

UNIVERSITAS INTERNASIONAL BATAM

Faculty of Economy
Department of Management
Odd Semester 2019/2020

IMPLEMENTATION OF SOCIAL MEDIA TO IMPROVE SALES OF ASIA DUMPLING NOODLES IN BATAM CITY

**DESMOND
NPM: 1641134**

ABSTRACT

The final target of the practical work done by the researcher is to develop this Asian Noodle Dumplings culinary business which is located in Nagoya Pasar Pujabahari Blok A no. 10-11. By way of solving the problem carried out by the first researcher is to inform Asian mothers to register their culinary business in an application called Grab-Food to be recognized by the surrounding community and implement a promotion system through Instagram in order to be able to add profits from Asian Noodle Dumplings. The duration of the implementation of this practical work will begin from October 2019 to December 2019.

Based on the data that can be done in this practical work is done through a direct questioning system with Asian mothers by recognizing the problems of whatever problems are in this culinary business and making observations directly at the Mie Pangsit Asia stand. After that, the researcher found some problems from the Asian Mother business and the researcher would apply the promotion mix system and make the Asian Lady an application account called Instagram and the researcher would also register the Asian Noodle Dumplings business to the Grab-Food application so that it could be recognized by people so the culinary business Asian mothers will get a higher profit margin than before.

After discussing with Mrs. Asia, Ms. Asia understands that her culinary business needs a promotion mix system in her business because she can see that after implementing the system, her culinary business is getting more crowded and her profits are getting bigger

Keywords: Asia Dumpling Noodles, Social Media, Grab-Food