

# UNIVERSITAS INTERNASIONAL BATAM

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*Faculty of Economics  
Management Study Program  
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## ***THE APPLICATION AND DESIGN OF MARKETING CONCEPTS TO INCREASE THE NUMBER OF CONSUMERS AND CUSTOMER LOYALTY AT JACK BARBERSHOP***

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### ***ABSTRACT***

*Business owners have been pioneering their business since 2015, which is engaged in services, namely the barbershop business commonly known as Jack Barbershop. Jack Barbershop is located at Jalan Pondok Asri Block A No.25, Sei Panas, Batam, Riau Island Indonesia. Broadly speaking, business owners have had quite good experience because they have done more than 5 years. Along with the times, competition is also increasingly varied and creative.*

*In this practical work, the author helps business owners overcome the difficulties encountered. Promotion in free marketing at Jack Barbershop. This activity was carried out in the period 01 September 2019 to 31 December 2019. In the implementation of this internship report proposes several methods including conducting interviews, observation, design to simulation.*

*This internship report produces marketing designs in the form of a promotional mix. The promotional mix used includes advertising and sales promotion. In advertising, the writer uses social media like Facebook and Instagram as promotional media, besides social media the writer also applies promotion through the distribution of brochures. In sales promotion, the writer designs and applies a reward card system to Jack Barbershop.*

*Key words: promotion mix, advertising, sales promotion, Jack Barbershop.*