

# UNIVERSITAS INTERNASIONAL BATAM

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Faculty of Economy  
Undergraduate Program of Management  
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## UTILIZATION OF SOCIAL MEDIA AS AN ONLINE MARKETING MEDIA IN BAKSO AREK MALANG BUSINESS

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### ABSTRACT

This practical work is carried out to assist the owner of bakso arek malang in increasing sales and developing their business. Bakso arek malang is located in the Tiban Koperasi residence. The meatball stall was founded by Mr.Herianto and Mrs.Sundari in 2018.

Practical work activities are carried out from the 1<sup>st</sup> of October, 2019 to the 31<sup>st</sup> of January, 2020. The methods implemented during the practical work process are observation, interviews, design of marketing strategies and implementation of said strategies.

The strategy used to help business marketing is to create a seller account through the GoJek application and provide sales promotion, which is a price discount to customers on a specified day, namely Friday. The strategy implemented is able to produce an increase in business turnover with the additional reservations found on the Gojek application and increase customers on Fridays with the help of discounts.

*Keywords: Sales Promotion, Online Marketing*