



MODEL FOR STRENGTHENING THE HALAL ECONOMY THROUGH OPTIMIZING THE ROLE OF THE RUMINANT SLAUGHTERHOUSE (RPH) IN SINGKAWANG CITY FOR HALAL MEAT TRADERS

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ABSTRACT

Strengthening the halal economy in Indonesia requires the strategic role of public institutions capable of ensuring product halalness and quality, particularly in the animal-based meat sector. Slaughterhouses (Rumah Potong Hewan/RPH) hold a crucial position not only as technical facilities for animal slaughtering, but also as supporting institutions for strengthening the halal economy at the regional level. This study aims to analyze the model of halal economic strengthening through optimizing the role of the RPH Ruminansia of Singkawang City in supporting halal meat traders. This research employs a descriptive qualitative approach, with data collected through in-depth interviews, field observations, and documentation. The findings indicate that the RPH Ruminansia of Singkawang City performs strategic roles as a facilitator, regulator, educator, and motivator in ensuring halal assurance, enhancing human resource competence, and strengthening the competitiveness of halal meat traders. The optimization of RPH's role contributes to increased consumer trust, business professionalism, and expanded market access for halal meat traders. The novelty of this study lies in positioning the RPH Ruminansia of Singkawang City as a public institution that strengthens the local halal economic ecosystem and offers policy implications for the development of institution-based halal economic development at the regional level.

Keywords: Halal economy, slaughterhouse (rph), economic empowerment, halal meat traders.

1. INTRODUCTION

The halal industry is one of the strategic sectors currently experiencing rapid development in Indonesia. With its large market potential and supported by the world's largest Muslim population, Indonesia has great opportunities to become a global center for the halal industry. The increasing demand for halal products occurs not only in the food and beverage sector but also in services, cosmetics, tourism, pharmaceuticals, as well as animal-based products. Among these various subsectors, halal meat products occupy an essential position, considering that meat

consumption is part of the basic needs of the community and directly relates to health, food safety, and halal assurance.

As a Muslim-majority country, Indonesia's demand for halal meat increases every year, whether for household consumption, MSMEs, or the food processing industry. This demand must be supported by adequate halal infrastructure, including slaughterhouses certified halal as part of the meat supply chain. Slaughterhouses (RPH) play a crucial role in the Halal Supply Chain (HSC), because the slaughtering process and carcass handling represent critical points that determine the halal status of a product. If halal standards at this stage are not met, the halal integrity of the product in subsequent distribution and processing stages will be compromised.

The concept of *halal-thayyib* is also a fundamental principle in providing halal meat products. *Halal* refers to *syar'i* aspects permissible animals, the slaughtering method, and supporting facilities while *thayyib* emphasizes food safety, hygiene, quality, and suitability for consumption. Thus, providing halal meat is not only about compliance with Islamic law but also about product quality, health standards, and hygiene. To ensure these standards, the Indonesian government, through the Halal Product Assurance Law and its derivative regulations, has implemented the Halal Assurance System (SJH) as a mechanism for halal supervision and certification. SJH in slaughterhouses includes facility feasibility, availability of competent Halal Slaughterers (JULEHA), sanitation systems, and compliance with slaughtering procedures according to Islamic law.

Furthermore, strengthening the halal economy does not only depend on halal product compliance but also on empowering human resources within the halal supply chain, including halal meat traders and animal-based MSME actors. In the halal industry ecosystem, halal entrepreneurs or *muslimpreneurs* are the driving force of the community's economy, as they can expand the distribution of halal products, create job opportunities, and improve halal literacy among the public. With competent human resources, halal industry management becomes more effective, systematic, and sustainable.

Although the halal industry in Indonesia continues to grow and is supported by various regulations, strengthening the halal economy at the regional level still faces challenges, particularly in optimizing the role of public institutions directly involved in the provision of halal products. In the context of halal meat products, slaughterhouses (Rumah Potong Hewan/RPH) are generally perceived merely as technical facilities for animal slaughtering, causing their role to be limited to operational aspects. In fact, RPH hold a strategic position in ensuring the halalness, quality, and safety of meat products and have the potential to act as drivers of economic empowerment for halal meat business actors. Previous studies have largely focused on technical aspects of slaughtering, hygiene and sanitation, and compliance with halal standards, while research that specifically analyzes the role of RPH as an instrument for strengthening the halal economy and empowering halal meat traders remains relatively limited. This condition indicates a research gap regarding the strategic function of RPH in developing the local halal economic ecosystem.

