

ABSTRACT

This final project discusses the implementation of reservation service marketing by utilizing digital signage media as a strategy to increase the effectiveness of promotion and customer interaction at Ngolab, a startup engaged in F&B and retail platforms. Digital signage is used as a dynamic visual communication medium to display real-time product and service information, while reservation services function as a means of active customer participation in carrying out activities and events. The research was conducted using a qualitative approach through observation and documentation of marketing activities. The results show that digital signage has a positive impact on increasing visitor attention and accelerating reservation conversion. The integration of these two approaches not only improves the efficiency of delivering product and service information, but also strengthens Ngolab's image as a startup that is adaptive to digital technology. Thus, this marketing strategy can be used as a development model for similar startups in facing marketing and business challenges in the digital era.

Keywords: marketing strategy, digital marketing, reservation, digital signage, F&B startup