**ABSTRACT**

**Cok Ko Tengok (CKT) Cloth Bandung is a company engaged in the fashion industry. The fashion industry cultivated by Cok Ko Tengok (CKT) Cloth Bandung raised the theme of ethnic Batak. Based on the results of the study, it is known that there are currently problems faced, namely the realization of sales that have not met the company's sales targets. The problem was allegedly due to promotions that had not been implemented evenly to all prospective consumers.**

**The purpose of the research was to find out the effect of promotion on sales goals at Cok Ko Tengok (CKT) Cloth Bandung. The research method used is descriptive research method. Data collection techniques were carried out by decision research and field research in the form of interviews, non-participant observation and questionnaires to 10 respondents who were employees of Cok Ko Tengok (CKT) Cloth Bandung. At the stage of data analysis used the test of validity, reliability, simple linear regression, spearman rank correlation coefficient, hypothesis testing and coefficient of determination.**

**Based on the calculation obtained Product Moment Pearson correlation coefficient. This shows that the effect of promotion on sales goals in the fashion industry company Cok Ko Tengok (CKT) Cloth Bandung is strong, it can be seen from the coefficient of determination obtained at 72.2% while the remaining 27.8% is determined by other factors outside the research such as price, quality of goods and tastes.**

**Cok Ko Tengok (CKT) Cloth Bandung in the implementation of promotion experienced several obstacles, including: Many new competitors made the company lose some markets. T-shirt designs that tend not to be present.**

**Suggestions from researchers from the results of research that has been done is to make the concept of sales by giving prizes when buying t-shirts, and presents a unique packaging that smells ethnic for each t-shirt purchase, to attract the attention of prospective customers.**

**Keywords : Promotion and Sales**