THE EFFECTIVENESS OF PROMOTIONAL MIX TOWARD IMAGE OF THE THEMATIC DAY IN BANDUNG

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ABSTRACT

The field of marketing is currently growing rapidly. It's application is not only in manufacturing industry, but also on the series of programs to tackle city's problems with social marketing. Megacities in the world are experiencing various problems such as congestion, high active smokers, the local culture is fading, pollution from vehicle fumes and others. Bandung is one of the city in Indonesia which has developed rapidly, has a strategy to slove the city's problems by implementing a thematic day from Monday to Sunday. Monday as bus free for students, this thematic day become a barrier for students to use private cars and pick-up or as an effort to reduce the city traffic. Tuesday as the day without a cigarette (especialy in the public area). Wednesday is set using the language and traditional clothes (all staff and students to wear traditional clothes). Thursday as the english day (all intances are required every thursday in english). Friday as a cycling day, it's an effort to reduce pollution and city traffic. Saturday as the culinary night and Sunday has the car free day. This progam needs the tactical marketing effectively through the promotional mix to communicated the public for enhancing the awareness and can change their behavior. The purpose of this study to determine the effectiveness of promotional mix to the image of the thematic day from the society perspective as the target market the program. The variables in this study are the Promotional Mix (X) as the independent variable and Image (Y) as the dependent variable. The number of samples in this study were 400 respondents who are citizens, which spread throughout by the subdistrict. This study is a quantitative research using questionnaires as data collection tool. The results of this study show there's a strong relationships between promotional mix and image. There's effect of the effectivity of promotional mix can improve the image of thematic's day program.

Key words: Promotional Mix, Image

1. Introduction

The development of marketing today's has been growing rapidly, the application is not only implemented by business organizations but also government organizations. Not only business organizations that produce products, governmental organizations also produce a product. Product is anything that can be offered to a market to satisfy a want or need, including physical goods, services, experiences, events, persons, places, properties, organizations, information, and ideas (Kotler and Keller, 2012). Products are offered in the form of intangible goods in the form of programs aimed to address the problems of the city. The megacities can not be separated from the problem. One of the major cities in Indonesia is Bandung, the capital of West Java Province has a wide range of issues as well as other major cities in the world. Therefore, to do is to implement a program of thematic day one attempt to overcome the problems of the city are applied every day. The traffic density became one of the problems that occur in large urban areas.

The Focus of this study in Bandung beause it is the first city in Indonesia that applied the thematic day in everyday. It has an effort to reduce congestion, beside the infrastructure development support, there is in the thematic day program. On Monday as a day of free bus ride for the students. This thematic day a barrier for students who use private vehicles and pick-up that hopes to reduce traffic congestion. Not only the problem of traffic congestion, but also public health concerns such as the high consumption of cigarettes, based on Tobbaco Control Support Centre Indonesia's data shows about 30% of citizen is an active smokers. So on Tuesday designated as a day without smoking, this program as an effort to petrify people to quit smoking, while creating a healthier community life. Bandung is the first city in Indonesia that campaigns a day without smoking program (http: // www. infobdg.co.id). Wednesday, designated as a day using local languages "Sundanese" and dressed in traditional clothes, it aims to preserve the culture and is now it does in offices, government organizations, education organization (elementary school until high school) and also the public. Thursday is set as the day of the English Day, it means the people suggested conversation by english, the purpose of this activity is to familiarize citizens using English. Friday designated as a cycling day. On Saturday night there is a culinary program that serves traditional food and modern, so that citizens can share the time to enjoying the weekend with family and friends. This activity is also an attraction for tourists who are traveling. And on Sunday designated as car free day in the morning on certain roads, so the people can do the activity on the road without the vehicles such as go for walk, doing sports like jogging and many more. This thematic day program is a positive program, hopes it can change the habits of citizens being better, it is part of social marketing. social marketing has gained popularity as an innovative and effective consumer-oriented approach to promote behavior change and improved quality of life for individuals, groups, and society (Kotler & Lee, 2008; Kotler & Zaltman, 1971).

