

ABSTRACT

PROMOTIONS DESIGN SAMSUNG GALAXY A6

The writing of this thesis aims to increase sales and awareness for Samsung Galaxy A6 products in Indonesia by taking sampling in the area of Bandung City and South Bandung Regency due to the decline in sales in Bandung. The writing background does not reach the Samsung Galaxy A6 sales target because of the wrong promotion carried out by Samsung that was not delivered because the advertisements were less systematic and the promotional schedule was very tight. According to a survey of the Samsung Galaxy A6 field, it has a sales target, which in a month must sell at least 10 million products with a sales target of 25 million. However, from May 2018 to October 2018 new starts sold 18 million.

Keywords: Promotion, Advertisement, target