

STRATEGY FOR THE ROLE OF INDONESIA SHARIA - MSME IN THE GLOBAL HALAL SUPPLY CHAIN

Abdul Ghoni¹, Erny Arianty, Teh Zaharah Yacoob^{2*}

¹Faculty of Islamic Religions, Universitas Muhammadiyah, Jakarta, Indonesia

²Department of Accountancy Diploma, PKN STAN, Indonesia

³Faculty of Management, Universiti Teknologi Malaysia, Malaysia

Email: abdul.ghoni@umj.ac.id

ABSTRACT

This study explores strategies for the development of Sharia-based Micro, Small, and Medium Enterprises (MSMEs) within the context of Indonesia's ambition to become the center of the global halal supply chain. Employing a qualitative descriptive methodology, the research is based on secondary data from scientific journals, official reports, and relevant regulations. The study identifies the critical need for enhanced access to Sharia-compliant financing and capital sources as a key factor in enabling MSMEs to integrate effectively into the halal industry ecosystem. By ensuring that MSMEs adhere to Sharia principles, particularly in financial transactions, the study argues that these enterprises can produce higher quality products, increase their competitiveness, and contribute significantly to national economic development. The findings suggest that collaboration between the government, Sharia financial institutions, and the public is essential to fostering the growth of Sharia-based MSMEs, thereby supporting Indonesia's strategic objectives in the global halal market.

Keywords: Strategy, Sharia, MSMEs, Global, Halal

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