

ABSTRACT

In today's digital era, transparency and trust are paramount in the health supplement industry. This research focuses on the integration of Blockchain and Internet of Things (IoT) technologies within the health supplement supply chain to enhance consumer trust and ensure product authenticity. Four primary stakeholders, namely Farmers, Transportation, Producers, and Consumers, are identified as having pivotal roles in this process. Leveraging IoT technology, farmers can monitor crop growth conditions in real-time, while Blockchain ensures the collected data is secure and immutable. The transportation sector ensures the safe and timely delivery of products, while producers are responsible for transforming raw materials into high-quality end products. Consumers, as the end recipients, are empowered to verify the authenticity of the product through tracking and verification. The research findings indicate that the integration of Blockchain and IoT can enhance transparency, efficiency, and trust within the health supplement supply chain, providing added value for all stakeholders and ensuring consumers receive quality and authentic product.