

UNIVERSITAS INTERNASIONAL BATAM

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ANALYSIS OF THE PROMOTION MIX APPLICATION SYSTEM

ON KOPITIAM VIN WIN

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ABSTRACT

Research on this practical work is applied with the aim of helping owners find problems, change and update promotional strategies that have previously been applied by Kopitiam Vin Win, as well as redesign and implement strategies on promotional systems that are in accordance with the times. Initially the business went very well, but with the development of the technological age, Kopitiam Vin Win experienced less competition in the business world and experienced a decrease in profits and a decrease in the number of customers.

This research needs some data as a reference for the authors when making practical work reports. Data obtained by the author in support of data collection through observation and interview methods and designing strategies to solve these problems. Business owners explain that they have never used social media as a tool to help their business. The internet is a hub in the process of implementing a promotional mix system on social media such as creating an Instagram account, making Google Maps, and using several applications such as Go-Food and Grab-Food.

The results obtained from the application of this practical work can increase sales turnover and the number of customers in Kopitiam Vin Win. Here the researcher advises the owner to continue to be able to implement this strategy system consistently in his efforts and continue to renew the promotion system with the aim of increasing sales profits.

Keywords : Promotional Mix, Sales, Social Media