

ABSTRACT

The total of UMKM has increased from year to year. Many groups of UMKM owners appear, one of them in Jombang Regency namely the Association of Food and Beverage in Jombang Regency (commonly called PERMAMIN Jombang Regency). So the society can know about the product which is produced by PERMAMIN in Jombang Regency, hence the promotion is required. The promotion which is applied is advertising, publicity, sales promotion and individual promotion. In addition, in order to the product can be accepted by the society without any doubt about its legal, so PERMAMIN members do the appeal of halal certification in order to be able to include a halal label on the product.

The research which is conducted by the writer purposes to find out the effect of promotion and halal label at the sales turnover in the association of food and beverage in Jombang Regency which has labeled halal. The research method which is used is quantitative research with a case study approach. The respondent in this research is the member of the association of food and beverage in Jombang Regency which has labeled halal. The technique of collecting the data is by using questionnaire and using the guttman scale.

The result of this research shows that the variable of promotion and halal label have not a significant effect to the sales turnover. This case is proved by the existence of test result SPSS at the f test, it is f_{count} of 0,855 and f_{table} (with k ; $n - k$ is 2 ; 23 - 2) of 3,47. The value of $f_{\text{count}} < f_{\text{table}}$ so H_1 is rejected, it means that the variable promotion and halal label have not a significant effect at the sales turnover. If, it is viewed from the t test, it is the test of the variable individually (partial) at both of the variable, it is promotion and halal label have not an effect partially at the sales turnover. By the result of the comparison, the value of t_{count} the variable promotion is amount of 1,204 and t_{table} (with $\alpha/2$; $n-k-1$ is 0,05/2 ; 23-2-1) is amount of 2,08596, it means that H_2 is rejected, then the value of t_{count} in halal certification is amount of 0,405 with the t_{table} 2,08596. The meaning is both of the variable, it is promotion and halal label have not a significant effect to the sales turnover.

Keywords: Promotion, Halal label, Sales turnover