ABSTRACT

SPEEDTUNER PROMOTION MIX THROUGH SOCIAL MEDIA INSTAGRAM
(Descriptive Study Concerning The Promotion Mix Speedtuner Through Instagram As Social Media To Increase Sales Products)

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The research is to find out Speedtuner's promotion mix through instagram as social media to increase their sales products. The purpose of this research is how to find out speedtuners's direct marketing, advertising, sales promotion and public relations through social media instagram to increase their sales.

The methods of this research are qualitative and descriptive. Researcher choosed 3 people of informant, two informant is a key of this research and the other is support, the technique used purposive sampling. The data collected used literature study, internet searching, observation, deepen interviews and documentation. Test for the datas through longer research, more diligent, triangulation, discussion, analysists cases negative and membercheck. Analysist datas technique used were collection data, reduction data, display data and conclusion verification data.

Based on the results of this research is direct marketing, for product offer on instagram directly and gived direct response by gived a comment to the consumer, advertising by gived a teaser within the duration more over 15 seconds showed about new products, sales promotion within give a discount on that day more consumer higher than daily, public relations activity with publicity to invited national racer.

The conclusion of this research are Speedtuner have done all promotion mix starting from direct marketing, advertising, sales promotion and public relations which could increase their sales product.

The suggestion can be given is Speedtuner could be a promotion activites such a sponsorship on championship racing and reaching another business such an otomotive world motorcycle.

KeyWords :Descriptive, Promotion Mix, Speedtuner