

INTISARI

CV Mitra Pratama merupakan sebuah perusahaan penjualan dan pelayanan purna jual sepeda motor Honda yang telah berdiri sejak tanggal 1 September 2007. Adanya pengalaman selama 10 tahun menjadikan Mitra Pratama sebagai *dealer* yang memberikan harga dan layanan terbaik kepada setiap konsumen. Laporan kerja lapangan ini bertujuan untuk mengkaji penerapan promosi pada penjualan sepeda motor Honda di perusahaan tempat melakukan kerja lapangan. Teori *marketing communication mix* yang digunakan terdiri dari 8 dimensi, yaitu *advertising, sales promotion, public relation and publicity, personal selling, direct marketing, interactive marketing, word of mouth marketing, events and experience*. Dalam laporan kerja lapangan ini dimensi *public relation and publicity* tidak dibahas karena perusahaan tidak menjalankan dimensi tersebut. Laporan disusun untuk mengetahui keberhasilan strategi promosi berdasarkan tujuh dimensi tersebut dalam melayani konsumen.

Laporan kerja lapangan dilakukan dengan cara melakukan *internship* di Mitra Pratama Surabaya yang terletak di Jalan Kupang Jaya 124. *Internship* atau kerja lapangan dilakukan selama 9 minggu atau 204 jam kerja di bagian penjualan. Pengamatan selama melakukan kerja lapangan akan digunakan untuk membahas lebih dalam mengenai aplikasi strategi promosi pada penjualan sepeda motor Honda di Mitra Pratama Surabaya.

Berdasarkan pengamatan serta analisis selama melakukan kerja lapangan, diketahui bahwa strategi promosi yang diterapkan dapat memenuhi seluruh kondisi yang dituangkan dalam setiap dimensi *marketing communication mix*. Mitra Pratama menunjukkan adanya kesesuaian antara teori *marketing communication mix* dengan layanan aktual yang diberikan oleh karyawan *sales counter* di Mitra Pratama Surabaya. Karyawan sempat menemukan beberapa kendala, namun diperlukan perbaikan pada waktu mendatang sehingga promosi yang diberikan dapat dikatakan berkualitas.

Kata kunci: Strategi Promosi, *Marketing Communication Mix*, Mitra Pratama

ABSTRACT

CV Mitra Pratama is a company sales and after-sales service of Honda motorcycle that has stood since September 1, 2007. The experience for 10 years made Mitra Pratama as dealers that provide price and best service to every consumer. The internship attempts to reviewing the implementation of the promotion on sales of Honda motorcycles in the company doing the internship. The theory of marketing communication mix that used consisted of 8 dimensions, namely advertising, sales promotion, public relation and publicity, personal selling, direct marketing, interactive marketing, word of mouth marketing, events and experience. In this dimension internship of public relation and publicity are not discussed because the company does not run on these dimensions. The report was drawn up in order to know the success of the promotion strategy based on seven dimensions that in serving consumers.

The internship was done by conducting intership in Mitra Pratama Surabaya which is located on Kupang Jaya 124. This internship was conducted for 9 weeks or 204 working hours at the sales. Observation from internship will be used to discuss more the application of the sales promotion strategy on Honda motorcycles in Mitra Pratama Surabaya.

From the observation and analysis from doing intersnship, can be seen that promotion strategies are applied can be filled all the conditions set forth in each dimension of the marketing communication mix. Mitra Pratama shows that congruency between the theory of marketing communication mix with actual services rendered by the employees of the sales counter in Mitra Pratama Surabaya. The employees could find a number of problems, but needed improvements in the future so that it can be said that given promotion of quality.

*Keywords: Promotion Strategy, Marketing Communication Mix
, Mitra Pratama*