

ABSTRACT

The automotive industry in Indonesia continues to experience rapid growth, driving intense competition among car dealers. PT Budi Jaya Mobilindo, as a Toyota dealer in Garut, needs to implement an effective promotion mix strategy to attract consumers and increase sales volume. This study aims to analyze the implementation of the promotion mix strategy carried out by PT Budi Jaya Mobilindo Garut in 2024.

This study aims to identify and evaluate the promotional mix strategy implemented by PT Budi Jaya Mobilindo Garut, as well as provide recommendations for improving and increasing the effectiveness of the strategy. This research uses a qualitative approach with a descriptive method. Data were collected through in-depth interviews with key informants, direct observation at the dealer location, and analysis of related documents.

The results showed that PT Budi Jaya Mobilindo has implemented various promotional tools, including advertising through social media and events, personal selling with special training for salespeople, sales promotion with attractive programs, direct marketing through online and offline media, and publicity through participation in public events. This promotional mix strategy has made a positive contribution to increasing brand awareness, consumer interest, and sales volume.

Based on the research findings, it is recommended that PT Budi Jaya Mobilindo Garut consider several improvements, such as the use of additional promotional media (billboards, banners, radio advertisements), more specific market segmentation, more optimal utilization of social media, development of customer loyalty programs, and cooperation with automotive influencers. By implementing these suggestions, it is expected that PT Budi Jaya Mobilindo can improve the effectiveness of its promotion mix strategy and achieve better results in the future.

Keywords: Promotion Mix, Car Dealer