From a theoretical perspective, strengthening the halal economy can be understood through a halal economic empowerment approach, which emphasizes enhancing business actors' capacities, strengthening halal institutions, and creating equitable and sustainable economic value. Within this framework, public institutions play an important role as facilitators, regulators, and educators in fostering competitive halal enterprises. As a public institution in the animal-based food sector, RPH not only functions as a guardian of sharia compliance and quality standards but also as a platform for human resource development, halal certification assistance,

and strengthening consumer trust. Therefore, optimizing the role of RPH can be viewed as an integral part of an institution-based halal economic strengthening strategy oriented toward empowering halal meat traders at the local level.

The Ruminant Slaughterhouse in Singkawang City is one of the RPHs that has contributed to strengthening the halal industry ecosystem in West Kalimantan. Established in 2014 and obtaining halal certification in 2019, this RPH is built on a 6,000 m² area and equipped with modern facilities for cattle and buffalo slaughtering. Besides serving as a slaughtering facility, the Ruminant RPH of Singkawang plays a strategic role as a training center for halal meat traders and halal slaughterers. Through strengthening JULEHA competency, providing adequate slaughtering facilities, and improving halal literacy, the RPH contributes to ensuring the quality and halal assurance of meat products distributed in Singkawang City and its surrounding areas.

Moreover, the Ruminant RPH of Singkawang provides slaughtering services that comply with the ASUH standards (Safe, Healthy, Whole, and Halal). This principle is in line with Allah's command in Surah Al-Baqarah (2):168, which emphasizes the importance of consuming food that is lawful (halal) and good (thayyib):

يَا أَيُّهَا النَّاسُ كُلُوا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا وَلَا تَتَّبِعُوا خُطُوَاتِ الشَّيْطَانِ إِنَّهُ لَكُمْ عَدُوٌّ مُبِينٌ

Meaning: *"O mankind, eat from whatever is lawful (halal) and good (tayyib) that is on the earth, and do not follow the footsteps of Satan. Indeed, he is a clear enemy to you".*

The verse calls upon humankind to consume food that is lawful and good, and to avoid the footsteps of Satan that may lead people into dishonest, unhygienic, and unethical practices. This verse not only serves as a spiritual foundation for Muslims but also represents a moral value in halal industry governance that emphasizes cleanliness, integrity, responsibility, and public welfare.

Based on these empirical conditions and theoretical frameworks, this study aims to analyze the model of strengthening the halal economy through optimizing the role of the Ruminant Slaughterhouse (RPH) of Singkawang City. Specifically, this research examines how the roles of RPH as a facilitator, regulator, educator, and motivator contribute to improving human resource competence, ensuring halal assurance, and strengthening the competitiveness of halal meat traders within the regional halal economic ecosystem.

2. METHODS

a. Research Approach and Type

The research approach used in this study is a qualitative approach. This study is classified as field research, in which the researcher directly visits the research site to observe phenomena occurring in the field, specifically at the Ruminant Slaughterhouse (RPH) market of Singkawang City.

b. Research Setting

The research setting refers to the natural background, area, or location where the research is conducted. Describing the research site requires a detailed explanation of the context or

characteristics of the environment. This study was carried out at the Ruminant Slaughterhouse (RPH) in Singkawang City.

c. Data Sources

Data sources in research refer to the subjects from which the data are obtained. The data sources used in this study consist of primary and secondary data. The primary data source is the management of the Ruminant RPH in Singkawang City. The secondary data sources include journals and documented data obtained from the Ruminant RPH of Singkawang City.

d. Data Collection Techniques and Instrument

The data collection techniques and instruments used in this study include observation, interviews, and documentation.

e. Data Analysis Techniques

1) Data Reduction

Data reduction refers to the process of summarizing and selecting important information while identifying themes and patterns. This includes determining which data are relevant and meaningful and eliminating data that are not related to the research problem. Data reduction aims to focus on information that helps address the research questions.

2) Data Display

Data display is the stage of presenting data in a systematic and easy-to-understand manner, allowing the emergence of conclusions. The data may be displayed in the form of narrative text (field notes), matrices, or charts. Proper data display helps researchers identify patterns, relationships, and connections within the data more clearly.

