

## ***ABSTRACT***

Bandung became one of the culinary tourism center in Indonesia, local tourists and foreign tourists come to the city of Bandung to buy various kinds of fashion, visiting some attractions or visiting for culinary tours. The more tight the world of food and beverage competition, the cafe became one of the places that are often sought by consumers, especially for young people who are now often looking for famous places in Bandung to be a place to share moments with friends. It is also a good business opportunity to make a profit

The type of this research is descriptive method. Data collection techniques used were observation, questionnaire distribution, and interview. The purpose of this research is to know the application of promotion using word of mouth, and to know effectiveness of word of mouth promotion media through consumer perception.

Based on the results of research that has been done on Ganesha Mocktail Cafe Bandung, Overall, in the variable Word Of Mouth contained in the sub variable Tools with a score of 273 which is in good criteria. Ganesha Mocktail increased in November and December in the weekend by 14% due to the month approaching in the new year usually in the month cafe in the city of Bandung is very crowded. And increased visitors in January and February in the weekday by 20.90%.

*Keywords: promotion, communication marketing, word of mouth.*