

ABSTRACT

Indonesia ranks fourth as one of the most populous countries in the world, with less than 260 million people living. In addition to its high population, Indonesia also has land that is spread almost across the country. This makes the land in Indonesia very good for plantation land, one of the crops cultivated in Indonesia is a tea plant that is spread in the regions of West Java, North Sumatra, Central Java, West Sumatra, and Jambi. With the widespread in the territory of Indonesia, making the community can drink processed tea plants. One of the state-owned companies, PT. Perkebunan Nusantara VIII, which manages plantations in the West Java region, manufactures packaged products under the WALINI brand as a choice between a variety of Related products offered in the community. One of Walini's ways is to promote its products by promoting consumers.

The purpose of this study is to analyze the forms of mix promotion used by Walini and to determine the implementation of the promo mix on Walini tea products. This type of research is descriptive using qualitative data collection techniques using interviews, observation, and documentation.

Promotion Mix conducted by PTPN VIII of all kinds, get advertisements (making advertisements on television, posters, leaflets, and magazines), sales promotions (participating in the 2017 Jakarta IBD Expo event, providing coupons, doing samplings, fair and trade show programs, exhibits, and continuity), public relations and publicity (sponsoring, conducting community relations at RW, majelis taklim, motorbike community), private sales (viewing trade shows and trade shows, product presentations, looking for free drinks and sales meetings), direct marketing and interactive (making official website waliniofficial.co.id, Instagram account @tehwalini, and @industrihirteh also selling on e-commerce such as tokopedia, bukalapak, Blanja.com), and events and experiences (creating events and street activities), besides that The company also applies the ATL (Above The Line) and BTL (Below The Line) methods in promoting its products.

Keywords: Promotion Mix, Advertising, Sales Promotions