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***IMPROVE THE PROMOTION MIX STRATEGY ON
PT CENTRAL PRIMA SUKSES***

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ABSTRACT

The author conducted this research with the aim to be able to help and provide promotional mix methods at the company PT Central Prima Sukses. PT Central Prima Sukses has never before used a promotional mix method, so the writer wants to help in order to achieve the desired turnover of the company. The method in this study the authors made observations directly to the company PT Central Prima Sukses, and gave interviews to the employees concerned in order to provide the information needed to assist in conducting this research.

As a result of observing and conducting research for approximately three months, the writer found that the strategy used so far was only Word of Mouth (WOM) and through acquaintances from friends to order goods and others. After the researcher makes observations by observation, the researcher then applies the promotion mix strategy, so that it can help in developing the promotion strategy. After applying the promotion mix strategy the writer sees some significant changes, such as increasing orders, and the addition of employees who function as sales and the company is also involved in social media. In marketing, a good strategy is needed in order to compete with competitors.

Key words: promotion mix, advertising, sales promotion, personal selling, direct marketing, public relations.