



**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:  
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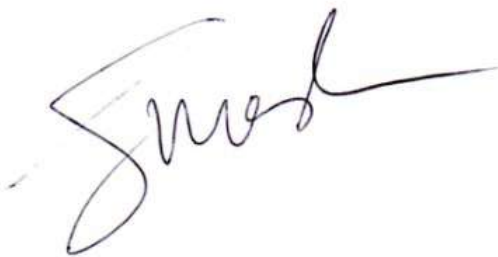
**FACULTY OF BUSINESS  
BUSINESS ADMINISTRATION STUDY PROGRAM  
CIKARANG  
JUNE, 2023**

## RECOMMENDATION LETTER

This final project entitled “**The Analysis and Creation of Promotional and Bookkeeping Strategies for Lucky Textile Cibinong**” prepared and submitted by Grishma in partial fulfilment of the requirements for the degree of Bachelor of Bachelor Administration in the Faculty of Business, has been reviewed and found to have satisfied the requirements for a final project fit to be examined. I therefore recommend this final project for Oral Defense.

Bogor, 6<sup>th</sup> June 2023

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**Advisor**

## ACKNOWLEDGEMENT

All praises and gratitude the researcher prays to God for His countless blessings so that I can complete this final project in a timely manner. In the process of compiling this final project, the author received a lot of help and extraordinary support. The author would like to thank:

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5. To all of author's friends from the business administration class. Thank you for the memories and lessons that have been passed together.

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**Examiner I**

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In my capacity as an active student of President University and as the author of the final project stated below:

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Student ID number : 015202000101

Study Program : Business Administration

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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

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