

ABSTRACT

From the first Indonesia has become one of the largest and quality coffee processing widely recognized in the world market. In the international coffee world, Indonesia is considered a strategic position where Indonesia is the third largest coffee exporter after Brazil and Vietnam. Efforts to improve the productivity and quality of coffee being conducted so that the competitiveness of coffee in Indonesia can compete in the world market. Coffindo is one branch company in the coffee industry that has been quite successful producer of coffee in Indonesia. Coffindo has three aspects of a business entity such as the export of coffee, coffee retailers and coffee shop. Here the author would like to discuss one of the three aspects of a business entity that Coffindo coffee shop by the name Coffice Coffee Shop by Coffindo located in the city of Bandung. Coffice Coffee Shop by Bandung Coffindo newly established for 3 years from 2012 until now. The purpose of this study was to determine how the implementation of the promotional mix do Coffice Coffee Shop by Coffindo Bandung in 2016.

This research uses descriptive method, the research seeks to describe a phenomenon or event systematically and in accordance with what it is. Stages of research starts from determining a research topic is the review of the promotion mix at Coffice Coffee Shop by Coffindo Bandung in 2016. Data was collected through observation, literature review and interviews with respondents ie sales manager Coffice Coffee Shop by Coffindo Bandung.

Promotion Mix have been applied lasted quite effective as it's been able to attract new buyers, increasing the purchasing power of the consumer long, and were able to increase short-term sales volume in order to expand market share in the long term. Of all the promotional mix that has been done by Coffice Coffee Shop by Coffindo most effectively promote to encourage the purchase is by using the Direct Marketing through social media Instagram.

Keyword: Marketing Management, Promotion, Promotion Mix