

## ABSTRACT

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### EFEKTIVITAS BAURAN PROMOSI DAN KESADARAN MEREK DI PANORAMA HOSPITALITY MANAGEMENT

The number of entrepreneurs in Indonesia is increasing year by year. Nowadays the interest to run a business is very large so that more and more new businesses are emerging and not infrequently engaged in the same field. This cause a competitions between entrepreneurs. The company is required to work more effectively in promotion to win competition to compete in industry. The purpose of this study is to analyze the effectiveness of the promotion mix on brand awareness carried out by Panorama Hospitality Management. Panorama Hospitality Management was established in 2010 and is part of Panorama Group which has expertise in the hospitality sector and offers consulting and services to hotel companies. This research is a descriptive – qualitative with primary data obtained from the interview process and secondary data collected from observations in the field. From these data prove that the Panorama Hospitality Management has been effective in carrying out the promotional mix to introduce its company brand, especially in the advertising promotion mix. But it still needs to be developed and improved so that the results obtained are as expected.

**Key word:**

Business Competitions, Effectiveness, Promotion Mix, Brand Awareness, Panorama Hospitality Management, Descriptive, Qualitative