

Abstract

PT. Niion Indonesia Utama is a company that produces by using one of promotion is Advertising (Advertising). The purpose of this research is to know and understand the application of Advertising (Advertising) from PT Niion Indonesia. Advertising is one of the Communication medium that occurs in economic activities in an effort to introduce products to consumers. Competitive market situation no fashion company that can last long without being supported by promotional mix such as effective and efficient.

The method used in this research is Descriptive done to know the existence of independent variable, either only one variable or more (independent variable or independent variable) without making the comparison of the variable itself and looking for relationship with other variables. So from the definition of that is because it describes the characteristics of one variable of advertising variables (Advertising) as a single variable and independent. Data collection techniques using interviews, observation and documentation company.

Advertising that has been done by PT Niion Indonesia Utama has been running well, seen from the message delivered and the creativity of these ads. The purpose of PT Niion Indonesia Utama Advertising is to inform, persuade, and remind. PT Niion Indonesia Utama also uses electronic media such as internet as an advertising medium through Instagram, Website, Facebook. Advertising strategy by PT Niion Indonesia Utama is by creating a message in the advertisement that they use to know the reaction to the consumer and can make consumers think about the products being promoted.

Keywords: Marketing Management, Marketing Mix, Promotion Mix, Advertising.