

EXCECUTIVE SUMMARY

ANALYSIS AND IMPLEMENTATION OF PROMOTIONAL MIX IN PT. KARYA SENG JAYA MANDIRI

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This practical work project aims to assist the application of elements of the promotional mix to increase the number of customers and heavy equipment tenants at PT. Karya Seng Jaya Mandiri. Business owners have not run promotional programs so far to increase their business activities.

In the implementation of this practical work a promotional program will be designed that will be able to increase revenue and the number of customers of PT.

Karya Seng Jaya Mandiri. With the implementation of this promotional mix will be able to improve company performance to be more positive and succeed in achieving company goals in general.

The author designed a promotional mix system by applying the distribution of brochures to business actors relating to the needs of heavy equipment regarding the existence of PT. Karya Seng Jaya Mandiri and the promotion program that was carried out. The author also makes promotional media through social media like Facebook and Instagram and also actively promotes PT. Karya Seng Jaya Mandiri in Batam. By promoting through social media, it is hoped that PT. Karya Seng Jaya Mandiri to the public and business people in Batam.

Keywords: promotion mix, digital marketing, sales promotion, advertising, heavy equipment rental companies