

ABSTRACT

MARKETING STRATEGY OF STOCK PRODUCT AT PT. RELIANCE SEKURITAS INDONESIA, Tbk. TASIKMALAYA REPRESENTATIVE OFFICE

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This research aims to: (1) Know the marketing strategy conducted by PT. Reliance Sekuritas, Tbk. Tasikmalaya Representative Office, (2) Knows the obstacles that occur in conducting marketing strategies, and (3) Knows the efforts to overcome these obstacles. The subject of the study was PT. Reliance Sekuritas Indonesia, Tbk. Tasikmalaya Representative Office on Jalan KHZ. Mustafa Tasikmalaya. The object of research is marketing strategy. Respondents to this study were company leaders. Startegi data collection using qualitative research methods with in-depth interviews and participant observer studies. The results showed that: (1) Marketing strategy that has been carried out by PT. Reliance Sekuritas Indonesia, Tbk. Tasikmalaya Representative Office has implemented a marketing strategy using 7p, namely products, price, promotions, place, people, process, and physical evidence. (2) The obstacles faced in marketing its products are the public is still lay with shares and public views on stocks and (3) Efforts to address these barriers by always educating, socializing so that the public knows the stock better.

Keywords: *Marketing Strategy, Stock Products, Capital Market*