

ABSTRAK

Promosi merupakan komponen dalam bauran pemasaran yang berfungsi sebagai alat komunikasi serta alat untuk mempengaruhi konsumen dalam keputusan pembeliannya. Kegiatan promosi dapat membantu tercapainya target penjualan perusahaan apabila mampu memaksimalkan komponen-komponen bauran promosi.

PT. Borwita Citra Prima merupakan perusahaan distributor independen yang mendistribukan beberapa merek kebutuhan sehari-hari salah satunya Philips Lighting. PT Borwita Citra Prima divisi Philip selama beberapa bulan terakhir tidak mampu mencapai target penjualannya. Hal ini dikarenakan kurangnya kontribusi program promosi terhadap total *sell thru*. Seharusnya program promosi mampu menarik minat konsumen agar membeli produk dan meningkatkan penjualan perusahaan.

Dalam penulisan tugas akhir ini penulis menggunakan metode pengumpulan data sekunder berupa data penjualan dan data program promosi yang didapat dari Area Sales Manager PT. Borwita Citra Prima divisi Philips. Data sekunder yang dikumpulkan diharapkan mampu menggambarkan bagaimana program promosi yang dilakukan apakah sesuai dengan perilaku konsumen yang ditargetkan. Selain itu, data sekunder ini diharapkan mampu menggambarkan kontribusi program promosi yang telah dilakukan terhadap total *sell thru*.

Program promosi yang kurang berkontribusi menjadi hal yang harus segera diperbaiki agar mampu menarik minat konsumen dan meningkatkan penjualan perusahaan PT. Borwita Citra Prima divisi Philips. Oleh karena itu menentukan program promosi harus mempertimbangkan bagaimana perilaku konsumen yang ditargetkan. Program promosi yang sesuai akan memunculkan minat konsumen dan membantu meningkatkan penjualan perusahaan.

Kata kunci : promosi, bauran promosi, program promosi, perilaku konsumen, penjualan

ABSTRACT

Promotion is a component in the marketing mix that functions as a communication tool and influences consumers's purchasing decisions. Promotional activities can help achieve the company's sales targets if they can maximize the components of the promotion mix. The promotional mix consists of advertising, sales promotion, public relations, publicity, personal selling, and direct marketing.

PT. Borwita Citra Prima is an independent distributor company that distributes several brands of daily needs, one of which is Philips Lighting. PT Borwita Citra Prima Philips division for the last few months has not achieved its sales target. It is due to the lack of contribution of promotional programs to the total sell-thru. Promotional programs should be able to attract consumers to buy products and increase company sales.

In writing this final project, the author uses secondary data collection methods in sales data and promotional program data obtained from the Area Sales Manager of PT. Borwita Citra Prima Philips division. The secondary data collected is expected to describe how the promotional programs are following the targeted consumer behavior. In addition, this secondary data is expected to describe the contribution of promotional programs that have been carried out to the total sell-thru.

Promotional programs that do not contribute much are things that must be improved immediately in order to be able to attract consumer interest and increase sales of PT. Borwita Citra Prima Philips division. Promotional programs that are following consumer behavior will attract them to make purchasing decisions. Therefore, determining the promotional program must consider how the behavior of targeted consumers. Appropriate promotional programs will generate consumer interest and help increase company sales.

Keywords: promotion, promotion mix, promotional program, consumer behavior, sales