

# UNIVERSITAS INTERNASIONAL BATAM

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*Faculty of Economy  
Department of Management  
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## ***APPLICATION OF PROMOTION MIX AT PAPA CHEF BATAM***

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### ***ABSTRACT***

*Work practice done by the author at Papa Chef aims to help Papa chef to raise the number of consumers who come and sales by making a promotional strategy mix on Papa Chef. Papa Chef is a home-based business that addresses the housing Lucky Estate block B No. 109. This practice work project was held in September 2019 to December 2019.*

*The way authors use to compile data is to do observations and interviews. Find from the gathered data is useful in the project output design process. There are components of promotional mix inside the the projects output, those components that are useful to raise the number of consumers who come.*

*The promotional mix system that will be implemented on Papa Chef contains the use of online media such as Facebook and Google Maps. Not only using the online method, the use of offline methods such as distributing brochures will also be used. All this is done to increase the presence of papa chef in the eyes of consumers and increase the number of consumers and turnover*

*Keyword: Promotion mix, Advertisement, sales promotion, online*