

## **ABSTRACT**

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**Strategy Promotion Honda Anugerah Sejahtera Yogyakarta Sales Increase  
Honda Mobilio in the period 2016-2017**

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This study focuses on marketing communications strategy used by Honda Anugerah Sejahtera Yogyakarta in increasing sales of Honda Mobilio. It will then be evaluated by the Honda Anugerah Sejahtera Yogyakarta. This evaluation can be seen through the application of marketing in the evaluation of studies using Michael Quinn Patton, then explained also the marketing communications mix used includes of manufacture of advertising, promotion, publicity and word of mouth. The results showed in the marketing communication strategy in the form of word of mouth becomes the most effective way to expand its business with the assumption that when a satisfied customer will be a particular product, they will automatically provide a reference to friends or relatives.

This research was conducted using qualitative approaches. Based on the results of data processing can be concluded that the marketing strategy is in accordance with the theory of Craven, customer satisfaction will arise image to improve the reputation of the company. Party Honda create marketing communication becomes very important, because through marketing communication appropriate to the culture, lifestyle, buying habits, consumption patterns of consumer, communications media and other target consumers or buyers will be able to easily find out the product sought.

**Key words : promotion strategy, offline promotion, honda anugerah sejahtera**