

ABSTRACT

The automotive industry has become a pillar of Indonesia's important manufacturing sector in the country, because so many famous car companies of the world re open or increase its production capacity in the country with the biggest economy in Southeast Asia. The development of the world's automotive industry is certainly very influential to Indonesian people, where the number of types and the type of vehicle of various brands continue to tone up auto motive vehicle market in Indonesia.

Data analysis method that used is descriptive quantitative methods, using questionnaires and observation. The purpose of the research is to know the implementation of the promotion mix at AUTO2000 Soekarno-Hatta Bandung, to know the factor of a successful promotional mix at AUTO2000 Soekarno-Hatta Bandung, to figuring out the promotion mix strategy in AUTO2000 Soekarno-Hatta Bandung.

Based on the results of the research, the factors that is most dominant in the successful of the promotional mix namely, advertising indicates that the data generated by the value 0.807, sales promotions with value 0.630, direct marketing with value 0.263. factors that affecting promotion mix at AUTO2000 Soekarno-Hatta Bandung is advertising and sales promotions, as for the smallest value is direct marketing with value 0.263.

Keywords : Marketing Management, Promotional Mix, Promotion.