

## ***ABSTRACT***

*The high interest of the younger generation, especially students, in sharia investment is a good benchmark for Indonesia's economic development. However, at the same time, it is used by several parties who give a wrong understanding of sharia investment, such as giving birth to various kinds of misconceptions among general audiences who are interested in sharia investment. These misconceptions about sharia investment can result in people, especially college students who are new to sharia investment retracting their assets and those interested in sharia investment turning their interest to other forms of investment. Therefore a form of media that can increase literacy about sharia investment for college students to avoid misconceptions is needed. Qualitative method is used as the primary method to collect the data for this research, while the method to analyze collected data is matrix analysis. This research seeks to help students in Bandung City to get accurate information and foster a more serious interest in sharia investment.*

***Keywords:*** *Sharia Investment, Education, College Student.*