

UNIVERSITAS INTERNASIONAL BATAM

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IMPLEMENTATION OF PROMOTION MIX SYSTEM THROUGH SOCIAL MEDIA AND GO FOOD APPLICATIONS IN “WARUNG PLECIING LOTIM IN BATAM

**Tessha Ayu Ocktovia
NPM: 1641027**

ABSTRACT

The activities carried out in the results of the Job Training Report are aimed at designing Marketing Mix activities by improving the promotion system at Warung Lotim Plecing in Batam city, located on Jl. Sumatra Blok A No.10, Bengkong Kolam City of Batam. In the activity of data collection methods carried out to Warung Plecing Lotim is through interviews, and observation, directly with the owner of the Warung Plecing Lotim, Mr. Sukron. With the data that has been provided through this matter, the writer finds a solution to the main problem faced by the owner of the Warung Plecing Lotim. The first activity is carried out for product introduction by updating the food menu, banners and banners that are in lotec plecing stalls and conducting promotional activities that can increase income for the owner via Instagram and Facebook.

And register Warung Plecing Lotim in the Go Jek application to be able to market food products in several areas in Batam city so that it can be reached by the people of Batam. Through these practical work activities, shop owners Could increase their sales results and add customers to a wider range of areas in Batam.

Keywords: Marketing Mix (Product and Promotion) Activities