

UNIVERSITAS INTERNASIONAL BATAM

*Faculty of Economics
Department of Management.
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APPLY THE PROMOTION MIX IN WARUNG AHENG OMBAK IN BATAM

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EXECUTIVE SUMMARY

The purpose of this practical work is to outline the problem being faced by Warung Aheng Ombak and solve the problem by applying the Promotion Mix system. The Warung Aheng Ombak business is located at Penuin Center Ruko blok D no 14-15 Kedai Kopi Intan Baru. At Warung Aheng Ombak it offers a variety of Tanjung Pinang special dishes. As time goes on the competition faced by Warung Aheng Ombak is also increasingly visible, more and more people are also trying to open businesses in the culinary field because they are considered to have advantages and important influence in daily life. If it is judged from the side of competition, which means this business must innovate in accordance with the times and the existing economy. Because if not Warung Aheng Ombak will not be able to compete with other competitors.

This practical work is carried out for approximately 3 months starting in October to December 2019. The things that are implemented in this practical work are installing banners in front of the stall, making new menu variants, free delivery for the penuin area, registering the stall in partners GoFood and GrabFood, and create a social media account namely Instagram. The results of these practical work activities prove that with the application of the Promotion Mix system well, the business turnover that is run is also increasing compared to the previous tempo, Warung Aheng Ombak has more and more known people, increasing new customers every day.

Key words: promotion mix, advertising, sales promotion, personal selling, direct marketing, public relations