Abstract

This paper entitled “Tittle the role of marketing division to promote the selling 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 tourism transportation sales in Bandung starholidays and to find out how is the marketing division solution in conducting tourism transportation 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 research method used qualitative method of Alwasilah, has advantages that is high flexibility for researches when determining the steps of research. The technique 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 of this research, it can be concluded that the role of marketing in PT. Mitra Sarana Utama Bandung is not yet fully effective because there are some obstacles in company. Recommendation that every division of the company’s work must learn more to improve their knowledge and understanding on every thing related to their work such as the use of promotional media as work in the company.

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