

# UNIVERSITAS INTERNASIONAL BATAM

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*Faculty of Economy  
Department of Management  
Odd Semester 2019/2020*

## **IMPLEMENTATION OF E-MARKETING ON KUE CAP 3S MICRO BUSINESS**

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### **ABSTRACT**

*The implementation of practical work is carried out in December 2019 until February 2020. The purpose of the implementation of this practical work is to increase the sales turnover of the Kue Cap 3S per year that engaged in the culinary field and is located in the Pasir Putih Food Court Batam Center.*

*Method that is applied by the author in the implementation of practical work on Kue Cap 3S through observation then conduct interviews, formulate problems, design and implement the design that has been planned. The author prioritizes the implementation of e-marketing in Kue Cap 3S microbusiness, namely registering businesses in the Grab and Instagram applications.*

*The results of the implementation that has been carried out by the author in the form of an increase in the turnover of micro-business Kue Cap 3S. With the increase in turnover, business owner may have plans to expand their business to open branches elsewhere.*

*Key Word: Turnover, Kue Cap 3S, E-Marketing, Grab*