Islamic University, as well as providing practical guidance for the goat milk industry and advanced research on sales strategies that focus on halal products.

### **Research Methods**

In this study using a qualitative approach, with a view to understanding social phenomena based on reality or natural settings that are holistic and detailed, using ways of description in the form of words and language in a special natural context by utilizing sharing natural methods. The goal is to find out the Halal Supply Chain Strategy on Goat Milk in Increasing Sales Volume in Senduro Lumajang Village.

While the type of research uses case studies, namely empirical studies that investigate contemporary phenomena in real-life contexts which in this study find factual facts about the Halal Supply chain Strategy in Goat Milk in increasing sales volume in Senduro Lumajang Village. In accordance with the title of the research taken research location in Senduro. The reason for taking the location in Senduro is because SKILL goat milk or its business unit is in the village.

At this stage the researcher determines some information as the subject of research. To support the data that researchers need, in this study data search and data collection are obtained by informants using purposive techniques, namely data collection techniques with certain considerations. Researchers only select informants with certain criteria from people who understand the halal supply chain process in goat's milk in Senduro.

In addition, the data in this study was also obtained from several other supporting informants who according to researchers were considered to have the capacity to provide information related to this study: 1) Mr. Saiful (Goat milk producer & Cafe Owner). 2) Imron Rosadi (SKILL Product Owner). 3) Mas angga (dairy employee). 4) Sofyan (Dairy Farmer). 5) Dayat (Consumer).

In research the data source is very important, because it is the subject of the data obtained by the author. Data sources in this study are divided into two, namely: 1) Primary Data, in this case researchers look for sources by conducting research directly on owners, employees and buyers. 2) Secondary Data, namely data obtained by researchers as supervisors from first sources such as documents, books, journals, papers and other review literature. And also can be obtained from official document data.

Data collection is the most strategic step in conducting research, because the main purpose of this research is to obtain the data needed in the researcher. There are

several steps in the data collection technique, including: 1) Interview. 2) Observation. 3) Documentation.

This study uses Analysis Interactive which is divided into four, namely: 1) Data collection, namely recording all findings of phenomena in the field both through observation, interviews and documentation. 2) Data reduction, namely by reviewing the results of observations, interviews and documentation by summarizing and selecting things that are considered important. Data reduction is a step in simplifying. 3) Data presentation is presenting data in the form of narratives, matrices, graphs or charts, so that it can make it easier for researchers to draw conclusions. The presentation of data in qualitative research can be in the form of brief descriptions, charts, relationships between categories, flowcharts and the like. 4) Conclusion, namely the end of the analysis in the form of a research report.

The method used to prove the validity of data is by triangulation, in essence it is a multi-method approach carried out by researchers when collecting and analyzing data so that it can be understood well so as to obtain benefits.

## **Results and Discussion**

### **A. Halal Supply Chain on Goat Milk Products Etawa SKILL in Senduro Lumajang**

#### **1. Halal Food Criteria According to Sharia Rules**

In both the Qur'an and al-Hadith, food is called at-thoam. It's just that, the word does not only mean food, but at-thoam is also interpreted as a drink. This is shown in the word lam yatamhu in surah Al-Baqarah verse 249. In life, food and drink will have an influence on the quality of life, both in terms related to physical and also related to the mind, psychology and quality of life.

If the food consumed is halal, clean and healthy food, it will create a human being who has a holy spirit and physical health. Basically, the law of origin of food and drink is halal unless there is a prohibition from Allah SWT, both in the Qur'an and Al-Hadith. Since the law of origin of food and drink is halal, Islam gives a general description of food that is halal. Halal food is food that meets three main criteria, namely, halal substance, halal how to obtain it and halal how to manage it.

Based on the results of observations and interviews conducted by researchers in the field, goat's milk, which is used as raw material for SKILL milk, is obtained in a halal way, namely with the concept of fostered partners where a valid sale and purchase contract will be carried out. As for if the transaction used is with an order contract that is far from the elements of usury, gharar (uncertainty) and fraud. Imron Rosadi as the owner of SKILL milk also always pays

for milk purchased from assisted farmers in cash when the milk is handed over. This shows that goat's milk is obtained in the way permitted by Islamic Shari'a because there is no element of *kedzoliman* and it is far from vanity.

