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[TEKNIK] Keputusan Editor: Revisi dan kirim ulang naskah "The Impact of COVID-19 Disease on the Halal and Sustainable Food Supply Chain in Yogyakarta, Indonesia" untuk ditelaah

Dr. Wahyul Amien Syafei <wasyafei@gmail.com>
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To: Hayati Mukti Asih <hayati.asih@ie.uad.ac.id>

11 September 2020 at 06:28

Yth. Hayati Mukti Asih:

Setelah dilakukan pre-review terhadap manuskrip yang Hayati Mukti Asih kirimkan ke: Jurnal TEKNIK dengan judul: "The Impact of COVID-19 Disease on the Halal and Sustainable Food Supply Chain in Yogyakarta, Indonesia", ternyata manuskrip tersebut belum sesuai dengan format atau petunjuk penulisan Jurnal TEKNIK.

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Terima kasih atas kontribusinya di Jurnal TEKNIK.

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[TEKNIK] Editor Decision Analyzing the Effect of Halalness and the Sustainability of Broiler Chickens Supply Chain During Covid-19: A Case Study in Yogyakarta, Indonesia Revision Required

Dr. Wahyul Amien Syafei <wasyafei@gmail.com>

30 November 2020 at 14:13

Reply-To: "Dr. Wahyul Amien Syafei" <wasyafei@gmail.com>

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Cc: Fahri Firmansyah <Fhry.my@gmail.com>, Muhammad Faishal <muhammad.faishal@ie.uad.ac.id>

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Review dari Reviewer

Analysis of the Impact of Covid 19 Disease on Halal, Sustainable Food Supply Chain and Development of Marketing Strategies for Broiler Breeders using Strategic Pivot Method: A Case Study in Yogyakarta, Indonesia.

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Abstract

Corona Virus carries a bad impact on the world's economy, especially in Indonesia, making a policy of social restriction on a large-scale (SRL). It caused many restaurants and hotels close. Moreover, all schools and colleges in Yogyakarta, known as student cities in Indonesia, should study from their home that most students are from outside of Yogyakarta. This case impacts on the raises of chicken prices due to oversupply and declining demand. Then it makes this problem to be very complicated. This research aims to analyze the halal and sustainable food supply chain in the outbreak of Covid-19 and marketing strategies in dealing with the Covid-19 pandemic. This research uses a descriptive method to give an overview of the phenomenon occurring from the researched society and then compare the similarities and differences in the phenomenon. The result of this study is that there is no effect of halalness on changes in consumer behavior that causes the evolution of the food supply chain. The application of a marketing strategy with a pivot strategy will improve service to consumers so that it is expected to increase consumer buying interest during the outbreak of Covid-19 in Yogyakarta, Indonesia.

Keywords: COVID-19, food supply chain, Halal, Indonesia, sustainability

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1. Introduction

The population of Muslims is the largest religious group in the world. According to a study in 2015, the population of Muslims has 1.8 billion believers who form about 24% of the world's population. The opportunities for the market for halal products are increasing. It has been due to an increased population and increased purchasing power of the Muslim community of the World (Lipka & Hackett, 2017). Indonesia is a country with the world's largest Muslim population of about 205 million people and becoming a potential market of various manufacturers of halal-labeled goods and services. Halal-labeled products are purely about business and should not necessarily be related to religion (Baharuddin et al., 2015).

Muslim consumers have different levels of compliance with sharia depending on the level of trust and religiosity. They will have a positive attitude and a good response to halal-labeled products in their

marketing process (Karia, 2019). A high level of confidence in halal-labeled products can be a corporate strategy to achieve a competitive advantage, to adapt market changes, and fulfillment of customer demand. Then will be the creation of values that can be used to increase the productivity and sustainability of the company and ensure the operation of the responsible business (Abdul Latiff et al., 2016).

