

UNIVERSITAS INTERNASIONAL BATAM

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IMPLEMENTATION OF PROMOTION MIX IN SELLINDO ACCESSORIES

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ABSTRACT

The purpose of the author to do a practical work at Sellindo Accessories is to inform some strategies in conducting promotions in order to increase the sales of Sellindo Accessories and expand public awareness by using Promotion Mix method. The author started this practical work on October 17th 2019 untill February 28th 2020. The author conducted survey techniques, observations, interviews, and documentations on the process of collecting data for this practical work.

Promotion strategy that the author applies to Sellindo Accessories is Promotion combinaton form of Social Media Marketing by opening an account on the Instagram application to be widely everyone you plays social media , Electronic Trading Platform by creating a Shopee account to help facilitate Sellindo Accessories online sales.

After Sellindo Accessories implemented the Promotion Mix system, the impact of Sellindo Accessories was increase in revenue of approximately 5% on the early trial and they have several outside Batam customer through the social media account called instagram

Keywords: Promotion Mix, Social Media Marketing, Electronic Trading Platform, Instagram, Shopee.