

CHALLENGES OF IMPLEMENTING OCCUPATIONAL SAFETY AND HEALTH (OSH) IN HALAL INDUSTRY EDUCATION FOR MSMEs IN MAKASSAR CITY

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BACKGROUND: Occupational Safety and Health (OSH) is a crucial component in ensuring product quality, safety, and sustainability within the halal industry. In the context of Micro, Small, and Medium Enterprises (MSMEs), particularly in Makassar City as one of the centers of creative industry growth, the implementation of OSH still faces significant challenges. Halal education that integrates OSH aspects has not been fully understood by MSME actors, resulting in production processes that often do not meet hygiene, safety, and sharia standards.

METHOD: This study applied a qualitative descriptive approach through literature review, field observation, and in-depth interviews with several MSME actors in Makassar City. The data were analyzed using content analysis to identify the main challenges and opportunities in strengthening OSH within halal industry education.

RESULTS & DISCUSSION: The findings reveal that limited knowledge of OSH, lack of financial support, and restricted access to halal training are the main obstacles in implementation. Most MSME actors still perceive halal certification merely as a formal label, without integrating OSH principles into production processes. In addition, weak collaboration between local government, halal certification bodies, and MSME communities further slows the implementation of halal standards aligned with occupational health and safety principles.

CONCLUSION: The implementation of OSH in halal industry education among MSMEs in Makassar City still faces considerable challenges in terms of human resources, funding, and conceptual understanding. Therefore, an integrated education program, subsidized training, and supportive local government regulations are required to strengthen halal literacy based on OSH. With these measures, MSMEs in Makassar can enhance competitiveness and consumer trust both in national and global markets.

KEYWORDS: OSH, MSMEs, halal industry, education, Makassar