The halal products are not only liked by Muslim society but also the non-muslim communities. It is because the halal products assure product quality, especially on the contents contained guaranteed to hygiene, which makes halal products can be accepted all groups and cause the product market labeled-halal is growing (Maman et al., 2018). Today, the food industry and the global halal market is the fastest growing business. The need for halal food continues to increase one of the fulfillment of people's requirements for animal proteins derived from high nutritious meat. The necessity for animal protein

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makes industry and livestock business a great potential to thrive. In 2018, Unggas meat is the most consumed type in Indonesia than beef and goat (OECD, 2020). The business of chicken farms participates in fulfilling the consumption needs of proteins for the community. It is also a consumption because of the inexpensive cost.

China reported to the World Health Organization (WHO) for the first case of new coronavirus infections (2019-Ncov) on December 31, 2019, that could be infectious and threatening and disruptive to humans (World Health Organization, 2020). The Coronavirus outbreak (COVID-19) gave many changes to the pattern of life. The changes not only happen to social activities but also their economic activities.

Existing conditions at this time, the impact of the Coronavirus pandemic or COVID-19 began to be perceived by the most specialized chicken farmers in the Yogyakarta region. Based on the interview with the business actors directly, the development of the livestock industry is currently experiencing a considerable decline. Before the COVID-19 outbreak, its livestock can sell raw chicken meat as much as 50-70 tons per day for traders in the market. But the current condition, only able to sell 10-25 tons per day. The impact of this Wuhan plague made the chicken made distribution messy (Heriyanto, 2020). The situation deteriorated today in making social restrictions on large-scale (SRL), the movement is more tightened so that farmers can not send large quantities to the destination. The decrease in demand for chickens in the Yogyakarta area is caused by some people who are afraid to leave their homes, resulting in the price of plummet and ranchers also have trouble selling.

Based on the survey that has been conducted, entrepreneurs of broiler chickens complained of the decline in the price of broiler chickens caused by oversupply in large companies, but the demand is reduced, and to suppress substantial losses. In addition, the large-scale farm conducts a restructuring so that it takes market share to small, low-pressure farmers who should have a large-sector farm have a market share as a supplier of restaurant, hotel, and some places outside of Yogyakarta, but due to social restrictions on large-scale, resulted in large companies forced to sell directly to the market that could involve a small-scale breeder (Harsono, 2020). High feed prices are also one of the factors that cause large-scale farms are forced to sell directly to the market. The development of business with the improvement of technology can be a solution during this situation. Supply Chain Innovation application will be a solution to reduce the bad impact of the COVID-19 outbreak.

Some studies related to this research topic are Pradana, Huertas-García, and Marimon research (Pradana et al., 2020) found that consumers' attitudes towards halal-labeled products can influence intentions to buy products from a subjective

perspective (Fritz et al., 2017). Besides, it was also found that the halal food supply chain had a significant and not significant effect on motivation to buy halal food products. However, this study stops at the point of view of motivating influencing behavior, so there is an imbalance that will occur. Further research is needed on whether behavior influences increased productivity. The lack of relevant literature shows that halal logistics services have not yet been assessed as a source of sustainable business (Formentini & Taticchi, 2016). Regarding the current exist conditions (Armelia et al., 2020) said that Covid-19 had a negative impact, namely disruption of the supply chain due to disruption in the distribution of day-old chickens, medicinal feed and broiler farm operational activities. The implementation of policies carried out by the government in the context of handling COVID-19 has caused business actors to experience decreased income and difficulties in running their businesses (Kuswanto & Alfi, 2020). Based on research conducted (Santoso, 2020) the need for and consumption of meat will increase again after the government relaxes large-scale social restriction policies and adopts a new normal.

Based on the existing research, the researcher found there is not research or only a few research related to the chain of food suppliers that also consider halal and sustainability in the outbreak of Covid-19.

This research conceptualized halal business by connecting the supply chain structure and sustainability at the time of the Covid-19. Coronavirus disease that is caused by coronavirus novel Sars-CoV-2 is a easy infectious disease identified in December 2019 and was declared a pandemic by WHO on March 11, 2020 (Adhanom Ghebreyesus, 2020). The First infection was linked (with some, but not firmly evidence) to the Huanan seafood market showing bats as a possible source OF SARS-CoV2 as of April 16 2020 (Wuhan, China) (Li et al., 2020). A halal food is a hygienic food and clean everything that can be eaten the food that is allowed in Islamic sharia and is not a haram food mentioned by Allah in the Qur'an (Alzeer et al., 2018). The increased productivity of sustainability and supply chain and the halal in the pandemic era is another problem that sectors need overcome to limit the relevant crisis in the future.

