

ABSTRACT

After sales of the automotive industry is very competitive in sales every year, as well as the competition services used as a weapon to achieve customer loyalty as well as a strategy to reach new prospective customers. Mitsubishi launched a service that is Mitsubishi Mobile Workshop (MWS) which is engaged in maintenance and repair Mitsubishi vehicles, during the launch of this service until now still not operating maximally, both between the dealer branches in the city and nationally, in the implementation of every Mitsubishi dealers who entrusted holding this service shows data that less stable income obtained by these services, consumer knowledge about these services are also still lacking. Though the potential that can be generated from this service very answer the needs of consumers for vehicle maintenance or improvement when there are constraints, as well as opportunities that can be taken for companies in the form of income can also be achieved. The results of this study using the method of promotion using AISAS method is expected to provide a good and integrated promotion flow. The authors hope this study can help provide a broader picture that can be extended again for the promotion of similar services.

Keywords: Promotion services, Advertising, Service, Automotive, Mitsubishi.