

UNIVERSITAS INTERNASIONAL BATAM

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IMPLEMENTATION OF MARKTING MIX SYSTEM IN KYEOPTA

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This work report is carried out to help to improve the constraints of a drastic decline in sales at Kyeopta SMEs located at BCS Mall, Lt. 2, C1-09, Jl. Bunga Raya, Batu Selicin, Kec. Lubuk Baja, Batam City, Riau Islands 29422 with a more appropriate location in front of the SIM Corner BCS Mall and next to Siska Collection. The implementation of the marketing mix system was implemented because of a significant decrease in turnover caused by an inaccurate marketing mix system conducted by Kyeopta SMEs. These practical work activities are carried out from October to December 2019.

In this practical work activity, the method used by the writer is the method of observation and interview as identifying the root causes and problems experienced by Kyeopta SMEs. After getting the root of the problems and constraints of the Kyeopta MSMEs, the writer immediately designed a marketing mix system that the authors consider effective and efficient for the market share of the Kyeopta MSMEs. The design of the marketing mix system aims to help interpret the solutions that can be provided by the author. The author will also evaluate the results of implementing the marketing mix system that has been designed by the author.

This practical work activity produces a marketing mix strategy for Kyeopta MSMEs which, as the authors use Advertising and Sales Promotion as an analytical aid and sales booster at Kyeopta MSMEs. This system is designed according to the needs needed by business owners to improve the business.

Keywords: Marketing mix, Kyeopta SMEs, Sales Promotion, Advertising