

PROMOTION MIX DEVELOPMENT STRATEGY HAPPY TUMMY

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ABSTRACT

The following research covers the strategies needed to further develop the promotion mix of Happy Tummy. This research is conducted with several concerns, i.e. a decrease in the company sales turnover and the result of initial consumer survey which states that the promotion done by Happy Tummy is still lacking. The aim of this research is to evaluate, to improve, and to develop an effective promotion mix strategy best suited for catering business which will ultimately boost the company sales turnover. The initial survey sampling will be carried out among both currently active and inactive Happy Tummy consumers. The data collection method implements a qualitative method which uses semi-structured interview, observation and documentation of research company data. Data validation and reliability test uses data validity i.e. source triangulation which compares existing data from various sources. Data analysis is done using a data analysis method according to Miles and Huberman i.e. reduction, data presentation, and inference. This research discusses the general idea of company promotion, the comparison of various promotion forms implemented in a catering business, the evaluation of promotion mix in Happy Tummy company, and the improvement as well as the development of Happy Tummy promotion mix strategy.

Keywords: Promotion Mix, Qualitative, Qualitative Research, Marketing Promotion

INTRODUCTION

Jawa Timur is a province on Java island with a great number of population second only to DKI Jakarta. Several industrial sectors which play a big role in supporting Indonesia's economic growth also operate in Jawa Timur. The industrial sector of food and beverage processing in Jawa Timur has a growth rate of 5.29%. This fact shows to us that there is still room open for new businesses dealing with food to be created. Moreover, the growth of PDRB (Produk Domestik Regional Bruto) according to business field in processing industrial sector (food and beverage) undergoes improvement from year to year, which is increasing from 5.69% to 6.81%. The increase takes place along with an increase in food and beverage consumption as the society's basic needs. The increasing buying power of the people implies that there is a vast opportunity for businesses dealing with food and beverage. Furthermore, the processing industry