3) Conclusion Drawing and Verification

Conclusion drawing or verification is the final step in data analysis, during which the researcher formulates findings based on the processed data. These conclusions are drawn after the data have undergone reduction and display, and they may be considered temporary until validated through further verification.

f. Data Validity Checking Techniques

The technique used to ensure data validity in this study is *member checking*. Member checking is the process of verifying the data obtained by the researcher by presenting it back to the informants to ensure its accuracy. If the informants agree with the information presented, the data are considered valid. In this study, member checking was conducted with Mr. Cahyo, the Manager of the Ruminant RPH in Singkawang City.

3. RESULTS AND DISCUSSION

3.1 Optimization of the Role of the Slaughterhouse (RPH)

a. Role ad a Facilitator

The Ruminant Slaughterhouse (RPH) of Singkawang City plays a highly crucial role as the primary facilitator within the ecosystem of halal, hygienic, and fair meat provision in the region. This role is not limited to the technical function of slaughtering but also encompasses social, economic, and quality assurance aspects for the wider community

Expanding Access for Small Traders (Economic Empowerment)

One of the main functions of the RPH is to provide equitable access for all levels of traders, especially small-scale traders who may face challenges in constructing or maintaining their own slaughtering facilities that meet the required standards. By offering shared and standardized facilities, the RPH of Singkawang City ensures that all traders have equal opportunities to produce certified halal meat products with recognized quality.

Providing Adequate and Standardized Slaughtering Facilities

The Ruminant RPH of Singkawang City serves as an integrated service center equipped with carefully designed facilities to ensure a halal and hygienic slaughtering process in accordance with government regulations and Islamic law. The facilities include the separation of critical areas such as: dedicated slaughtering area exclusively for slaughter activities, skinning and carcass preparation area, separated clean and dirty zones for handling offal, waste, carcasses, and meat. These divisions are essential to prevent cross contamination and maintain the integrity and hygiene of the meat.

Halal Assurance through Certified Halal Slaughterers (JULEHA)

The facilitator role of the RPH is strengthened by the presence of competent Halal Slaughterers (Juru Sembelih Halal/JULEHA). The JULEHA at the Singkawang RPH have undergone formal training and hold official Halal Slaughterer Cards. This ensures that slaughtering procedures are carried out in accordance with Islamic law such as reciting *Basmala*, using a sharp knife, and cutting the three major vessels and in line with proper technical standards. The presence of certified JULEHA guarantees that every meat product distributed from the RPH carries accountable halal assurance for consumers.

Facilitating Halal Certification Assistance

Beyond slaughtering services, the RPH of Singkawang City takes proactive initiatives in assisting beef and poultry traders through halal certification facilitation. The RPH provides education and guidance to traders and business actors to help them meet the necessary requirements for obtaining halal certification from authorized institutions. With halal certification, meat products from Singkawang gain added value, increased market reach, and significantly improved consumer trust.

b. Rule As a Regulator

The role of the Ruminant Slaughterhouse of Singkawang City as a regulator is highly vital, functioning as a quality guarantor and legal compliance enforcer for all slaughtering processes carried out within the facility. This role includes strict supervision over three main pillars: the Halal Assurance System (HAS), Animal Welfare, and adherence to national halal regulations.

Enforcement of the Halal Assurance System (HAS)

RPH Ruminansia Kota Singkawang ensures that the slaughtering process is carried out fully in accordance with the Halal Assurance System (Sistem Jaminan Halal/SJH). In its role as a regulator, the RPH supervises every stage of slaughtering to ensure strict compliance with sharia principles. Each animal must be slaughtered after the Halal Slaughterer (Juru Sembelih Halal/JULEHA) recites the *basmalah* to fulfill halal requirements. The slaughtering process involves severing the three main channels in the neck: the trachea, esophagus, and one or both of the carotid arteries/jugular veins to ensure rapid death and optimal blood drainage.

In addition, hygiene aspects are strictly maintained. The RPH regulates the separation of clean and dirty areas to prevent blood and waste from contaminating the carcass. RPH Ruminansia Kota Singkawang also enforces strict standards for slaughtering personnel, whereby the process may only be conducted by competent Muslims, and all JULEHA are required to hold an official Halal Slaughterer Card obtained through formal training and certification.

