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THE APPLICATION OF DIGITAL MARKETING IN THE IMPLEMENTATION OF REBRANDING CAFES AND RESTAURANTS IN BATAM

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ABSTRACT

Writing this Job Training report aims to inform the general public about the importance of the use of digital marketing in this modern era and educate that people must keep updated. The implementation of this rebranding aims to cafes and restaurants through digital marketing in Batam City. And also because the author consider that there are no reference providers regarding cafes and restaurants in Batam through Instagram social media accounts.

The method or approach to the problem that the author is to carry out practical work is through several methods such as interview techniques, question and answer activities between the writer and the resource person, observation techniques, namely observing objects in order to obtain information, documentation techniques that are capturing images, and finally the method literature study by collecting data from sources from the internet.

The expected results in the implementation of the Job Training report is the author hopes to be useful for cafes and restaurants in increasing the number of visitors and can be useful for prospective visitors in providing references to cafes and restaurants that have never been visited before.

Keywords: Digital marketing, cafe and restaurant, rebranding