

**ABSTRACT**  
**PROMOTION DESIGN SEPATU BATA**  
**POWER CONNECT BALANCE**

*The writing of this thesis aims to increase the sale of Bata Power Connect Balance Shoes in Indonesia by taking sampling in the Bekasi City area because of the decline in sales in Bekasi City. The writing background decreases the sale of Power Connect Balance Brick Shoes because of the lack of promotion made by Bata shoes which only makes print advertisements and is installed in Bata Shoe stores only. According to the Sepatu Bata field survey, the sales target is to sell at least 2 pairs of Power Connect Balance shoes within a week. However, from May 2018 until now only 4 pairs have been sold in a Bata shoe store.*

*Keywords: Bata Shoes, Power Connect Balance, Declining Sales, Promotions.*