

CHAPTER I

INTRODUCTION

1.1 Reason for Choosing the Title

The successful implementation of government duties and national civil servant is due to the discipline, integrity, and good management of the government and national civil servant. Therefore, the success of the national development goals really depends on the perfection of the state apparatus. To achieve the national goals, civil servants must be qualified, professional, and responsible for their jobs. They also have to be clean from corruption, collusion, and nepotism issues.

The staff of promotion at Disperdag (Trade Office) of Central Java Province division use promotion strategy in accordance with definition of promotion.

According to Cravens (1998:77) promotion strategy is "*Perencanaan, implementasi dan pengendalian komunikasi dari suatu organisasi kepada para konsumen dan sasaran lainnya*" (Planning, implementation and communication handling from the organization to the customers and the other target).

It means that promotion is a form of marketing communication. So marketing communication is the marketing activities that try to inform, persuade and remind the target market about the company and its product, so that the target market willing to accept, buy and loyal to the product which is offered by the company.

