

DESIGN PROMOTION MIX IN KYAN CAFÉ AT BATAM CITY

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ABSTRACT

This workable work was carried out from September 2019 to November 2019. The author has the goal of helping to improve business by using a variety of mixed promotion plan such as advertising, direct marketing and sales with a promotion system.

The process of this practical work applies the method of direct monitoring to the practical work area, interviews are conducted directly together with the cafe administrator, arranges the promotion strategy that will be used and uses the promotion strategy that has been determined as creatively as possible to attract potential customers. The promotion strategy is to increase the number of enthusiasts and increase business income Kyan café.

The promotion strategy that will be applied by this writer is to offer a price-cutting option to customers, by giving special prices to customers who shop and spread promotions and profiles of Kyan cafe so that it is increasingly known to the wider community by means of dissemination through social media such as Instagram. In practicing the Promotion Mix strategy, the writer also helps and gives knowledge to business owners to use the plan that have been set.

Keywords: Promotion Mix, Advertising, Sales promotion, Direct Marketing