

UNIVERSITAS INTERNASIONAL BATAM

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IMPLEMENTATION OF SYSTEM MEDIA PROMOTION ON INSTAGRAM TO TRIANGLE COFFE CARAVAN SHOP IN BATAM

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ABSTRACT

This practical work report with the title "implementation of system media promotion on instagram to triangle coffe caravan shop in batam" the purpose of this practical work is to know system information endorsement or advertising at social media influencer whether it has a big impact or not so that if impact will make a change for a company and aim to improve a conflict at company Triangle coffe caravan in batam which is located in park avenue, batam center, who do system sales still a little deficiency or less system at company Triangle coffe caravan so cause lack of company name Triangle coffe caravan to get potential

In this practical work author give a strategic to company Triangle coffe caravan to do a sales so that brand also get known by the public in batam with a way make a social media for Triangle coffe caravan on instagram. with a way strategy techniques make a post interesting content for potential customers and also do strategic through advertising to celebrities for get celebrities fans to come coffee shop.

This practical work given the result quite a lot of changes from in term of sales and from in term of followers on instagram more increasing because promoted by celebrities instagram

Key word: advertising, sales promotion