## **B. Halal Supply Chain Analysis on Goat Milk Products Etawa SKILL in Senduro Lumajang**

### **1. Human Resources**

Halal supply *chain management* activities are not only focused on raw materials, additives or production processes. However, halal supply chain management also starts from the selection of human resources who will be the main actors in halal supply chain management. Human resources in the halal supply chain of SKILL dairy products consist of various people. The first is SKILL milk MSME employees and assisted farmers who are partners of SKILL milk MSMEs.

Based on the results of interviews and observations, there are several criteria in the selection of human resources involved in the halal management of the SKILL milk supply chain. These criteria are honest, fearful of Allah SWT and have skills in accordance with the work he holds. These criteria have been met by human resources in the halal management of the SKILL milk supply chain.

### **2. Halal Procurement**

After the selection of appropriate human resources, the next step is to procure raw materials and supporting materials. Both ingredients must be in accordance with halal ingredients based on predetermined requirements.

#### **a. Main Raw Materials**

The first step in the halal supply chain is in the selection of the main raw materials. The main raw materials used, of course, must be halal raw materials, both in substance and also how to obtain them. In goat milk products or SKILL, the procurement of raw materials is in accordance with sharia principles. The raw material used is also goat's milk purchased from goat's farmers in Senduro Village who are partners or fostered members where the fostered members will sell their goat's milk to the owner of goat's milk or SKILL.

The selection of raw materials carried out by SKILL MSMEs is in accordance with sharia principles. In addition to using goat milk that has been guaranteed halal, the milk chosen is also a quality goat milk and maintained purity. This is because SKILL MSME owners get goat's milk from the first hand through intermediaries. Moreover, there is cooperation in the form of fostering that makes the supply chain of goat's milk can be more easily monitored and regulated in an effort to maintain the quality of the milk. What's more, goat milk is known as milk that has its own properties that are believed to be better than other types of goat milk so that it has its own connoisseurs.

### **b. Supporting Raw Materials**

In addition to the main raw materials, supporting raw materials must also be ensured to be halal. What is intended to be supported is raw materials that are used together with the main raw materials, either mixed directly or only as containers that wrap such as plastic or cardboard used in the packaging process (packaging). SKILL MSMEs have also used additional raw materials that are proven to be halal.

In addition to the halal label listed, there is also no indication that the goods used are goods that have haram substances. Additional raw materials such as sugar are obtained from trusted suppliers who also have halal certificates for their products. This can be seen from the halal logo on the packaging of the sugar product. As for packaging, SKILL milk MSMEs also get it from suppliers who also have many regular customers.

### **3. Halal Manufacturing**

Manufaktur is a process of converting raw materials into finished materials which are then sold to consumers. In the halal manufacturing process, there are two phases that must be passed, namely production preparation, and production period.

#### **a. Production Preparation**

##### **1) Supplier**

In relation to the main raw materials, goat milk suppliers are goat farmers in Senduro village. who become partners or fostered members where the fostered members will sell their goat's milk products to the owner of goat's milk or SKILL. With the concept of fostered farmers, SKILL milk MSMEs can control the halal and quality aspects of goat's milk which is the main raw material.

The mechanism of fostered farmers creates a healthy supply chain condition and is far from fraud and delinquency that is usually committed by suppliers. As for mixed raw materials, Mr. Imros Rosadi emphasized that he obtained his raw materials from trusted suppliers. An example is sugar used as a mixture using sugar purchased from BASMALAH stores managed by Sidogiri Islamic boarding schools. In addition, plastic and cardboard for packaging are also ordered from suppliers who have also become subscriptions for many people.

##### **2) Buy and Sell Transactions**

A legitimate trade is a trade that meets the pillars and conditions of buying and selling. The transactions used in SKILL MSMEs are qualified and get along well. The reason is, the majority of transactions carried out are cash or

cash transactions. The transaction is a transaction of buying and selling orders or buying and selling muajjal which is also in accordance with sharia rules. Cash buying and selling occurs when purchasing the main raw materials from SKILL MSME-assisted farmers.

