

**APPLICATION OF GRAB-FOOD AND PROMOTION MIX ON
CIAK TANG RESTAURANT**

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ABSTRACT

Ciak Tang restaurant is a micro, small and medium business (MSME) in Batam City. Established in 2016, starting a restaurant has a good turnover, but with the provision of technology that can make it difficult for Ciak Tang restaurants to compete. The current condition in the Ciak Tang restaurant has decreased turnover due to the lack of market so that many people in Batam don't know about it. Practical Work Report entitled "Application of Grab-Food Application and Promotion at Ciak Tang Restaurant".

The author decides or plans a collaboration with Grab because it has delivery food service so this will be a good potential for the Ciak Tang restaurant and a regular Promotional Mix. The purpose of this practical work is to change the work system or do promotions through social media and increase the sales according to what has been agreed. The results expected by the author are that the system that has been implemented can make customers of the Ciak Tang restaurant grow bigger and be able to compete with other restaurants

Keywords: Promotion mix, Grab-food, UMKM