

# UNIVERSITAS INTERNASIONAL BATAM

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*Faculty of Economic  
Management Study Program  
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## **ANALYSIS OF PROMOTION MIX STRATEGY AT CV IDOLA JAYA**

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### **ABSTRACT**

*In creating this report, the writer has analyzed promotion mix strategy used by CV Idola Jaya – which operated in tailoring industry. This report is made with an objective to improve the promotion system used by CV Idola Jaya. The result of this report will be implemented by CV Idola Jaya to help them increase their marketing ability and also their income for the business. The presence of many competitors create a condition in which CV Idola Jaya has to attract the attention of their consumers by using different promotions.*

*This report is made since September 2019 till December 2019. The first step in the making of this report is by visiting then observing CV Idola Jaya and also interviewing the owner of the business for data collection purpose. After data are collected, the writer plans and implements the new system. The promotion mix system implemented are advertising, direct marketing, and sales promotion. The implementation of the stated system gives positive effects on both sales and new consumers.*

*Keyword: promotion mix, promotion, service,*