

EXECUTIVE SUMMARY
IMPLEMENTASI SISTEM SALES PROMOTION PADA WARUNG
MAKAN MIE APOH TG. BALAI KARIMUN
DI BATAM
HEDENSY
NPM: 1641010

The purpose of practical work done by the author is to help increase sales in the short term at Mie Apoh Tg. Balai Karimun by using the Sales Promotion system which is implemented in the Go-Food application, helps the owner in building a business network through GoFood so that it can be known by the people of Batam, and provides knowledge to the owner about Sales Promotion that is suitable to be implemented in this shop. This practical work is carried out starting from September 2019 until November 2019. Data collection methods used are conducting surveys, observations and interviews directly or indirectly with business owners.

The result output in this practical work is the application of the Sales Promotion system by registering Mie Apoh Tg. Balai Karimun in the Go-Food application first and then provides a free drink promotion menu which is only available for Go-Food applications. Design food menus which is not provided at food stalls and design and print new banners.

The results obtained after the implementation of the system that has been designed is the turnover of the company increased by more than 30%. The increase in the promotion menu makes many customers order the menu because they feel more economical. And after making and installing new banners, Go-Jek's brother who was in charge of delivering the customer's food was not having any trouble finding the food stall.

Keywords: Sales Promotion, Promotion Mix, Go-Food