

INTISARI

Penelitian ini dilakukan untuk mengetahui bagaimana aktivitas promosi yang dilakukan oleh Distro Clio Apparel dan juga untuk mengetahui bagaimana keputusan pembelian konsumen pada distro Clio Apparel. Mengingat banyaknya Distro dan perusahaan *clothing* di Yogyakarta, maka pihak Clio Apparel harus melakukan aktivitas promosi agar produk yang dijual di pasaran dapat terkenal dan juga dapat diminati oleh para masyarakat remaja di Yogyakarta sehingga kelangsungan Distro Clio Apparel dapat bertahan di pasaran. Penulis juga ingin mengetahui tentang keputusan pembelian konsumen di Distro Clio Apparel, faktor-faktor apa saja yang mendorong para konsumen membeli produk di Clio Apparel.

Dalam penelitian ini, penulis menggunakan metode wawancara dan pengamatan. Narasumber terdiri dari pemilik dari Clio Apparel yaitu Aryo Bimo Wibisono dan juga konsumen Clio Apparel yang sudah diseleksi untuk diwawancarai. Pengamatan dilakukan di Distro Clio Apparel di jalan Monjali 70C Sinduadi Mlati Sleman.

Berdasarkan hasil penelitian, aktivitas promosi yang dilakukan oleh Clio Apparel untuk meningkatkan penjualan produk memiliki hasil di setiap strategi promosinya. Tetapi dalam kegiatan promosi yang dilakukan memiliki pengaruh yang berbeda-beda dalam meningkatkan penjualan produk Clio Apparel. Penulisan ini juga membahas tentang keputusan pembelian konsumen pada Clio Apparel, dan hasilnya ada beberapa faktor yang berbeda-beda dari setiap sampel yang diwawancarai tentang keputusan pembelian konsumendi Clio Apparel

Kata kunci: Aktivitas Promosi, Keputusan Pembelian, *Clothing*, Distro, Strategi Promosi, Clio Apparel, Konsinyasi.

ABSTRACT

Marketing as the spearhead of the success of an industry. One of the things that must be considered in drawing up a marketing plan is how to determine the marketing from the industry developed. Clio apparel is an industry that moves in the field of fashion. This research is research that aims to identify how the implementation of the promotion by Clio apparel and how many consumers are interested in transacting on distributions of Clio apparel.

Instead of the number of distributions and clothing company in Yogyakarta in a great quantity, the Clio Apparel organizes promotional activities. in other to make their products that can be sold in the market and may also be in demand by the teenager customer in Yogyakarta for the continuity of the distributions in Clio Apparel can survive in the market. The writer also wants to know about the purchasing decisions of consumers in the distributions Clio Apparel, what factors that encourage consumers to buy the product in Clio Apparel.

In this research, for collecting the data information about Clio Apparel, the writer used some methods for the research. The first method was participant observation, Second method was Interview, to obtain information from the interviewees. The writer conducted interviews with the owner of Clio apparel Mr. Aryo Bimo Wibisono and some consumers that have been selected. The location of its research is in the Clio Apparel on Monjali Street 70C Siduadi Mlati Sleman.

Based on the research, promotional activities in Clio Apparel to increasing the product have result in any promotional strategy, but on each promotional activity had a different effect in increasing the sales product of Clio Apparel.

This paper also discusses consumer purchasing decisions on Clio Apparel, and as a result there are several factors that have differences from each sample since the writer do some interviewed with consumer on purchasing decisions in Clio Apparel.

Keywords: Activity Promotion, Purchase Decision, Clothing, distributions, Promotion Strategies, Clio Apparel, Consignment.