DEVELOPING BUSINESS SALES INCOME AND TOTAL GUEST VISITED IN COFFEE DO BY DOING AN EXPERIMENT IN CREATING PROMOTION AND ADVERTISING IN SOCIAL MEDIA PLATFORM

A master's thesis final project

Submitted as one of the requirements to obtain
Magister Manajemen (M.M.)

By

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October 2023

DEVELOPING BUSINESS SALES INCOME AND TOTAL GUEST VISITED IN COFFEE DO BY DOING AN EXPERIMENT IN CREATING PROMOTION AND ADVERTISING IN SOCIAL MEDIA PLATFORM

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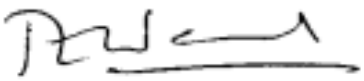

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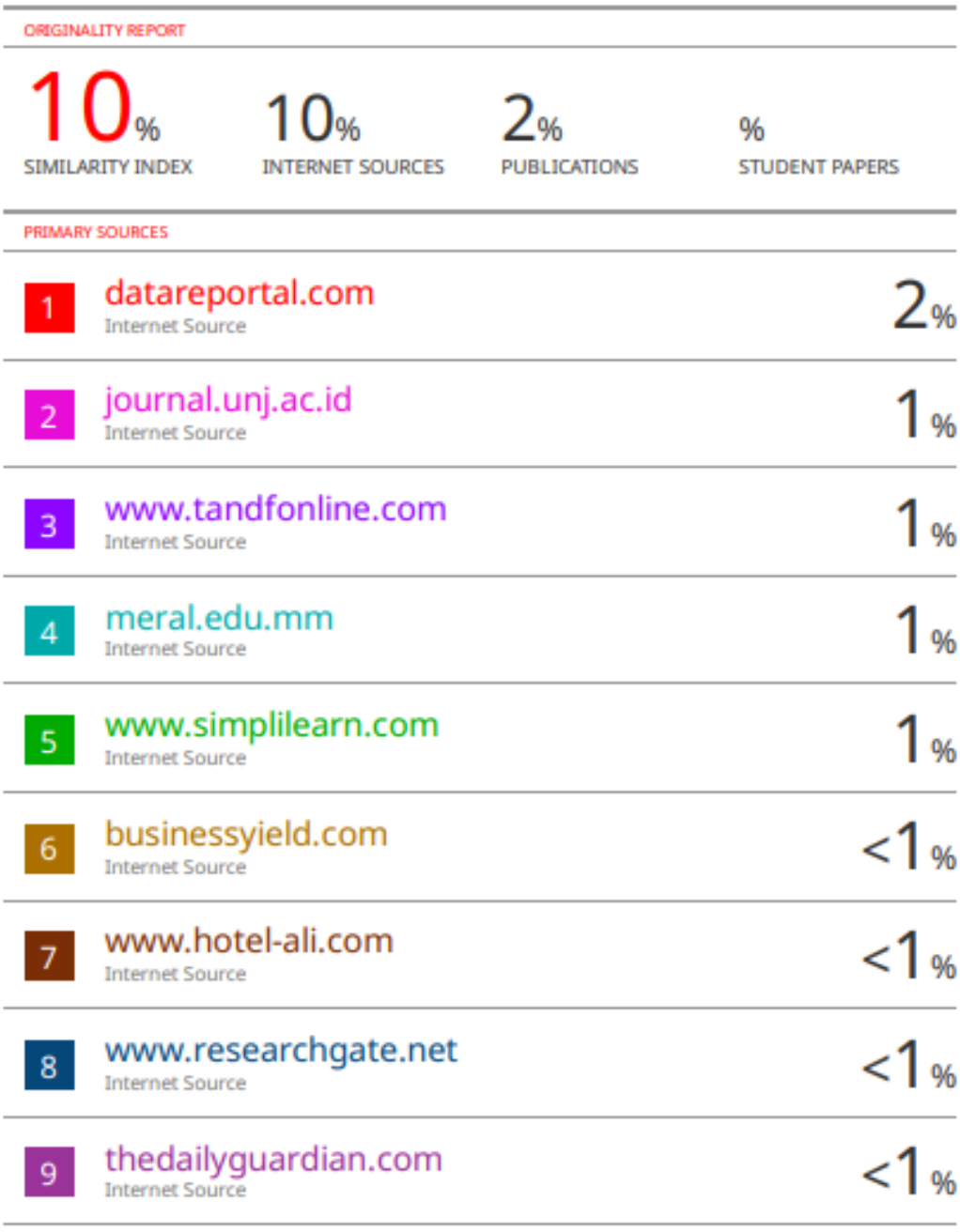