Therefore, the study aims to analyze and discuss the impact of the chicken supply chain during the COVID-19 regarding food and halal sustainability and marketing strategies in dealing with the Covid-19 pandemic. The literature has been done. Some studies pay attention to this issue. It is necessary to form a theoretical and sustainability framework with previous research and its relation to current research. This study will combine the model with the knowledge to contact the dimension of the halal food supply chain with sustainability and supply chain innovation analysis developed. The merger of these models has a great opportunity in fulfilling the need to address the impact of even more severe losses as the coronavirus outbreak

progresses. Therefore, this research uses pivot strategy methods. The pivot strategy method is a business development activity by changing the business model itself but still based on the business vision it has.

As defined by the book titled "The Lean Startup" pivot is "Structured corrections designed to test new fundamental hypotheses about products, strategies, and growth engines." The reason for the selection of this Pivot method is it will be known the change in the style of new market share so that it becomes one of the business strategies that the founder can do when encountering a "dead end" state. Especially when the product is running incompatible with what the market wants. Or the business model developed fails in making a profit. There are factors that affect the impact of losses for broiler chicken business actors, therefore this research was conducted to analyze and study the factors that influence chicken business in Yogyakarta, as a reference in formulating a sustainability strategy.

2. Methodology

This research analyses the development data from the impact of the events related to the outbreak of the COVID-19 in 10 livestock businesses, 15 broiler cages and 5 chicken traders in markets in the Yogyakarta region, Indonesia against the declining interest and turnover of broiler chickens and the influence of supply chain changes with halal and sustainable to the price of broiler chickens before and during the long-running. Data collection was carried out from April to June 2020.

This research is a qualitative study. The method used in this research is a descriptive method to give an overview of the phenomenon occurring from the investigated society and then compare the similarities and differences in the phenomenon. Research subjects that researchers use are broiler business actors in Yogyakarta. This approach of research uses a grounded theory approach that aims to produce a theory related to the current situation (Tobing et al., 2017). The COVID-19 outbreak in which the broiler farmers are interconnected and involved in response to the events. The determination of breeders, broiler coops and traders as data sources is based on the involvement of related social entities that are interconnected in terms of halal and sustainable supply chains before and during the pandemic.

The data collection technique used involved the secondary sector and interview subjects from the point of view of breeders, broiler houses and traders. The data collection technique used in the interview is snowball sampling, which is a sampling technique that begins with one person who is considered to be the most familiar with the development of this business, namely the Yogyakarta City Agriculture and Food Security Service, but because researchers feel the data was obtained from interviews with the Department of

Agriculture and Resilience Pangan Yogyakarta is deemed not to have answered the researcher's questions completely, then the researchers looked for business owners, interview respondents were selected based on long-term empirical participation in the chicken industry, as well as their level of knowledge and understanding of the distribution network structure.

3. Results and discussion

The supply chain structure system can be mapped into several subsystems, along with several supply chain groups. The relationship Model between these subsystems is described in Figure 2.

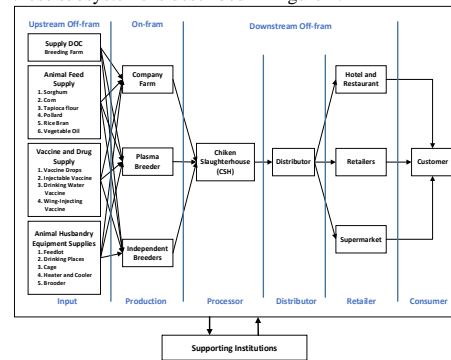


Figure 2. The supply chain structure system of broiler chicken. Mutually integrated relationships to create mutually beneficial supply chains

Figure 2 shows that each subsystem consists of several intertwined supply chain and has a role in the interconnected system. The upstream subsystem is a group that handles the supply and procurement of production facilities and provide all the needs of poultry farms such as chicken seeds, feed, medicines, and vaccines, as well as tools farms subsystem cultivation is a group of farmers who have the role to produce poultry animals live ready to sell. At the same time, the subsystem of processing and marketing subsystems is a group that plays a role in the processing of chicken meat and market it in various markets such as eateries, retailer merchants, supermarkets, and others. In addition to the role in the marketing of chicken meat on this part of the subsystem has an important role in shaping the price of chickens at the consumer level.

