

***THE IMPLEMENTATION OF PROMOTIONAL MIX STRATEGY
IN THE HARAPAN JAYA MINIMARKET***

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ABSTRACT

The business owner has been running a business that has been established since 1981 until now. With approximately 38 years standing, the owner is said to have a lot of experience. But with the rapid development of technology, there are many ways that owners should be able to further develop and introduce their business to many people. However, the owner still does not have much knowledge of increasingly advanced technology so that he still uses the usual business strategy as before. As a result, the owner experienced a significant decrease in sales results.

The activities of preparing practical work reports are carried out at the Harapan Jaya Minimarket located in Sei Harapan Market Block D No. 02-03, Kec, Sekupang, Batam and lasts for 3 months starting from October 2, 2019 until January 02, 2020. The author's purpose in preparing this practical work report to help business owners introduce their businesses to people so as to increase public awareness of the existence of this store and increase product sales in Harapan Jaya Minimarket.

The results of the promotional mix that the authors applied were creating brochures and Instagram accounts for Harapan Jaya Minimarket. Where for the brochure as an introduction to products and locations in order to convey the existence of Harapan Jaya Minimarket. The Instagram account that the author made in order to be able to reach a wider market share considering that social media is very popular at this time is the Instagram.

Keywords: *Harapan Jaya Minimarket, Promotion Mix Program*