

INTISARI

Tugas akhir ini membahas mengenai kegiatan promosi perusahaan yang memiliki pembeli tunggal atau *single buyer* pada PT. Indonesia Power Unit Pembangkitan dan Jasa Pembangkitan (UPJP) Kamojang. PT. Indonesia Power merupakan market leader karena PT. Indonesia Power berperan sebagai pemasok terbesar listrik ke Pusat Pengaturan Beban (P2B) dan PT. Indonesia Power telah memiliki cabang pembangkitan di seluruh Indonesia Strategi kegiatan promosi atau bauran promosi pada perusahaan single buyer yaitu.

PT. Indonesia Indonesia Power saat melakukan promosi hanya menekankan pada image perusahaan, kualitas kinerja pegawai, penjualan langsung, hubungan masyarakat, dan kualitas serta jaminan produk. Hasil penelitian menunjukkan bahwa strategi kegiatan promosi perusahaan PT. Indonesia Power UPJP Kamojang yang merupakan perusahaan *single buyer* atau perusahaan di pasar monopsoni memiliki perbedaan cara bauran promosi dengan perusahaan *multi buyer* atau perusahaan persaingan sempurna..

Kata kunci : single buyer, bauran promosi, market leader.

ABSTRACT

This study discusses the promotional activities of companies that have a single buyer at PT Indonesia Power Generation Unit and Service Generation (UPJP) Kamojang. PT Indonesia Power is a market leader because it acts as the largest supplier of electricity to the Center of Expense Setting (P2B) and PT Indonesia Power has a generation branch throughout Indonesia. Promotion strategy or promotion mix in single buyer company.

PT Indonesia Power when doing promotion only emphasize on company image, employee performance quality, direct selling, public relation, and quality and product guarantee. The result shows that the promotion strategy of PT Indonesia Power UPJP Kamojang which is a single buyer or company in monopoly market has different way of promotion mix with multibuyer company or perfect competition company.

Keywords: *single buyer, promotion mix, market leader.*