

CHAPTER IV

CONCLUSION AND SUGGESTION

4.1 Conclusion

Disperdag (Trade Office) of Central Java Province uses several strategies to introduce the product to customers at Central Java and around area, they are:

1. Providing product in accordance with the demand of overseas buyers.
2. Improving the quality of product by carrying out training of marketing to UKM (Medium-Small Entrepreneur).
3. Conducting events such as :
 - a. Trade Fair
 - b. Trade Exhibition
 - c. Trade Mission
4. Offering Product

Strategy of product offering consist of: executive visit and executive call. These strategies are made to know the customer's need closely, so the customer can easily know the product and how to order it.

5. Attracting the Customer

At the promotion activity, customer become the main target to introduce the product. It means the promotion product will be successful if the customers buy the promoted product to fulfill their need continuously, so customer must obtain a good service and feel comfortable.

6. Maintaining Customer

The customer relation principles to maintain the customer are: giving a positive response, serving politely, solving the problem, appreciating the customer, and giving attention.

4.2 Suggestion

Based on the promotion activity of product promotion at Disperdag (Trade Office) of Central Java Province, the writer gives suggestion which hopefully can be used in the future. The suggestions are:

1. Disperdag (Trade Office) of Central Java Province should keep on improving the staff skills in promotion, so the promotion can be more successful, because it is handled by people who have qualified skill and experience in promotion strategy.
2. Disperdag (Trade Office) of Central Java Province should include other promotion strategies such as: product development strategy and expansion strategy.
3. Disperdag (Trade Office) of Central Java Province should use additional media for promotion such as: local magazine and tabloid.