

STRATEGI PEMASARAN DAN STRATEGI PROMOSI TERHADAP MINAT BELI
KONSUMEN
STUDI DESKRIPTIF: CGV CINEMAS – CENTRAL PARK

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Every company has a different marketing strategy. The purpose of this research "Marketing Strategy and Promotion for Purchase Intention" is to find out the marketing strategy carried out by CGV Cinemas and which promotions elements are more in demand by consumers at Central Park Mali. This research was conducted by using descriptive qualitative methods, the technique of collecting primary data, by means of interviews and secondary data collection techniques through books that were relevant to the object of research, the Internet and the annual report of CGV Cinemas. The results of this study indicate that CGV Cinemas' consumers know the marketing strategy in the form of CGV Cinemas promotion through advertising, personal selling, publicity, direct sales, sales promotions and direct selling that encourage consumers to make purchases.

Keywords: Marketing, Marketing Mix, Promotion, Purchase Decision, Consumer, Strategy