

ABSTRACT

Babakaran is a beginner in culinary bussiness especially Taichan Satay as main course. Even though the business ia a new business, Babakaran have many followers compared their competitors. Babakaran using promotion mix elements in promotional activities. Babakaran also use promotion mix to conduct promotional activities.

This study research aims is to know and analysis the promotion mix of Babakaran.. The type of research used is the type of descriptive qualitative research with post-positivisme paradigm. This study research focus on the analysis of any promotional mix conducted by Babakaran.. Data in the analysis is the result of interviews and observations with owner of Babakaran, marketing observers, and consumers of Babakaran.

The study research results show that Babakaran use 5 element prmotion mix, that is advertising, sales promotion, online and sosial media marketing, events and experiences, and personal selling. Babakaran that active in sosial media especially in Instagram apparently implements some promotion mix to communicate their products to public.

Keyword: promotion mix, promotion