

ABSTRACT

Semarang, as the center of Central Java Province. The total population of Semarang city in 2017 is around 1.753.092 who is dominated by a population of productive age as much as 73% of the total population. The high number of Muslim population in Semarang city must be supported through the increase in human resources, one of which is through the fulfillment of nutrition and good nutrition for the society. Beef is one type of food that is very beneficial for human body, due to its nutrients and is rich in energy needed by humans and as an economic commodity that has very strategic value.

The purpose of this study are: (1) Identifying the socio-economic community; (2) Analyze public awareness of the safety of raw beef products in terms of halal traceability; (3) Estimating the amount of value that is willing to be paid by the public to buy beef products that are guaranteed to be safe in terms of halal traceability; 4) Analyze the potential application of beef products in terms of halal traceability.

This research uses mixed methods, namely primary and secondary data. Primary data were obtained from 100 respondents of women who had bought raw beef and 7 key person respondents from Academics, Business, government, and Community, and Government using the In-depth Interview method. Secondary data were obtained from the Badan Pusat Statistik, Dinas Peternakan of Central Java and Dinas Pertanian of the City of Semarang. The selection of respondents was implemented using the purposive sampling method. The results of the analysis show the results that public awareness of food security is still low. However, as many as 74 respondents are willing to purchase beef products that are safe in terms of traceability halal. Increased food safety awareness, consistent and firm field regulations and mapping of beef logistics distribution, and the correct application of Cold Chain are potentials in implementing halal traceability in beef.

Keywords: Traceability, Halal, Beef, Semarang