

ABSTRACT

Increasing the level of sales of motor vehicles in Indonesia, is inseparable from a financing institution which in this case helps communities in the provision of capital to entrepreneurs/someone who needs to be able to develop its business, without having to pay cash, but can be paid periodically in a certain amount and in time they want, especially for people who want to buy motor vehicles, especially cars with the credit system without having to pay in cash , so lighten up for the people that want to have a car in particular motor vehicles. The existence of PT Astra Sedaya Finance (Astra Credit Companies) make it easy for consumers to do the borrowing of funds.

PT Astra Sedaya Finance using a mix of promotion strategies in order to attract interest and be able to compete with other financing institutions in Bandung. This type of writing is descriptive and qualitative methods are used. In qualitative research goes from specific cases in a specific social situation and its outcome will not effect on the population, but transferred to another place on the social situation has parallels with the situation in case of social learning.

Research results show that activities advertising, sales promotion, direct marketing, public relations done by PT. Astra Sedaya Finance has made consumers know, interested and increase the customer growth of PT. Astra Sedaya Finance. Meanwhile personal selling activities that have been undertaken by the PT. Astra Sedaya Finance is still not effective. However, this is not significantly influences on customers growth rate of PT. Astra Sedaya Finance.

Keywords: Marketing Manajemen, Promotion Mix