In an effort to implement the program to be applied by society as a target, it is necessary strategies, particularly communication campaign strategy. Promotion is a part of the marketing mix stretegy. the marketing mix is a key component of social marketing providing one of the differential points in bringing about behavior and social change (Luca and Suggs, 2010). In order for the public to follow the program then it can be done to strengthen the brand image, so that the product brand awareness can be increased. The positve image can be create and develop by the organization's strategies such as promotion strategies can be develop the people awareness about activies overed by organization (Maulani, 2014). Awareness is the ability of consumers to recognize or remember a brand or how strong a brand is embedded in the minds / consumer memory (Aaker & Joachimsthaler,

2000). In this case, to determine how much consciousness (awareness) to the thematic community, so the community to apply them in their daily lives. Image is formed based on the knowledge and information that are received by a person, where such information can be communicated through the application of the optimal promotional mix. The purpose of the study are: to know about the thematic's day program based on society's prespective, how much the relationship between image and promotional mix, how much the effectiveness effect can enhacing the thematic day.

2. Literatur Review

Social marketing is the use of commercial marketing techniques to achieve a social objective. Social marketers combine the product, price, place, and promotion to maximize product use by specific population groups (United States Agency for International Development, n.d.). The product means the thmematic days as the goverment program to change people's behaviour and the effort for solve the city's problem. Social marketers, must recognize that access to affordable products and services may have a significant impact on people's abilities to engage in certain types of behaviors (Hoeffler and Keller,2002).

Through the promotion is a determining factor for the success of a marketing program. The promotion activities not only serve as a means of communication between companies and consumers, but also as a tool to influence consumers to purchase or use of service's activities in accordance with the wishes and needs. This is done by using promotional tools. Promotion is a core ingredient in the marketing campaign, consisting of a collection of incentive tools, mostly short-term, designed to stimulate the purchase of a faster or larger on specific products or services by consumers or trade (Kotler and Keller, 2012). Promotion, can use the elements of audio and visual communication to marketing, with a view to providing a message to the market (Assauri, 2012). Kotler and Keller (2012), there are the element promotional mix such as:

1. Advertising—Any paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor via print media (newspapers and magazines), broadcast media (radio and television), network media (telephone, cable, satellite, wireless), electronic media (audiotape, videotape, videodisk, CD-ROM,Web page), and display media (billboards, signs, posters).

2. Sales promotion—A variety of short-term incentives to encourage trial or purchase of a product or service including consumer promotions (such as samples, coupons, and premiums), trade promotions (such as advertising and display allowances), and business and sales force promotions (contests for sales reps).

3. Events and experiences—Company-sponsored activities and programs designed to create daily or special brand-related interactions with consumers, including sports, arts, entertainment, and cause events as well as less formal activities.

4. Public relations and publicity—A variety of programs directed internally to employees of the company or externally to consumers, other firms, the government, and media to promote or protect a company's image or its individual product communications.

5. Direct marketing—Use of mail, telephone, fax, e-mail, or Internet to communicate directly with or solicit response or dialogue from specific customers and prospects.

6. Interactive marketing—Online activities and programs designed to engage customers or prospects and directly or indirectly raise awareness, improve image, or elicit sales of products and services.

7. Word-of-mouth marketing—People-to-people oral, written, or electronic communications that relate to the merits or experiences of purchasing or using products or services.

8. Personal selling—Face-to-face interaction with one or more prospective purchasers for the purpose of making presentations, answering questions, and procuring orders.

