

ABSTRACT

The development of the car industry in Indonesia increasingly rapidly resulting in competition between car manufacturers are vying to release the latest car design to satisfy the desires of its customers. Looking at Indonesia is a potential market for car marketing makes car manufacturers take advantage of the opportunity. AUTO 2000 Soekarno-Hatta Bandung, Conducting promotion and intensive strategy for active sales in promoting products to consumers in the hope of sales company can increase. The purpose of this research is to know how promotion activities and SWOT analysis to AUTO 2000 Branch of Soekarno-Hatta Bandung.

This type of research is a qualitative method. In this research, by doing data collecting technique used is interview, observation, and documentation study. The data analysis techniques in this study by conducting SWOT Analysis.

Based on the results of research that has been done to find out the promotion activities and SWOT analysis, AUTO 2000 Branch Soekarno-Hatta Bandung. The promotions were good enough, and the results of the SWOT analysis yielded several strategies that could help the company improve its promotion and sales with its competitors.

Keywords: Marketing, Promotion Mix, SWOT Analysis.