

## **ABSTRAK**

### **TINJAUAN PELAKSANAAN PROMOSI PRODUK SIMPANAN DIMASA PANDEMI COVID-19 PADA PT. BPR CIPATUJAH JABAR PERSERODA KANTOR CABANG RANCAH**

Laporan Tugas Akhir ini berfokus pada tinjauan pelaksanaan kegiatan promosi yang dilakukan oleh PT.BPR Cipatujah Jabar Perseroda (Bank CIJ) Kantor Cabang Rancah di masa Pandemi Covid-19. Tujuan dari penelitian ini adalah untuk mengetahui bagaimana pelaksanaan kegiatan promosi produk simpanan dimasa pandemi Covid-19 yang dilakukan oleh Bank CIJ Kantor Cabang Rancah, dan bagaimana pula efektivitas dari kegiatan promosi yang telah dilakukan dalam meningkatkan jumlah nasabah berdasarkan target yang telah ditetapkan. Metode penelitian yang digunakan yaitu secara deskriptif kualitatif, metode pengumpulan data dengan cara melakukan wawancara, observasi, dan studi pustaka. Berdasarkan hasil penelitan, pelaksanaan kegiatan promosi yang dilakukan oleh Bank CIJ Kantor Cabang Rancah yaitu menggunakan bauran promosi yang meliputi : periklanan (*advertising*), Penjualan pribadi (*personal selling*), Promosi penjualan (*sales promotion*), dan Hubungan Masyarakat (*public reation*). Dari hasil penelitian, pelaksanaan kegiatan promosi yang dilakukan oleh Bank CIJ Kantor Cabang Rancah pada tahun 2020 dan 2021 tidak maksimal dikarenakan adanya wabah Covid-19. Pada tahun 2020 dan 2021 pelaksanaan kegiatan promosi yang dilakukan Bank CIJ Kantor Cabang Rancah belum bisa dikatakan efektif dalam meningkatkan jumlah nasabah karena belum dapat mencapai target yang ditetapkan.

Kata Kunci : *Efektivitas, Strategi Promosi, Covid-19*

## **ABSTRACT**

### ***A REVIEW OF IMPLEMENTATION OF THE PROMOTION OF SAVINGS PRODUCTS DURING THE COVID-19 PANDEMIC AT PT. BPR CIPATUJAH JABAR PERSERODA RANCAH BRANCH OFFICE***

*This Final Project report focuses on reviewing the implementation of promotional activities carried out by PT. BPR Cipatujah Jabar Perseroda (Bank CIJ) Rancah Branch Office during the Covid-19 Pandemic. The purpose of this study is to find out how the implementation of savings product promotion activities during the Covid-19 Pandemic carried out by Bank CIJ Rancah Branch Office, and how the effectiveness of promotional activities that have been carried out in increasing the number of customers based on the targets that have been set. The research method used is descriptive qualitative, data collection methods by conducting interviews, observations, and literature studies. Based on the results of the research, the implementation of promotional activities carried out by Bank CIJ Rancah Branch Office is using a promotional mix which includes: advertising, personal selling, sales promotion, and Public Relations. From the results of the study, the implementation of promotional activities carried out by Bank CIJ Rancah Branch Office in 2020 and 2021 was not optimal due to the Covid-19 outbreak. In 2020 and 2021 the implementation of promotional activities carried out by Bank CIJ Rancah Branch Office cannot be said to be effective in increasing the number of customers because it has not been able to achieve the set target.*

*Keywords: Effectiveness, Promotion Strategy, Covid-19*