The Slaughtering Process Observes Animal Welfare Principles

The Ruminant Slaughterhouse (RPH) of Singkawang City serves as a regulator to ensure that all animal handling is conducted in accordance with animal welfare principles. This is based on scientific and ethical considerations and has a direct impact on meat quality. Stress experienced by animals affects the resulting meat; poor meat quality is more prone to spoilage and may appear dark, dry, and tough. Such conditions negatively affect the marketability of beef because its appearance becomes less appealing to consumers.

RPH Ruminansia Kota Singkawang implements cattle handling in accordance with animal welfare principles by providing separate and calm resting pens, sufficient rest periods, and low-stress handling practices. Productive and pregnant female cattle are not slaughtered. Prior to slaughter, all cattle undergo health inspections by veterinarians to ensure slaughter eligibility. The unloading and herding processes are carried out carefully without coercion. Slaughtering is performed using a restraining box and sharp knives to ensure a fast and precise cut in compliance with animal welfare standards and Islamic law, thereby minimizing stress and trauma to the animals.

Table 1. Procedures Established by the Ruminant Slaughterhouse (RPH) of Singkawang City

Regulatory Aspect	Procedures Established by the RPH of Singkawang City	Primary Objective
Animal Entry	Cattle are guided calmly and slowly without the use of electric prods or rough handling. The guiding pathway is designed to be obstacle-free and quiet, leading toward the holding/resting pen.	To minimize pre-slaughter stress that may deteriorate meat quality.
Restraint	Cattle are restrained gently yet firmly in a comfortable position (usually standing or slightly tilted). The restraint process must be efficient and quick.	To prevent the animal from struggling or injuring itself, while allowing JULEHA to determine the correct slaughtering position.
Halal Orientation	The restraining box is adjusted so that the animal's neck faces the Qibla during slaughter, and the neck is positioned above the waste channel to allow blood to directly flow into the waste disposal area, ensuring cleanliness of the slaughter area.	To fulfill Islamic requirements in the slaughtering process.
Calmness	The RPH of Singkawang City ensures that the environment around the restraining box is free from loud or disturbing noises that may cause panic in the animal.	To maintain the animal's psychological calmness before slaughter.

Compliance with National Halal Regulations and Veterinary Public Health (Kesmavet)

The regulatory role of the Ruminant Slaughterhouse (RPH) of Singkawang City is not only based on internal standards but is strongly bound by the national legal framework, ensuring comprehensive and holistic compliance. This compliance covers two essential dimensions that must both be fulfilled: Halal integrity (spiritual and Sharia aspects) and Food Safety/Health (scientific and public health aspects).

The RPH of Singkawang City ensures that all its processes comply with Indonesia's Halal Product Assurance (JPH) regulations. The primary foundation is Law Number 33 of 2014 concerning Halal Product Assurance (JPH), which mandates that all products entering, circulating, and traded in Indonesia must have halal certification. In addition, the regulation outlines the halal requirements, as explained in the following table.

Table 2. Compliance with National Halal Regulations

Halal Aspect	Regulatory Actions by the RPH	Relevance to the Halal Product Assurance Law (UU JPH)
Halal Assurance System (HAS)	Implements strict slaughtering procedures, including verification of certified JULEHA and slaughtering practices that follow Islamic law (recitation of <i>Basmala</i> , severing of the three main channels).	Ensures the integrity of the halal value chain from the initial process until the product leaves the RPH.
Segregation of Processing Lines	The Ruminant RPH of Singkawang strictly enforces the separation of facilities (e.g., holding pens, equipment, and processing pathways). This segregation prevents contamination between clean and dirty materials.	Fulfills halal requirements that demand products to be free from <i>najis</i> and non-halal products.
Documentation	Records every slaughtering process, JULEHA identification, and results of veterinary inspections to support halal product certification.	Provides necessary audit evidence required by the Halal Product Assurance Agency (BPJPH) and Halal Inspection Body (LPH).

The slaughterhouse (RPH) serves as the first line of defense in the food safety system for animal-derived products. It holds a crucial role as the primary Critical Control Point (CCP), meaning that the RPH is the earliest and most effective location where risks of disease and contamination in livestock can be prevented, detected, and eliminated before the meat is distributed to the public.

