

Rosy Anna Gunawan, 2020, **Sistem Pengadaan Barang Pada Restoran Bersertifikat Halal di Hotel Bumi Surabaya City Resort**. Tugas Akhir ini dibawah bimbingan Bapak Dr. Bambang Suharto, STT., MM.Par. Program Studi D3 Manajemen Perhotelan, Fakultas Vokasi, Universitas Airlangga.

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#### ABSTRAK

Bentuk respon terhadap maraknya tingkat kebutuhan pasar muslim merupakan peluang bisnis bagi restoran yang bersertifikasi halal di Hotel Bumi Surabaya. Penelitian ini bertujuan untuk menganalisis sistem pengadaan barang dan titik kritis produk yang digunakan terkait restoran bersertifikat halal. Pendekatan penelitian dilakukan dengan metode kualitatif melalui observasi, wawancara, dan studi dokumen. Wawancara dilakukan terhadap lima informan yaitu *Purchasing Manager, Store Keeper, Staff Butcher, Restaurant Manager, dan Chef*. Hasil penelitian menunjukkan bahwa peralatan, SDM profesional, dan proses yang mengikuti sertifikasi halal telah dilakukan oleh restoran hotel bumi Surabaya dengan melibatkan bagian-bagian *purchasing, receiving, store, kitchen*, dan restoran. Meskipun ketiga komponen peralatan, SDM professional, dan proses alur pengadaan produk telah dilakukan dengan baik, namun sertifikasi halal dari LPPOM-MUI belum ditempel di tempat-tempat umum di bagian-bagian alur barang tersebut. Dari temuan ini disimpulkan bahwa kondisi ini akan mengurangi tingkat kepercayaan terhadap segmen pasar muslim.

Kata kunci: Hotel, Restoran, Halal, Pengadaan Barang

#### ABSTRACT

*The form of response to the rise in the level of the needs of the Muslim market is a business opportunity for halal-certified restaurants in Surabaya earth hotel. This study aims to analyze the procurement system and product critical points used in connection with halal-certified restaurants. The research approach was carried out using qualitative methods through observation, interviews, and document studies,. Interviews were conducted on five informants namely Purchasing Manager, Store Keeper, Staff Butcher, Restaurant Manager, and Chef. The results of the study show that equipment, professional human resources, and processes that follow halal certification have been carried out by Bumi Surabaya hotel restaurants by involving the purchasing, receiving, store, kitchen, and restaurant departments. Even though all three equipment components, professional human resources, and product procurement flow processes have been carried out well, the halal certification from LPPOM-MUI has not been posted in public places in the parts of the goods flow. From these findins it is concluded that this condition will reduce the level of confidence in the Muslim market segmen*

*Key words: Hotels, Halal Restaurants, Procurement, Goods*