The effectiveness of social marketing program depend on the awareness, engagement, behaviour, social norm, and well being, it needs the strategies such as branding can reach people in the promotion efforts. Branding aims to build an identity for the intervention and reinforce its messages. (Luca and Siggs, 2010). Brand or brand is a name, term, sign, symbol, and design or a combination of elements as a product identifier (Kotler and Keller, 2012). Where the product is everything that is offered in the form of physical goods, services, experiences, events, people, places, properties, organizations, information and ideas. In this case, the thematic program is an information and ideas offered by the government to the people of Bandung. Rangkuti (2008) brand image is a set of brand associations formed dam embedded in the minds of consumers. Hapsari (2008) said that brand image influencing patterns of thought and views of consumers regarding the overall brand, brand image was not only a provision of a good name, but how to introduce products to the consumer in order to be a memory for the consumer in the form of a perception of a product, Brand image holding trust, understanding, and consumer perceptions of a brand. Brand image is an association that arose in the minds of consumers in the form of thought or a certain image for a brand, brand image which can increase the sales of manufacturers as well as inhibit the activities of marketer's competitors. Brand image is an important factor in consumer purchase decisions until consumers become loyal to a particular brand. So the image is strongly influenced by a number of beliefs, views and perception through a set of information is formed. Karunanithy and Sivesan (2013), the consumer normally has a perception of the brand in terms of the marketing communications spending made on it by the company, the toos such as advertising, sales promotion, public relation, direct marketing. Advertising expenditure, as the main marketing communications tool in the consumer market, should be considered when determining the effects of marketing communications on consumers, and the perceptions that the messages are provoking among different target individuals. The dimentions of promotional mix for this study include advertising, publicity, direct marketing and word of mouth.

In order to have a positive image, a brand should be positioned and perceived well in the minds of consumers, a brand that has a strong equity will increase customer loyalty (Winarto, 2011). Aaker and Joachimsthaler (2000) revealed that brand equity was a

set of assets and liabilities associated with a brand name and symbol which increase or decrease the value of a given product or service to the company or the customer. Brand equity is divided on several elements such as:

1. Brand Awareness

    Consumer ability to recognize or remember a brand or how strong a brand is embedded in the minds / consumer memory.

2. Perceived Quality
    Consumer perceptions of quality or excellence of a product or service. If the quality increases, the consumer the impression will increase.
3. Brand Associations
    The brand association, something that is associated (in the minds of consumers) with the brand. This association became increasingly stronger when built based on the consumer experience, both individually and as a community and supported by a vigorous and effective activity.
4. Brand Loyality

    Customer loyalty to a particular brand loyal customers means satisfied with the products they consume, continue to use it and recommend it to others

The positive effect of marketing communication offer strong support for the measures of perceived quality, brand loyality, brand awereness, and brand image as antecendetes of brand equity (ramos and Franco, 2005) then the marketing communication is effective in providing information, awareness, and change attitudes (Potlury,2008). Promotion was the mix component most thoroughly described in interventions. Strategies were categorized according to message, creative strategy, messengers, other strategies, and communication channels (Luca and Suggs, 2010).

3.   **Methodology and Data**
The method of this study is descriptive and verificative. Variable in this study is the promotional mix as the independent variable and the image as the dependent variable. This study use primary and secondary data. Primary data are collected through the questionnaire, observation and interviews, and secondary data are collected from texts, journals and magazines. The population of this study is the citizen as much as 2.483.977 people. In this study not all populations studied because of their limitations, and therefore, the sample is determined. The sample technique of this study use Slovin's formula. Sampling on the study design is intended to society from various districts in the city are 400 respondents. A questionnaire was divided into three parts, the first to describe the characteristics of respondents. The second part describes the variables researched in this study. The third part is an open question in the form of an essay filled by the respondent. All tested were measured by Likert scale. To determine the level of validity of test equipment has been the validity tested. To determine the level of reliability test equipment has been reliability tested. To find out how the application of the promotional mix and the image of the thematic day based society's perspective using descriptive analysis, by determining in advance the criteria are based on the range of the interval concerning the following statistical formula,

$$c = \frac{X_n - X_1}{K} \quad \text{Supranto (2008)}$$

c= *class width/ class size/ class length*

k= the amount of class

X_n = The bigest observed values

X_1 = The smallest observed values

While the verification analyzes conducted to determine the relationship of the correlation analysis and to identify the effectiveness of the promotional mix variables can improve the image then do a simple regression. The hypotheses in this study are:

H1: There is a relationship between the effectiveness of the promotional mix to the image

H2: There is the influence between the effectiveness of the promotional mix to the image.

