

ABSTRACT

This study examines the promotional communications strategy adopted by the PT. Pr. Synthesis Karya Pratama (Synthesis Development) in marketing unit apartment Bassura City to the consumer public. Researchers interested in the theme of this research theme due to PT. Synthesis Karya Pratama with products Bassura City which is a new product amid tight competition can survive in the marketing of residential products among property developers. This is shown by a fairly vigorous promotion of competition conducted by the developers through the use of various media campaigns both extensively and intensively and present Bassura City take some market share there.

The communication strategy Bassura City is to use with Advertising, Sales Promotion, and Word Of Mouth to introduce, create market, and increase sales.

The study was a qualitative research methods more specifically directed to the use of the case study method. Where the data collection phase by using primary data through in-depth interviews and observations and then the secondary data through intermediaries such as media files and documents from Bassura City.

The Results of the study revealed that the promotional communications strategy implemented is through Advertising (advertising), Sales Promotion, and word of mouth (Word Of Mouth) to implementing programs and activities that play a role in introduce, Create market, and increase sales Bassura City Apartment in consumer .

Key words : Promotion of Communication Strategy, Marketing Plan, Media Promotion, Sales Promotion, word of mouth, Sales.