

**IMPLEMENTASI SISTEM PROMOTION MIX PADA KEDAI DURIAN
TOK NGAH DI BATAM**

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ABSTRACT

The purpose is to do with the existence of practical work activities that are helping to increase revenue by increasing the purchase of products by using a promotion mix strategy that is implemented through events that help the owner to further expand the market, distributing brochures so that the product can be known by local and international tourists, provide information to the owner about the courier that can be used to facilitate the delivery of products to customers. This practical work is carried out in the region from October 2019 to December 2019 using data collection methods in the form of observations, interviews with owners of kedai durian tok ngah.

The output produced from this practical work is by implementing a promotion mix strategy that is implemented by creating a design brochure on location, product menu and price, then introducing the owner to one of the courier communities in Batam that can deliver their products, the third introducing the event- an event that is often held in the city of Batam with the aim of expanding the market.

The results obtained in this practical work after the implementation of the promotion mix strategy is that each branch has an increase in sales of 25% - 30%, foreign tourists start visiting the bazaar booth that is open at the mall, many people who visit the event and buy pancake products, and the customer is satisfied with the shipping courier service so that shipping costs are cheaper.

Keywords : Promotion Mix, Event