The objectives of the professional placement which was done by the writer are to increase the profit, to give new atmosphere, and to fix the promotional system which has been done by Smith Patisserie BCS Mall. The main problem faced by Smith Patisserie is the inefficiency in utilizing the promotional fund. The fund which is utilized are not comparable to the feedback gotten from the promotion. The practical work is done from 4th of October to 15th of December 2019. The methods used in this placement are observation, interview, planning and application method.

This placement affected the promotional system which is applied and documented by the cooperation. Some of the main materials given to the Smith Patisserie are the promotional system that would be applied, the list of what would be applied and the way to apply them, and the way to write and read the timeline to promote.

The application of this promotional system would be applied by utilizing the advertisements, sale promotion, and digital marketing. The sale promotion would be divided into two ways, bundle pricing and giveaway. In terms of digital marketing, the implementation would use the social media - Facebook, Line, Whatsapp, and Instagram. The application of this promotional system began from arranging the work timeline, deciding the design mood, as well as deciding the implementation of the design based on the promotional system that would be applied.

Key words: system, advertising, sales promotion, digital marketing