

## ABSTRACT

*Promotion is the efforts of each company to introduce product or service to general public, with aim to increase straightforward good sell amount and also at second hand, but is in fact promotion hotchpotch despite have be done by one each company intensively, regular experiences various constraint, remember each activity promotioning to require fund source to fund that activity is utilised being reached its yielding sell which maximal.*

*The main problem in the promotion activity is need cost that adequately utilised going promotion activity so be reached a sell target at corporate. Evoked thus about problem for firm what does have fund limitation and manages outgoing post post promotion cost, meanwhile sell step-up is needed after corporate activity directness.*

*This research tries to find how big influence personal selling, advertising in the effort sell volume step-up, for meeting that thing, research is done in term cost personal selling and advertising cost that issued by firm up to 10 periods. , analisis's method that is utilized is data normality quiz, classic assuming quiz, and linear regression quiz by use of software SPSS 17 via that method, gotten by hypthosts testing result as follows: available pengeruh what does signifikan of personal selling's variable to sell volume, its outgrows affecting personal selling to sell volume is 87,8%. available influence which variable signifikan advertising to sell volume, its outgrows affecting advertising to sell volume be 90,4%. Available influence with of variable personal selling and advertising to sell volume as big as 95,2%. Advertising influence to dominant more sell volume than affecting personal selling, which is as big as 90,4%, with demikian extant variable which haven't most identification that constitute error's variable, with outgrows influence as big as  $100\% - 95,2\% = 4,8\%$ .*

*Implication of this research result one needs to be noticed utilised increase sell volume at PD.Pratama Motor, with circumscribed promotion budget or nominal same promotion budget its with previous years which is First remembers to exist influence that signifikan personal selling and advertising to sell volume, therefore marketer energy and way offers product to cover exhibition and canvas is product, shall at looking at by firm, that personal selling's activity hits correct objective. Both of so even with advertising, advertising media and that advertising type is more at looking at again, about effectiveness and efficiency of that advertising assembly.*