

ABSTRACT

In a situation of fierce competition, in order to maintain sales volume and market domination has been achieved then the more we realize the need for marketing strategies are not only based on the needs of consumers (consumer oriented), but also the competitors targeting the same target consumers (competition oriented), by therefore companies need to anticipate opportunities and constraints in marketing activities. One multimedia software that can be used in the manufacture of an advertisement or even a Company Profile of a corporation is the LBA (Location Based Advertisement). LBA has the advantage when compared with other software.

In accordance with the purpose of this study it was determined that the sampling of respondents in this study came from potential buyers software LBA by the number of questionnaires in this study as many as 77 pieces. This relates to the technique of taking samples for the purpose of sampling (Judgement Sampling) means that sampling is done only out of consideration for the researcher who considers the desired elements have been present in samples taken member. In addition, there is a Rule of Thumb method that is used as a guide for sampling, where the number of samples obtained from the number of factors / constructs multiplied by 5 plus error. The study started up a questionnaire and then tested the validity and reliability, then the results of the questionnaire will be processed using the frequency to determine the amount of each of these variables and cross tabulation AIDA.

Promotion is effective if it can achieve the goals and targets. Purpose of promotion itself contains interesting communications for mission awareness, imparting of information, develop attitudes, and hoping for an act of purchase. The results of this study is the promotion program has been quite effective LBA software that is equal to 97.40% in the draw the attention of potential buyers, 90.91% in the make prospective buyers feel interested, and 77.92% in the intention attract potential buyers. He set a new promotional strategy recommendations that more consumers are interested in getting to know and use the services of this software to conduct the promotion.

From the analysis results can be seen that the number of respondents who pay attention and intend to make a purchase greater than that do not intend to make a purchase as many as 60 respondents, or by 77.92%. While the number of respondents who did not intend to make purchases is just as much as 15 respondents, or by 19.48%. Based on the results of cross tabulation Attention factor was found that the number of respondents who pay attention to facilities owned by LBA software amounted to 33.77%. In addition to facilities owned by LBA software, respondents also had a great curiosity to the workings of the software LBA, as many as 27.27%.