

ABSTRACT

Promotional Planning for the Nasi Jamblang Mang Dul Restaurant in Cirebon

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Cirebon is a city that is often visited by many tourists from outside the city. Its strategic location between the provinces of West Java and Central Java makes it easy for tourists to come to this city for a vacation. This city has many tourist sites such as Sunyaragi Cave, Kanoman Palace, Kasepuhan Palace and many more. On weekends a lot of tourists come, especially during the holiday season. In addition to tourist attractions, there are also more interesting ones, namely culinary tours from the city of Cirebon. Many local specialties can be found in Cirebon, one of the famous ones is nasi jamblang. Nasi jamblang restaurants are visited by many tourists, especially as an option to fill their stomachs. One of the nasi jamblang restaurants that has been around for a long time is the Nasi Jamblang Mang Dul restaurant. Founded in 1970, this restaurant is crowded with customers, especially in the morning. However, compared to other nasi jamblang restaurants, Nasi Jamblang Mang Dul does less promotion to introduce the restaurant to the public, only word of mouth and one social media promotion. The name Nasi Jamblang Mang Dul itself is well known, but rarely heard by the general public, especially people outside the city of Cirebon. The methods used in data collection are observation and documentation, interviews, questionnaires, and literature study. Then analyzed using a comparison matrix. The results of the promotion design are needed to create an image that is easily recognized by tourists. It is hoped that this design will help the Nasi Jamblang Mang Dul restaurant expand its name more broadly and can attract the attention of new customers to visit the restaurant.

Keywords: Mang Dul Jamblang Rice, Culinary Tourism, Promotion