

ABSTRACT

This study is entitled “Analysis of Promotional Strategy of Social Enterprise MSME (A Case Study Pascorner Cafe And Gallery)”. The culinary business of MSME is nowadays the most promising business industry, especially in Bandung West Java. The beginners believe that culinary business is easy to run, moreover Bandung is a city tourist destination. One of the beginners is Pascorner Cafe And Gallery. This special cafe is run by almost 90% ex-prisoner it is located across from The Banceuy Prison. However people still always underestimate its existence, but the founder believe that with the right promotion strategy, slowly but sure, will erase those negative perception. The main goal of this study is to analyze promotional strategies applied by Pascorner Cafe And Gallery, and to find out the concept of social enterprise on MSME

Researcher applied a qualitative method combined with case study approach. Researcher dig out data by direct interview with cafe’s supervisor and staffs, consumers and some related experts. This study is also supported by many literatures, observation and documents. The gain qualitative data is served id a descriptive essay in detail and systematically.

The research showed that Pascorner Cafe And Gallery has been using three tools for operating the business. They are advertising, sales promotion and public relation. Pascorner Cafe And Gallery constitute a MSME social enterprise. The existence of Pascorner could change the negative stigma of ex-prisoner, moreover Pascorner create a new vocation exclusively for ex-prisoner and help them to enable join the social life. With the amount of 30.000.000 IDR turnover per month and ten employees (more or less), The Pascorner Cafe And Gallery is classified to micro enterprise on MSME.

Keyword: MSME, Social Enterprise, Promotion Mix, Dwi Sapta IMC Model