



## Intisari

Dalam melakukan promosi penjualan, Mazda Jogja menggunakan pameran sebagai strategi penjualan. Selain untuk mengenalkan *brand* Mazda di Yogyakarta, pameran yang dilakukan Mazda juga bertujuan untuk menjangkau *prospect* Mazda. Upaya-upaya tersebut dilakukan Mazda untuk meningkatkan penjualan.

Tujuan dari penelitian ini adalah untuk mengetahui kinerja pameran pada PT Automobil Jaya Abadi – Mazda Jogja. Penelitian ini dilakukan di lokasi pameran Mazda yaitu Jogja City Mall dan Galeria Mall. Data dalam penelitian ini diperoleh melalui observasi dan wawancara yang tidak terstruktur dengan pengunjung, *prospect*, *customer*, *branch Manager*, *sales*, dan *event organizer*. Penulis juga menghimpun data melalui wawancara dengan. Metode penelitian yang digunakan yaitu deskriptif kualitatif.

Hasil dari penelitian menunjukkan kinerja pameran pada PT Automobil Jaya Abadi belum optimal. Hal tersebut ditunjukkan dari rasio-rasio output pameran, target pameran, standar layanan yang belum merata, penampilan *sales* pameran, dan sosialisasi pameran yang masih kurang. Unsur *entertainment*, *excitement*, *enterprise* dalam pameran sudah nampak namun belum cukup memuaskan pengunjung pameran.

Kata kunci: kinerja, pameran, kinerja pameran, bauran promosi, promosi penjualan



### ***Abstract***

*In order to do the marketing promotion, Mazda Jogja uses an exhibition as the marketing strategy. Besides for introducing Mazda brand in Yogyakarta, the exhibition that is held by Mazda also have a purpose to embrace Mazda's project. Those efforts are done by Mazda also have a purpose to embrace Mazda's prospect. Those efforts are done by Mazda to increase disposal.*

*The purpose of this research is to know the PT Automobil Jaya Abadi-Mazda Jogja's exhibition performance. This research took place in Mazda's exhibition location in Jogja City Mall and Galeria Mall. The datas in this research is gained through observation and unstructured interview with visitors, prospect, customers, branch manager, sales, and event organizer. The method used for this research is descriptive qualitative.*

*The result of this research shows that the performance of PT Automobil Jaya Abadi's exhibition is not optimal. This is shown by the exhibition's output ratios, target exhibiton the service standard that is not spreaded evenly yet, the performance of the exhibition's sales, and the lack of the socialization of the exhibition. There were seen the entertainment, excitement, and enterprise elements in the exhibition but not enough satisfying the visitors yet.*

*Key words: performance, exhibiton, exhibiton's performance, promotion mix, sales promotion*