

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

There are 4 types of promotion activities that can be done in promoting kue delapan jam. There are mass selling, personal selling, sales promotion and public relations. The three cake makers also do this promotion. Promotion by mass selling done with advertising and publicity. But advertising more use than publicity in promotion activities because advertising has more results. Whereas promotion activities through personal selling is done by carrying out exhibitions and markets products to various places such as offices, hotels or places that have the potential to take part in promoting kue delapan jam. Promotion activities using sales promotion by giving discounts, that attract consumers to buy in large portions. To use promotional activities in public relations approach with some people who are considered potential to promote the products. So that the products that we offer can be spread by mouth to mouth or because the people has big position to help our promotion.

5.2 Suggestion

The writer has three suggestion for three cake makers. First to Mardho as a cake maker and owner of Palembang Harum Shop. The promotion which he did to promote kue delapan jam is good enough. But Mardho should more do promotion activities in the form of exhibition because Mardho just start new business for 1 year 6 months. In addition Mardho should also makes kue delapan jam everyday even though no customer ordered. So consumers who had come to the shop to buy kue delapan jam were not disappointed because didn't found kue delapan jam sell in this shop.

Second the promotion do by Tommy. He is still lacking in mass selling because he just focus on name cards and not doing other promotion. He should do promotion mas selling include electronic media (television and radio) and internet media (blogs, twitter, facebook and etc). Although he did started this business

more than 10 years and a lot of people already know the location of the shop but it would be better if he also promotes his business especially kue delapan jam with other media.

Third promotions done by Amad. He is also still lacking in mass selling because he is only promote their products using name cards and brochures. Although promotion by using brochures enough for help promote the products rather than just using a business cards. But It would be better if he added promotions at the electronic media (radio and television) and internet media (blogs, twittet, facebook and etc). So the three cake makers can improved their products especially kue delapan jam with uses four types promotion strategy.