

ABSTRACT

The online delivery service business is now a business in the service sector which growing rapidly and certainly in great demand by entrepreneurs. The increasing number of companies engaged in online delivery services will because competition in consumers. With this competition, companies must be faced with a challenge to be able to maintain their company. Berkah Abadi Express has promotional creativity to increase its customers. This study aims to find out how the promotion creativity model in increasing customers' online delivery services at Berkah Abadi Express. This research uses a qualitative approach with data collection techniques, observations and literature studies and uses the promotion mix theory. The object of this research is the President Director of Berkah Abadi Express, namely Mr. Reza Pahlevi and Crew. The results explain that the promotion carried out by Berkah Abadi Express in increasing customers is very effective in increasing the number of customers. In carrying out promotional activities through social media Facebook, Instagram, WhatsApp which aim to increase the number of customers.

Keywords: Creative Model, Promotion, Berkah Abadi Express