

ABSTRACT

In 2017, the banking industry in Indonesia concurrently execute a strategy to win the competition and optimistic to achieve the target that has been planned. BTN, which has become a market leader in mortgage products, also has an obligation to improve funding structure by increasing Third Party Funds through focusing on offering cheap portion, one of them is Batara product. One of the strategies used by BTN is to conduct sales promotion program. The purpose of this study is to determine the implementation of sales promotion programs conducted by BTN and know the comparison with competitors Bank in Bandung.

The type of this research is a comparative study described descriptively. Source of data used is primary data source and secondary data. Data collection techniques are using interviews, document studies and observation. The results of the study are then reduced, then performed display data and concluded after verification.

The results of this study are descriptively describe the implementation of BTN sales promotion program that uses on almost all sales promotion tools. In addition, the comparison with the competitors banks that have their each techniques in the implementation. Suggestion given to BTN is to make sales promotion strategy from competitor Bank as reference in improving promotion programs in BTN.

Keyword: *Sales promotion*