

ABSTRACT

IMPLEMENTATION PROMOTION MIX ON CITA DEKOR STORE

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The purpose of this internship is to help Cita Dekor store to improve their previous word of mouth marketing strategies to be more effective. Considering the technology developments are utilized by businessmen as their marketing strategies though digital marketing. This marketing strategy is considered one of the effective and fast alternative to promote their products. The emergence of various e-commerce platforms which gives improvement for online businesses also provide opportunities to increase sales. This internship starts from September 2019 to December 2019.

Developing and evaluating the problems faced by Cita Dekor store are carried out by gathering the information through interviews and direct observation. The combination of promotion mix through advertising and publicity. The kind of advertising is informative advertising and persuasive advertising, and the publicity leads to product publicity. The implementation of project is not directly but through several stages.

The results of implementation promotion mix strategy on Cita Dekor store is register the business locations on Google Maps which is to facilitate new customer to find it. Register the business to Tokopedia to add online businesses that provide funds and facilitate customers to buy. Publicity by create a special account for Cita Dekor store on social media such as Facebook and Instagram that makes it easy for customer to get update information about products. Advertising by asking influencer marketing @mudamudi.batam to promote Cita Dekor products and bring new customers to buy the product.

Keywords: *advertising, publicity, promotion mix.*