

# UNIVERSITAS INTERNASIONAL BATAM

---

*Faculty of Economics  
Department of Management  
Odd Semester 2018/2019*

## **IMPLEMENTATION OF PROMOTION MIX DIGITAL MARKETING IN GORILLA & BANANA STORE**

**GLORY CRIST  
NPM: 1641044**

### ***ABSTRACT***

This work practice is done to overcome the problems in the Gorilla & Banana shop, namely the lack of promotion strategies. This work practice is done with the objective to improve the promotion strategy and to increase sales of Gorilla & Banana shop. This work practice applies marketing knowledge and promotion mix theory in real life to bring advantages for business. This work practice focuses on digital marketing by utilizing technology and the internet namely social media such as Facebook and Instagram and marketplace site such as Shopee. This work practice helps to facilitate information sharing as well as increasing brand awareness and brand acknowledgement. This practical work begins from October 2019 to December 2019.

Keywords: *promotion mix, digital marketing, social media marketing*