

ABSTRACT

Population growth is one of the triggers that enliven the development market and hospital business in Indonesia. The market for health equipment and equipment products continues to increase. Growing public awareness of health encourages them to be more sensitive to various diseases that may arise on their bodies. The health equipment industry in the country is difficult to record high growth given the small margins in this sector. The research method used with data collection is interview, documentation and observation. The discussion technique used is qualitative descriptive analysis. The form of promotion used by PT. Rayhan Alkesindo namely, Personal Selling, which is face-to-face interaction with one or more prospective buyers for the purpose of making presentations, answering questions or procuring messages. There are three things that add value to PT. Rayhan Alkesindo in the promotion: PT. Rayhan Alkesindo has data about customer needs, visited directly to consumers, and made a new, creative appearance compared to products in other markets.

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