

UNIVERSITAS INTERNASIONAL BATAM

*Faculty of Economy
Department of Management
Odd Semester 2019/2020*

THE APPLICATION PROMOTION MIX METHOD IN THE CELESTA CAFE IN BATAM CITY

**MAUDY FEBRIANNA
NPM: 1641313**

ABSTRACT

This practical work aims to help Celesta Cafe companies increase sales by implementing a promotion mix strategy in the form of advertising and sales promotion. This practical work starts from February 2020 until April 2020, this activity is carried out by observation, interviews, planning and simulations to collect data in this practical work activities.

The output of this practical work activity in the form of digital marketing to promote the sale of celesta cafe through social media accounts "Instagram" and the application of promotions in the form of giving a discount card to customers in buying food and drinks.

The results obtained after Celesta Cafe implemented a strategy designed by the author, namely an increase in sales revenue of 10% in the first month and obtaining new customers through an Instagram account that was created and the addition of beverage orders also increased at Celesta cafe

Keywords: promotion mix, advertising, sales promotion, cafe