

# UNIVERSITAS INTERNASIONAL BATAM

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*Faculty of Economy  
Department of Management  
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## ***Promotion Strategy for Amelia Chicken Porridge Stalls through the Online Ojek Application***

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### **ABSTRACT**

*The author conducts Job Training aims to help improve the constraints experienced by SMEs Amelia Porridge Stalls in adding customers and making it easier for customers to order food at the Amelia stall. Amelia's Warung is located on Jl. It will be, next to the Simpang Kara Ruko exactly next to the Pintaria market and the Job Training activities carried out during the period from August to November 2019.*

*This practical work gets a digital marketing system that is structured to be applied to Amelia porridge stalls using social media and other applications designed to be able to get a wider segment. In this practical work, the authors do with interviews, monitoring and applying the discussed planner.*

*In this practical work the authors provide the planned results in the Amelia porridge problem by using promotion through social media and the Go-jek application (Go-food) in order to expand the market segment and add customers in Wr. Amelia*

*Keywords: digital marketing, marketing mix, marketing system*