# *ABSTRACT*

***DISTRO WOODTRAP is one of the businesses engaged in the clothing which is located at Jl. Raya Banjaran km 13 No. 421 Pameungpeuk Kab. Bandung. This venture was founded by Ade Sumarna which was also previously the owner Rozan INDUSTRIES.***

***Based on the results of assessments that researchers do DISTRO WOODTRAP there are problems related to the sales goals are: 1) The sales target is not achieved, 2) Gain decrease.***

***The purpose of this study is to investigate the implementation of the campaign carried out by DISTRO WOODTRAP in increasing sales goals. The hypothesis the researchers pointed out was: "If the implementation of the Promotion Implemented Based Promotion Mix Elements, then Interest in DISTRO WOODTRAP Product Sales Will Rise". The method used is descriptive analysis method. In this study, researchers conducted interviews, non-participant observation, and questionnaires to employees / employee.***

***Based on the results of the study the researchers did DISTRO WOODTRAP in the implementation of the campaign carried out is still less than the maximum in increasing sales goals that have been defined sales targets are not achieved, and profit also decreased. Efforts are being made to overcome the obstacles that occur are as follows: 1) The Company seeks to add the budget for advertising DISTRO WOODTRAP and tried to use the funds to choose the use of social media is an effective and efficient that will become a benchmark of success or failure promotions conducted by the company, 2) the company is trying to add manpower, especially in the field of electronic media. This is important because the promotion in electronic media can increase sales goals DISTRO WOODTRAP.***

***The suggestions that the researcher is: 1) In conducting marketing DISTRO WOODTRAP must use the media that has been optimally, 2) Should DISTRO WOODTRAP more closely follow the market trend in releasing the product design in order to boost buying interest, 3) Should DISTRO WOODTRAP do improvement in market segmentation, 4) In the planning and implementation of the program should DISTRO WOODTRAP do on an ongoing basis.***

***Keywords: Sales Objective***

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