

## **ABSTRACT**

### **APPLICATION OF PROMOTION MIX STRATEGIES IN THE SMILEY SHOP ELECTRONIC STORE IN BATAM**

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*This practical work activity starts at the Smiley Shop which is located on Nagoya Hill floor of LG Block C No. 87, Lubuk Baja - Batam. This practical work was carried out with the aim of overcoming the problem of Lindawati regarding passive sales that rely on the end to come to the store because passive sales resulted in a lack of competitiveness in this technological era and resulted in reduced sales turnover from year to year.*

*The application of research methods to practical work activities, the authors apply quantitative approaches (applied research) and followed by using methods of observation, interviews, system design, and implementation. Broadly speaking, the stages of this practical work start from identifying problems, formulating problems, designing appropriate system, and implementing system to solve problems faced by his business and can develop his business for the future.*

*The conclusion of this practical work, the authors apply a promotional mix design system with promotional mix elements that are used are advertising, sales promotion, and direct marketing that are suitable tailored to the conditions and problems faced by Smiley Shop .*

***Keywords : Direct Marketing, Advertising, Sales Promotion.***