

# UNIVERSITAS INTERNASIONAL BATAM

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*Faculty of Economy  
Department of Management  
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## ***THE IMPLEMENTATION OF DIGITAL PROMOTION MIX IN TERANG BULAN FOOD PLACE BATAM***

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### ***ABSTRACT***

*The purpose of this practical work is to help overcome the problems faced by the Terang Bulan restaurant, which is not an exact promotional strategy. Food is a basic necessity needed by humans, here Terang Bulan sells dumpling noodles as its flagship menu and various other menus. Currently the culinary business in Batam is very much in demand, this can be seen with the increasing number of eating places opened in Batam so that Terang Bulan is required to continue to develop its business in order to get attention and meet the interests of customers. Terang Bulan must have the right promotional strategy that can attract consumers.*

*The period of commencement of this practical work starts from August 2019 until December 2019. The author uses the methods of observation, interviews, design and simulation. The output received by Terang Bulan Food Market is digital promotion mix.*

*The results obtained from this implementation is the creation of an Instagram account, promotion of advertising on Instagram social media so that the place to eat is known by the people of Batam. The author hopes that this design can help Terang Bulan to develop its business.*

*Keywords: digital promotion mix, advertising.*