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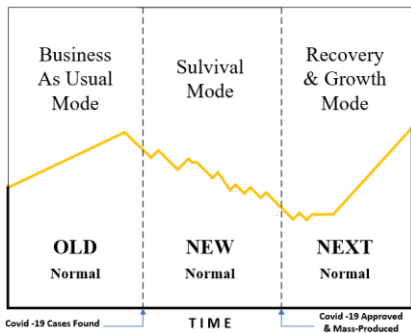


Figure 3. Outlook the COVID – 19 Situation (Invent.Ure, 2020)

As business people, the condition is in the situation of a survival situation where everything considered as an abnormal condition will make a new normal situation or a new situation where each of them will adapt to a new condition. So that growth is directed towards a new normal, people will be accustomed to the abnormal conditions that will be a new state. The growth of normal conditions further requires adjustment in the current normal state, so that a drastic decline will be very imperceptible.

3.1 Impact of COVID-19 On Broilers

The Coronavirus outbreak (COVID-19) was discovered for the first time in December in China and has rocked the economy worldwide is no exception to Indonesia. The *rupiah*, stock indices, and domestic consumption of the market and the development of industry in the homeland, slowed down. (said that there was a drastic decrease in the purchase of broiler chickens. Apart from falling consumer interest, there has also been reduced market operating hours. Some restaurants and caterers are also not operating.



Figure 4. (a) Before the COVID-19 and (b) during the COVID-19.

The change in structure is affected in other supply chains, resulting in losses caused by small-scale farmers' changes in the supply chain structure of large-scale breeders that took over the market sector to make substantial losses for small farmers. A reduction in hotel demand, the restaurant then large farms should adapt to cover a considerable loss so that forced to take the market share of small-scale farms.

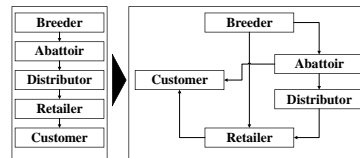


Figure 5. Structural Changes in the Supply Chain.

The process of adaptation undertaken by economic actors as part of the supply chain leads to changes in the chain of suppliers. In the chain of suppliers, the COVID-19 virus outbreak has a vertical pattern direction that affects the perpetrators of successive levels of the supplier chain, with level integration. On the other hand, during the COVID-19 outbreak there was a change in the supply chain structure that became horizontally patterned, which adapted to the environmental conditions to suppress the losses incurred due to the effects of the Covid-19 virus. There is a change in the composition of the Pendistribusian traffic sequence, changes in some of such manifestations and restructuring may affect some other process flows of this change due to various pressing factors (Acosta et al., 2019).

Besides, the change of supply chain structure that is done by large companies is an adaptation of the continuous strategy section planned so that losses can be minimized due to the selling price is smaller than its maintenance price (Deppermann et al., 2018). The driving factors change the structure of the supply chain is due to the social restriction of large-scale (SRL), the movement is more tightened so that farmers can not send in large quantities to the destination, resulting in the price plummeted. The operational time of the market is increasingly restricted so that the onset of panic selling so that farmers struggle to deal.

In addition to the other side of the livestock, actors such as feed manufacturers (Feedmill) also feel the impact. Some feedstuffs that still depend on significant imports from China are constrained supply, logistics, and the price began to increase slowly.

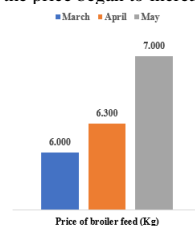


Figure 6. Graph of the price increase of broiler chickens in 2020. (Heriyanto,2020)

China, as the feed raw material manufacturer, mastered the global market share around 60 – 70%, so it affects the logistics of raw materials world feed, and The price continues to crawl up. Due to the outbreak of increasing costs in distributing the purchase of

imported raw materials, the increase is not based on raising tariffs, but because the number of circulating goods is reduced. The incidence of certification restriction with the Container began to decrease, resulting in a price increase due to down supply. The level of dependence on China's products is very high, proved about 75% of the main supply of feed additive that disturbed its availability in the homeland for feed raw materials alone does not include other products (Rudi, 2020).

