

ABSTRACT

Asrori, Nidhom M : 2013 Thesis. Title, Promotional mix strategies in product paint Duta Paint Cv Dharma Utama Batu. Thesis, Department of Marketing Management Faculty of Economics Islamic State University Maulana Malik Ibrahim of Malang.

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With the rapid growth of the economy of a country, the level of competition in the industrial world also increasingly tight, including in the property industry. In order to survive in the market, manufacturers should be able to distribute its products to be able to reach out to the closest place to the consumer that the product can be enjoyed quickly. To be able to survive in the competitive, they must have the proper promotional mix strategies. In the midst of competition and barriers that must be overcome by paint manufacturers in marketing communication activities, they try to choose the strategy that they think is most telling. For example, many paint manufacturers are willing to spend big budgets with a long duration advertisement or by supporting major events. But not so with CV Dharma Utama who prefer direct communication with consumers in their promotional mix strategies.

The purpose of this study is to describe how the promotional mix strategies are applied CV Dharma Utama in marketing paint "Duta Paint" in order to be paint the walls consumer choice, as well as how the implications of the application of promotional mix strategies for the company's survival. This research uses descriptive qualitative method. Data from this study were obtained by interview, observation, and documentation.

The results showed that before determining promotional mix strategies, CV Dharma Utama perform a variety of analyzes, both internally and externally. After seeing many underlying considerations, it was determined that the promotion mix strategy includes objectives, implementing, messaging, media, audience, time, budget, and evaluation. While the promotional mix application, CV Dharma Utama uses integrated campaign elements, which includes advertising, sales promotion, personal selling, and public relations.