

UNIVERSITAS INTERNASIONAL BATAM

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UTILIZATION OF SOCIAL MEDIA AS ONLINE-BASED MEANS OF MARKETING IN TIMOR BARU TRAVEL

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ABSTRACT

This practical work report was prepared by the author to educate the owner of Timor Baru Travel about the need for online marketing in the current era and to introduce Timor Baru Travel to the public in the city of Batam. So the authors hope that the system designed can be a solution to increase profits in the work being done.

The implementation of this practical work begins in October 2019 until January 2020. The first thing to do is to conduct interviews and observations to get information about the business profile and also the problems being faced. After the information is obtained, the writer will design an online marketing system or method which will be applied directly by the owner of Timor Baru Travel.

The result of this practical work is that social media will be used as a marketing tool and as a tool to introduce the company profile to the public. Social media applications that are used are Facebook and Instagram whose users exist throughout the world. The system designed is expected to make it easier for business owners to improve quality and greater income.

Keywords: Digital Marketing, Social Media, SMEs