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ABSTRACT

YUNITA FITRIYANI (0606057483), *Consumer Perception to the activity of Sales Promotion (Discount Coupon) study at Dunia Fantasi – Ancol, xiii+94 pages+14 tables+25 pictures+31 bibliographies (1978 - 2005)+17 Enclosures.*

The main purpose of sales promotion is to attracting customer to buy and use the products or seviles. Sales promotion in term of discount coupon often use by the marketers with assumed the impacts can stimulus customers and finally they really buy the product or services. The purpose of this research is to know consumer perception to the activity of sales promotion in term of discount coupon.

Jim Blythe at his book Marketing Communications says that sales promotion is Activities designed to give temporary boost to sales, such as money – off coupons, free samples, two for the price of one promotion, etc.Its purpose is to create a temporary increase in sales by bringing purchasing decisions forward and adding some immediacy to the decisions making process. Dunia Fantasi (unit of Ancol Jakarta Bay City) is the company based on recreation business that use sales promotion in term of discount coupon as one of their marketing strategy.

This research use quantitative approach and descriptive type of research was. Collecting data technique conducted by literature and field research by using questioner as an instrument. The population of this research are the visitors of Dunia Fantasi – Ancol, who knows the discount coupon promotion program, with minimum age 15 years old that is compatible with segment and target market of Dunia Fantasi. The amount of sample is 95 respondent. The data processed by using statistical measuring instrument SPSS 15.00. Responders characteristic were analyzed by frequency distribution, and to see means and mode of data were analyzed by descriptive statistic frequency.

From the result, known that the consumer perception to the activity of sales promotion in term of discount coupon are good and positive. The indication are Mean and mode result of all indicators are in strong enough category of ordinal spread scale.

The writer would suggest to Management of Dunia Fantasi to maintain and develop the sales promotion strategy because it is effectively to raise the visitors. Besides that sales promotion should be integrated to the other media of marketing communication, such as advertising, public relation, etc.

