

## ***ABSTRACT***

Promotional activity is an activity that is important to do in a company, because with promotional activities, consumers can know and recognize a product. Promotional activities carried out by each company for. Promotional activities also determine the continuity of the company and show the company's success rate. In order for promotional activities to be carried out well, the company must carry out several promotional activities properly. Based on this background, the authors are interested in knowing how the role of the budget in increasing the efficiency of promotional costs at Lalune coffee & luncheonette. The purpose of preparing this thesis is to determine the promotional activities of the company. The data used are primary data and secondary data. Primary data obtained from the competent company to provide information. Researchers collect information directly by conducting in-depth interviews. Secondary data is obtained directly in a ready-made form such as documents containing data on promotional activities that have been carried out by the company, then from literature studies by studying various writings, books and theses related to this research. In describing the research results using the SWOT matrix method by analyzing internal and external factors of the promotion strategy carried out by providing an overview of the strengths, weaknesses, opportunities and threats of the company's promotional strategy.

Based on the results of the study using a SWOT matrix that combines the strengths, weaknesses, opportunities, and threats of the company's promotion strategy. The matrix can produce ten strategic alternatives seen from the SO strategy, ST strategy, WO strategy, and WT strategy. Based on the results of the SWOT analysis, an appropriate promotional strategy can be formulated in carrying out several marketing promotion activities.

***Key word : Marketing, promotion, SWOT analysis***