

***Strategy Of PT. Artha Prima Finance In Attracting Customer Interest
(A Case Study in PT. Artha Prima Finance, Jl. Pangeran Antasari Ruko Villa
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ABSTRACT

A promotion is needed to support a product or service offered in attracting customer interest. The formulation of the problem is: how is the service promotion strategy of PT. Artha prima finance in attracting customer interest?. The purpose of the problem is to know the promotion strategy of PT. Artha prima finance in attracting customer's interest by using personal selling and communication network. This is deacriptive qualitative research and PT. Artha prima finance as the object. The secondary data which is needed is the number of customer in 2009-2012. Interviewing and documentation are used as the collecting data method in this research. The data analyzing technique: 1.reduction data.2. Presenting data. 3.conclusion. the research shows that promotion strategy of PT. Artha prima finance in attracting customer's interest are: 1. Personal selling or face to face selling to persuade customer directly. 2. Communication network, as a business mediator with some.local showroom.

Keywords : Promotion strategy, Customer interest