

ABSTRACT

Creative economy is seen as a driver of economic growth and development of a nation (engine of economic growth and development). Despite a 14 business sectors that are creativity-based industries, other businesses such as culinary should be developed. Nevertheless, unfortunately, there are many creative person or business in this town is still taboo with the use of social media. Bandung can rely on Bandung Foodies community as an culinary endorser to introduce culinary creativity and to help strengthen the creative economy which can greatly contribute to the national income of Indonesia.

As an culinary endorser, Bandung Foodies yet have an objective strategy to face a competition in a dynamic environment. The purpose of this research is to objectively find out the alternative strategies using EFE, IFE, SWOT and QSPM that can be selected by Bandung Foodies community as an culinary endorser while facing creative economy 2015-2018. Those strategies also can be used to help Bandung strengthen its image as Bandung Creative City and City of Culinary.

Data analysis methode in this research is triangulation techniques and resources. Based on QSPM calculation, this research resulted three alternative strategies; in cooperation with the mayor of Bandung to create culinary event (5,74), took part in the government program as reward system (5) and create particular culinary application (5,31).

Therefore, based on the result, Bandung Foodies community can rely on the first strategy, third strategy and second strategy to face creative economy 2015-2018 as an culinary endorser.