

EXECUTIVE SUMMARY

ANALYZE APPLICATION OF PROMOTION MIX SYSTEM ON WAROENG OMAH

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Practical work is an activity carried out during the student lecture period which aims students can help the shop in overcoming the problems they are facing. So the author do practical work at Waroeng Omah by helping the owner in promoting Waroeng Omah to college students of Universitas Internasional Batam (UIB) and the visitors of the Grand Mall Batam, especially for foreign visitors. The existence of this practical work can make writer feel directly in building a UMKM and can gain knowledge from the field directly. The topic discussed in this practical work report is "Analysis Application of Promotion Mix System at Waroeng Omah".

In this practical work, the author designs a promotion mix system on Waroeng Omah to help Waroeng Omah increase the sales and also increase the number of new customers. The author applies the promotion mix system at Waroeng Omah with advertising in the form of spread the brochures, use go-food and grab food services, and registering on google maps, and then in direct marketing in the form of using the Instagram application.

The results from implementing the promotion mix system at Waroeng Omah by implementing advertising and direct marketing have a positive impact on Waroeng Omah in the form of increased the sales and increase in the number of new customers at Waroeng Omah.

Keywords: promotion mix, advertising, direct marketing