

***IMPLEMENTATION OF SOCIAL MEDIA TO IMPROVE SALES OF FA JI  
HAINAM CHICKEN RICE IN BATAM CITY***

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**ABSTRACT**

*The final goal of practical work implemented on Fa Ji hainam chicken rice is to help overcome the problems traversed by the chicken rice business due to intense competition and minimal use of social media. This practical work is carried out to increase sales of Fa Ji hainam chicken rice located in Pujabahari Market block B no 07 by focusing on the right way to market competitive products and implementing promotions used. The period of implementation of practical work starts from October 2019 to December 2019.*

*The data of this report was collected through a preliminary review of the location then interviewed directly with the owner, Mr. Ahuat, to dig up detailed information, followed by direct observation to the field. Found various problems experienced in this business, namely the lack of promotion so it is less well known by the public. With that, the promotion mix system is implemented by creating an Instagram social media account and registering Fa Ji hainam chicken rice in the Grab-food application so that it can help increase sales turnover and the business is better known to the public and not just waiting for consumers to come but can use it to more maximum sales. By carrying out these activities, the owner of chicken rice hainam Fa Ji sees the power of promotion in sales has a very positive impact on a business.*

*Keywords: Hainam Fa Ji Chicken Rice, Social Media, Grab-Food, Promotion*