

Abstract

This paper entitled “Tittle the role of marketing division to promote theselling of tourism transportation”. The objectives of this study are to find out how the role marketing division in Bandung Starholidays, to find out what are the marketing division’s obstacles to tourismtransportation sales in Bandung starholidays and to find out how is the marketing division solution in conducting tourismtransportation sales in Bandung starholidays.The first problem in this paper is “how is the role of marketing division in the tourism transportation Starholidays Bandung”, the second problem in this paper is “what are the obstacles to the marketing division of tourism transportation sales in starholiday Bandung” and the last problem is “how is the marketing division solution for tourism transportation sale Bandung starholiday”.The researchmethod usedqualitative method of Alwasilah, has advantages that is high flexibility for researches when determining the steps of research. The thecnique for collecting the data are observation and interview. This means after collecting, clarifying, and analyzing and then interpreting the data to get the results. Based on the result ofthis research,it can be concluded that the role of marketing in PT.Mitra SaranaUtama Bandung is not yet fully effective because there are some obstacles incompany. Recommendation that every division of the company’s work must learnmore to improve their knowledge and understanding on every thing related totheir work such as the use of promotional media as work in the company.

Keyword : Marketing,skill,relation,knowledge,benefit.