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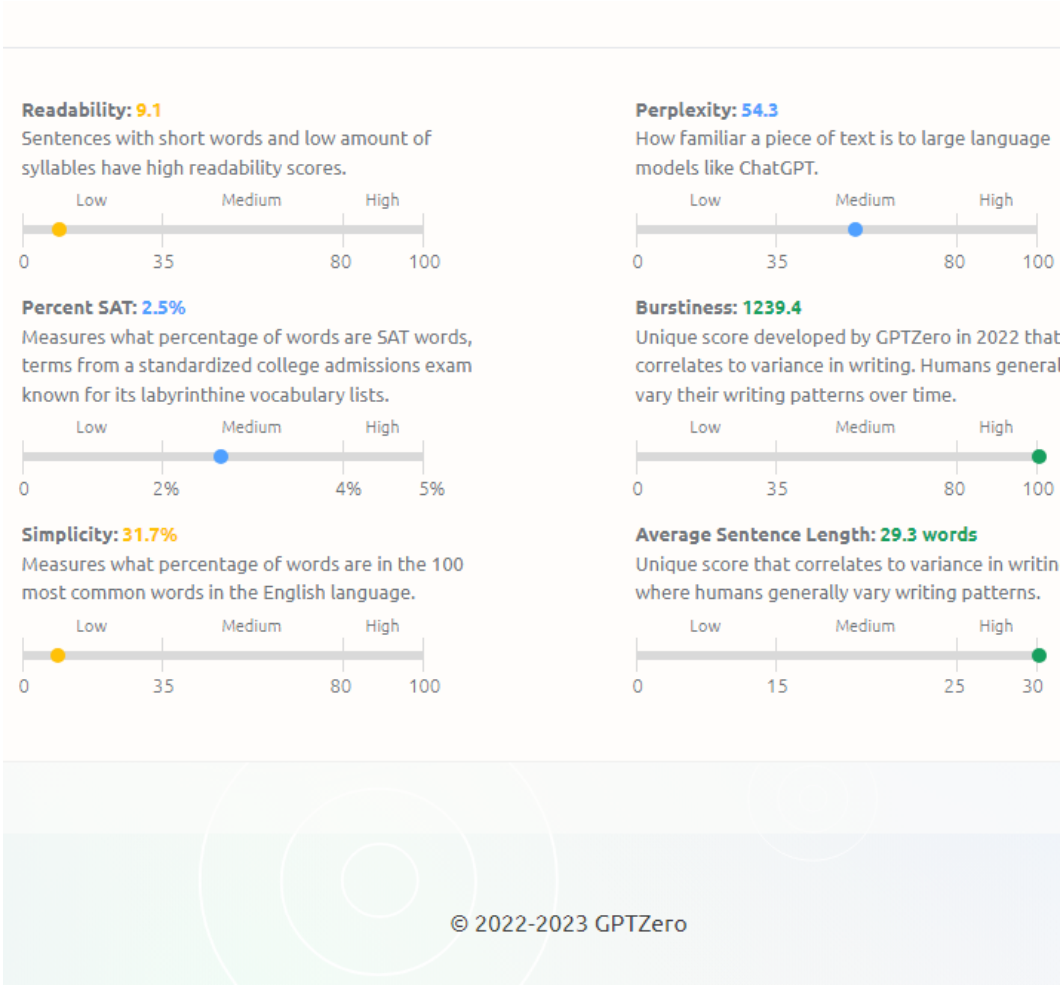

ABSTARK

Laporan ini diusulkan untuk melakukan percobaan analisis kinerja pemasaran pada COFFEE DO dimana kedai kopi ini tidak pernah memasang iklan apapun sejak kedai kopi tersebut mulai beroperasi. Dengan menerapkan periklanan melalui platform media sosial seperti Instagram dan influencer seperti food vlogger dapat meningkatkan total kunjungan tamu dan pendapatan dalam sebulan. Di sisi lain, platform pengiriman online juga digunakan dalam laporan ini seperti GoFood dan GradFood sebagai platform pendukung. Percobaan dilakukan selama satu bulan yaitu dengan membuat iklan dan mengundang food vlogger ke kedai kopi serta membuat diskon dan promosi dalam beberapa hari untuk mengetahui peningkatan total kunjungan tamu dan pendapatan per hari. Wawancara mendalam juga digunakan dalam laporan ini untuk melacak umpan balik pelanggan. Pada akhirnya terlihat adanya peningkatan yang signifikan dari total kunjungan tamu dan pendapatan pada bulan Juli dan Agustus.

Kata Kunci: Iklan Digital, Bauran Pemasaran 4P, SWOT dan TOWS, Customer In-Depth Interview

ACKNOWLEDGEMENT

I would like to express my gratitude to all of the people that support me during my master final project report. Here I want to express my gratitude to:

1. Jesus Christ that always help me when I am stuck on doing the report. Without His bless, I will not able not finish the master final project report.
2. My family who always support and care to me. Because of your hard work I am here having a chance to do my master final project report.
3. Dr. Adhi Setyo Santoso, S.T., M.B.A as my project advisor.
4. All of the people that work and manage COFFEE DO. I couldn't mention one by one, thank you for the lesson, experience and understanding.
5. My classmate, MMTech 2022. Thank you for the support, moment and lessons.

Finally, author hopes all the kindness of all who have helped will be repaid. Hopefully this master final project report is useful for the coffee shop and future development.

Cikarang,18 September 2023

Author,

Leonardo

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