This role is carried out through a series of strict inspections and regulatory measures known as Veterinary Public Health (Kesmavet). Compliance with Kesmavet is based on Law Number 18 of 2009 (and its amendment, Law Number 41 of 2014) concerning Animal Husbandry and Animal Health. The Ruminant Slaughterhouse of Singkawang City fulfills its regulatory function to ensure both food safety and halal assurance simultaneously.

Table 3. Veterinary Public Health (Kesmavet) Compliance Implemented at the Ruminant Slaughterhouse (RPH) of Singkawang City

Kesmavet Aspect	Regulatory Actions by the Singkawang RPH	Purpose
Antemortem Inspection	Requiring an authorized veterinarian to conduct health examinations of cattle in the holding pens before slaughter.	To detect clinical diseases (such as anthrax, fever, or tuberculosis) in cattle and determine whether the animal is fit for slaughter or must be rejected/separated.
Postmortem Inspection	Requiring veterinarians to inspect carcasses and organs (liver, lungs, kidneys, and offal) after slaughter.	To detect pathological abnormalities not visible during antemortem inspection. If diseases are found (e.g., parasites or abscesses), the affected organs or carcasses will be condemned (discarded) or given special treatment according to standards.
Hygiene & Sanitation	Regulating the cleanliness of buildings, equipment, and personnel (e.g., requiring the use of PPE—Personal Protective Equipment), and ensuring routine cleaning of all areas.	To prevent carcass contamination by pathogenic microorganisms and to ensure the meat meets the Safe, Healthy, Whole (ASUH) standards.
Waste Handling	Providing and managing waste disposal facilities to prevent environmental contamination.	To prevent the spread of disease from waste to the environment and the public, which is an integral part of Veterinary Public Health (Kesmavet).

c. Role as Educator and Motivator

Initially, slaughterhouses (RPH) functioned as operational and logistical facilities for hygienic meat slaughtering and distribution. However, along with the development of the halal industry, modern and certified RPH have undergone a significant transformation in their roles. RPH now serve not only as slaughtering facilities but also as guarantors of halal food quality and drivers of the local sharia-based economy. This transformation is also evident at the RPH Ruminansia of Singkawang City.

RPH Ruminansia of Singkawang City functions as a knowledge hub by not only implementing but also disseminating halal and *thayyiban* standards. It serves as a model for slaughtering practices in accordance with Islamic law, encompassing animal welfare implementation, health inspections, slaughtering by certified halal slaughterers (Juleha), and hygienic, contamination-free carcass handling.

Furthermore, RPH Ruminansia of Singkawang City acts as a critical control point in the halal supply chain through education on traceability, storage, and distribution of halal meat. These roles position the RPH as a catalyst for the local sharia economy by creating employment opportunities, empowering Juleha through training and apprenticeships, and strengthening both the quality of religious observance and food safety within the community.

Educator: Enlightening the Community on Halal Standards and Potential

RPH Ruminansia Kota Singkawang actively organizes training and educational programs to enhance the literacy of business actors and farmers regarding the halal industry. The education

emphasizes the importance of halal certification as a regulatory obligation under the Halal Product Assurance Law (UU JPH) as well as a quality standard that ensures halal compliance, safety, and consumer trust, thereby expanding market reach and increasing the income of halal meat business actors.

In addition, RPH Ruminansia Kota Singkawang provides practical guidance on halal certification procedures and halal meat production, covering stages from raw material selection and sharia-compliant slaughtering to packaging and distribution. The RPH also raises awareness of domestic and global halal market opportunities and encourages the development of halal-certified processed products to enhance added value and business competitiveness

Motivator: Encouraging the Emergence of Halal-Based Entrepreneurs

RPH Ruminansia of Singkawang City not only provides theoretical education but also practical support to encourage entrepreneurship based on the halal industry. Through training programs, the RPH equips participants with practical skills, particularly in halal supply chain management, to ensure the integrity of halal products from upstream to downstream.

