

Abstrack

Currently in Indonesia the industry in the field of education has been very developed. Marked by the many emerging brands and types of tutoring offered today. One way to compete with other companies requires promotion. Promotion is needed so that companies can inform, persuade and remind consumers and potential consumers about the products and services offered. Brand owners compete to compete with other brands. As with adding learning packages, the type of learning can attract the attention of potential customers. One of them is Tridayaya.

This research was made using descriptive method. Data collection techniques used are direct interviews and observations to respondents. The data analysis technique used is data reduction, displaying data, drawing conclusions.

The results of the research are the main objectives of Tridayaya Tutoring using media promotion in order to get a good brand image from potential convention and consumers. The company uses banners, billboards, flayers, billboards and audio visual video as its advertising media. In the company's sales selling in the form of vouchers namely free trial and 3D keys. In personal selling the company uses customer service and MGM (member get member). In the event and experience the company makes routine Try Outs in schools. Companies use direct marketing in the form of telemarketing, letters and faxes. The company also uses online and social marketing media as its marketing media, namely through the media instagram, facebok, twitter, and website. The less effective advertising media is Try Out because the Try Out participants often feel bored with the content at the Try Out event. We recommend that you make other activities in the Try Out event such as inviting guest stars. So that participants do not feel bored and can be used as an attraction to participate in the event.

Keywords : Marketing Management, Promotion Mix