

## **ABSTRACT**

**STRATEGI PEMASARAN PRODUK TABUNGAN TAPLUS MUDA  
PADA PT.BANK NEGARA INDONESIA (Persero)  
KANTOR CABANG PEMBANTU  
UNIVERSITAS SILIWANGI  
KOTA TASIKMALAYA**

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*The purpose of this study was to determine the marketing strategy for Taplus Muda savings products at PT. Bank Negara Indonesia (Persero) Sub-Branch Office of Siliwangi University, Tasikmalaya City. This research approach used qualitative methods, with data collection methods used through library studies, interviews and observation. From the results of research conducted by Bank Negara Indonesia Siliwangi University Sub-Branch Office using Marketing Mix 7P which consists of product (product), price (price), promotion (promotion), place (place), people (people), process (process), and physical evidence (physical evidence). BNI KCP Unsil Bank offers a variety of products, such as savings, financing, and service products. The community has a high desire to save and this provides potential and opportunities for BNI to be bound as a fundraiser. In developing savings products, it is necessary to carry out an appropriate and efficient marketing strategy, in order to increase the number of customers in savings products. Data collection techniques were carried out by interviews and documentation. The method used is data analysis and data collection. Obstacles in marketing BNI KCP Unsil products include internal factors as well as external factors. This internal factor itself is employee enthusiasm which tends to fluctuate, in the field of marketing while external factors that influence the marketing of BNI products are competition between banks and the business environment.*

*Keywords: Strategy, Marketing Mix, Marketing Mix, Taplus Muda, Bank.*