

ABSTRACT

Based on data from the Central Statistics Agency of Bandung, the number Cafe and Restaurant which is located in the city of Bandung in 2010-2014 has increased every year. With increasing competition in the culinary world makes business people must dare to make various promotional strategies to attract consumers. One way that the company can do is to do a sales pitch is right on target. Sales promotion consists of short-term incentives by the company to earn a profit and drive sales of products and services offered. The purpose of this study is to investigate the implementation of sales promotion activities undertaken by Indischetafel Restaurant 2016.

This research used descriptive method, which defined as a study that tried to describe a phenomenon or event systematically and in accordance with what it is. The data collection was done by interviewing the informant or respondent, observation, and literature.

The results showed that the types of sales promotion that has been applied by Indischetafel Restaurant is a gift coupon, package price (transaction cent pieces), free trial, combined sale, display or demonstration at the place of purchase, and trade shows and conventions.

Keywords: Marketing Management, Promotion Mix, Sales Promotion.