

ABSTRACT

Bandung is one of the city culinary tourism destinations in Indonesia. The number of culinary tourism in the city of Bandung impact on the number of tourists come on holiday and visit cities such culinary tourism. The increase in the number of tourists the city of Bandung also trigger entrepreneurs to grow the business while studying abroad. Businesses that dominates and provides a great opportunity for entrepreneurs that cultivate the culinary business. It can be seen from the increasing number of culinary in bandung thus make employers more competitive to attract consumers as much as possible. One strategy to attract customers in making the purchasing decision is the promotion mix. Warung Martabak Jayaraga is one of the many stalls martabak shop in Bandung. Through the Promotion Mix is expected to attract many consumers to buy with a view to increasing consumer demand for products and services offered so as to increase the company's sales turnover. For that penilis do research with title "Application Promotion Mix At point Martabak Jayaraga Canal Street Buah Batu Bandung". The method used in this research is descriptive research qualitative approach that is based on a philosophy of postpositivisme, used to examine the condition of the object nature, which the researchers as a key instrument, data collection techniques are combined, data analysis is inductive, or qualitative, and outcomes research qualitative further emphasize the significance of the generalization. Based on the results of this research is that the application of an overall promotional mix included in the category not good with the views of the consumers' attention that generate a negative impact, the authors conclude that the application of the promotional mix should be further.

Keywords: Marketing Management, Marketing Mix, Promotion Mix.