

UNIVERSITAS INTERNASIONAL BATAM

Faculty of Economic
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EARNED MEDIA AND INTERNET MARKETING PLANNING AS A MODERN MARKETING MEDIA AT RESTORAN KELONG JEMBATAN 2

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ABSTRACT

Practical work becomes an opportunity for writers to apply their education and knowledge to help the conditions of small and medium businesses around the community. If the author successfully applies a solution to the problems that arise, then the writer will feel ready to face the real world of work later when the author is declared to graduate from the undergraduate program being run by the author. The practical work activities carried out by the writer based on the direction of the supervisor and it was agreed that the Kelong Jembatan 2 Barelang Restaurant would be the right location for the location of practical work.

Kelong Jembatan 2 Barelang restaurant is located precisely on Nipah Island, the 2nd barelang bridge. The Kelong Jembatan 2 restaurant is still a pioneering effort from business owners who feel difficulties in developing their business because there are many competitors around the location and business owners who have never carried out any marketing activities. Signboard which is the main thing related to the business is not owned and does not depend on the entrance when the initial visitors make practical work visits. This is the author's consideration and chose the Kelong Jembatan 2 restaurant as a place for writers to do practical work and learn about the real work world during lectures.

Keywords: *Earned Media, Internet Marketing, Social Media, Marketing*