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ANALYSIS IMPLEMENTATION OF PROMOTION MIX AT WARUNG PEMPEK 86

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ABSTRACT

Practical Work Activities listed in the report aim to increase the sales turnover of Warung Pempek 86 who carry out offline sales activities. The approach that researchers apply in overcoming this problem is to use a promotional mix to maximize the business owner's ability. This practical work start from November 2019 until January 2020.

The data collected in this Job Training Report is obtained through direct interviews with the owner, namely Mrs. Muryati, in addition to using the interview path, the researcher also conducted a deepening of information directly at the residence of Mrs. Muryati. From the data and information obtained, the author found some issues in the company, one of which included the absence of promotion of the product, so researchers suggested to Mrs. Muryati to implement a promotion mix and register Instagram and Facebook accounts so that the business looked more professional and could easily promote its food. In addition, researchers also suggest business owners using the Go-Food application can make it easier for consumers to order food and drinks without having to visit Warung Pempek 86.

By carrying out operational activities that are supported by the use of Promotion Mix, Warung Pempek 86 owners are aware that the benefits of promotion mix are important, because the owner sees an increase in sales after implementing the Promotion Mix

Key words: promotion mix, sales promotion, warung pempek 86.