

Abstract – the growing number of the population of Indonesia caused the Indonesian people to food needs are increasing as well. The increasing food needs bring business opportunities that can be captured by the restaurant and bistro are there in the city of bandung, one of which Ayam Bakar Wong Solo. Ayam Bakar Wong Solo using a mix of promotion strategies in order to attract interest and be able to compete in the world of culinary business in bandung. This type of writing is descriptive and qualitative methods are used. In qualitative research does not use the term population, because qualitative research goes from specific cases in a specific social situation and its outcome will not effect on the population, but transferred to another place on the social situation has parallels with the situation in case of social learning. The results of research using the fishbone diagram shows the sequence of the promotion mix strategy is less effective until the effective Ayam Bakar Wong Solo, namely : Public relations , Direct Marketing , Personal selling , sales promotion , Advertising.

Keywords : Promotion Mix