

**“IMPLEMENTATION E-MARKETING IN INCREASING SALES
(STUDY ON SALTED FISH BUSINESS IN BANTAN TIMUR
VILLAGE)”**

Name of Student : Efi Arini
Student ID Number : 5404191212
Advisor : Yunelly Asra, S.E., M.M

ABSTRACT

This project is a project undertaken to market online through social media salted fish products produced by fishermen in Bantan Timur village. The main objective of the project to be achieved in this final project is to carry out the project of implementing e-marketing in increasing sales. determine the packaging that will be used to package the superco salted fish product, determine the brand that will be used for the product, then determine the tools that will be used to promote this superco fish product. The results of this project are packaging the product and then giving a brand for superco salted fish products, promoting the product and selling the product to consumers. constraints that occur, solutions to constraints encountered and project evaluation

Keywords: Implementation, E-Marketing, Promotion, Sales