

ABSTRACT

Promotion mix in the world of tourism has a very important role to increase the number of visitors. Promotion mix is a activities aimed at promoting a product so that consumers are familiar with the products offered by the company to them and then they become happy and buy the product. This success is determined by the increasing number of visitors and the positive response from visitors. The purpose of this study was to determine how the Bandung Planning Gallery promotion mix activities in increasing awareness of the people of Bandung. The theory used in this research is the promotion mix implementation theory according to (Hamdani, 2006). This study uses descriptive qualitative methods and the post-positivism paradigm as a reference and guide in the study. Collecting data through interviews, observation and documentation. The results showed that the Bandung Planning Gallery in carrying out promotion mix activities did not carry out large-scale promotions, but rather encouraged local people to visit BPG. As before running the promotion mix, the Bandung Planning Gallery always considers messages and impressions from visitors for future developments. Then in its implementation, Bandung Planning Gallery carries out all promotion mix activities according to the theory used in this study.

Keywords: *promotion mix, awareness, marketing*