

ABSTRACT

DESIGN OF PROMOTION STRATEGY

SLICE PIZZERIA IN JAKARTA

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Talking about Jakarta cannot be separated from things that smell like culinary. There are many kinds and kinds of culinary in the Jakarta area. Each city has many types of culinary. At first, food was only a complement to tourism activities, but then it grew into one of the tourist arrangements which was specifically called Culinary Tourism. Pizza is one of the original Italian specialties that is very identical. The type of culinary that is considered the most popular today in the world turns out to have a long history in various civilizations. The food is already very popular in the world, including in Indonesia. There are many types of pizza. Many unknown types of pizza. One type of pizza that has just entered Indonesia is New York Style Pizza. Sliced Pizzeria is a New York type pizza restaurant where the pizza has a characteristic thin dough. Sliced Pizzeria restaurant was established in 2018. Sliced Pizzeria is also still lacking in promoting the wider community to be able to adjust buying interest to the appropriate target market. There is the potential to create a promotional strategy design for Sliced Pizzeria in strengthening its identity again so that it will not be eroded by competition and the times. This research uses a mixed method which is based on qualitative and quantitative.

Keywords : Sliced Pizzeria, New York Style Pizza, and Promotion Strategy.