

ABSTRACT

Tugu Coffee is one of them café which is in Purwokerto City which is located Jl. Merdeka, Brubahan, Purwanegara, Kec. North Purwokerto, Banyumas Regency, Central Java. Based on the results of the initial research, a problem was found, namely that the promotion was still not effective enough so that Tugu Coffee had not reached the sales target expected by business actors.

The purpose of this study is to find out about the implementation of Advertising, Sales promotion, Personal Sales, Public relations, and Direct Marketing.

The research method used is descriptive qualitative research. Data collection techniques in this study were carried out by observation, interviews, books, journals, and the internet. Data analysis techniques go through several stages, namely data reduction, data presentation, and finally drawing conclusions.

Based on the results of the research analysis, it is known that the implementation of promotions at Kopi Tugu, there are 2 types of promotions that have not gone well, namely the design of advertising promotions is still not good and promotions carried out on social media are still not good because based on the number of followers someone.

Some advice that can be given is to try some other marketing methods, especially on social media. Give feedback for customers and potential customers in the form of discounts, coupons, or products through applications or social media.

Keywords: Promotion, *Marketing Mix*