

UNIVERSITAS INTERNASIONAL BATAM

Faculty of Economic
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APPLICATION OF PROMOTION MIX STRATEGY IN YJ COLLECTION SHOP

Kelvin
NPM : 1641083

EXECUTIVE SUMMARY

Practical work from university was held on August 1, 2019 until October 31, 2019 which was carried out by the author by applying promotion strategies on the YJ Collection Store aimed at increasing shop sales turnover and expanding the name of YJ Collection stores in the online media such as social media and e-commerce. so YJ Collection stores not only selling at shop but will also get new customers from online which the range of the customers wider than at stores. Then with this way YJ Collection shop can sell in the reach of all of Indonesia with shipping through expeditions available in that city.

Methodology and Implementation in the practical work, the author together with the owner of YJ Collection think of ideas to maximize all promotional media that can attract more customers by making store business cards that are used to offer YJ Collection store customers if interested in becoming a reseller / dropshipper from the YJ store, then posting the product on online media so the reach of buyers will be wider and also advertise on Instagram, Facebook, shopee ads. In addition to maximizing promotions, the YJ Collection Store collaborates with Fintech's media named Mareco pay so that customers who want to shop at the YJ Collection store will make transactions easier, but from the YJ Collection store they also receive cash payments.

The implementation of various promotion systems had been done by the authors with the owner of YJ Collection has been implemented and runs smoothly which the results can be seen from the presence of new customers who buy products and want to become a reseller of the YJ Collection store because of marketing the products in online media had reach wider customer and has been sending the product to other cities outside Batam.

Keywords: promotion, social media, e-commerce