

UNIVERSITAS INTERNASIONAL BATAM

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IMPLEMENTATION OF PROMOTION MIX STRATEGY IN PT. HARMONI BATAM REALTINDO

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ABSTRACT

This practical work is carried out to overcome the problems faced by PT. Harmoni Batam Realtindo which makes the company unable to develop and compete with other companies engaged in the same field. Practical Work Activities are carried out on September 28 to December 25 2019. The method that being used by the author in carrying out this practical work is to conduct observations, interviews, analysis, identify problems, and design problems.

By doing this partical work is to help companies attract the attention of potential customers and increase sales turnover at the company by using a new promotional strategy that is with a promotion mix. The promotion mix used in this research is direct marketing, advertising, and sales promotion. With these three types of promotional mix selected, it will help the company in enhancing the company's brand image.

Based on the results of the author's design using the promotion mix strategy, there are a series of promotional tool outputs such as social media. Social media used in research are Facebook and Instagram. In addition, company employees are also educated to better follow trends in order to help the company's development.

Keywords: Promotion Strategy, Promotion Mix, Social media