4.   **Result and Discusion**

        Respondens' Profile

The study used a questionnaire as a data-collection tool as the primary data. Distribution of questionnaires to 400 respondents who are residents of Bandung spread over 30 districts. The respondent profile can be seen in some of the following images,
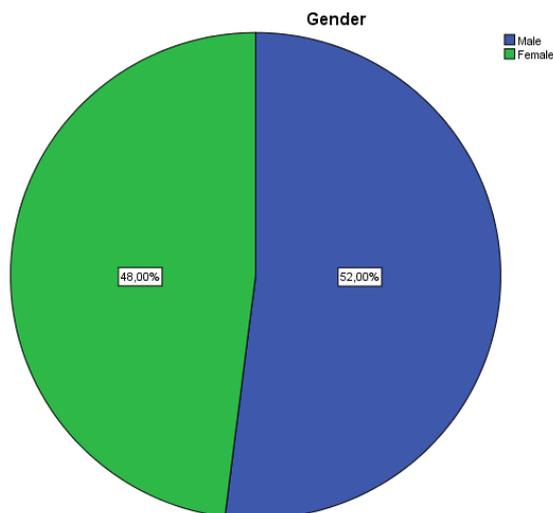
Figure 1. Respondens' Gender

Source: Develop for this research

Respondents in this study are 400 people composed of 48% or about 192 are female, and 52% or about 208 people are male. And the range of age about 15 until above 50 years old, with different background education levels and occupations, as for the details adapt seen as below,
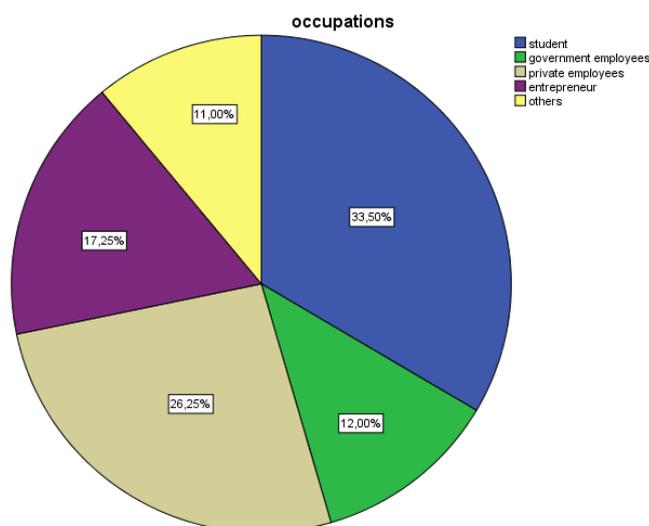

Figure 2. Respondens' Occupations

Source: Develop for this research

Based on Figure 2 above, it can be seen that the respondents' occupations is very diverse, about 33.50% were high school and collage students aged 15-25 years, 26.25% were private-sector workers; 17.25% occupations background as an entrepreneur, 12% of occupations background as government organizations worker and the remaining 11% is the others.

Validity and Reliability Test

Before applying statistical tools, the teliability test is very important as its shows the extent to which a scale produces consistent result if measurements are made repeatedly, so this study use the validity and reliability test.

Validity test results from data in this study showed the coefficients correlation of all the questions has the coefficient of Pearson product-moment correlation (r xy)> r table (0.3). Thus, all the questions that exist in the research instrument can be declared invalid or valid. As for the unknown test data reliability coefficient Cronbach Alpha value of each variable; Cronbach Alpha coefficient on the variable promotional mix is 0.830; while the Cronbach Alpha coefficient on the variable image is 0.813. Thus

the reliability test in this study is reliable. If the results of the Alpha coefficient is smaller than the significance level of 60% or 0.6, then the questionnaire is not reliable. In general, the reliability of less than 0.60 was considered bad. The reliability in the range of 0.70 is acceptable, and more than 0.80 are good (Sekaran, 2003).

Descriptive analysis

To find out how the effectiveness of the promotional mix of thematic applied by the perspective of society, then conducted a descriptive analysis. The community assessment about promotional mix is applied to the thematic day program can be seen as follows,

Table 1.

