

UNIVERSITAS INTERNASIONAL BATAM

*Economy Faculty
Management Study Program
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DESIGN AND IMPLEMENTATION OF PROMOTION MIX IN JC GARDEN VEGETARIAN

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ABSTRACT

The purpose of this practical work in JC Garden Vegetarian restaurant is to provide a solution that utilized a promotion mix strategies in order to promote JC Garden Vegetarian restaurant in and outside of Batam.

The author also conduct a survey, observation, and documentation. Digital marketing was the first strategy implemented by creating instagram account and design the look of instagram's feed . knowing that instagram is the most social media nowadays. After that, author used sales promotion strategy by creating menu bundle and discount coupon with certain and condition. Through this implementation, the owner of the restaurant obtain an increase in customer base and increasing of sales compared to before.

keyword : Promotion Mix, Digital Marketing, Sales Promotion.