

ABSTRACK

PT. Tunas Mobilindo Perkasa (Tunas Daihatsu) is an automotive company that manufactures vehicle type cars. In the business world, there is competition between similar companies to compete for consumers, especially in the automotive business. Tunas Daihatsu has a similar competitor that offers similar products, but the products issued by Tunas Daihatsu have their own advantages that can make Tunas Daihatsu one of the automotive dealers in Indonesia, especially the Bandung area. The purpose of this research is to find out the promotion mix carried out by Tunas Daihatsu and to find out the strategies that will be carried out by the company in the future by using the SWOT analysis method. This type of research is descriptive with a qualitative approach. With the technique of collecting data on interviews, observation, and documentation.

The results of the SWOT analysis in this study which discussed each element in the promotion mix using the SWOT matrix consisting of advertising matrices, sales promotion matrix, personal sales matrix, direct marketing matrix, and community relations matrix which produced a range of strategies that could be used by the company when this will be in the future.

Keywords: Tunas Daihatsu, promotion mix, SWOT analysis.