

UNIVERSITAS INTERNASIONAL BATAM

*Faculty of Economy
Department of Management
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IMPLEMENTATION OF PROMOTIONAL MIX STRATEGY AT PT. BERJAYA TENAGA RAYA

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ABSTRACT

This internship report is related to the application of one of the elements of promotion, namely the promotion mix. The scope to be discussed in this internship report is the application of some elements of the promotion mix in increasing the number of consumers and service users provided by PT. Berjaya Tenaga Raya.

The purpose of this internship report is to increase the activity of channeling labor at PT. Berjaya Tenaga Raya. Previously, PT. Berjaya Tenaga Raya had never held a promotion by distributing brochures and making activities on social media so that there are still many Batam people who do not know about the existence of this company. By holding this promotional activity that is designed to increase the number of workers who can be distributed to the people who need skilled workers in their fields.

By creating a company social media account it will be easier to introduce the company to the public. The company's official Facebook and Instagram accounts can be used to post activities and workforce services prepared by the company. With this social media account, it is expected that it will be easier for consumers to find services provided by PT. Berjaya Tenaga Raya.

Keywords: *promotion mix, sales promotion, advertising, employment agency*