

ABSTRACT

The city of Bandung is one city that has a fairly high tourist attraction. One of them is culinary tourism, the city of Bandung has several special places for culinary tourism such as culinary night cibadak and sudirman road. There are developments in culinary tourism in the city of Bandung can not be separated from the role of digital marketing, namely social media. However, the social media that promotes this culinary tourism place can be asked to effectively see from the people's interest in social media at this time besides being a means of communication and sharing information, social media is also one of the promotional tools that can be used. This study discusses studying and analyzing social media instagram and youtube, and uses descriptive quantitative research methods by collecting data using questionnaires and interviews and samples in this study using random sampling with analyzing techniques using continuum lines. The results showed that the amount obtained from social media accounts had the highest percentage of 13.18% and 12.85% because most tourists who had social media accounts, and tourists who were satisfied with the information shared by this account and low percentage which is equal to 11.86% and 11.94% this is due to lack of response from the admin in replying to comments or messages asked by tourists. It can be concluded that the effectiveness of social media as a medium for promoting culinary tourism in Cibadak and Sudirman Bandung 2019 according to 120 respondents was quite effective, but needed to be improved according to the servants given to tourists.

Keywords: Culinary Tourism, Digital Marketing, and Social Media.