***Abstract***

*PT Mitra Andal Sejati Bandung is a company engages in Frontliners Services (SPG / Beauty Advisor / Sales), Marketing Activity, Brand Activation and Event Organize. PT Mitra Andal Sejati Bandung is in collaboration with PT Unilever Indonesia. Based on research, several problems were found in PT Mitra Andal Sejati Bandung, namely not achieving sales targets and sales profits that set by the company.*

*The research method used are descriptive method, collecting data through questionnaires, observation and interviews. Questionnaires were distributed to all marketing staff and sales promotion girls as many as 20 people, so the sampling technique was census. The data analysis technique used is regression analysis with correlation and coefficient of determination.*

*Based on the results of the study it is known that sales promotion at PT Mitra Andal Sejati Bandung is at a good level. However, sales promotion that has not been done optimally by the company, so the number of sales, sales targets and profits obtained by the company has not been maximized. The results of statistical testing show that there is a positive influence of sales promotion on sales at PT Mitra Andal Sejati Bandung, which is indicated by regression equation 0.372 + 0.438 X, the meaning is if sales promotion activities are carried out optimally, sales will increase, but if sales promotion activities are performed less optimally, sales will decrease. The correlation coefficient is 0.897 and the coefficient of determination is 80.46%. Therefore sales promotion affects sales of 80.46% while the rest is influenced by other things not examined such as product prices, competitor products and product quality.*

*The obstacles faced by PT Mitra Andal Sejati Bandung which are less utilizing the promotion of price packages to consumers who buy Lux soap products at Borma Cipadung Bandung, so that it is less attractive to consumers. Less attention to the price discount given to consumers who have subscribed to the purchase of Lux soap products at Borma Cipadung Bandung, so consumers will be interested in trying out competing products.*

*Advice suggestions that researchers can give is make us of more a price package promotion, discounted prices to consumers who have subscribed and pay attention to other factors such as product prices, competitors prices and quality product.*

***Keywords: Sales Promotion, Sales***