ABSTRACT

CV WINASIS AMENANGI IHATRA BANDUNG'S MARKETING PUBLIC RELATIONS PROCESS INTO PROMOTE BILLBOARD MEDIA TO THE CLIENTS

By :

Ratih Rahayu

43307001

Under Guidance Of :

Dra. Nuri Sitti Nurrachmah

This research is direction to know planning, execution, and evaluation was done by Marketing Public Relations Departement, CV.Winasis Amengani Ihatra Bandung into promote billboard media to the clients.

Description method was used in this research. Data collection technical was interview method , study literature and internet searching. Collected data was analyzed in descriptive way.

According to research, already know that the promote was done by Marketing Public Relations Department CV.Winasis Amengani Ihatra Bandung are : planning by define promotions goal, identify knowing organization position at this time, identify supporting and noise factor to reach goal, and arrange the promotion step. Execution process coucist of decide the promotion object, prepare the promotion team, preaper the promotion material, execute promotion by using informative and persuasive message. Offering letter with company profile, telephone, sms blast, email blast, occasionally by exhibition and seminar are view media that have been used in execution. Evaluation process was doing at morning briefing and dialy report's tim, client evaluation was doing at pitching's time.

Searcher also suggest that it is better if CV.Winasis Amengani Ihatra Bandung adding the MPR staff, because at this time there were just two people in there, not suitable with a lot MPR task