

**STRATEGI BAURAN PROMOSI UNTUK MENINGKATKAN VOLUME  
PENJUALAN PAKET SATE KAMBING DAN AYAM PADA RUMAH  
MAKAN SAPAROA PASCA COVID-19**

**Oleh**

**Wahyu Muhammad Ramadhan, NIM 1917041212**

**Jurusan Manajemen**

**ABSTRAK**

Penelitian ini bertujuan untuk menganalisis strategi bauran promosi guna meningkatkan volume penjualan paket sate kambing dan ayam di Rumah Makan Saparoa. Bauran promosi yang diidentifikasi dalam penelitian ini melibatkan Periklanan, Promosi Penjualan, dan Personal Selling. Rancangan penelitian yang diterapkan adalah penelitian kualitatif deskriptif. Dalam analisisnya, penelitian menggunakan teknik SWOT (*Strengths, Weaknesses, Opportunities, Threats*). Hasil dari penelitian ini menunjukkan (1) periklanan cocok dijalankan Rumah Makan Saparoa terhadap peningkatan volume penjualan paket sate kambing dan ayam pada Rumah Makan Saparoa (2) promosi penjualan cocok dijalankan Rumah Makan Saparoa terhadap peningkatan volume penjualan paket sate kambing dan ayam pada Rumah Makan Saparoa (3) *personal selling* cocok dijalankan Rumah Makan Saparoa terhadap peningkatan volume penjualan paket sate kambing dan ayam di Rumah Makan Saparoa (4) bauran promosi yaitu periklanan, promosi penjualan dan *personal selling* cocok dijalankan Rumah Makan Saparoa terhadap peningkatan volume penjualan paket sate kambing dan ayam di Rumah Makan Saparoa.

**Kata Kunci** : periklanan, promosi penjualan, *personal selling*, volume penjualan

**PROMOTIONAL MIX STRATEGY TO INCREASE SALES VOLUME OF  
GOAT AND CHICKEN SATE PACKAGES AT SAPAROA EATING HOUSES  
POST COVID-19**

**By**

**Wahyu Muhammad Ramadhan, NIM 1917041212**

**Management major**

**ABSTRACT**

*This research aims to analyze promotional mix strategies to increase sales volume of goat and chicken satay packages at Saparoa Restaurant. The promotional mix identified in this research involves Advertising, Sales Promotion, and Personal Selling. The research design applied was descriptive qualitative research. In its analysis, the research uses the SWOT technique (Strengths, Weaknesses, Opportunities, Threats). The results of this research show (1) advertising is suitable for the Saparoa Restaurant to increase the sales volume of goat and chicken satay packages at the Saparoa Restaurant (2) sales promotions are suitable for the Saparoa Restaurant to increase the sales volume of goat and chicken satay packages at the Saparoa Restaurant (3) personal selling is suitable for the Saparoa Restaurant to carry out the increase in the sales volume of goat and chicken satay packages at the Saparoa Restaurant (4) the promotional mix, namely advertising, sales promotion and personal selling is suitable for the Saparoa Restaurant to increase the sales volume of the kam bing and satay packages. chicken at Saparoa Restaurant.*

**Keywords :** advertising, sales promotion, personal selling, sales volume