

## ABSTRACT

# ANALYSIS OF IMPLEMENTATION OF PROMOTION STRATEGY AT RM. PODO SENENG

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This study aims to overcome the problems that become obstacles by observing a strategy and implementing a promotion strategy in the RM. Podo Seneng which is located at Taman Sari Blok E No. 10 Batam. Practical work activities carried out during the period March 2019 to September 2019. Company has a name namely nasi Jawa restaurant.

Among the methods used to collect data are question and answer sessions with business owners, observation and implementation. The methods used are like making banners or digital printing paper at businesses and around restaurants, by providing attractive promos for the next year that vary each month and creating social media accounts like Instagram or Facebook.

The results of this analysis show that the implementation of the promotion mix strategy can increase sales turnover compared to the previous period, increasing the number of new customers and focused to promote RM. Podo Seneng to people who live around Tiban of far from Tiban area to gain more customer and increase profit..

*Keyword: promotion mix, advertising, sales promotion, personal selling, direct marketing, public relation*