

UNIVERSITAS INTERNASIONAL BATAM

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MODERN MARKETING STRATEGY DESIGN BASED ON SOCIAL MEDIA IN PANDORA FOOD MARKET BATAM CENTER

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ABSTRACT

The implementation of practical work aims to bring students directly into the work environment, so they can learn and get to know the real work environment that will be faced in the future. The chosen practical work location is Pandora Food Market located at Batam Center. Pandora Food Market has been operating since 2017 until now with a very strategic position which is next to the Batam State Polytechnic Campus and Mcd Batam Center. However, promotional activities that have not been done to the maximum and lack of active social media owned makes Pandora Food Market not too well known and has not become the main choice of visitors or the people of Batam.

Data analysis was carried out related to Pandora Food Market conducted by collecting data in advance using techniques or methods of interviews that were directly carried out to relevant parties that are directly related to Pandora Food Market. The purpose of data collection is to find the best solution to the existing problems that are hampering the development of Pandora Food Market so that it can generate ideas for problem solving and business development of Pandora Food Market.

Keywords: *Social Media, Marketing*