

UNIVERSITAS INTERNASIONAL BATAM

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IMPLEMENTATION PROMOTION MIX AT DAVIGO BROTHERS

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ABSTRACT

The purpose of the practical work done by the author is to support increase sales in the short term and to get more loyalty customers at Davigo Brothers by using the Promotion Mix which is the system is implemented in the Facebook Business that provide by Facebook to help the owner easier to get more customer and known by tourist and local people. Beside that the member cards that is implemented to keep the relationship between Davigo Brothers and the customer. This practical work is carried out starting from November 2019 until Januari 2020. Data collection methods used are by observation and interviews to the owner directly and indirectly by phone.

The final result in this practical work is the advertisement design promoted by Facebook Business and then provide the member card and share to the customers to claim if qualified with terms and condition.

The results received after the implementation of the system that has been design is more of new customer come from another country for celebrate the Christmas and New Year Eve 2020. and the sales turnover increased by more than 30%.

Key words: Promotion Mix, Facebook Business, Instagram.