

ABSTRAK

PT. Kirani Mercury *Tour & Travel* merupakan salah satu perusahaan jasa yang bergerak di bidang jasa travel. PT.Kirani Mercury *Tour & Travel* ini melihat begitu banyaknya kebutuhan tersier yang dibutuhkan oleh masyarakat sehingga PT.Kirani Mercury *Tour & Travel* didirikan agar dapat memfasilitasi akan kebutuhan tersebut khususnya jasa perjalanan wisata.

Metode penelitian yang digunakan adalah metode deskriptif dengan mengambil data dari sumber primer dan sekunder melalui teknik observasi dan wawancara dimana data yang diperoleh akan dibandingkan dengan teori yang ada sehingga dapat ditarik kesimpulan. Tujuan penulis melakukan penelitian ini yaitu untuk mengetahui sejauh mana penerapan bauran promosi yang diterapkan PT.Kirani Mercury *Tour & Travel* dan penerapan apa yang paling efektif yang dilakukan PT.Kirani Mercury *Tour & Travel*.

Berdasarkan hasil penelitian dapat disimpulkan bahwa penerapan bauran promosi yang diterapkan PT.Kirani Mercury *Tour & Travel* adalah iklan seperti katalog dan poster, promosi dari mulut ke mulut, promosi penjualan dengan mengikuti pameran, *public relations*, *personal selling*/penjualan personal. Melalui penerapan ini PT. Kirana Mercury *Tour & Travel* menghasilkan promosi yang efektif.

Kata Kunci : Bauran Promosi, Jasa.

ABSTRACT

PT. Kirani Mercury Tour & Travel is one service company engaged in travel services. PT.Kirani Mercury Tour & Travel is seeing so many tertiary needs that are needed by the community so that PT.Kirani Mercury Tour & Travel was established in order to facilitate the need especially travel travel services.

The research method used is descriptive method by taking data from primary and secondary sources through the technique of observation and interview where the data obtained will be compared with the existing theory so that it can be drawn conclusion. The purpose of the authors to conduct this research is to determine the extent to which the application of promotion mix applied PT.Kirani Mercury Tour & Travel and what is the most effective implementation of PT.Kirani Mercury Tour & Travel.

Based on the result of the research, it can be concluded that the application of promotion mix applied by PT.Kirani Mercury Tour & Travel is advertisement like catalog and poster, word of mouth promotion, sales promotion with exhibition, public relations, personal selling. Through this application PT. Kirana Mercury Tour & Travel produces an effective promotion.

Keywords: Promotional Mix, Services.