

## EXECUTIVE SUMMARY

### IMPLEMENTATION OF PROMOTION THROUGH INSTAGRAM IN SAM SAM THAI TEA

NPM : 1641276  
Shelly

The implementation of this practical work report aims to correct the obstacles that are being faced in the sales that occur in the SME Sam Sam Thai Tea in Komp. Sumber Jaya Blok B no. 02 right behind the Kolekta hotel at the time of implementing the promotional strategy which was still considered inappropriate. Causing the business to become constrained in sales and causing the lack of opportunities to get more income from sales revenue in the business. Practical work activities carried out during the period March to August 2019.

In this practical work, the author conducts monitoring, interviews, sales planning to how to apply for the Sam Sam Thai Tea business. In general, the movement in practical work is to find the root of the problems faced by the business, find a way out to deal with the problems that arise, design the right promotional strategies to use, implement the results of the promotional strategies offered, and implement the results of the implementation of activities.

This practical work provides results in the form of a promotional mix for the business. The promotional mix used is Sales Promotion and Advertising with the help of sales analysis of the business. The system implemented is designed according to the needs required by the shop owner.

Key word: *sales promotion, advertising*