

ABSTRACT

This research aimed to get the description of sales promotion and product innovation nugget Fiesta Seafood. This research was conducted in Yogya Kapatihan Bandung.

The population of this research is consumer nugget Fiesta Seafood in Yogya Kapatihan Bandung. The sample of this research was determined by Bernoulli method with margin of error of 5% amount 100 people. The primary data collect by providing a list of statement that given to 100 consumer nugget Fiesta Seafood in Yogya Kapatihan Bandung.

This research using frequency distribution and continuum line to know the sales promotion and product innovation. Results from this research is that sales promotion and product innovation in good criteria of continuum line , namely sales promotion amounted to 81.93 % and product innovation amounted to 82.4.

Keywords: sales promotion and product innovation.