

ABSTRACT

This study entitled "Public Relations Strategy in the Cigondewah Textile Center Area in Promoting" basically every sale made by the company always uses promotion as a way so that its products can be seen and bought by every consumer who comes to buy.

The purpose of this study is to find out how entrepreneurs and traders in the Cigondewah area carry out advertising, promotions, and establish good relationships with buyers. In addition, this research is also intended to contribute to the development of studies in the field of communication science, especially the concentration of public relations. The research method used is the text analysis method (qualitative), using the theory of Philip Kotler and Gery Armstrong regarding Mix Theory.

Based on the results of the analysis and discussion, it is obtained that the Cigondewah textile area is doing its marketing does more 'face to face' and promotes it directly when customers directly come to buy products offered in large quantities. Relationships are established directly when they are at the place of buying and selling transactions. This strategy is proven that there are still many entrepreneurs or traders who offer their business directly without going through any media such as Instagram social media.

Keywords: Promotion Strategy, face to face, Cons