

UNIVERSITAS INTERNASIONAL BATAM

*Faculty of Economic
Department of Management
Odd Semester 2019/2020*

THE IMPLEMENTATION OF PROMOTIONAL MIX STRATEGY IN THE SAHABAT SEKUPANG SHOP

**SURYANA
NPM: 1641172**

ABSTRACT

The business owner has been in the business of selling construction equipment and materials since 1990s. So, in general, business owner has enough experiences related to how to sell products. Along with the development of science and technology, many applications can be utilized by business owners to help them improving business. However, the business owner of Sahabat Sekupang still maintains the old marketing strategy, this causes a business owner experienced a significant decrease in the number of sales.

Activities of preparing practical work reports were carried out in the Sekupang Sahabat shop which located in Pasar Sei Harapan Block A No. 16, Batam, Kepri Indonesia and lasted for 3 months starting on September 1, 2019 until November 30, 2019. The purpose of preparing this practical work report by the writer is to help business owner to increase public awareness of the existence of this shop and increase product sales.

The results of the promotional mix program applied by the writer in the Sahabat Sekupang shop were like making brochures and banners, making facebook and Instagram accounts and making member cards in the Sahabat Sekupang shop.

Keywords: Sekupang Sahabat Shop, Promotion Mix Program