ABSTRACT

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ANALYSIS STRATEGY OF PROMOTION MIX
TO INCREASE SALES MICE PRODUCTS
IN HOTEL INDIGO BALI SEMINYAK BEACH

The purpose of this study was to determine the strategies of promotional mix variables such as advertising, personal selling, public relation and publicity, sales promotion and direct marketing to increase sales of MICE products at Hotel Indigo Bali Seminyak Beach and knowing which variables were the most dominant in increased sales of MICE products. The research method that will be used is qualitative research. The method of data collection used is by conducting observations, interviews (with four speakers) and documentation. After collecting data, the data can be analyzed using analytical techniques such as data reduction, data presentation and conclusion drawing. The results of this study show that the most dominating variables of promotion mix strategy in increasing sales of MICE products at Hotel Indigo Bali Seminyak Beach is personal selling.

Keywords: Mix Promotion, MICE products, Increase Sales