

**THE EFFECTIVENESS OF KAZZ
HIDROPONIK DOMESTIK
PROMOTIONAL MIX TO CREATE
CUSTOMER AWARENESS TOWARD
HYDROPONICS**

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ABSTRACT

Promotional mix is an important process by which a company can influence a target market, improve the position of that company's product/service in the target market, and effectively build up its brand image. This research discusses the effectiveness of existing promotional mix done by Kazz Hidroponik Domestik to create customer awareness towards hydroponics products. There are many promotional mix available. Variations in business objectives and budgetary limits make it impossible for a company to employ all these promotion mix to convey sales messages to the customers. But not all promotional mix is suitable and able to create customer awareness unless it could send the valuable message to customer. So, the selection of the best promotional mix would involve subjective information processing, instead of a numerically expressed objective decision-making process. In this research, the researcher using Schematic Diagram for Theoretical Framework which taken from Dibb et al. to extract the optimum promotional mix of a variety of tools to create customer awareness towards hydroponics products. The proposed methodology shows satisfactory results in terms of estimating the degree of awareness of customer towards hydroponics products through the use of existing promotional activities.