

UNIVERSITAS INTERNASIONAL BATAM

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IMPLEMENTATION OF PROMOTION MIX STRATEGY IN KOKU DART SHOP

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ABSTRACT

The purpose of this practical work is to implement a promotion mix system for Koku Dart Shop. This is done because sales at Koku Dart Shop have not increased significantly from year to year. Practical work activities begin from September 2019 to January 2020. The method of observation and interviews is used in the implementation of this practical work.

The promotion mix system used in Koku Dart Shop consists of advertising, sales promotion, and direct marketing. Promotion is done at Koku Dart Shop to attract public attention to shop for various darts game equipment. This practical work promotes by putting up banners, holding darts competitions and also promoting darts equipment on social media and e-commerce. After the banner is installed, the location of Koku Dart Shop is easy to find. Many darts players participated in the competition held by Koku Dart Shop. The result of online sales is an increase in customers and an increase in the number of orders.

Keywords: promotion, promotion mix