

ABSTRACT

IMPLEMENTATION OF PROMOTION MIX TAPLUS SAVING PRODUCTS AT PT. BANK NEGARA INDONESIA (Persero) Tbk. SUPPORT BRANCH OFFICE CICURUBUK TASIKMALAYA

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Guidance:

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The purpose of this study is to analyze the implementation of the promotion mix of Taplus Savings Products at PT Bank Negara Indonesia (Persero) Tbk Cikurubuk Tasikmalaya Sub-Branch Office, types of effective promotions as well as obstacles and solutions to the implementation of the promotion mix of Taplus Savings Products at PT Bank Negara Indonesia (Persero) Tbk Sub Branch Office Cikurubuk Tasikmalaya. The research approach used is qualitative with descriptive methods, the data sources used are primary and secondary data. Data collection techniques by means of in-depth interviews and participant observers and literature study. The results of the study explain that the promotion mix strategy to increase the number of Taplus Savings customers carried out by PT Bank Negara Indonesia (Persero) Tbk Cikurubuk Tasikmalaya Sub-Branch Office including through advertising (advertising), personal selling (personal sales), sales promotion (sales promotion), direct marketing (direct marketing), public relations (public relations), RBT (Rejeki BNI Taplus), BLG (BNI Motion Services), BNI SPONSOR, BNI Payroll, BNI Go Green. Of the several strategies that are effectively used are sales promotion and personal selling.

Keywords: bank, promotion mix, saving.

ABSTRAK

IMPLEMENTASI *PROMOTION MIX* PRODUK TABUNGAN TAPLUS PADA PT BANK NEGARA INDONESIA (Persero) Tbk KANTOR CABANG PEMBANTU CIKURUBUK TASIKMALAYA

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Tujuan penelitian ini yaitu untuk menganalisis implementasi *promotion mix* Produk Tabungan Taplus Pada PT Bank Negara Indonesia (Persero) Tbk Kantor Cabang Pembantu Cikurubuk Tasikmalaya, jenis promosi yang efektif serta hambatan dan solusi dari implementasi bauran promosi Produk Tabungan Taplus Pada PT Bank Negara Indonesia (Persero) Tbk Kantor Cabang Pembantu Cikurubuk Tasikmalaya. Pendekatan penelitian yang digunakan adalah kualitatif dengan metode deskriptif, sumber data yang digunakan yaitu data primer dan sekunder. Teknik pengumpulan data dengan cara *in depth interview* dan *participant observer* dan studi kepustakaan. Hasil dari penelitian menjelaskan bahwa strategi bauran promosi untuk meningkatkan jumlah nasabah Tabungan Taplus yang dilakukan PT Bank Negara Indonesia (persero) Tbk Kantor Cabang Pembantu Cikurubuk Tasikmalaya di antaranya melalui *advertising* (periklanan), *personal selling* (penjualan personal), *sales promotion* (promosi penjualan), *direct marketing* (pemasaran langsung), *public relation* (hubungan masyarakat), RBT (Rejeki BNI Taplus), BLG (BNI Layanan Gerak), BNI SPONSOR, BNI *Payroll*, BNI *Go Green*. Dari beberapa strategi yang efektif digunakan adalah *sales promotion* dan *personal selling*.

Kata Kunci: bank, *promotion mix*, tabungan,