

## **ABSTRACT**

### **PROMOTIONAL STRATEGY FOR BNI TAPLUS MUDA SAVINGS AT PT BANK NEGARA INDONESIA (PERSERO) TBK CIAWI SUB-BRANCH OFFICE TASIKMALAYA REGENCY**

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*The purpose of this study is to find out the BNI Taplus Muda Savings Promotion Strategy at PT Bank Negara Indonesia (Persero) Tbk KCP Ciawi. This research uses qualitative descriptive methods with methods in depth interview, literature study and direct observation. Data analysis techniques by collecting data, reducing data, presenting data, and drawing conclusions. Based on the results of the research, it shows that PT Bank Negara Indonesia (Persero) Tbk KCP Ciawi has implemented a promotion strategy based on Promotional Mix consisting of Advertising, Personal Selling, Sales Promotion, Online Marketing and Social Media, Events and Experiences, Mobile Marketing, Public Relations and Publicity, as well as Direct Marketing and Databases. The obstacles that occur are that the information on the website page is still incomplete and the facilities of BNI Taplus Muda products are still minimal compared to other savings products. From the results of the study, the author suggests that the promotion of BNI Taplus Muda Savings be carried out more intensively by increasing cooperation with other parties and socializing the culture of saving for the welfare of the community.*

*Keywords: Bank, Promotion, Strategy, Savings.*