

ABSTRACT

Speed Jersey is an MSME company from PT SAB Indo which is located in Cimahi, Bandung. This brand presents various types of clothes, one of which is jersey. However, the company faces challenges in marketing its products through Shopee marketplace. From 2020 to 2022, Speed Jersey experienced a decline in sales due to lack of promotion provided by the company on Shopee marketplace. The purpose of this research is to find out how the implementation of sales promotions on the Speed Jersey's Shopee marketplace with discount and coupons. This research uses descriptive qualitative methods with interviews, observation and documentation. Based on the results of the interviews obtained, it shows that Speed Jersey sales have increased due to the application of sales promotions using coupons and discounts at the Shopee marketplace. This is due to the variety of coupons to the amount of value in the discount and invites enthusiasm. It can be drawn that sales are determined by various factors. The sales promotion factor is one of the most important to increase profits in a company. Many promotional media can be used to attract customers, one of which is providing coupons and discounts. Suggestions for companies are to often carry out sales promotions coupons and discounts to increase sales of Speed Jersey.

Keywords: *sales promotion, marketplace, coupons, discounted price*