

# UNIVERSITAS INTERNASIONAL BATAM

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## ONLINE MARKETING APPLICATION IN CAFÉ ADEK

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### ABSTRACT

*This practical work aims to find the right promotional mix strategy to overcome the problems being faced by Café Adek in increasing its sales. Based on its function, applied research is the right research design in finding the main problems and the right solutions to solve the problems being faced by Café Adek.*

*The method of data collection is done through observation and interview techniques obtained information to design a completion strategy in the form of a promotional mix project system that will be applied at Café Adek. The promotional mix strategy adopted is in the form of an interactive media strategy by prioritizing the internet as its main component. An interactive media promotion mix system implemented in the form of creating e-mail accounts, Google Maps, GoFood, and Instagram.*

*The results of the implementation of this practical work in the form of increased sales turnover and the number of consumers in the Café Adek. Based on the results obtained through practical work projects, researchers provide suggestions that the system has been designed so that it can continue to be applied in each of its business activities and continue to update the system to increase sales profits.*

*Key words: management, promotion mix, online marketing system*