

ABSTRACT

The development of the food and beverage industry in the digital era, especially during the Covid-19 pandemic, has made marketing communications an important factor in the success of culinary businesses, one of which is culinary businesses that use the Ghost Kitchen business concept. Ghost Kitchen is a culinary business concept that focuses on online ordering and does not provide a place to eat for customers. West Java is one of the provinces with the development of culinary businesses that use the Ghost Kitchen business concept, one of which is Chicken William. Chicken William offers various kinds of processed chicken with the main menu being boneless fried chicken with a distinctive taste. The Ghost Kitchen business concept makes it difficult for Chicken William to be known by its target market. This research aims to analyze Chicken William's marketing communication strategy in increasing brand awareness. This research uses Kennedy and Soemanagara's theory of 5 marketing communication models, namely Advertising, Personal Selling, Sales Promotion, Public Relations, and Direct Selling. This research uses descriptive qualitative research methods, through in-depth interviews with 5 informants, namely 1 key informant, 3 supporting informants, and 1 expert informant, as well as conducting observations and documentation. The results of this research show that Chicken William has implemented the 5 marketing communication models of Kennedy and Soemanagara but has not been optimal and consistent in utilizing all marketing communication models. Chicken William has only succeeded in implementing 2 models to increase Brand Awareness, namely Advertising and Direct Selling.

Keywords: *Strategies, Marketing Communication, Brand Awareness, Ghost Kitchen.*