The high selling price of animal feed is creeping up and demand is decreasing resulting in a drop in prices due to oversupply resulting in a low selling price at the farmer level, a decrease in selling prices at the farmer level is done to reduce the cost of goods manufactured due to chicken feed

Total, New Cases Of COVID-19 dan Broiler Price Index (Rp)
Resource : Kemenkes RI, 2 May 2020

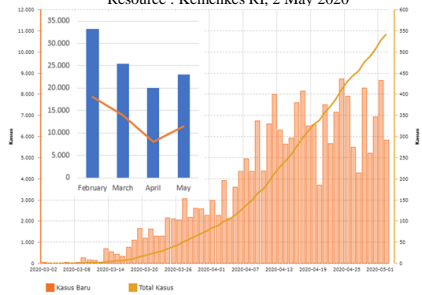


Figure 7. The case confirmed in Indonesia, and the price index of the broiler chickens from the influence of the COVID-19 outbreak. The graphics are built with data (updated to May 2 2020) from (Kes et al., 2018)and (PIHPS, 2020) for the broiler chicken price index. Chicken price reductions were triggered due to oversupply and lack of market demand due to COVID-19.

The impact of this Wuhan plague made the chicken distribution messy. The situation deteriorates today's oversupply, being the main cause of the price.

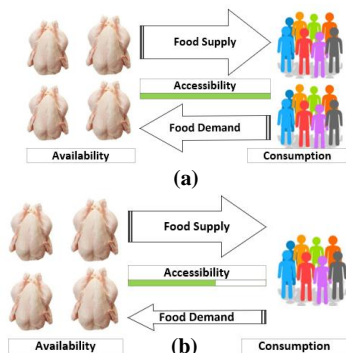


Figure 8. (a) Before the COVID-19 and (b) during the COVID-19 was in progress. The number of consumers and simultaneous participation has decreased due to the restriction of passability that affects accessibility. And the amount of Ketersegiaan is still quite a lot so the occurrence of *oversupply*.

The demand for chicken meat that has continued to decline due to uncertainty and reduction in the capacity of expenditure for savings, this situation is due to the Pandemic Covid-19. Already confirmed there are more than 1,207 workers in the layoffs of a company that forced to close (Heriyanto, 2020) and this could be worse if the pandemic continued for a long period, due to reduced revenues and continued to suffer losses for the company.

The impact of covid-19 has also led to a policy where schools are dismissed and replaced studying at home so that many students decide to return to their hometowns and the presence of encouragement to work from home is a driving factor for the decrease in orders for chicken in Yogyakarta. Where students become one of the biggest consumers in Yogyakarta



Figure 9. The number of students in D.I. Yogyakarta corresponds to the education level Based on Higher (BPS, 2015).

Students in DIY recorded more than 300 thousand and the students who are live in Yogya only 10-15 percent, the remaining migrants consisting of education level ranging from Diploma-1 to this level of the profession does not include middle and high school student (Rahadi, 2016). The return of students and workers who are outside the area of Yogyakarta to the hometown and social restriction of large-scale (SRL), is one of the factors to decline the demand for broiler that causes the restaurants and hotels reduce the demand and even temporarily shut down to reduce the impact of the rising losses. The Consequently occurs *oversupply* in large enterprises, but Demandnya is reduced (Heriyanto, 2020).

According to the farmers' business, this COVID-19 pandemic continues to exacerbate the poultry climate that lowers community demand, reaching 50%. Including the the decreasing sales to hotels, restaurants, and catering that reaches about 80%, the result is cold storage in CSH (Chicken Slaughterhouse) so fully charged and the production

of breeder pile up because the market does not absorb the maximum.



