

UNIVERSITAS INTERNASIONAL BATAM

Faculty of Economic
Department of Management
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SALES PROMOTION STRATEGY DESIGN (CLOSE SOUNDING PUBLICITY) AT NASI CAMPUR ACU BATAM

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ABSTRACT

Implementation of practical work as a basis or benchmark for how far students know the real world during studies before actually plunging into the workforce when studies have been completed. Practical work also requires students to actively contribute or respond positively to the surrounding community by participating in developing small businesses in the vicinity in order to be able to build or develop their businesses better in the future. The location of practical work which is chosen by the author is Nasi Campur Acu which has been operating since 2004, address at Baloï Mas Garden Blok B No. 3A, behind the Indomobil Building, Batam. Nasi Campur Acu operates from 7am to 3pm, every Monday to Saturday and closed on Sunday.

Nasi Campur Acu is located in a residential area and only targets local buyers, so there are not enough promotional activities to increase sales. Based on the interview technique conducted, the writer found that the Nasi Campur Acu actually had an Instagram account, but the number of followers on the Instagram account was still under 100 followers, so it was less than optimal when relying on Instagram for promotional activities. On the basis of information and existing problems, the authors aim to collect further data with the aim of finding solutions to existing problems that hinder business development.

Keywords: Social Media, Promotion, Marketing