

# CHALLENGES AND OPPORTUNITIES OF HALAL EDUCATION IN RAISING MSME AWARENESS IN THE ERA OF THE SHARIA ECONOMY

Sri Sudarmi Amir Rumae<sup>1</sup>, Enne<sup>2</sup>, Andi Mirnawati<sup>3</sup>

<sup>1</sup>Department of Public Health, University of Moslem Indonesia, Makassar, Sulawesi Selatan, Indonesia (sudarmi.amirrumae@umi.ac.id)

<sup>2</sup> Department of Public Health, University of Moslem Indonesia, Makassar, Sulawesi Selatan, Indonesia (enne.fkm@umi.ac.id)

<sup>3</sup>Department of Public Health, University of Moslem Indonesia, Makassar, Sulawesi Selatan, Indonesia (Andi.mirnawati@umi.ac.id)

**BACKGROUND:** The growth of the sharia economy in Indonesia offers significant opportunities for micro, small, and medium enterprises (MSMEs) to contribute to an increasingly competitive halal industry. However, the awareness level of MSME actors regarding the importance of halal standards still faces various challenges, such as limited knowledge, lack of access to formal education, as well as the perceived complexity and cost of halal certification procedures.

**METHOD:** This study aims to explore the challenges and opportunities of halal education in raising MSME awareness in the era of the sharia economy. Using a qualitative approach, data were collected through in-depth interviews with MSME actors in the food and cosmetics sectors, observations, and document analysis related to halal education policies.

**RESULTS & DISCUSSION:** The findings reveal that although there are still challenges in terms of limited resources and low halal literacy, significant opportunities arise from government support, community involvement, digital-based education, and increasing consumer demand for halal products.

**CONCLUSION:** These findings highlight that halal education serves as a strategic factor in strengthening MSME awareness, enhancing competitiveness, and supporting the sustainability of the sharia economy at both local and global levels.

**KEYWORDS:** Halal Education, MSME Awareness, Challenges, Opportunities, Sharia Economy