

**MARKETING PRODUCT PROMOTION SYSTEM IN CIGARETTE
BLACK CROW IN CIGARETTE COMPANY
BLACK CROW MAESAN-BONDOWOSO**

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ABSTRACT

In the normal course of International Industry (MKI) is the determination of industry internship done intentionally (purposive) in the Cigarette Company black crow Maesan-Bondowoso located in the province of East Java held on March 3 until the date of May 24, 2014. Implementation of International industry was held in the Office of Marketing Cigarette Company black crow Center, where the method used is to use observation and interviews of some people who are considered competent in the field of System promotion, particularly in the promotion of cigarettes in Cigarette Company black crow. The results of this Industrial Internship among others: (a) promotion activities undertaken by Cigarette Company black crow has an effective role to promote cigarettes and also increase the volume of sales. (b) How to promote using promotional material that is used very effectively.

Keywords: System Promotion, PR Crow Black

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