

# UNIVERSITAS INTERNASIONAL BATAM

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*Faculty of Economic  
Bachelor Degree of Management  
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## **APPLICATION OF PROMOTION MIX SYSTEM AT LILY YONG TAU HU**

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### **ABSTRACT**

*The whole activities of the practical work carried out aimed at helping Lily Yong Tau Hu's owner by designing a promotion mix system so that the owner can survive in the fierce competition of the culinary business. Lily Yong Tau Hu is one of the Micro Small and Medium Enterprises (UMKM) in Batam City which operated in culinary field and offered yong tofu, bitter gourd, okra, and tofu skin which filled with mackerel fish dough that can be steamed or boiled. The activity starts since August 1, 2019 and end on December 31, 2019. The Techniques used in this practical work are observation, interviews, design, and implementation.*

*The implementation of the promotion mix system forms in creating an Instagram account to expand the scope, distribution of year-end promo brochures, design business cards and reward cards to build long-term relationships, offering deals on double eleven or November 11<sup>th</sup>, and holding giveaway competitions to build interactions and increase buyer interest.*

*The result of the implementation of this practical work prove that the design and application of an appropriate promotion mix system can increase the percentage of income, market share, and new customer's buying interest.*

*Kata kunci: promotion mix system, UMKM, instagram, advertising, sales promotions, public relations*