In the process of taking milk, the milk purchase money is also given directly according to the amount of milk given but does not rule out the possibility that the transaction is carried out by means of an order contract. The purchase of supporting raw materials is carried out in two ways. Buy and sell cash and buy and sell orders. Cash buying and selling is used in sugar purchases while buying and selling orders are used in purchasing plastics and boxes for packaging.

### **3) Goods Receipt**

The next process in halal supply chain management carried out at SKILL milk MSMEs is the receipt of goods. This process is carried out to ensure that the goods received from suppliers are in accordance with the agreement both in terms of quality, quantity, cleanliness and so on. In the process of receiving goods, there are also provisions about the time and place where the goods will be handed over and the container used to send the raw materials.

### **4) Material Storage**

Halal supply chain before production at SKILL milk MSMEs, also through the process of storing raw materials. Good and quality storage is one of the main keys in maintaining the quality of SKILL milk. There are two types of storage in SKILL's dairy business. First, storage at dry temperatures is used to store dry and durable ingredients such as packaged SKILL milk, sugar and so on. Second, storage in cold temperatures for foods that are wet and easily stale or damaged such as goat's milk or liquid.

## **b. Production Process**

### **1) Goat Milk Processing Etawa**

Etawa goat milk brand SKILL is goat milk that is processed into pure milk powder. This is done so that goat's milk can last longer and can also be enjoyed by the wider community. The processing of goat milk into milk powder is also to add selling value to goat milk produced by the people of Senduro. With new innovations coupled with contemporary packaging, it will attract more consumers to buy goat's milk.

In this goat milk processing process, MSMEs SKILL products apply a high standard in order to get a quality final product. This is reflected in the SOP (Standard operation procedure) required in the production process carried out. Cleanliness is one of the things that can be maintained. The place,



container and tools used to process goat's milk must be ensured to be clean. Employees must also maintain their personal hygiene.

One of them is by using a special handkerchief when the production process is carried out. All this is done in order to maintain the teriority of the milk products produced. In addition to standard operating procedures, goat milk processing or SKILL is also free from things forbidden by Islam. One of them is that the mixture or preservative used does not use substances that are harmful to humans or substances that are forbidden by Islam.

#### **4. Packaging**

After the production process is complete, the next process carried out is the packaging process. Packaging is a very important process in the sustainability of a product.

##### **a. Serving and Packaging**

In packaging SKILL milk MSME products, there are SOPs that must be held by employees. There are important stages that must be passed sequentially in order to maintain the quality of SKILL dairy products so that they arrive at good quality for consumers. Good packaging, eye catching and easy to remember, will be the key to product branding or creating a product image in the eyes of consumers.

As an MSME product, SKILL milk is a product that has a contemporary packaging concept. Not only good in packaging, the packaging chosen is eye-catching packaging so it is pleasing to the eye. The choice of product names also makes MSME products in Semburo Village easy to remember by consumers who create processed products from goat's milk.

In addition to aesthetics on the packaging, skill dairy products also use plastic packaging on the inside and cardboard packaging with a special design that has been determined. Plastic packaging is used to keep milk powder dry and away from moisture and bacteria that can make milk powder expire quickly.

##### **b. Halal Labels and Packaging**

SKILL dairy products also have halal certificates obtained from submissions to MUI. This product has also passed the verification carried out by the Halal Supervisory Team that came down. Thus, SKILL dairy products have the right to list halal products in their time. The existence of halal labels and the use of good and halal packaging, also makes SKILL milk customers feel satisfied and safe to consume this goat milk product.

#### **5. Halal Logistics and Distribution**

Halal logistics or distribution is an activity to send products to consumers. Distribution activities become a liaison between consumers and producers. Good distribution management also plays an important role in a business activity carried out. Distribution activities carried out by SKILL milk MSMEs, usually using motorbikes and cars. SKILL milk MSMEs, usually use the services of distribution companies such as J&T to deliver ordered dairy products.

