

ABSTRACT

*Kamojang Green Hotel & Resort is an enterprise that is engaged in the service industry, Kamojang Green Hotel & Resort one hotel in Garut who gives an atmosphere of Sundanese village. From year to year the visits come to Hotel Green Kamojang Resort increase by 2015 the average as much as 1344 people and by 2016 on average 2226 people but although though rising Kamojang Green Hotel & Resort is categorized as a new hotel in Garut. Many people do not know about the Kamojang Green Hotel & Resort most visitors come from the area of Garut, Bandung, Jakarta and other cities to still no or uncountable little or maybe still do not know about Kamojang Green Hotel & Resort. Then to find out what promotional mix used by Kamojang Green Hotel & Resort then authors takes the title "**A Review: Promotion Mix at Kamojang Green Hotel & Resort In Garut 2017**".*

The research method used in this research is a descriptive method. Techniques of collecting data using interviews, observation, and literature study.

The research results show that advertising activities, sales promotion, personal selling, public relations and direct marketing conducted by Kamojang Green Hotel & resort include good promotional activities, make consumers know about Kamojang Green Hotel & Resort, and increase the number of visits coming to Kamojang Green Hotel & Resort.

Keywords: Marketing Management, Promotion Mix, Hospitality