## *ABSTRACT*

***Dwi Prasetio Nuristi_21408014 "The Analysis Of Promotion Through The Internet At Variasi 53 Stores Bandung" Final Diploma in Marketing Management Course III School of Economics, University Computer Indonesia, under the guidance of Mr. Oman Sukirman, SE., MM***

*Business competition is increasingly widespread, resulting in a company should take advantage of the important functions of the company. One function that is carrying out the marketing better than the competition. Therefore, every product offers a variety of benefits and advantages of each in accordance with the needs and desires of consumers.*

*53 Variations store bandung is engaged in the automotive shop that sells a variety of motors, such as exhaust, taco meter, engine motor, and various other variations. To face increasing competition from similar companies, the variation of 53 stores Bandung should be able to create marketing strategies that cooked. Therefore, the marketing strategies used by the store one variation of 53 Bandung with promotions through internet media, because the internet is an effective means of promotion.*

*The purpose of this study the authors did was to analyze the implementation of media campaigns through the internet and the responses to the implementation of promotion via the Internet at 53 Bandung variety stores, which include message content, message format, the source of the message, the message structure. While the purpose of data analysis on this final project is to obtain conclusions about the analysis of promotion via the Internet so it can be a reference in the implementation of media campaigns through the Internet in the future.*

*The author uses descriptive research method in this study, with the object of promoting the implementation of research via the Internet at the store 53 variations of Bandung. The data collection techniques is to do a literature study (Libelary Research) study of the field (Field Research).*

*Based on research that has been the author, the authors analyze the implementation of the campaign through the media on the internet is a good category in which the value of total responses amounted to 77.4% respondents were between 68-84%.*



*Key words: Analysis of Media Campaign Through the Internet*