These training programs play a strategic role in enhancing community knowledge, skills, and awareness regarding the production and marketing of halal meat. The transfer of knowledge and hands-on practice fosters entrepreneurial interest and supports the development of halal meat businesses. In addition, the RPH conducts outreach activities to raise awareness of the importance of producing halal meat that is healthy, safe, and of high quality, as well as the urgency of halal certification as a guarantee of product halalness

3.2 Impact on Halal Beef Traders

Training programs conducted by the Ruminant Slaughterhouse (RPH Ruminansia) of Singkawang City have generated various positive impacts for halal meat traders, both in terms of economic performance, marketing expansion, and business reputation. These impacts can be explained as follows:

1) Increased Consumer Trust

Training programs organized by the RPH Ruminansia of Singkawang City have a significant impact on increasing consumer trust in beef traders who conduct slaughtering at the RPH. The RPH's halal certification serves as evidence that the slaughtering, handling, storage, and distribution processes comply with sharia principles and *thayyib* standards, making it a primary consideration for consumers, particularly Muslims, in choosing products.

Moreover, traders involved in the training are better able to demonstrate transparency in their business processes and explain product origins and hygiene standards. Certified halal meat traders and halal slaughterers (Juleha) are perceived as more professional, hygienic, and responsible, thereby strengthening their image and public trust

2) Increased Income

Training and slaughtering activities conducted at the Singkawang RPH also have a direct impact on increasing traders' income. Several contributing factors include: Increased consumer demand for halal beef/chicken, as the public tends to prefer traders who can guarantee halal integrity, leading to higher sales volumes. Higher economic value of halal certified beef compared to products without clear standards. Traders can set more competitive prices due to guaranteed quality, hygiene, and safety.

3) Wider Market Access

Slaughtering cattle at the Singkawang RPH also provides significant advantages for beef traders by enabling broader marketing opportunities. Traders are able to distribute their products to supermarkets, hypermarkets, restaurants, hotels, and catering services.

Additionally, halal beef traders have the potential to become suppliers for processed food industries, meat-based, or even export oriented companies requiring verified halal raw materials. This strengthens the traders' position within the broader halal industry value chain.

4) A More Professional Business Image

Standardized Business Operations

Operational standardization is one of the most important impacts of the training provided by the RPH Ruminansia of Singkawang City to halal meat traders. Through this training, traders gain more systematic, measurable, and Shariah-compliant Standard Operating Procedures (SOP). These SOP encompass various essential aspects of halal meat business management, which not only enhance product quality but also strengthen consumer trust and improve business efficiency.

Hygiene and Sanitation Procedures

Hygiene and sanitation standards are the primary foundation in meat-handling practices. The training equips traders and halal slaughterers with an understanding of personal hygiene, including the use of clean clothing, the habit of washing hands before and after handling meat, and the use of gloves and masks. These practices are crucial to prevent microbial contamination, which often occurs through direct contact with the handler.

Equipment Cleanliness

The training emphasizes the importance of routine sterilization and cleaning of equipment such as knives, cutting boards, and storage containers. Equipment that is not properly cleaned can become a source of cross-contamination.

Environmental Sanitation

A clean work environment free from odors and equipped with proper ventilation is an indicator of a professional business. SOPs regulate the frequency of cleaning floors, walls, drainage systems, and waste management. With strict hygiene and sanitation practices, traders can produce safer, fresher, and higher-quality meat.

Storage Management (Cold Chain Management)

Cold chain management is a crucial component in maintaining meat quality and safety. Trainings and outreach conducted by RPH Ruminansia provide traders with knowledge on ideal storage temperatures. Inappropriate temperature control can accelerate spoilage and damage meat texture. Additionally, the transportation of beef must use special vehicles designed to prevent cross-contamination.

Separation of Clean and Dirty Areas

Traders and halal slaughterers are required to separate clean and dirty areas, avoid contact between meat and unhygienic surfaces, and ensure that no cross-contamination occurs.

Improved Human Resource Competence

Improving human resource competence is one of the key outcomes of the training programs provided by the RPH Ruminansia of Singkawang City to halal meat traders and halal

slaughterers. This competence includes both technical skills and soft skills required to operate a professional, competitive business that complies with halal thayyib standards.

Through training, traders not only enhance the quality of their products but also improve service quality, business management, and adaptability within a competitive modern market. Examples include business management, becoming a Shariah-compliant halal slaughterer, understanding halal regulations, ensuring meat safety and quality, and strengthening relationships with halal partners ultimately increasing mutual trust within the halal ecosystem.

