

UNIVERSITAS INTERNASIONAL BATAM

Faculty of Economic
Department of Management
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APPLICATION OF DIGITAL PROMOTION MIX ON AYIU KWEETIAU SELERA KITA

ANDRIO

NPM: 1641019

ABSTRACT

Practical work carried out at Ayiu kweetiau selera kita's booth aims to increase sales turnover. Ayiu Selera Kita's booth is located at Ruko Nagoya Paradise Centre Blok P no. 1 and 2. This activity implements a digital promotion mix by registering the business of the booth owner as a partner of grab food and making changes to the old food menu. Other promotional applications include making brochures to give to consumers located around Ayiu Kweetiau Selera's booth area and registering on social media accounts such as Instragram. This practical work is carried out during the period 01 October until 31 Desember 2019.

This practical work resulted in a promotion mix in the form of registering a culinary business into grab partners, improvements the menus, promoting via Instragram and distribution brochures. This activity will produce an output where business owners can increase sales and revenue from the promotions that are applied. This practical work provides solutions for business owners to be able accept technological changes and be able to compete with other competitors. The problem that occurs is the reduction in the application of promotions that have increased sales turnover and decreased revenue of Ayiu Kweetiau Selera Kita.

Keywords: Promotion Mix, UMKM, Grab Food