

EXECUTIVE SUMMARY

PLANNING AND IMPLEMENTATION OF PROMOTION MIX IN OBU DJAMOE STORE

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In this Job Training the author embodies the title of Implementation of Promotion mix at Obu Djamoer Store. The purpose of this Job Training is to overcome a problem that exists in the Obu Djamoer store in promoting its products in order to increase customers and their income. In the implementation of the author using the method of observation, interviews, strategy design and implementation.

Promotion mix that will be applied by the author at the Obu Djamoer store. Promotion mix is an important factor in supporting the success of a product to be embedded in the minds of consumers, promotion mix is advertising (advertising), sales promotion (Sales promotion), individual sales (Personal selling), direct selling (Direct selling).

In this practical work the writer gets the results that in general it can be said that the Promotion mix applied by the writer gives positive results, After carrying out the promotion mix in a few months: Obu Djamoer product sales figures have increased compared to before carrying out promotion mix. the community knows about Obu Djamoer products after carrying out promotion mix and the intensity of visits on Instagram and stores begins to increase.

Keywords: marketing management, promotion mix, advertising, direct marketing, sales promotion, personal selling.