

ABSTRACT

STRATEGIC PROMOTION ON THE COFFEE SHOP ATJUN THROUGH SOCIAL MEDIA AND OJEK ONLINE APPLICATION

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This field study was intended to solve problems within Atjun Café in facing market competition these days. The study was focused on how to commercialize and promote the café's products to achieve a higher selling rate compared to other competitors within the period of time from 1 June 2018 to 30 September 2018.

How, when and where a product is marketed really affect its selling rate. Marketing is a key for a business to survive, a way to communicate and introduce products to consumers. It has a function called Marketing Mix constructed from product price, place, and promotion. Marketing Mix has 5 strategies which are advertising, direct marketing, personal selling, sales promotion, and public relation.

In order to achieve a successful result the author observed the location first and then interviewed the café's owner to grasp the situation completely. After the author analyzed the obtained information, a system to promote and market the café's products was made not only to wait for consumers to come, but also to control aspects such as marketing system and promotion.

Key Word: *marketing mix, promotion mix*