

ABSTARCT

Indonesia is the second largest agricultural country in the world after Brazil. Most of the population in Indonesia work in agriculture. As an agricultural country, Indonesia is blessed with abundant natural wealth plus Indonesia's very strategic position, starting from a geographical point of view which causes Indonesia to be in a tropical area which has two seasons. CV. Dahan Putra Perkasa is a company engaged in the sale of agricultural products. CV. Dahan Putra Perkasa is located in Kediri Regency. CV. Dahan Putra Perkasa, also called Dahan Diesel, carries farmer equipment. With the role of agricultural technology, it is hoped that it will be able to improve the quality of agricultural products, as well as make it easier for managers of the agricultural sector to get optimal work results. Based on the results of interviews with the company, information was obtained that currently YouTube social media is considered the most effective compared to other social media. This is because farmers in Kediri Regency on average use YouTube as an information medium because YouTube can provide wide access, such as tutorials on using farmer technology and product qualifications owned by CV. Dahan Mighty Son The purpose of this study is to find out the implementation of promotions through YouTube social media on CV. Dahan Mighty Son. Based on the results of this study, researchers used 8 promotional mixes, namely Advertising, Sales Promotion, Events and Experience, Public Relations, Direct Marketing, Online and Social Media Marketing, Mobile Marketing, Personal Selling. In this result of this study it has been determined that all aspect related to CV. Dahan Putra Perkasa has used 8 aspect of the promotion mix and based on the reults of youtube interviews as one of the social media that support CV. Dahan Putra Perkasa.

Keywords: Marketing Mix, Youtube.