

## **ABSTRACT**

### **CLOTHING BRAND PROMOTION STRATEGY**

#### **PONTTE IN BANDUNG CITY**

This thesis writing aims to increase sales of Pontte's clothing brand in the city of Bandung by sampling in the area of the city of Bandung because the city of Bandung is very visible decline. The background of this writer is the decrease in sales of Pontte brand clothing because of the lack of promotion carried out by the Pontte brand clothing that only makes print advertisements and is installed in the Pontte brand clothing store only. According to the field survey the Pontte brand clothing has a sales target that is, within one month, it must sell at least 530 pairs of shirts from the Pontte clothing brand. However, from January 2019 until February 2019, only 220 pairs of T-shirts were sold.

Keywords: *clothing brand Pontte, Declining Sales, Promotion.*