

UNIVERSITAS INTERNASIONAL BATAM

*Faculty of Economy
Department of Management
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APPLICATION OF MODERN MARKETING BASED ON SOCIAL MEDIA ON ZURA SNACK.

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ABSTRACT

The Job Training Report is prepared with the aim of resolving the promotion problems currently being faced by Zura Snack and applying the correct promotional strategy can be a solution to resolve these problems. Therefore, the writer wants to help the company to design an appropriate promotional strategy to help solve these problems.

Practical Work Activities are going to be implemented from October 2019 to January 2020. The first steps that will be taken to carry out the practical work are observation and interviews to identify the company and its problems. And then the writer will design a modern promotion system that will be implemented to Zura Snack businesses.

In this practical work, the result is the satisfaction of the business owner of what the author has applied to the company by using a digital marketing promotion system that uses social media such as Instagram and Tokopedia as a promotional media instrument. So the company can more broadly cover the market in increasing the number of consumers. And make a solution for business owners for problems that occur in the company.

Keywords: Modern promotion, Digital marketing, Instagram, Tokopedia.