

ABSTRACT

Bandung city is the destination of tourist destinations of interest of domestic tourists and foreign tourists who make one of the factors of growing competition among business people who continue to increase, one of the emerging business in the city of Bandung is a distro, the development of the distro in Bandung so rapidly, as evidenced by the number of distributions That there is, so the businessman must perform good pemasara activities to maintain the brand, memphankan consumer and get new customers, one of the activities that are very important and effective is the promotion, from some distro in Bandung writers choose a distro enough in the community Namely UNKL347, because UNKL347 has long been established and still exist from 1996 until now, the author wants to know how the promotion conducted by UNKL347 so that still can maintain its existence up to 21 years.

This research uses descriptive method. Sources of data obtained through primary data and secondary data, using data collection techniques used are interviews, observation, and documentation studies. The data analysis techniques in this study by doing data reduction, mendisplay data, and make conclusions.

Based on the results of research conducted can be said that promotion mix conducted by UNKL347 is good. Where the four promotion mixes such as advertising, sales promotion, public relations and direct marketing conducted by UNKL347 are in accordance with the theory, it can be concluded that they can last long in the field of this distribution because the promotion they run is already good.

Keywords: Promotion, Marketing Management and Promotion Mix