

## EXECUTIVE SUMMARY

### APPLICATION SYSTEM SALES PROMOTION MIX MORNING BREAKFAST KETUPAT GULAI PAKIH

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Implementation of this practice to overcome permasalahan bertujuautn thatfaced by the Ketupat Gulai Pakih in promoting the product by improving brand awareness and increase the number of sales turnover also add new customers, and retain that customer. Practical work was started in the period of October 20 until 15 March 2019. The method used for the implementation of this practice is interviews, observation, design, and implementation.

The result of applying this practice resulted in the adoption system in the form of an appropriate marketing mix and can be used to overcomeproblems exist in SMEs Ketupat Gulai Pakih. Output project from the application of this practice is the outcome of projects which consists of: *Advertising*) by creating social media accounts such as instagram, *Sales Promotion* In the form of leaflets, and cards are intended to be shared to prospective new customers, and direct selling, that is by making banner, then making to the stand of Ketupat Gulai Pakih.

The results of the implementation of the marketing mix strategy to use outcomes, *Advertising*, *Sales promotion*, *Direct Selling* has a positive impact on the an increase of the amount of revenue, and customers of Ketupat Gulai Pakih. For two months the implementation of the outcomes project performance Job Training, SMEs Ketupat Gulai Pakih may sell 15-20 plates / day, compared with sales of Ketupat Gulai Pakih which only sold 5-10 plate / day.

**Keywords:** Management of marketing, *promotion*, *promotion mix*, *advertising*, *Sales promotion*, *Direct selling*.