

ABSTRACT

MSMEs who are new to exploring the world of local fashion, namely the Creative Youthhvr Industry located in Majalaya, sell various types of clothing from tops to pants and accessories with fairly quality raw materials used by fashion actors in the city of Bandung, the marketing mix applied focuses on promotional content with photo and video formats on Instagram media as well as the mix that is done by focusing on the quality of products that will certainly determine the selling price for in society, the product that gets a graph of declining sales lies in the sale of clothing merchandise.

The purpose of this study is to find out the general overview of Industr Creative Youthhvr, to find out how the implementation of promotional mix activities and sales volume carried out by the Creative Youthhvr Industry, to find out how much influence the promotional mix has on sales volume in the Creative Youthhvr Industry, to find out how obstacles and efforts are made by the Creative Youthhvr Industry. Respondents used in this study as many as 10 respondents by spreading questionnaires.

Based on the results of the research, the determination coefficient value of the coefficient of determination of the Promotion Mix to Sales Volume amounted to 84.6% of its influence, while the remaining 15.4% was the influence or contribution of external variables that were not studied on internal research variables such as Brand Image, Service Quality, Store Atmosphere, Buying Interest and Product Quality.

The obstacles faced by the Creative Youthhvr Industry are members' knowledge in implementing promotions in social media, no one can share knowledge and requires guidance from outsiders.

Efforts are made to overcome the obstacles faced by the Creative Youthhvr Industry, namely trying to analyze the needs of people's lifestyle tastes and see how other local brands that already have a good name and image of the community, and prepare the cost of learning digital promotion in order to develop their businesses.

Advice for The Creative Youthhvr Industry understands people's tastes first before producing so that the risk of loss can be minimized in advance and analyze competitors' prices and quality, so that they can increase their advantages.

Keywords : Promotion Mix, Sales Volume