

Abstract

Amanda Brownies started the food industry business in early 1999 by selling steamed chocolate brownie. Starting from the home industry cake, day by day the business goes bigger. From the orders of the closest people, this steamed chocolate brownies is increasingly spreading by itself and by the customer's word of mouth. The market strategy which undertaken by Amanda Brownies is marcomm mix (promotion) which is included to marketing mix strategy. According to Kotler and Keller the marketing mix component are divided into 4 points, there are product, place, price, and promotion. In promotion, it is further divided into several branches of marketing communication.

In this study, researchers have a basis for post positivism thinking in which researchers must look directly and go directly to the phenomenon and object. With a qualitative descriptive method, researchers want to analyze structurally the Amanda Brownies marketing strategy with the promotion mix concept.

Big market which Amanda Brownies spreading so much store around big city in Indonesia became another question. Does Amanda Brownies want to keep it as Bandung's cake souvenirs or rebranding into a typical archipelago steamed brownie cake. Making Amanda Brownies easy to find not only in Bandung but also in another big city in Indonesia, the context of Bandung cake souvenirs is not right and exist again. During that time Amanda Brownies were very underutilizing their promotional marketing strategy to build the Amanda brand to new customers for milenials. So that it was less effective in its implementation but now Amanda began to catch and approach millenials.

Keyword : Marketing Strategy, Marcomm mix, promotion, Amanda Brownies..