Strengthening the halal economy in Singkawang City is supported by optimizing the role of the RPH Ruminansia, particularly through increasing public awareness of the importance of consuming halal meat. This awareness is influenced not only by religious factors but also by education on food safety, hygiene, and the integrity of the slaughtering process. The presence of a credible RPH enhances public understanding that halal compliance encompasses the entire process, from slaughtering to distribution, thereby encouraging increased consumption of halal meat.

The growing demand for halal meat is also driven by population growth, rising income levels, and the expansion of the halal culinary sector. RPH Ruminansia of Singkawang City plays a strategic role in ensuring the availability of hygienic and sustainable halal meat supplies as a key component of the supply chain.

Furthermore, regular training programs for Halal Slaughterers (Juleha), conducted in accordance with MUI and BPJPH standards, enhance the quality and integrity of the slaughtering process. Government regulatory support, particularly the Halal Product Assurance Law, further strengthens the role of the RPH as a systematic, transparent, and accountable guarantor of halal meat products within the halal economic ecosystem of Singkawang City.

3.3 Model of Strengthening the Halal Economy through Optimizing the Role of the RPH

Table 4. Model of Strengthening the Halal Economy through Optimizing the Role of the Slaughterhouse (RPH)

Dimensions of RPH Roles	Form of Optimization at RPH Ruminansia of Singkawang City	Main Instruments / Activities	Impact on Halal Meat Traders	Implications for Strengthening the Halal Economy
Facilitator	The RPH serves as a provider of inclusive and equitable halal slaughtering facilities, particularly for small-scale meat traders.	Provision of halal and ASUH-compliant slaughtering facilities; certified Halal Slaughterers (JULEHA); separation of clean and dirty areas; halal certification assistance.	Traders gain access to official halal slaughtering services; increased halal assurance; stronger consumer trust.	Formation of an inclusive halal meat business ecosystem; increased economic value of halal products.
Regulator	The RPH acts as a guarantor of sharia compliance, national halal	Implementation of the Halal Assurance System (SJH); supervision of	Meat products meet halal, safe, and healthy standards;	Preservation of halal supply chain integrity; increased

	regulations, and veterinary public health standards.	sharia-compliant slaughtering; application of animal welfare principles; compliance with the Halal Product Assurance Law (UU JPH) and Kesmavet standards.	reduced risk of sharia and food safety violations.	legitimacy and credibility of regional halal products.
Educator	The RPH functions as a knowledge hub for strengthening halal and thayyib literacy.	JULEHA training; halal-thayyib education; socialization of slaughtering and sanitation SOPs; halal supply chain management education.	Improved competence and professionalism of traders; better understanding of halal standards and product quality.	Development of competent and competitive halal human resources; sustainability of the local halal industry.
Motivator	The RPH encourages the emergence of new entrepreneurs and the expansion of halal meat businesses.	Halal entrepreneurship training; motivation for diversification of processed meat products; introduction to halal market opportunities.	Increased trader income; emergence of new businesses; expanded market access.	Strengthening of the community-based halal economy; growth of meat-based halal MSMEs.
Competitiveness Enhancer	The RPH strengthens business competitiveness through standardization and quality improvement.	Implementation of business SOPs; hygiene and sanitation practices; cold chain management.	More professional business image; improved product quality and safety.	Halal meat products become competitive in modern and institutional markets.
Local Halal Ecosystem Driver	The RPH serves as an institutional node in strengthening the regional halal economic ecosystem.	Collaboration with local governments and BPJPH; halal policy support; provision of halal data and documentation.	Stronger business partnerships; greater regulatory certainty for traders.	Development of a structured, transparent, and sustainable regional halal economic ecosystem.

This model shows that the RPH Ruminansia of Singkawang City functions not only as a technical facility, but also as a strategic public institution that ensures halal assurance and product quality, empowers halal meat traders, and strengthens the local halal economic ecosystem.

4. CONCLUSION

The conclusion that can be drawn from this study is that the model for strengthening the halal economy can be realized through the optimization of the role of the RPH Ruminansia of

Singkawang City. The RPH plays an essential role as a facilitator, regulator, and educational center in enhancing the competence of halal meat traders. The presence of a halal-certified RPH not only guarantees the halal status of the products but also increases the competitiveness of traders through capacity building, human resource development, halal slaughterer (Juleha) training, and improved access to halal production standards.

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