

UNIVERSITAS INTERNASIONAL BATAM

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DESIGN AND IMPLEMENTATION OF PROMOTION MIX STRATEGY IN CENDOL ENAK GRAND BATAM STORE

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ABSTRACT

The practical work done is aimed at analyzing and helping to solve problems in the Cendol Enak Grand Batam store, namely the lack of turnover and the only consumers that are buying, the method to be used in practical work is first to conduct interviews and further observation, the researcher makes a strategy design in accordance with the problem then gives an understanding to the owner and if the owner has agreed then apply to the Cendol Enak Grand Batam store and make observations or observations as the strategy has been implemented.

The result of the implementation of the strategy designed by the researchers was the emergence of promotions that had never been done by the Cendol Enak Grand Batam store aimed at introducing products from the Cendol Enak Grand Batam.

The mix system used at the Cendol Enak Grand Batam store is advertising by placing banners in strategic locations and can be seen by people, promoting the purchase of 10 products from the Cendol Enak Grand Batam store, getting a 10% discount, creating a digital marketing account and ways promote it in the form of Line, WA, Facebook, Instagram.

Keywords: advertising, digital marketing, sales promotion