

ABSTRACT

In practice, the marketing activity is one of the most important parts of the business to do the development or expansion of the company.

This study uses financial statement as a reference to see the amount of marketing expense, total assets, total revenue, cost of revenue and operating cost as a variable and then calculating the ratio of marketing expense to total assets, total revenue, cost of revenue and operating cost were mapped. then analyzed by calculating ROMI (Return on Marketing Investment).

The results of this study in the form of marketing expense ratio calculation of the total assets, total revenue, cost of revenue and operating cost in the property sector and sub-sector, the calculation of the ratio in the sub-sector ROMI property which is then displayed in the form of charts mapping and made a pattern.

The conclusions drawn, from the calculation that the property industry is an industry with a primary focus on marketing activities, production, goods and services. Through ROMI calculations marketing effectiveness can be determined by each company's return on marketing investments in each sub-sector.

Keywords: Marketing Expense ratio, ROMI, property sector