

## **ABSTRACT**

*Meat is a food necessity that can be consumed by all Indonesians. Meat contains a large amount of protein to fulfill the body's protein needs. Based on data from the Central Statistics Agency (BPS) contained in Animal Husbandry and Animal Health Statistics 2022, the meat with the highest consumption is broiler chicken. In consuming food including chicken, the level of halalness must be considered because the majority of Indonesia's population is Muslim. Halal food is important for a Muslim, so the consumption of animal sources needs to be given full attention, especially in the process of slaughtering and processing, as Allah SWT says in QS Al-An'am verses 118 and 121 regarding the rules in the process of slaughtering animals. Regulations regarding slaughter are also stated in article 19 of Law Number 33 of 2014 concerning Halal Product Guarantee.*

*This study aims to analyze the implementation of Law Number 33 of 2014 concerning Halal Product Guarantee on the provision of halal slaughter chicken in Bekasi. This research uses qualitative research methods with the type of field research and literature research in the form of a case study approach. Determination of informants in this study was carried out by making informant characteristics. Primary data collection is done by interview, observation, and documentation and secondary data is obtained from books, scientific journals, or notes that support the research. The data analysis method used is interactive analysis with the Miles and Huberman model and uses NVivo software as an analysis tool.*

*The results showed that the implementation of Law Number 33 of 2014 concerning Halal Product Guarantee on the provision of slaughtered chicken in Bekasi City in several aspects, namely aspects of ingredients or animals, slaughtering tools, and butchers are in accordance. However, there are 2 (two) aspects that are not in accordance with the provisions of Law Number 33 of 2014 concerning Halal Product Guarantee, namely aspects of slaughter procedures and the location of chicken slaughter. There are also obstacles to the implementation of Law Number 33 of 2014 concerning Halal Product Guarantee, where these inhibiting factors include the difficulty of bureaucracy, lack of knowledge of producers, and lack of socialization. Along with these inhibiting factors, there are solutions to accelerate the implementation of the Halal Product Guarantee Act expressed by producers and consumers, namely strengthening socialization, strengthening human resources, and facilitating bureaucracy.*

**Keywords:** *Chicken, Halal, Halal Product Guarantee, Slaughter, Product*