

ABSTRACT

Muhammadiyah University Of Yogyakarta

Faculty of Social and Politik

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Consentration of Advertising

The Promotion Strategy Kospin Asa Syariah in Creasing Number Of Member in 2014-2016

Years : 2017 + 63 pages + 2 table + 4 atrachments + 10 picture

Bibliography: 14 books + 6 Online sources +2 interviewees

The research of Promotion Startegy Kospin Asa syariah in Increase Number of Member in 2014-2016. The perpose of the research is to know the promotion strategy in increase the number of member. In conducting the research, the writer used descriptive research method. Interview adn documentation method were used to collect data.

The research showed that the promotion strategy which used by kospin in increase the numbet of member in 2014-2016 were used promotion mix advertising, Personal selling, sales promotion, and public relation. Brochur is used inadvertising. Personal selling use door to door or pic the consumen up, seminar, sponsorship and social servis.

Key words: promotion strategy, promotion, in increating consumen.