

ABSTRACT

In today's global era society prefers everything that is practical, so people prefer to use airplane to travel far or near to save time and more comfortable on the way. The huge number of airlines makes companies think of ways to attract consumers, one of them by using promoting & sales. Sales promotion consists of short-term incentives by companies to earn profits and encourage sales of products and services offered.

The purpose of this research is to know the implementation of sales promotion activities conducted by Garuda Indonesia Bandung. This research uses descriptive method, defined as a study that attempted to describe a phenomenon or event systematically and in accordance with what it is. Data collection is done by interview to informant or respondent, observation, and literature study.

The results showed that the type of sales promotion that has been applied by PT. Garuda Indonesia Bandung is divided into two, namely based on the final consumer and intermediary. For the ultimate consumer is the price package, frequency program, premiums, prizes (sweepstakes, contests, games), Combined promotions and rebates, cross promotions and exhibition activities. As for the intermediary is Allowance, Free Goods and Price Off.

Keyword: Marketing Management, Promotion Mix, Sales Promotion.