

## **ABSTRACT**

### **ANALYSIS OF THE IMPLEMENTATION OF PROMOTION MIX IN KUE KERING PUTRI ANNA**

**ARLIESTA AYU PERTIWI**

NPM : 1541063

*Kue Kering Putri Anna is included in the Micro, Small and Medium Enterprises (MSMEs). This business began in the 2000s and was held by Ms. Entin Suhartini. The business owner of Kue Kering Putri Anna has not done many promotional strategies in her sales and only relies on mouth to mouth promotion methods so that the increase in business sales requires a more effective and efficient promotion method which will then be carried out in a practical work report entitled "Implementation Analysis Promotion Mix on Princess Anna Cookies".*

*This practical work report activity was carried out for 3 months at Kue Kering Putri Anna business located on Kavling Sei Tering road Blok G2 Number 09, Tanjung Sengkuang, Batu Ampar, Batam. The method carried out by researchers is through applied methods while in collecting data on business activities will be carried out through observation and interview techniques to Kue Kering Putri Anna business.*

*Through this Practical Work, the researcher hopes that Putri Anna's business can understand the importance of doing and implementing a promotional strategy for the business being run. Then the researchers also hope that in the future Putri Anna's cake business can easily create and apply promotional methods that have been created such as brochures, posters, and banners to be used in their business in the future.*

*Keywords : Promotion, Promotion Mix, Advertising, Sales Promotion, Direct Marketing, Personal Sales, Public Relation and Publicity, Brochures, Posters, Banners.*