

ABSTRACT

Bandung is the capital of West Java province, which is one of the largest cities in Indonesia. At this time the development of creative economy in the city of Bandung showed a significant increase, especially in the culinary industry. Bandung city has a wide selection of culinary tours. Lereng Anteng Panoramic Coffee Place as a research object in this research, the data obtained is managed by analyzed by using Marketing Mix (7P) method. In this research the research method used is descriptive research method where the data obtained through observation (interview, as well as direct location review from the researcher), analysis method used is SWOT analysis. This research was conducted to find out how big marketing mix through SWOT analysis on Lereng Anteng Panoramic Coffee Place. The results of the SWOT Matrix on Lereng Anteng Panoramic Coffee Place Bandung strategy are: 1) SO strategies: Add menu innovation products menu "package hanging out", Establish good cooperation with suppliers and tenant, leverage social media instagram. 2) WO Strategies: Memberikan discounts to consumers who do E-wom on Instagram, add a product that has product tenant with a certain uniqueness, Add facilities free wifi, in collaboration with the national television on a culinary program to introduce the city of bandung as the city's culinary and inform Lereng Anteng Cafe location less strategy, 3) ST Strategies: providing knowledge to every employee on how to evacuate the victims of natural disasters, held an event/race photos relating to the panorama of nature. 4) WT Strategies: Add Service live music in the Lereng Anteng Cafe to make consumers more comfortable mersa.

Keywords: Marketing Mix (7P), SWOT Analysis