**ABSTRACT**

***This study is titled “PROMOTION PRODUCT HELMET BRANDED BY RC MOTOGARAGE”* *The focus of this research is to find out how the promotion of RC Motogarage. The purpose of this study to find out how advertising, personal selling and sales promotion that has been done RC Motogarage to gain consumer interest.***

***This research method using qualitative research method. Based on the results of research, obtained the idea that advertising made RC Motogarage not so can attract customers.***

***Furthermore, personal selling can be done to attract customers to buy products that are promoted here, there is no complaint from the informant to the RC Motogarage.***

***Then, sales promotion is not done RC Motogarage be one issue in the campaign was to attract more customers and required the RC Motogarage as soon as possible to evaluate it.***

***Suggestions that researchers can convey is To the RC Motogarage should provide more interesting ideas to promote products to be sold to consumers. Especially with the information provided to make the consumers really understand what is promoted by the RC Motogarage so that it can attract consumer interest.***