But sometimes, product delivery is also done by SKILL milk employees themselves. The transfer of SKILL dairy products from SKILL milk MSMEs to customers also does not have to be sent directly. But most customers come alone to the store. Not only take advantage of offline sales. SKILL dairy products also utilize E-commerce to sell its products. on one E-commerce platform, SKILL milk has been sold almost 1000 times.

### **C. Halal Supply Chain Strategy in Increasing Goat Milk Sales Volume SKILL**

The strategic goal of the halal supply chain is to win market competition or at least to survive and to maintain the halal of the products produced. To become a winner in the market, a businessman can also use halal supply chain as a business strategy to increase sales and turnover of a product. The halal supply chain can be managed to produce halal, clean, cheap, quality, timely and varied products.

#### **1. Halal Label Is One Of The Marketing Strategies**

Adanya label halal memberikan sebuah rasa aman kepada pelanggan muslim. Hal ini membuat meningkatnya kepercayaan pelanggan terhadap produk susu SKILL. Kepercayaan pelanggan akan membuat pelanggan lebih sering melakukan pembelian dan semakin banyak pelanggan baru yang membeli produk ini. Ini terbukti dari adanya perbedaan volume penjualan saat sebelum dan sesudah adanya label halal. Terlebih lagi, produk susu SKILL tidak hanya dijual secara offline namun juga dijual secara online dimana pelanggan tidak bisa secara langsung mengecek produk susu SKILL secara langsung.

#### **2. Strategy Selection of Suppliers Of Fostered Farmers (Keeping The Price Of Goat's Milk) To Normal**

The existence of halal chain supply management is applied by SKILL milk MSMEs by collaborating with farmers in Senduro Village. Goat farmers from Senduro Village are used as fostered farmers. This collaboration is used by SKILL milk owners to maintain the price of goat milk, the quality of milk. The owner can also maintain the cleanliness (sterile) and halality of the milk.

The concept of fostered farmers also makes SKILL milk SMEs able to maintain stock (availability) of goat's milk which is the main raw material. The stability of stock together also makes production stable and has an impact on sales. Stable stock will make sales always smooth. This certainly has an impact on

the more trusted the company and the more favored by customers. This condition will certainly be the cause of the increasingly advanced business which is characterized by increasing sales volume.

### **3. Menjaga Kehalalan berarti Menjaga Kebersihan**

Menjaga kehalalan dari supply chain sebuah produk juga berarti menjaga kebersihan. Karena dalam konsep menjaga kehalalalan, selalu bersinggungan dengan menjaga kebersihan. Dalam memproses susu kambing etawa menjadi susu bubuk dan sampai ke konsumen, UMKM susu SKILL selalu menjaga kehalalan sekaligus kebersihan. Tidak hanya produksi yang bersih, UMKM susu SKILL juga menjaga kebersihan tempat penjualan dan packaging untuk pengiriman (distribusi). Penjagaan kebersihan ini, tentunya akan meningkatkan volume penjualan. Hal ini dikarenakan, para pelanggan sangat suka dengan tempat bersih, produk bersih dan pelayan yang bersih.

### **4. New Packaging Can Open Up New Opportunities**

In arranging a packaging, SKILL milk MSMEs attach importance to three main criteria, namely halal, aesthetics and quality. The packaging used by SKILL milk MSMEs has been confirmed to be halal and of high quality. But on the other hand, the aesthetics of the packaging is also a major concern. Quality and contemporary packaging creates a new opportunity and lung market. SKILL milk MSMEs are also starting to be in demand by young people who are interested in the design and aesthetics of SKILL milk packaging.

## **Conclusion**

The development of Etawa goat milk production in Senduro Village has increased significantly because many residents have started to become Etawa goat milk farmers, driven by price stability and a profitable market. They began to collaborate with dairy MSMEs such as SKILL to maintain halal products. SKILL ensures the halality of its products through strict halal supply chain management, by sourcing milk directly from farmers in Senduro Village. Collaboration with fostered breeders to maintain the purity and halality of raw materials, as well as the use of aesthetic packaging and halal markings has succeeded in attracting the interest of the millennial generation as new consumers. Focusing on cleanliness and halal products makes customers satisfied and loyal, and even promotes SKILL milk to others.

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