**ABSTRACT**

**This study entitled "Improving the Function of Promotion of Consumer Interests In CV.ENFARA Bandung". This is to determine what communication method is used in Promotion Activity CV.ENFARA Bandung.**

**The objective of this study is to describe, analyze data, and obtain information on the Promotion Function to Improve Consumer Interests In CV.ENFARA Bandung, as well as add and deepen the knowledge of researchers both in theory and application.**

**The method used is survey method with descriptive data analysis, the method of research that describes in detail the conditions of the event or events based on facts and data yan occur during the study. Data collection technique is a literature study, observation, interviews, and questionnaires to respondents. Sample collection techniques used were used in this research is using the technique of non-probability sample that does not provide the same opportunities for the elements or members of the population to have an advanced sample, with a total of 100 respondents.**

**Based on the results of our analysis that the promotional function performed by CV.ENFARA Bandung quite effective, though not meet its targets, it can be seen from some of the respondents are interested in using the bags manufactured by CV.ENFARA.**

**Things i want researchers recommend as an input for the CV.ENFARA Bandung in increasing consumer interest that should be done more preparation than more mature in making a promotional activity so that the results obtained are completely in accordance with the target of the promotional activities.**