

Lampiran 3. Kenaikan Biaya Promosi dan Volume Penjualan Kawat Las Tipe KS-R

TAHUN	BULAN	BIAYA PROMOSI (Rp.)	VOLUME PENJUALAN (TON)	NILAI PENJUALAN (Rp.)
2000	JANUARI	985,809	19,670.00	105,772,968.750
	PEBRUARI	1,418,968	34,700.00	186,589,625.000
	MARET	2,208,148	53,390.00	287,437,125.000
	APRIL	1,135,641	20,895.00	112,365,937.500
	MEI	1,406,797	25,935.00	139,717,468.750
	JUNI	1,924,027	27,570.00	148,724,687.500
	JULI	1,210,775	18,975.00	102,911,031.250
	AGUSTUS	5,760,316	56,400.00	305,460,625.000
	SEPTEMBER	5,445,960	83,205.00	449,337,781.250
	OKTOBER	5,182,782	67,650.00	365,510,562.500
	NOPEMBER	6,467,862	62,130.00	336,601,187.500
	DESEMBER	2,097,123	20,205.00	109,397,968.750
	TOTAL		35,244,208	490,725.00
2001	JANUARI	3,383,031	37,665.00	233,722,500.000
	PEBRUARI	6,053,757	93,360.00	578,665,312.500
	MARET	9,919,638	70,380.00	436,307,437.500
	APRIL	6,024,973	59,055.00	365,897,812.500
	MEI	10,003,078	94,950.00	588,534,375.000
	JUNI	6,999,171	59,385.00	368,063,437.500
	JULI	15,677,678	126,660.00	785,059,687.500
	AGUSTUS	17,741,661	147,645.00	915,151,875.000
	SEPTEMBER	21,982,827	104,505.00	647,800,312.500
	OKTOBER	10,550,949	75,000.00	464,784,375.000
	NOPEMBER	15,593,804	90,960.00	563,732,812.500
	DESEMBER	1,268,746	9,420.00	58,389,375.000
	TOTAL		125,199,313	968,985.00
2002	JANUARI	19,832,071	156,615.00	1,146,526,875.000
	PEBRUARI	5,532,323	58,860.00	430,901,250.000
	MARET	28,668,000	88,215.00	645,701,062.500
	APRIL	21,618,272	103,920.00	760,646,250.000
	MEI	18,273,426	118,620.00	780,671,485.152
	JUNI	16,683,082	93,420.00	683,682,187.500
	JULI	7,369,373	65,265.00	477,859,687.500
	AGUSTUS	28,882,021	141,465.00	1,035,925,312.500
	SEPTEMBER	6,918,551	47,730.00	349,574,062.500
	OKTOBER	7,531,073	46,950.00	343,870,312.500
	NOPEMBER	5,863,566	39,780.00	291,500,625.000
	DESEMBER	21,783,717	174,990.00	1,215,886,896.204
	TOTAL		188,955,475	1,135,830.00

Sumber : Data sekunder yang diperoleh dari PT. Lasindo Metal Nusasejati tahun 2003