

UNIVERSITAS INTERNASIONAL BATAM

*Faculty of Economic
Management Study Program
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IMPLEMENTATION OF DIGITAL MARKETING AT BADMINTON PENGUIN SPORT STORE

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ABSTRACT

The purpose of this practical work is to resolve the problem that is currently Badminton Penguin Sport Store faced with which located at Ruko Penguin Centre Blok T No 8. The decrease in sales turnover is the main problem that often happen at Badminton Penguin Sport Store. The obstacle that is currently the business owner faced with will be helped by the author by implementing a digital marketing system through social media.

This practical work will be held from 16 September 2019 until 31 November 2019. The technique for data collection that was used is by observation method and interviewing Mr Hartono Bagio as the owner of the Badminton Penguin Sport Store. The results of the information obtained are then developed by the author in order to help in planning a digital marketing system that suit the owner of the store needs. Digital marketing system that was planned by author includes the creation of social media to market the product sold, uploading the product sold and product spesifications, create a company profile video and display customer testimonials.

The outcome of this practical work report is expected that marketing system that has been designed can continue to be utilized by the store owner and the system can continue to be developed by store owner in accordance with technological development.

Keyword : MSME, system, digital marketing, social media, instagram, facebook, market place.