***ABSTRACT***

***Based on the research has been conducted on Mochio Japanese Ice Cream Bandung, the findings reveal thas salese have not been optimal.******It can be seen from incocators such as not profit, which have not reached the yet. This is due to the lack of implementation of promotion electronics, giving samples and package prices. The purpose of the study is to eximine the date and information of the effect of promotion on Mochio Japanese Ice Cream Bandung in increasing sales as well to observe the obstacles and the effoft made in the implementation of promotion Mochio Japanese Ice Cream Bandung.***

***This study uses descriptive analysis using the techniques od data collection through library research and field research consisted of observation, interviews, and questionnaires. The percentage of the answers used for the analytical testing. Selected population of Mochio Japanese Ice Cream Bandung of 6 employees were selected as sample. Processing methods in the analysis of data employed simple linear regression equantions, Spearman Rank Correlations (rs), and the coefficient of determination.***

***Research result indicated that promotion has been carried out on the Mochio Japanese Ice Cream Bandung promotion advertising and sales promotion. While that thas has not been fully implemented, promotion personal selling, publishing and direct marketing.***

***The main obstacles in the implementation of promotion to increase sales in Mochio Japanese Ice Cream Bandung funds limited company in the provision of samples and lack of facilities for produck expansion. Attempts to pvercome these obstacles were by allocating special funds for the ptomotion.***

***The coclusion of this study indicated the lack of promotion didn’t fully attract cunsumers. The suggestions given ih the promotion would be done regularly in order to increase sales.***

***Keywords : Promotion and sales***