

## ABSTRACT

*The magnitude of the opportunity book's children themed teaching Islamic religion give opportunities for book publishing industry in Indonesia. It encourages publisher of children books are competing to create and distribute their product to the target market. Pelangi Mizan is one of publisher that publishes books mostly for children, which is based on the teaching of Islam. Through online social gathering program of children book, firms offer a new way of purchasing the books. The success of the program, because of that several publishers followed the program such as Sygma daya Insani and Tigaraksa. This study aimed to describe The promotion mix activities of Pelangi Mizan book on online social gathering of children book. By Using qualitative description and collection data method by interview, observation and literature.*

*The results show the promotion mix activities already applied to product pelangi Mizan. The goals of promotion mix activities is to build a loyal customer. The promotion mix activities such as personal selling, book advisor is sales person who introduced the product to the target market. Sales promotion such as discount, cross promotion and special gift are consistently carried out every month to increase transaction and to keep the loyal consumer. Advertising, special event and experience, word of mouth to build awareness. Marketing public relation used for build positive image. The Syi'ah issue which insect Pelangi Mizan Books and the company increase the consumer trust and loyal with them. Its because the decision of the issue is excellent by the great marketing public relation program. Direct marketing is one of promotion mix activities which did not effective to build loyal consumer, direct marketing activities such as broadcast on social media is mengganggu consumer and can be menyebabkan consumer have bad perception with the product.*

*Keyword : online social gathering, promotion mix, loyal consumer, Pelangi Mizan*