

Mahfudhotun Roshida, 15311017, *Promotion Effectiveness in Increasing the Number of New Students at Muhammadiyah 7 Panceng High School Gresik Regency,, Management, Faculty of Economics and Bussiness, Muhammadiyah Gresik University, July, 2019.*

ABSTRACT

This study aims to analyze the Effectiveness of Promotion in increasing the number of new students by using the media of Advertising, Sales Promotion, and Personal Selling. The data analysis technique uses models from Milles and Huberman, namely using data reduction, data display, and verification / conclusion with interview techniques. The interview technique was conducted with informants at Muhammadiyah 7 Panceng High School. The results of the analysis show that the effectiveness of the promotion through 3 media, namely advertising, personal sales, and personal selling that have been carried out effectively but not maximally in realizing the activities that have been promoted.

Keywords : Effectiveness of Promotion, Advertising, Sales Promotion and Personal Selling.