Respondent's Assessment Regarding Promotional Mix

Questions	(%)					Mean	Total score
	1	2	3	4	5		
The high intensity of the thematic day's advertising by print media	7,5	22,25	44,25	22,5	3,5	2,92	
The high intensity of the thematic day's advertising bysocial media / internet	10,25	17,50	31,75	32,75	7,75	3,10	
The high intensity of the thematic day"s advertising by electronic media	12,25	27,50	35,75	21,50	3,00	2,76	
The information provided through the advertisement clearly	2,00	14,25	57,75	22,75	3,25	3,11	
You are interested in the program based on information derived by advertising	3,50	8,50	40,50	41,25	6,25	3,38	12606
You feel the symbol, design, advertising visualization is interesting	1,50	8,00	45,75	37,75	7,00	3,41	
The high intensity of thematic day socialization at office or school	9,75	26,75	36,50	21,00	6,00	2,87	
Information through socialization at office or school clearly	4,00	18,75	51,50	18,50	7,25	3,06	
You are interested in the program based on information derived from socializing at office or school.	0,75	10,50	42,00	36,75	10,00	3,45	
The high intensity of the thematic advertising through community relations	22,08	25,32	22,73	25,97	3,90	1,02	
Clear information through community relations	5,84	16,88	51,95	25,32	0,00	1,14	
You are interested in the program through community relations	0,00	16,88	37,66	37,01	8,44	1,30	
Mean							2,63
Maximum Score							3,45
Minimum Score							1,02

*5: Strongly agree, 4: Agree, 3: Neutral, 2: Disagree, 1: Strongly disagree

The following table shows the range of intervals that are used in making the category the answer of how effective the implementation of the promotional mix that has been applied,

Table 2.
Categories determine answers.

Variabel	Score	Range Interval	Range	Mean	Criteria
Promotional mix	Maximum 5x 12 x 400 = 24.000 Minimum 1x 12 x 400 = 4.800	(24000 – 4800)/ 5 = 3840	4800 < 8640 8640 ≥ 12480 12480 < 16320 16320 ≥ 20160 20160 < 24000	1 < 1,8 1,8 ≥ 2,6 2,6 < 3,4 3,4 ≥ 4,2 4,2 < 5	Very not effective Not effective Neither Effective Very effective

Source: Develop for this research

Based on the results of public response spread over 30 districts with the complete number of respondents in the sample were 400 people on the effectiveness of the promotional mix is applied, as measured by the 12 questions of the obtained total score on this variable is equal to 12606 or to the mean score of 2.63, The value is in the range mean interval score of 2.6 to 3.4 or the range of the interval 12480 <16320. Then the implementation of the thematic promotional mix by a perceived public vote is not effective yet. With a maximum score value of 3.45 and a minimum score of 1.02. Marketing communications that do provide information thematic day using multiple channels such as advertising, publicity, socialization, community relations

and more. Based on the responses of respondents regarding the intensity of print ads (flier, magazines, newspapers, billboards) is still considered rare, disclose it. While the intensity of advertising with through social media / the Internet (Facebook, twitter, instagram) assessed frequently by respondents while the rest answered does not know because it has no social media. The respondents revealed that their intensity on the thematic advertising via electronic media (TV, radio) is still very rare. Most among the respondents know the thematic program through socialization in the workplace and educational environment (school), especially on Wednesday, which obliges them to use clothing and traditional language and use English Thursday. While the intensity of the socialization of respondents gets through the relationship between government, and the community is the still rare value. The level of clarity of the information provided through various channels considered sufficient by the public, and they also revealed that the design, audio, visual advertising considered attractive.

