***ABSTRACT***

 ***Ernist Leather is one of the local brands in Indonesia that provides wallet, purse, key chain, Id Card Holder, Passport Cover, Strap for Men / Women Watches and leather bracelets. But in this case the researcher focuses more on the custom wallet because there are problems in the sale. Based on research at the Ernist Leather Bandung Store, researchers found a problem experienced by the company that is not achieving a predetermined target, due to lack of sale promotion and lack of promotion carried out by Ernist Leather Bandung Store.***

 ***The purpose of this study was to 1) find out the implementation of promotions at Ernist Leather Bandung Store, 2) find out the conditions of sales at Ernist Leather Bandung, 3) find out how much influence the promotion of sales at Ernist Leather Bandung Store, 4) know the obstacles and efforts made in implementation at Ernist Leather Bandung Store. The research method used is descriptive quantitative method. Data collection techniques used were field research in the form of non-participant observation, structured interviews, and questionnaires to 10 respondents. For data analysis used instrument validity test, instrument reliability test, hypothesis testing, coefficient correlation X and Y, simple linear regression analysis, Pearson product moment correlation and coefficient of determination analysis.***

 ***Based on the data obtained from the research results, the test results of the coefficient of determination show that promotion contributes greatly to the increase in sales at the Ernist Leather Bandung Store at 66.8%, while the remaining 33.2% is influenced by other unidentified factors.***

 ***Suggestions that researchers can give, namely the Ernist Leather Bandung Shop, should do a good promotion strategy for online and offline in order to increase sales, besides that companies must innovate more often to design their products so that their products are not monotonous.***

***Keywords: Promotion, Increased Sales.***