

ABSTRACT

Cafe Roempi is a business engaged in Food & Beverage established since 2015 in the city of Bandung "Bandung is one of the largest provincial capital in Indonesia. Along with the culinary or food business in the city of Bandung is experiencing a fairly rapid development will greatly support the culinary or food business. This study discusses the analysis of promotion mix of Roempi Bandung cafe.

The research method that writer use is Qualitative Method and Descriptive research type. Qualitative methods are designed to design in general ie research conducted for the object of study is not limited and do not use scientific method into a benchmark. . This type of descriptive research is used to know and be able to explain the characteristics of variables studied in a situation. This study uses questionnaires as a tool to collect data perceptions of 100 respondents with purposive sampling method. And this research use interview to internal cafe Roempi. This study uses SPSS 24 gauges.

The results of this study indicate that promotion mix variables fall into either category. The results of the interview indicate that the advertising Cafe Roempi using the media Information through Instagram. Sales promotion through coupons and contests. Publicity and publicity are done with donations and news. And mouth-to-mouth marketing in sales products has a great influence on Roempi Bandung cafe.

Keyword: Promotion Mix, Roempi Cafe Bandung