

ABSTRACT

Bandung is a city with really interesting city to visit for tourist or domestic. One the factors its self is about the culinary.. One of the factors that makes Bandung as the destination of Tour in Indonesia is about the Culinary. That opinion is supported by the Data from Badan Pusat Statistik that counting the amount of the culinary business in Bandung is 653 business. One of the restaurant thats a lots in Bandung is the culinary from Duck. Dapur Bebek Bojongsoang Bandung is a one of the restaurant that selling culinary duck as their main menu. To improving competitiveness with the same restaurant, Dapur Bebek Bojongsoang Bandung need to used some of Promotion Strategy more intensive to attract the consumer. Dapur Bebek Bojongsoang Bandung itself are used some of the Sales Promotion Strategy like Coupons, Price Packs, Free Trials, Price Off and Warranties. The purpose of this research is about to know how the Sales Promotion of the Dapur Bebek Bojongsoang Bandung. and to know how the consumer perception of Dapur Bebek Bojongsoang Bandung about Sales Promotion. The methods of the data analyse is using qualitative descriptive methods with using a questionnaire technique and a deep interview technique to the internal of Dapur Bebek Bojongsoang Bandung or the consumer of Dapur Bebek Bojongsoang itself.

From the research of Analyse of the Sales Promotion Dapur Bebek Bojongsoang Bandung, the total result of the variable Sales Promotion is in 74,58% which is in good category. From that result it concluded that Sales Promotion Strategy of Dapur Bebek Bojongsoang Bandung is good from the respondend result, and it concluded that Sales Promotion Strategy is effective from the eye of Dapur Bebek Bojongsoang Bandung`s Consumen.

Keyword : Culinary, Sales Promotion, Dapur Bebek