

**ABSTRACT**

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"Promotion Program Cord Blood Storage PT. StemCell Prodia Indonesia Period  
Year 2017 "

i-xvii + 75 pages; 3 List of Tables; 5 List of Figures; 6 Curriculum Vitae;  
Bibliography; 35 Books (Bibliography).

Along with the development of regenerative therapy, PT. Prodia Widyahusada (Laboratory of private clinics in Indonesia) to expand its business by forming a new company, namely PT. StemCell Prodia Indonesia (ProSTEM) specialized for Stem Cell Laboratory. PT. StemCell Prodia Indonesia is a Research Laboratory, processing and storage of stem cells. Having a program promotional purposes is to tell a prospective client or parents about the benefits obtained in the future. The strategy made by PT. StemCell Prodia Indonesia in promoting cord blood by way of analysis and see which one is right segment through perantara the hospitals that have collaborated.

This research program is focused on promoting safe cord blood PT. StemCell Prodia Indonesia. By using three sources (informants) that ProSTEM Marketing Manager, Marketing RSIA Bunda Jakarta, and the client PT. StemCell Prodia Indonesia. In this study, researchers used a constructive paradigm, with a qualitative approach. Where the research method used is a case study by conducting a structured interview to the informant.

based on research that has been conducted, showed that PT.Prodia StemCell Indonesia has done promotional strategy and is already well underway. It can be seen from the promotional strategy has been executed. So get clients who are interested in the benefits of cord blood storage program. However, in carrying out promotional strategies that are barriers, therefore researchers to provide advice regarding the presence of these barriers is by running a promotion strategy more to support the promotion of programs cord blood PT Prodia StemCell Indonesia to achieve the desired targets.