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PROMOTION MIX IMPLEMENTATION IN BAKSO PAK DHE

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ABSTRACT

The implementation of practical work is carried out from August 2019 to January 2020 in Bakso Pak Dhe stall located at Housing Anggrek Mas 1 Blok I No.130 Batam Center. The obstacle found by the writer when observing locations and interviews with business owners is that there is no effective promotion system and still relies on word of mouth where the system is considered less effective.

In this practical work the authors seek information related to the business background of Bakso Pak Dhe, operational activities and promotion systems. The author then uses the method of observation and interviews with the owner. The author formulates the problems found in the Bakso Pak Dhe shop and then designs the promotion mix system for Bakso Pak Dhe according to the constraints or problems that occur.

Bakso Pak Dhe has implemented the results of the promotion mix system design in the form of promotion by utilizing social media namely Facebook & Instagram, making business cards and food & beverage menus along with prices.

Keywords: Promotion mix