Figure 10. Total production of chicken meat of Indonesia year 2019 that the public meat was pedaling more desirable

balance of the race is undergoing a surplus of 204,632 tonnes during the period from March to May 2020. This Surplus occurred due to the excess or the remaining stock of February last year of 96,640 tons, and the production of March-May of 987,196 tons, while the market needs of 881,204 tons. (Ditjen PKH, 2020).

3.2 Analysis of Supply Chain Structures during the COVID-19 Outbreak

The analysis of the supply chain structure will be elaborated in three main aspects; there are chicken farmers, CSH, and trader side, as explained below.

1. From the farmer's point of view, the losses were quite pronounced due to the selling price not being proportional to the production price, reduced demand and the existence of a SLR (social restriction on a large-scale) policy which resulted in the cancellation of shipments out of the region, resulting in oversupply. The right step is to reduce the price of broilers in the market.
2. Based on the CSH (Chicken Slaughterhouse), it was not severely lost but only decreased order levels. The CSH distribution system makes to order depending on the order demand, but there is always stock for the reserve in case of sudden Oenambahan. The decline or price increase is heavily influenced by the CSH strategy to lower the loss rate is by rescheduling the working hours of the employee.
3. From the traders' side, the turnover loss is around 50% from before the covid-19 outbreak. The factors that cause losses are due to the limitation of market operating hours, the level of demand decreases along with the decrease in student consumers due to Returning to the hometown of the yard, the presence of work from home urgency and restrictions on leaving the house, thereby reducing the income level of each family. The strategy to reduce the loss rate is to take it directly to the farm and make the deductions yourself to reduce the cost of production services at CSH and make changes to marketing strategies by taking advantage of online sales, providing services between products directly to consumers.

According to the results of interviews conducted, the impact of the chicken supply chain during COVID-19 regarding halal food and sustainability had no significant effect on decreasing demand and selling prices. The halal food supply chain will increase the trust and intention of buyers for food products (Ali & Suleiman, 2018) but in the situation of the covid-19 outbreak, the relationship between halalness does not have a significant effect on increasing productivity. Decrease in demand and adaptation of relaxed supply structures occurs in a running environment to minimize severe losses. But for sustainability, it has a significant effect on the supply chain structure due to changes in the supply chain structure so that it disrupts some of the other coverage, causing problems for some time to come if preventive actions are taken immediately to solve this problem.

3.3 Product Differentiation and Marketing Strategy

The impact of the spread of COVID-19 makes the most of their activities paralyzed. Several economic experts predict the economic growth of Indonesia stalled in 2020. During this significant impact and the financial crisis of the business actors, it is time to be encouraged and equip themselves with the knowledge of technology to face competition amid economic slowdown (Lavinda, 2020).

The decrease in the ordering of broiler chickens is not based on the halal level gained that Muslim consumers have different levels of compliance with sharia depending on the level of trust and religiosity. They will have a positive attitude and good responses to halal-labeled products in their marketing process (McElwee et al., 2017).

Although the level of halal has no significant effect on the supplier chain for increased productivity it remains one of the factors of consumer interest to buy products in Muslim-populated areas risk arising from marketers who fail to respect the rights and needs of Muslim consumers to obtain goods and services by the Shariah regulated, the potential loss of sales, market share, brand loyalty, consumer loyalty so that corporate sustainability is at stake.

Covid-19 not only has a negative impact on the broiler farm business, but also positive impacts, including the prospect of developing a new lifestyle where staying at home economy will become popular in the future by working from home will still generate income and this is a product innovation in the midst of a crisis.

This new lifestyle will give birth to a new marketing strategy. Updates and proper marketing strategies will reduce losses. The pivot strategy is a method that can be applied at times like this. In the pivot business, pivoting is done by changing direction or design but by maintaining the vision of the business

itself. Change cannot be separated from the business itself. This is obvious because our target market or market conditions are things that are continually changing shift strategy by adding product or service features. Changing marketing strategies will help survive this pandemic.

