

# UNIVERSITAS INTERNASIONAL BATAM

---

Faculty of Economy  
Department of Management  
Odd Semester 2019/2020

## **DESIGN AND IMPLEMENTATION OF E-MARKETING STRATEGY IN KEDAI KOPI D9**

**Giovanni**  
**NPM: 1641113**

### **ABSTRACT**

*This internship report is carried out with the aim to help solve the problems faced by Kedai Kopi D9, namely sales that have not increased, the location of shops that are rarely known to consumers who have never increased and that's all that's buying, methods to support the needs of doing practical work that is observing and interviewing the shop owner, then proceed with developing an appropriate marketing strategy with the problems faced by the store and giving an understanding to the shop owner about the strategy that has been designed, if the shop owner agrees it will be implemented in Kedai Kopi D9. the period of carrying out practical work starts from October 2019 to January 2020.*

*The marketing strategy that was ready to be designed was then implemented in Kedai Kopi D9, the marketing strategy that the author designed was in accordance with what was desired by the owner of Kedai Kopi D9. In making and designing marketing strategies, the writer is aware that the report that the researcher makes is imperfect and has various deficiencies, so that the writer is ready to accept any suggestions or opinions given to the author to be studied.*

*Key word : advertising, sales promotion, public relations, personal selling, dan direct marketing.*