

ABSTRACT

Semarang City is the capital of Central Java Province, with a total population of 1,659,975 people, dominated by the productive age population at 73% in 2023. The large population of Semarang City needs to be supported by improving the quality of human resources, including efforts to meet nutrition and nutritional needs through food resources. One type of food resource that is beneficial to the body and a favorite food among the community is animal products in the form of meat. Various types of meat are available, one of which is chicken meat. Chicken meat is a favorite food among the community because it contains the nutrition, nutrients, and energy needed by humans.

This research aims to (1) Identify the socio-economic conditions of the community, (2) Analyze public awareness regarding the safety of chicken meat products in terms of halal traceability, (3) Estimate the community's willingness to pay (WTP) for chicken meat products guaranteed to be safe in terms of halal traceability, (4) Analyze strategies for improving food safety in terms of halal traceability in chicken meat products.

This research employs a mixed-method approach with quantitative analysis using cross-tabulation and descriptive statistics in IBM SPSS. A sample of 130 people was taken through purposive sampling. The CVM method with a bidding game approach was used to measure respondents' willingness to pay (WTP). Qualitative analysis of 7 key informants was conducted using the in-depth interview method with the help of ATLAS.ti 9.0. The results show a lack of public awareness regarding the safety and halal status of raw chicken meat products. However, most respondents expressed their willingness to pay more for products that are guaranteed safe and halal in terms of halal traceability. Increasing food safety awareness, strict and consistent field regulations, and mapping the logistics distribution of chicken meat are important strategies for improving food safety in terms of halal traceability in chicken meat products.

Keywords: Traceability, Halal, Chicken meat, Semarang