

# UNIVERSITAS INTERNASIONAL BATAM

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Faculty of Economy  
Management Study Program  
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## **PROMOTION SYSTEM DESIGN IN TOKO SHASHA GOWN**

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### **ABSTRACT**

*Implementation of practical work carried out by the author on this occasion has the aim to increase sales promotions that are still not effective that has occurred at the Shasha Gown Shop located in the Komplek Pertokoan Kepri Mall Ruko No. 43, Batam City District, Riau Islands - Batam. The business has a constraint that is still not effective in implementing promotions in daily operations, so that the lack of interested people and the public who know the existence of the business that causes the level of income is not so high. These Practical Work Activities are carried out over a period of four months from August to December 2019.*

*In this practical work, the writer takes a number of steps which include designing a new and more effective promotion system so that it can be applied to the daily Shasha Gown Shop business. Practical Work carried out has several movements and which is carried out by the author at the Job Training this time, namely, Finding problems that occur in business, solving problems by finding solutions or solutions, designing an appropriate system, implementing the results of the system design, and explaining the results of the implementation.*

*This practical work is getting results in the form of a promotion system design for shop owners Shasha Gown. Promotion mix that is done like Advertising and Sales Promotion is done for what is needed or the inhibition of the business. The system of the writer's design that has been implemented with the design runs well and can help the needs or obstacles that were initially felt by the owner of the shop Shasha Gown.*

*Keywords: Job Training, Sales Promotion, Advertising*