

# UNIVERSITAS INTERNASIONAL BATAM

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Faculty of Economy  
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## **IMPLEMENTATION OF SOCIAL MEDIA AND MEMBERSHIP TO IMPROVE SALES OF EXTRAQILO LAUNDRY #96 IN BATAM CITY**

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### **ABSTRACT**

*This practical work is carried out by researchers by selecting extraqilo laundry # 96 who is domiciled in Ruko villa marina block A no 5, in this company the researcher applies a promotion system that is used so that this company can face obstacles encountered so far, where many competitors and lack of promotion which causes a turnover that is always below the target to be achieved. therefore researchers provide input so that the owner makes online marketing through Instagram that has never been applied by the owner and also adds a membership promotion system by giving discounts to customers so that old customers are more loyal and also at the same time capturing potential new customers in order to increase turnover volume of the company itself. The system adopted in this company is also adapted to the data obtained from observations made by researchers and also from interviews with owners so that it is expected that the system to be implemented will be on target.*

*Activities that have been carried out by researchers through company owners have a positive impact on companies where Sri Utami as the owner is also excited because there is an increase in turnover from the laundry company because the owners have not been too aware of conducting appropriate promotions, so now they have the right promotional path so the company can compete in the market.*

*Keywords: Laundry extraqilo # 96, Instagram, membership*