

ABSTRACT

In Indonesia, electronic money can be potentially to replace the role of cash in payment transactions, retail. The use of electronic money as a means of payment has been profitable the various parties, including the consumer has been shown to make payments faster, effective and efficient. PT Telkomsel as the largest telecommunications in Indonesia continue to improve themselves with the aim can meet the satisfaction of consumers so that consumers don't want to move to use the operator of the compotitor as the embodiment of things on this, Telkomsel create t-cash as a means of payment services with the aim can be easier for consumers, telkomsel in the transaction purchase on merchant-merchant who has worked with the T-cash. In order for the consumer is able to better recognize and know about the product T-cash to date among which posted an ad in the accounts of Instagram, the line, web Telkomsel and a text message broadcast, following the event in various events, invite cooperation merchant-merchant to give you a discount to the user T-cash, and others. For this reason a writer interested in doing research with the title " Analysis promotion mix The Who Used In The T-cash in Bandung." The purpose of this research to find out which mix the promotion of the T-cash the most effective in attracting customers in Bandung. The purpose of this research to find out which promotion mix of the T-cash the most effective in attracting customers in Bandung. A researcher uses variables promotion mix, which covers, advertising, sales promotion, public relations, personal selling and direct marketing. This study using the object of all subscribers, Telkomsel in Bandung, a study on the user T-cash in bandung, who knows about the program T-cash with a sample of 100 people of the respondents. The method used is the analysis of descriptive to the type of data the applicability.

The key word: Promotion Mix, the Telkomsel T-cash.