

ABSTRACT

PROMOTION MIX PRACTICE ON RAJA WANGI PARFUM STORE

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The objective of this internship or study is to introduce Raja Wangi Parfum's product to more people around and helps to increase earning or sales Raja Wangi Parfum is located at Mutiara Point Complex block A no.5, Tiban. Raja Wangi Parfum sells clothes perfume and lubricants which comes with a lot of different aroma variant for customers to choose with a very reasonable price with start from Rp 15.000. The main problem that Raja Wangi Parfum facing is lack of promotion on their business.

The researcher formulize the problem by doing direct observation and interview with the owner of Raja Wangi Parfum before designing the system promotion design. System promotion design is very important for us to introduce a product and helps to increase sales. The promotion system that had been made are promotion mix. There is 5 (five) element of promotion mix which is advertising, sales promotion, direct marketing, public relations and personal selling. The overall process or duration of this study starts from 10 September 2019 to 31 December 2019 which include from the start of choosing the business till finalization of the report.

This study design a promotion by promotion mix that are suitable with the current business' conditions with 2 (two) method. The first promotion mix method was advertising with brochure distribution to the neighborhood who doesn't use social media like housewife and setting up a social media account which is on instagram to effectively promote this product to more people and customer can just order by online to save time. Second method was sales promotion with giving the slogan of "Buy More, Get More" where we are giving discount for those purchase more than one of our product and we will be giving free delivery for a minimum purchase.

Keywords: *advertising, sales promotion, direct marketing, public relations, personal selling.*