To find out how the thematic image applied by the perspective of society, then conducted a descriptive analysis. The community votes thematic day's images can be seen in the following table,

Table 3.
Respondent's Assessment Regarding Image

Questions	(%)					Mean	Total score
	1	2	3	4	5		
You know every day thematic themes	1,75	11	47,75	36	3,5	3,29	
You easily to remember theme of the thematic	1,25	13,25	43,5	37	5	3,31	
You easily to get information about themathic program	1,75	7	54,5	32,5	4,25	3,31	
You interested to the theme of thematic	0,5	2	31,75	46,75	19	3,82	11058
You interested follow to the theme of thematic everyday	1	4	44,75	42	8,25	3,53	
You impressed follow to the theme of thematic	1,75	6	36,25	47,25	8,75	3,55	
You interested to following the continuous program	2,75	5,75	44	39,75	7,75	3,44	
You want to invite others to join the program	1,25	10,25	43,5	36,5	8,5	3,41	
Mean							3,46
Maximum Score							3,82
Minimum Score							3,29

*5: Strongly agree, 4: Agree, 3: Neutral, 2: Disagree, 1: Strongly disagree

The following table shows the range of intervals that are used in making the category the answer of the thematic day's image based on public prespective.

Table 4.
Categories determine answers

Variabel	Score	Range Interval	Range	Mean	Criteria
Image	Maximum: 5x 8 x 400 = 16.000 Minimum: 1x 8 x 400 = 3.200	(1600 – 3200)/ 5 = 2560	3200 < 5760 5760 ≥ 8320 8320 < 10880 10880 ≥ 13440 13440 < 16000	1 < 1,8 1,8 ≥ 2,6 2,6 < 3,4 3,4 ≥ 4,2 4,2 < 5	Very bad Bad Neither Good Very Good

Source: Develop for this research

Based on the results of the public response of Bandung, which is spread over 30 districts with a total number of respondents in the sample are measured with 400 people with eight questions that the mean score obtained in the variable image of 3.46 or with a total score on this variable is 11058, because it is located at a mean interval range - average score of $3.4 \geq 4.2$ or range over the interval ≥ 10880 13440 of total score . The majority of respondents revealed that the thematic programs is an interesting program, but the majority of respondents said that they did not know the whole theme of the thematic and find it difficult to remember each theme for each day. As well as the majority of respondents revealed that they were also interested to participate in the program continuously, while that which is still free to follow the thematic programs and there are also people who do not want to. The majority of respondents revealed willing to invite those closest to them to follow the thematic program. Based on the results of questionnaires shows that the majority of respondents said that thematic very memorable day for them, especially on Wednesday, which is where they are happy to use traditional dress and language in an effort to preserve traditional culture. However, they also still regret that the implementation of other thematic days is not optimal, especially on Tuesday, in which the high smokers who smoke in public places, because of the lack of punishment for violation of smoking in public places.

Verification Analysis - Hypothesis Test

a. **Relationship of promotional mix and image**

To determine the relationship between the image and the promotional mix, then performed a correlation analysis. The results of data processing in the form of correlation tables can be seen in the table bellow,

Table 5.

Correlations

		Promotional mix	Image
Promotional mix	Pearson Correlation	1	,629**
	Sig. (2-tailed)		,000
	N	400	400
Image	Pearson Correlation	,629**	1
	Sig. (2-tailed)	,000	
	N	400	400

**. Correlation is significant at the 0.01 level (2-tailed).

Source: Develop for this research

From the results of based calculations on the table above it is known there is a relationship between the effectiveness of the promotional mix as independent variables and the dependent variable with the image of the coefficient value of 0.629 and a significance level of 0.00. This means that there is a strong relationship between the promotional mix and imagery. Strong concluded as based on interpretation of the correlation coefficient table guidance in the range interval from 0.60 to 0.799 (Sugiono, 2008). The significance level is 0.00 has been meaning to the relationship of these two variables is significant that in which its provisions if sig $0.00 < 0.05$, then there is a significant relationship between the two variables. Then a positive correlation indicates that the relationship between the effectiveness of the promotional mix with image.

b. **The influence of the image of the promotional mix**

To determine the admissibility of a hypothesis, it can be seen in the following table,

Table 6.
ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	3613,955	1	3613,955	260,332	,000[b]
	Residual	5525,072	398	13,882		
	Total	9139,028	399			

a. Dependent Variable: Image
b. Predictors: (Constant), Promotional mix
Source: Develop for this research

