

# UNIVERSITAS INTERNASIONAL BATAM

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Faculty of Economy  
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## **IMPLEMENTATION OF SOCIAL MEDIA TO IMPROVE SALES OF HENGKY CHICKEN RICE IN BATAM CITY**

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### **ABSTRACT**

*The purpose of composing this job training report is to increase the budget sales of Hengky Chicken Rice that located at Komplek Paradise Center Blok P No.1 and No.2. The solution that implemented by the author is to implement social media for the business. The period of implementation of practical work starts from October 2019 to December 2019.*

*The data collected in this report is obtained through direct interviews with the business owner, Mr. Aidi. Beside from the interview, the author also collected the data by doing observations directly at the stall. The authors found several problems that occurred in the business after doing an interview with the owner, one of the problem that found by author is the business was not well known by the community so the author suggested Mr Aidi to implement a promotion mix system and create a social media account such as Instagram, so his business could be better known by the community. In addition, the author also advises the owner to register his business to Go-Food which can help the owner to increase the sales.*

*Through the implementation of the activity, the owner of Hengky Chicken Rice is aware of the importance of the promotion mix system, because He can see the improvement in his business after the system is implemented. Promotion is a marketing field which is the communication between the owner to the customer regarding the product being sold.*

**Keywords:** *Hengky Chicken Rice, Social Media, Go-Food*