***ABSTRACT***

***This study entitled "PROMOTIONAL FUNCTIONS OF IMPROVING CONSUMER INTEREST IN THE TRANS LUXURY HOTEL BANDUNG". This is to determine what communication method is used in the Activity Promotion Trans Luxury Hotel Bandung.***

***The objective of this study is to describe, analyze data and obtain information about Function in Improving Consumer Promotion in TRANS LUXURY HOTEL BANDUNG, and add and deepen the knowledge of researchers both in theory and application.***

***The method used is survey method with descriptive data analysis, the method of research that describes in detail the conditions of the event or events based on facts and data that occurs saaat doing research. Data collection technique is a literature study, observation, interviews, and questionnaires to respondents. Sample collection techniques used in this research is using the technique of non-probability sample that does not give the same opportunities to the elements or members of the population to be selected into the sample, with a total of 100 respondents.***

***Based on the results of our analysis that the promotional function performed by Trans Luxury Hotel Bandung is quite effective, though not meet its targets, it can be seen from some of the respondents are interested in using the services provided by Trans Luxury Hotel Bandung.***

***Things i want researchers recommend as an input for the Trans Luxury Hotel Bandung in increasing consumer interest that should be done more preparation than more mature in making a promotional activity so that the results obtained are completely in accordance with the target of the promotional activities.***