The novelty value given is by changing marketing strategies that will help survive this pandemic. The search for new, more effective marketing strategies that may be implemented New actions need to accelerate the shift in focus towards sustainability and leverage technologies such as the 'Internet of Things' (IoT) to meet objectives (Peralta et al., 2017). The use of technology as a marketing strategy and providing more services for consumers will be a special attraction for consumers to buy products. take advantage of the use of technology to find new business opportunities, namely by implementing an online retail stocking and delivery hub so that consumers can order products without having to leave the house. It increased service will attract consumers who are afraid to leave the house and consumers will feel very safe and comfortable shopping online. The desire to shop via online is expected to continue to increase along with personal awareness of avoiding crowds. Two pivot strategy systems can be applied in improving marketing strategies. First, consumers can order in advance and then take it according to the specified time together, and the second product will be delivered directly to the consumer so that consumers do not need to come to the merchant. This pivot strategy is very suitable to be carried out in a time like this to improve service to consumers

The use of third-party services may be an effective solution to reduce the level of losses incurred. The empowerment of online retail stocking and delivery hubs is one of the relevant supply chain innovations developed during this time of the epidemic, and even this will be the beginning of inspiration for the development of supply chain innovation so that it can become supply chain sustainability

In addition to production planning improvements, the increase in information exchange in the supply chain can potentially lead to various benefits (Sibomana et al., 2016). The following are :

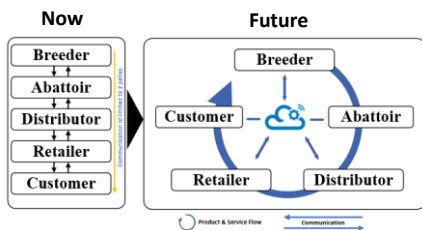


Figure 12. The supply chain trend with the impact of Industry 4.0 will be beneficial once the purchase of

raw goods and consumers will be increasingly pampered with the facilities.

Benefits that are in the presence of supply chain trends with IoT and CSR systems have a major influence on supply chain management. Furthermore, the dissemination of product information will be faster with each other's integrated intersections. More flexible to changes in demand or supply situations. More detailed and accurate performance of integrated system management will provide transparency and supply more efficient than the current system, the selling and revenue rise.

4. Conclusions

To minimize the spread of COVID - 19 in Indonesia, the government has a policy of social restriction on a large-scale (SRL). Many restaurants, hotels, schools, and campuses are close. Yogyakarta, as a Student City, has a bad impact. Most students were forced to return to their home that from outside of Yogyakarta. This situation makes a decreasing demand, especially on raw chicken meat. On the other hand, the chicken stocks in the chicken farmers are oversupply, so that they are forced to sell the raw chicken meats at a low price.

There was no significant effect on increasing the productivity of broiler chickens because the decline in demand was not due to sharia factors but because of the impact of Covid-19, which caused an economic decline.

The novelty value offered is implementing a pivot strategy that changes in marketing strategy. It will help survive this pandemic. The search for new marketing strategies can be applied more effectively. The online empowerment system of stocking retail and delivery hubs become one of the relevant supply chain innovations developed during this time-after. Product Innovation services for the prevention needs of COVID -19, so that buyers do not need to go out to buy this broiler is a product and service innovation that fit into a thriving business today.

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3. Even without doing any research, it is possible to produce conclusions like this

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Analysis of Halal and Marketing Strategy for Broiler Chickens' Supply Chain during Covid-19: A Case Study in Yogyakarta, Indonesia

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Abstract
Corona virus has a destructive impact on the world's economy, especially in Indonesia, making a large-scale social restriction policy (SRL). Many restaurants, hotels, schools, and colleges in Yogyakarta are closed. Consumers, mostly students from outside Yogyakarta, have to return to their hometowns. This case impacts the decline in chicken prices to cover losses due to excess supply and decreasing demand. This research aims to analyze the decline in chicken prices, halal products' and the concept of marketing strategies impact on the chicken supply chain during the Covid-19 outbreak in Yogyakarta. This research used SEM to obtain accurate analysis and descriptive results to overview phenomena from society under study. The analysis using SEM shows that halal factors do not significantly affect consumer decisions in buying chicken. However, it was found that there was an increase in consumers in online shopping, which could create new strategies in marketing strategies. The application of online marketing strategies will improve consumers' services so that it is expected to be a novel value that can increase consumer buying interest during the Covid-19 outbreak in Yogyakarta, Indonesia.

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