ABSTRACT

The Promotion And Marketing Strategies Alifa Moeslem's Shopping Center Bandung In Building Brand Image Through Amongst the Consumer Product Promotions

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The research objective is to find out how the Strategy Section Alifa Moeslem's Shopping Center in Building Brand Image Through Amongst the Consumer Product Promotion. To answer the above issues then raised subfokus, Goals, Plans, Events, Messages, Media to measure the focus of research.

The research methods used in this research is descriptive method with qualitative methods, the study subjects were part of the promotion and marketing Alifa Moeslem's Shopping Center Bandung, informants and key informants diperoreh study through purposive sampling technique.

The results are the goal of Alifa Moeslem Bandung Shopping Center is to increase sales of its products, the Plan of Alifa Moeslem Shopping Center Bandung was to conceptualize all the activities done, activities are a series of activities to promote the product, what the overall message conveyed is good company and persuasive messages informative, is how Alifa Moeslem media Shopping Center Bandung in running promotional products through print and electronic media.

Conclusions were: strategy is an attempt to achieve a goal or goals established in accordance with the wishes, because the strategy is the implementation effort.

Researchers suggest in Part Promotion And Marketing Alifa Moeslem's Shopping Center Bandung in order to maintain and innovate in its product promotion activities in order to attract consumers' desire to shop Alifa Moeslem's Shopping Center Bandung.