Based on the calculation of ANOVA table above, it calculated that F value is 260.332 in which the criteria for rejection of H0 if F count > F table, with degrees of freedom = 400-1-1 = 398, and a confidence level of 95%, then from the F distribution table values obtained Ftabel = 3.86. F count > F table value, H0 is rejected. And based on the calculation of significance figure of 0.000. It showed $0.000 < 0.05$ so H0 is rejected, and H2 accepted, it means that is a significant difference between the effectiveness of the promotional mix to the image of the thematic day.

Table 7.
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14,372	,790		18,193	,000
	Promotional mix	,408	,025	,629	16,135	,000

a. Dependent Variable: Image
Source: Develop for this research

The analysis used in this study is a simple linear regression analysis, as this analysis has only one independent variable, and one dependent variable. Simple linear regression analysis based on the functional relationship or causal dependent and independent variables. In Table 5 it can be seen that if t is greater than t table means that H0 is rejected, the degrees of freedom = 400-1-1 = 398. t count is 16.135 with α significance level of 5%, with a value of t table = 1.96 and sig 0,000. Based on these calculations, t count > t table so it means that H0 is rejected or in other words, the effectiveness of the promotional mix influenced the image of the thematic with the path coefficient of 0.629.

Based on the results of the calculations in Table above shows that, based on the coefficient of regression formula can be determined as below,

$$Y = a + b\ X$$
$$Y = 14{,}372 + 0{,}408\ X$$

To determine how much influence the promotional mix variable to the image seen on the model table summary as follows,

Tabel 8.
Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,629[a]	,395	,394	3,72587

a. Predictors: (Constant), Promotional mix
b. Dependent Variable: Image
Source: Develop for this research

The amount of influence the effectiveness of the promotional mix to the image of the thematic day by looking at the R-square in the table above. Figures R square is also called the coefficient of determination in the calculation in the table above is for 0.395 or 39.5%, which is it means that the influence on the effectiveness of the promotional mix to the image of the thematic day is at 39.5% while the remaining 60.5% is explained by factors in outside the research model. Based on the results presented above, there are the findings in this study is that there is a strong relationship between the promotional mix with the image, and a significant difference between the effectiveness of the promotional mix to the image. The regression's formula is Y = 14,372 + 0,408 X, means that the two variables had a direct effect if the application is a more effective promotional mix, then the image formed in the minds of the people will increase. It is possible to recognize the wider public more thematic day and apply it daily, so that the objectives of the program can be achieved as part of efforts to solve cities's problems. Then building the strong brand through enhancing a brand image is the goal of many organizations because of possible benefits that may result, the power of a brand is in what resides in the minds of customers. The challenge for marketers in building a strong brand is ensuring that customers have the right type of experiences with products and services and their accompanying marketing programs so that the desired thoughts, feelings, images, beliefs, perceptions, opinions, and so on become linked to the brand (Hoeffler and Keller,2002). And brand image can be developed through effectivly and optimally marketing communications

5.   Conclutions and Suggestions

Thematic day is a program established by the government in an effort to overcome the problems of the city, but in practice has not been optimal. Still not effective promotional mix implemented by marketers in promoting the thematic program and therefore, the need for promotion in each channel as a whole, which is tailored to the intended target market, by campaigning positive values that would be obtained communities in supporting the program. In supporting the success program, so the marketers need to improve effective communication strategies to build a strong image in each of the targeted segments.

Based on the results to statistical analysis presented earlier, shows that there is a strong relationship between the image of the promotional mix, meaning that if the application of the promotional mix for each channel more effective, then the image in the public's mind as the target of the thematic program will be stronger. And the result from this study is a significant difference between the promotional mix and imagery. The suggest of this study, the thematic day need the socialization and education to the citizen in the implementation it optimally and not only just an appeal, an effort to change people's habits can be supported by regulation . The results of this study must be very limited, so expect future further research can supplement and develop this research both in the development of studies about population, variables, and sample.

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