

ABSTRACT

DESIGN OF PROMOTION MIX SYSTEMS ON

AGUNG MOTOR SHOP

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This Job Practice aims to design a good promotion system at Agung Motor Shop which is engaged in buying and selling motorcycles, exchanging second-hand motorcycles and handling services for extending vehicle tax and vehicle registration, whose management and promotion methods have only used the mouth to mouth promotion system. The Job Training Project is conducted for one semester from January 2019 to April 2019. The methods used in this Job Practice are observation, interviews, design, simulation and implementation.

This Job Practice produces a promotion system which includes the creation of company profiles, product lists, business cards accompanied by shop contacts, and discounts. With the existence of a good and useful promotion system, the company's market will become wider and better known in the community.

Key Words : Promotion Mix, Company Profile, Product List, Discounts.