ABSTRAK

Laporan Kerja Praktek dengan Judul " Proses Perancangan Promosi Supermarket Riau Junction".Tujuan penulisan laporan ini adalah untuk mengetahui bagaimana proses perancangan media promosi di Supermarket Riau Junction Bandung serta meneliti seberapa pentingnya media promosi bagi Riau Junction. Metode penelitian yang dilakukan oleh penulis dalam melakukan penelitian meliputi studi lapangan dan studi pustaka. Studi lapangan meliputi wawancara dan pengamatan Dari analisa dan pengamatan yang dilakukan dapat diketahui bahwa Dengan adanya media promosi akan meningkatkan penjualan di Riau Junction serta dapat menginformasikan kepada masyarakat tentang *event-event* / promosi yang diselenggarakan di Riau Junction, serta menjaga kestabilan penjualan di Riau Junction. Dan juga untuk mendapatkan pelanggan baru dan menjaga kesetiaan pelanggan .

ABSTRACT

Job Training Report with title "Design Process Supermarket Promotion Riau Junction". The purpose of this report is to know how the process of designing a media campaign in Riau Junction Supermarket Bandung and also examines how the importance of media promotion for Riau Junction.Methods of research conducted by the author in conducting research include field studies and literature study. Field studies include interviews and observationsFrom the analysis and observations made can be seen that with the media campaign will increase sales in Riau Junction and can inform the public about events / promotions held in Riau Junction, as well as safeguarding the stability of sales in Riau Junction. And also to gain new customers and maintain customer loyalty.