

The Effect of Halal Label and Digital Promotion Towards the Increase of SMEs Income in Makassar City

Ihwana As'ad^{1,a,*}, Ratna Sari^{2,a}, Hariani Ma'tang Pakka^{3,a}

^aDepartemen of Information Technology, Faculty of Computer Universitas Muslim Indonesia

*Ihwana.asad@umi.ac.id

Abstract. The necessity of possessing Halal Certification from the Ministry of Religion Affairs as the obligatory to every SMEs in carrying out their business through Halal Product Assurance Agency (BPJPH) is unavoidable. The process on food products, medicines, cosmetics and other products should provide certainty of halal status, so that it can reassure consumers' minds in consuming these products. Therefore, this becomes the strong reason why the researcher is going to conduct this research topic. This research will examine the Effect of Halal Label and Digital Promotion on Increasing SMEs Income in Makassar City. The method used is a qualitative method with interviews and a quantitative method by distributing questionnaires to SMEs in Makassar City who attains a halal label and carry out digital promotions. The F test results, simultaneously halal label and digital promotion show a significant effect on the increase of SMEs income in Makassar City.

Keyword: label, halal, promotion, digital, SMEs.