



**THE ANALYSIS AND CREATION OF PROMOTIONAL AND
BOOKKEEPING STRATEGIES FOR
LUCKY TEXTILE CIBINONG**

UNDERGRADUATE THESIS

**Submitted as one of the requirements to
obtain
Sarjana Administrasi Bisnis**

**By:
GRISHMA
015202000101**

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ABSTRACT

Background/Purpose – This study analyses the Promotional and Bookkeeping activities of Lucky Textile. The aims is to automate Bookkeeping activities and increase sales by using Online Promotion.

Design/Methodology/Approach – This study use PESTLE and SWOT analysis. Internal analysis also used in analysing in Lucky Textile by asking the owner and employee in order try to find the most suitable strategy for managing the financial bookkeeping and online promotion.

Findings – Lucky Textile have problems in lack of promotion, and unorganized financial accounting. According to the findings, the main solution regarding advertising is to enter the world of online advertising. When it comes to advertising, adopting digital marketing is the best solution. As for financial accounting, the best solution is to create a new financial system that more detailed, clearer and complete.

Conclusion – Lucky Textile is advised to choose online promotion by digital marketing to start. Digital marketing adoption can serve as first step into online advertising, especially Instagram social media. Financial Bookkeeping the best solution is create a new financial system that more complete, detailed, and clearer.

Keywords – Textille Industry, Family Business, Digital Marketing, Financial Bookkeeping, Instagram.

Paper Type – Scientific Paper

TABLE OF CONTENT

RECOMMENDATION LETTER	i
ACKNOWLEDGEMENT	ii
PLAGIARISM REPORT	iii
ARTIFICIAL INTELLEAGENT CHECK.....	iv
Panel of Examiner Approval Sheets	v
STATEMENT OF ORIGINALITY	vi
SCIENTIFIC PUBLICATION APPROVAL FOR ACADEMIC INTEREST	vii
ADVISOR'S APPROVAL FOR PUBLICATION	viii
CONSENT OF INTELLECTUAL PROPERTY RIGHT	ix
ABSTRACT.....	xi
TABLE OF CONTENT	xii
LIST OF FIGURES	xiv
CHAPTER I INTRODUCTION	1
1.1 BACKGROUND	1
1.2 COMPANY' PROFILE	2
1.3 ORGANIZATION STRUCTURE.....	4
1.4 SCOPE OF BUSINESS FIELD	5
1.5 DESCRIPTION REGARDING TO THE WORKING UNIT.....	5
1.6 BUSINESS ISSUE FACED.....	5
CHAPTER II BUSINESS ISSUE EXPLORATION	7
2.1 CONCEPTUAL FRAMEWORK	7
2.2 BUSINESS SOLUTION ANALYSIS	8
2.3 ROOT OF PROBLEM	8
CHAPTER III BUSINESS STRATEGY	9
3.1 ALTERNATIVE OF BUSINESS SOLUTION	9
3.2 ANALYSIS OF BUSINESS SOLUTION	11
3.3 INTERNAL AND EXTERNAL FACTOR ANALAYSIS.....	12

CHAPTER IV CONCLUSION AND IMPLEMENTATION PLAN.....	17
4.1 CONCLUSION.....	17
4.2 IMPLEMENTATION PLAN.....	18
REFERENCES.....	20
FIGURES	22

LIST OF FIGURES

Figure 1.1 Exive Tailor & Textile Instagram Account.....	4
Figure 1.2 Lucky Textile Instagram Account.....	4
Figure 1.3 Lucky Textile Organization Structure.....	4
Figure 1.4 Monthly Recap of Lucky Textile Cibinong Monthly Turnover.....	6
Figure 1.5 The Total of Monthly Inventory Purchase.....	6
Figure 2.1 The Conceptual Framework of Lucky Textile.....	8
Figure 3.1 Lucky Textile Location.....	16
Figure 4.1 Digital Marketing Agency Pricelist.....	18
Figure 4.2 Monthly Sales Example.....	18
Figure 4.3 Wholesale Shopping Recap Example.....	19
Figure 4.4 Debt Recap Example.....	19