

## ABSTRACT

*In this study, there is a phenomenon regarding the company's strong position in the market, but the level of competition is low in the halal socks business sector. This makes the brand experience an increase in sales, one of the factors in increasing sales due to innovation according to trends, curiosity about new products or because of the product's brand positioning. Brand positioning is an action that is implanted in the minds of potential consumers, namely placing your product in the minds of potential consumers, then consumer perception is the process that people go through in selecting, organizing, and interpreting information to form a meaningful picture of the world. While the halal label is an application of halal writing on product packaging in order to show if the product is halal. In the product made by PT SOKA is a sock product that has a halal label, where the main target of marketing is a Muslim, and in Indonesia is a country with a large Muslim population, so PT SOKA has a broad target market. The purpose of this study was to determine the effect of Halal Brand Positioning on Consumer Perceptions of Pt. Soka Cipta Niaga. The theory used in this study is Ries & Trout (2002:17) regarding brand positioning, saying that brand positioning is the act of designing offers and creating a company image to get a place in the minds of the target business market and Kotler and Keller (2016: 189) regarding perceptions Consumer perception is the process by which we select, organize, and interpret information input to create a meaningful picture of the world. The method used is quantitative research, and this study uses a simple linear regression technique because in this study only has one variable X and Y, where this study aims to determine the effect of variable X with Y. Informants in this study are people or consumers who have done purchase of halal socks products produced by PT SOKA. The number of population in this study cannot be known validly, therefore this study uses a purposive sampling technique with the calculation of the Bernoulli formula. The results of this study can be stated that the brand positioning of PT. Soka Cipta Niaga on the sale of socks has been good, while regarding consumer perceptions of socks products from PT. Soka Cipta Niaga is in the fairly good category. The conclusion of this study is that the halal brand positioning has a significant effect on consumer perceptions of socks PT. Soka Cipta Niaga.*

**Keywords:** *Brand positioning, consumer perception, Halal label*