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## ABSTRACT

**RIZKY AMEYLIA SARI (0606057142), *Customers' Perception to Sales Promotion of Tabungan Monas PT. Bank DKI, xiii + 81 pages + 15 tables + 16 diagrams + 8 enclosures + 50 bibliographies (1975 – 2006)***

Banking industry has developed well nowadays. There are many banks involved, not only public and private sectors but also investors from foreign countries are welcomed. Companies have to develop different or unique strategy to exist in global market. Promotion is one way that can be done, because promotion is believed can increase number of selling in a short – term by giving free sample or incentive to attract consumers interest.

PT. Bank DKI held exhibition and 'Undian Berhadiah' as a means to promote their product to the consumer. PT. Bank DKI as a Regional Development Bank (Bank Pembangunan Daerah), always try to maintain their success by maintaining and improving the existence of Tabungan Monas. It can be seen from the portfolio of Tabungan Monas per December 2007 which shows Rp.450 billion or increased 100.89 % compare to previous years.

This research tries to analyze customer's perception to sales promotion of Tabungan Monas PT. Bank DKI. This research is a descriptive study which 100 consumers of Tabungan Monas KCU Juanda PT. Bank DKI involved as respondents classified from males or females above 20 years old.

Consumers interest in attending exhibition is quite strong promising. It keeps Bank DKI to participate in exhibition to socialize and promote their products. However, information regarding time and venue of the exhibition had to be paid attention of. Mass media could be used to promote the program.

A program Undian berhadiah is proven to give impact in creating customer's positive perception with Tabungan Monas. Interesting prizes to transparency in drawing process has been proved to put consumer trust to big opportunity to win the offered prize.

The success of two sales promotion programs make Bank DKI to keep up to date to hold other kind of promotion. Through kinds of creative and innovative sales promotion, Bank DKI can maintain and attract more consumer to their Tabungan Monas.