

IMPLEMENTASI BAURAN PROMOSI TERHADAP PRODUK YOKITO FOOD

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ABSTRAK

Yokito Food adalah bisnis online dibidang cake dan makanan. Cara promosi produknya sangat menarik dan menguasai pasar di era sekarang. Implementasi bauran promosi terhadap produk Yokito Food dilakukan melalui beberapa langkah strategis. Tujuan penulisan ini yaitu (1) Untuk mengetahui bagaimana penerapan bauran promosi terhadap produk yokito food sehingga tetap bertahan di era persaingan yang ketat, (2) Untuk mengetahui media sosial mana yang lebih efektif untuk menarik perhatian customer. Metode yang digunakan yaitu kunjungan pustaka, wawancara dan terjun langsung dalam usaha online ini. Hasil dari tugas akhir ini menunjukkan bahwa promosi yang lebih efektif dalam media sosial Instagram karena fitur yang menarik dan mudah diakses.

Kata Kunci: Bauran promosi, Media sosial, Bisnis Online

PROMOTION MIX IMPLEMENTATION OF YOKITO FOOD PRODUCTS

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ABSTRAK

Yokito Food is an online business engaged in cakes and food. The way of promoting their products is very attractive and dominates the market in the current era. The implementation of Yokito Food's product promotion mix is carried out through several strategic steps. The purpose of this paper is (1) to find out how the promotion mix is applied to yokito food products in order to survive in an era of intense competition, (2) to find out which social media is more effective in attracting consumer interest. customer attention. The methods used are library visits, interviews and direct involvement in this online business. The results of this final project show that promotions on Instagram social media are more effective because the features are attractive and easy to access.

Keywords: Promotion Mix, Social Media, Online Business