**RINGKASAN**

Laporan Untuk Memenuhi Salah Satu Syarat Ujian Guna Memperoleh Gelar Sarjana Pada Program Studi Ilmu Komunikasi yang berjudul “HUBUNGAN KEGIATAN PROMOSI DENGAN MINAT KONSUMEN PT.SURYAPUTRA SARANA BANDUNG**”**. Yang bertujuan untuk mengetahui secara langsung kinerja *Public Relations* & *Promotion* dan kegiatannya di PT.SuryaPutra sarana Kota Bandung.

*Public Relations & Promotion* merupakan kegiatan *Public Relations* yang bertugas merancang kegiatan promosi serta menulis laporan untuk dievaluasi. Oleh karena itu *Public Relations* & *Promotion* sangat berperan dalam pencarian, pengolahan dan pembentukan *image* atau citra.

PT.SuryaPutra Sarana Kota Bandung merupakan kantor pendistribusian produk Mitsubsihi, melalui distributor (*Indirect DistribuFon*), dan penetrasi produk Mitsubishi ke pasar dengan strategi pemasaran yang senantiasa disesuaikan dengan wilayah operasionalnya.

Hasil penelitian menunjukan bahwa *Public Relations* & *Promotion* di PT.SuryaPutra Sarana Kota Bandung bisa dikatakan sudah baik. Meskipun sering kali terdapat berbagai hambatan dan gangguan dalam proses kegiatan promosi, misalnya kurangnya persiapan *Public Relations* & *Promotion* dalam mempersiapkan material promosi, serta kekurangan sumber daya manusia yang disebabkan banyaknya *event* yang berlangsung. Oleh karena itu evaluasi harian harus dilakukan guna memperbaiki kekurangan – kekurangan yang ada.

Kesimpulan penelitian menunjukkan bahwa kegiatan *Public Relations* & *Promotion* dalam sebuah kegiatan promosi di PT.SuryaPutra Sarana Kota Bandung merupakan kegiatan pembentukan citra di mata khalayak yang dilakukan oleh *Public Relations* & *Promotion* melalui *event – event* yang dikonsep secara matang.

**ABSTRACT**

Report to company with one of the exam in order to obtain a bachelor’s degree in communication science courses entittled “HUBUNGAN KEGIATAN PROMOSI DENGAN MINAT KONSUMEN PT.SURYAPUTRA SARANA BANDUNG**”**. Which aims to determine directly the performance of Public Relations & Promotion and activities in PT,SuryaPutra Sarana Bandung.

Public Relations & Public Relations Promotion is an activity that is in charge of designing the promotional activities as well as writing a report to be evaluated. Therefore, Public Relations & Promotion was instrumental in the search, processing and image formation or image.

PT.SuryaPutra Sarana Bandung is the office product distribution Mitsubishi, through a distributor (Indirect DistribuFon), and the penetration of Mitsubishi to market products with a marketing strategy that is always tailored to the operational area.

Research results showed that the Public Relations & Promotion PT.SuryaPutra Sarana Bandung can be said to have been good. Although often there are various obstacles and interference in the process of promotional activities, for example the lack of preparation of Public Relations and Promotion in preparing promotional material, as well as the shortage of human resources due to the many events that take place. Therefore the daily evaluation must be done to fix the flaws - flaws that exist.

Research conclusion suggests that the activities of the Public Relations and Promotion in a promotional activity at PT.SuryaPutra Sarana Bandung is an image formation activity in the eyes of the audience conducted by Public Relations & Promotion through event - an event which drafted carefully.