

## **ABSTRACT**

*PT Soka Cipta Niaga Bandung was established in 2011 and officially obtained the halal certification from Majelis Ulama Indonesia in 2015. The purpose of this study is to determine the ratio of sales volume of the company before and after obtaining the halal certification. In this study, the author used the Qualitative Research Methods, with data collection through Observation, Interview, Library Studies and Documentation Studies. The interviews were conducted using two ways: Structured and Semi-Structured Interview. In the interview process, the author decided to choose three internal informants from the company, who were Mr. Iyan Permana, A.Md, Mr. Raka Satria, S.H, M.H, and Mrs. Amelia Hertianty, S.E.*

*From the results of the study, it can be concluded that the average sales volume before the halal certification was equal to 33.03% and after the halal certification is 21.11%, but the results cannot be compared, because the year of the sales realization has only been two years after the new halal certification, while it has been four years for the sales realization before the halal certification. But the sales volume after the certification has increased significantly. In this study, the writer decided to raise the theme of research on “Comparative Analysis of Sales Volume Before and After Getting Halal Certification (Study on PT Soka Cipta Niaga Bandung in 2018)”*

*Keywords: Marketing, Halal Certification, Product, Sales Volume*