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IMPLEMENTING PROMOTION MIX IN ARIF CAFE

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ABSTRACT

The implementation of this fieldwork practice aims to assist the problems faced by Arif Cafe, a MSME (Micro, Small, and Medium Enterprise) businesses that are located in First City Complex #OD-04, more precisely on the property of BCM (Batam Centre Mall). The location of this business was not strategic, causing it to lack visitors, and beside Arif Cafe doesn't have a strategic approachment on countering this negative effect, so it loses a lot of opportunities to increase its competitiveness, this fieldwork practice was implemented in the period of October to December 2019.

On this fieldwork practice, the author had gathered information needed from interviewing the owner and monitoring the business process directly. The purpose of this is to figure out the problems that are being faced by the owner and to find the best possible solution to fight the problems. The author had design a strategic approachment which are then implemented after the agreement of the owner.

This fieldwork practice provides a promotion mix strategy for the business, the promotion mix that is being used in this practice include advertising and public relation which are already design in such a way that it will serve the purpose needed by the business owner.

Key Word: Promotion Mix, Advertising