

ABSTRACT

The most effective form of Promotion Mix can be the right marketing communication media because it can influence someone's behavior or interests. The business sector that is currently busy using the promotion mix as a marketing medium is the F&B or Food and Beverages business. One of them is Sate Bandeng Rizky, this business has shown a decrease in visitors to Sate Bandeng Rizky from 2021 to 2022. Due to the relatively high level of competitors, the Sate Bandeng Rizky business, even though it already has regular customers, is still ineffective in promotions carried out by Sate Bandeng Rizky, whose market share is still very low, lacks equipment, online marketing is still not visible from his Instagram account which has not yet become a business Instagram and there is no marketing content in it and a lack of business capital. This study has a formulation of the problem regarding what promotion mix has been done and how the promotion mix is implemented. The purpose of this study was to understand the form and application of the promotion mix in Rizky's Bandeng Sate business. This study uses a qualitative approach to collecting data using observation, interviews, documentation, and triangulation.

The results of this study note that the application of the promotional mix carried out by Sate Bandeng Rizky varies, including advertising (creating promotional content on Instagram social media, using celebrity services to create video content for product advertisements on Instagram), personal selling (participating in BUMN visit activities, Banten Provincial Maritime Affairs and Fisheries Service, UNTIRTA Campus Lecturers and Students, and routine bazaars in Cilegon city), Sales Promotion (in Cilegon city routine bazaars, giving discounted prices for every purchase of 2 boxes of satay, and free trial), public relations and publicity (Sate Bandeng Rizky has not used this mix yet because the level is still relatively low, the scale is included in micro and small SMEs), direct and digital marketing (created Instagram accounts @satebandeng.rizky and Facebook ErwinYulianti), besides that the company also applies the Door method. To Door (D2D) and Below The Line (BTL) in promoting their products.

Keywords: promotional mix, promotion, business