

BAB V

PENUTUP

A. Kesimpulan

Penelitian mengenai *green halal supply chain* pada produk makanan halal menunjukkan keberagaman temuan. Namun penelitian ini hanya berfokus pada variabel yang mengacu pada *green halal supply chain*. Penelitian ini bertujuan untuk merangkum dan mengevaluasi hasil penelitian sebelumnya yang berfokus pada faktor-faktor yang mempengaruhi *green halal supply chain* pada produk makanan halal. Dengan pendekatan yang lebih mendalam, penelitian ini menganalisis berbagai faktor yang dapat mempengaruhi *green halal supply chain* serta menjelaskan hubungan antara masing-masing faktor tersebut. Sebanyak 1.983 artikel yang diterbitkan antar tahun 2020 sampai 2024 diperoleh dari empat basis data akademik termuka, yaitu *Emerald*, *Science Direct*, *Taylor and Francis*, *Spinger*, dengan menggunakan kata kunci yang relevan. Penelitian ini menggunakan pendekatan *Systematic Literature Review* (SLR) dengan metode PRISMA (*Preferred Reporting Items for Systematic Review and Meta-analysis*) untuk seleksi dan analisis data. Proses seleksi menghasilkan 14 artikel.

Berbagai faktor mempengaruhi seperti teknologi, sertifikasi halal, logistik halal, rantai pasokan produk, produksi, perencanaan, stakeholder, dukungan pemerintah, transportasi, kesadaran halal.

B. Keterbatasan

Meskipun penelitian ini telah memberikan wawasan yang signifikan mengenai faktor-faktor yang mempengaruhi green halal supply chain pada produk makanan halal, terdapat beberapa keterbatasan yang perlu di perhatikan. Keterbatasan ini mencerminkan aspek-aspek yang belum terjangkau dalam penelitian dan dapat menjadi peluang untuk pengembangan lebih lanjut, antara lain:

1. Penelitian ini lebih menitikberatkan pada faktor internal, seperti teknologi, produksi, perencanaan, kesadaran halal, tekanan pemangku, transportasi, sertifikasi halal, logistic halal. Hal ini dapat membatasi pemahaman yang lebih menyeluruh terhadap faktor-faktor yang mempengaruhi green halal supply chain pada produk makanan halal.
2. Artikel yang dianalisis dalam penelitian ini hanya berasal dari empat basis data akademik utama, yaitu *Science Direct*, *Spinger*, *Taylor and Francis*, *Emerald*. Pembatasan ini dapat mengurangi keberagaman perspektif, terutama dari sumber-sumber lain seperti *Scopus*, *Web Of Science*, *Google Scholar*, atau laporan industri yang mungkin memiliki informasi tambahan yang lebih luas mengenai trend an perkembangan GHSC di berbagai Negara.
3. Studi ini mengadopsi pendekatan global dalam menganalisis faktor-faktor yang mempengaruhi GHSC pada produk makanan halal. Namun, faktor social, budaya, dan ekonomi di berbagai Negara atau wilayah tertentu dapat

memiliki pengaruh yang berbeda terhadap GHSC. Oleh karena itu, generalisasi temuan penelitian ini mungkin masih terbatas dan memerlukan studi lanjutan yang lebih kontekstual terhadap GHSC di lokasi spesifik.

4. Penelitian ini menggunakan pendekatan *Systematic Literature Review* (SLR) dengan metode PRISMA, yang sangat berguna dalam menyusun sintesis dari penelitian sebelumnya. Namun, penelitian ini tidak menggali data primer melalui survey atau wawancara dengan konsumen maupun pemangku kepentingan di industry wisata halal. Akibatnya, penelitian ini kurang mendalam dalam memahami dinamika GHSC secara langsung berdasarkan pengalaman nyata mereka dalam memilih makanan halal.
5. Penelitian ini masih sangat sedikit yang meneliti mengenai green halal supply chain pada produk makanan halal, sehingga peneliti masih terbatas dalam mencari referensi dari penelitian sebelumnya.

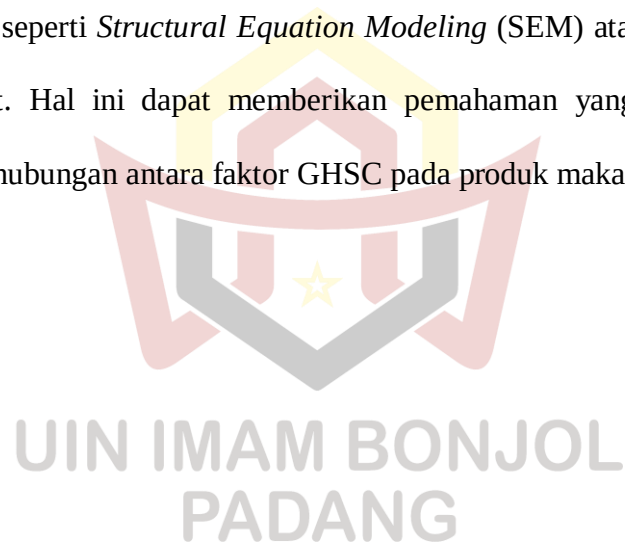
C. Saran

Berdasarkan keterbatasan yang telah diidentifikasi, terdapat beberapa saran yang diharapkan dapat membantu peneliti selanjutnya untuk memperluas cakupan dan kedalaman studi mengenai *green halal supply chain* pada produk makanan halal. Saran-saran tersebut meliputi:

3. Disarankan untuk menggabungkan pendekatan kuantitatif dan kualitatif agar hasil penelitian lebih komprehensif. Misalnya, metode kualitatif dapat digunakan untuk mengeksplorasi lingkungan hijau terhadap makanan halal,

sedangkan metode kuantitatif dapat digunakan untuk mengukur hubungan antar GHSC pada produk makanan halal.

4. Untuk memperkaya kajian, disarankan untuk mengakses artikel dari berbagai basis data akademik seperti *Scopus*, *Web of Science*, dan *Google Scholar*, serta mengkaji tren penelitian terbaru yang dapat memberikan wawasan baru mengenai GHSC.
5. Penelitian mendatang dapat mengkaji model konseptual yang ditemukan dalam penelitian ini dengan menggunakan metode statistik yang lebih kompleks, seperti *Structural Equation Modeling* (SEM) atau Analisis Regresi Multivariat. Hal ini dapat memberikan pemahaman yang lebih mendalam mengenai hubungan antara faktor GHSC pada produk makanan halal.



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