

ABSTRACT

Toserba Yogya is one of biggest supermarket and the one which a lot of we meet in Bandung. Toserba Yogya offer products that many people need it for their everyday society. But not all people in Bandung shop at Toserba Yogya, many other stores that more attractive one of effort of Toserba Yogya to draw the society enthusiasm, hence be made by price promotion for the certain product sold in Toserba Yogya. This promotion intended in order to make more people interested to shop at Toserba Yogya and of course to buy product in discount. This promotion also becomes one of strategy to defend and add consumer amount.

This research is to identify the response of consumer Toserba Yogya to program of promotion price. The effectiveness measurement was conducted using AIDA (Attention, Interest, Desire and Action) model, while to identify the effectiveness of the promotion the statistical descriptive method-the frequency, tabulation and the Chi-Square, is used to process the data. This method is chosen since it is said to be the best method to represent the effectiveness program promotion of price by Toserba Yogya in the way of communication process based on the response of subscribers.

Advertisements are said to be effective when their goals and targets are reached. The goals of advertisements contain communication missions to catch attention, plat information, develop behavior and hope an act of buy. The result shows program promotion of price by Toserba Yogya is completely effective enough, percentage of effective are 64.6%. We also can see based on the AIDA models are 82.9% for the Attention, 83.9% for the Interest, 55.9% for the Desire and 64% for the Action.

Then be compiled strategy of promotion Toserba Yogya, in order Toserba Yogya at least can defend consumer amount. But the real target of the core important in order to make more amount of coming consumer. This strategy proposal pursuant from variables that have tough relation with each parameter AIDA. From that variables do repair performance, so that later will be created a new promotion strategy which more effective.

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