

# UNIVERSITAS INTERNASIONAL BATAM

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## **APPLICATION PROMOTION MIX IN EK'S LAUNDRY**

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### **ABSTRACT**

*The Job Practice on EK's Laundry is intended to increase turnover value and to assist business owners in developing their business using a promotion mix strategy. The type of promotion mix strategy applied by the author is the use of strategies such as sales promotion, public relations, advertising, etc.*

*Data collection on the Job Practice uses the method of direct observation at the practical work location through interviews with business owners. In the existence of a data collection, the authors know the problems they faced in EK's Laundry such as the decrease in the amount of business turnover and the type of strategy used by entrepreneurs is less effective, so the authors design a new strategy using the promotion mix method.*

*With the promotion system design, EK' Laundry entrepreneurs will realize the importance of utilizing the promotion mix strategy due to the possibility of an increase in the amount of turnover and profitability of the business after implementing the strategy.*

*Keywords: Promotion Mix, sales promotion, public relations, advertising, membership program.*