

ABSTRACT

The culinary industry, especially in the food and beverage (F&B) section, has shown very rapid growth by experiencing an increase from 2019 to 2021 with revenues of 1,012,956 to 1,121,360. This significant growth shows that the culinary industry is the first choice for consumers and indicates that competition in this industry is getting tougher. In this situation, business people in the culinary industry, especially in the fast food fried chicken restaurant segment, must implement innovative marketing strategies to compete optimally. The problem with d'Besto Sukapura branch is still the lack of brand awareness for the community and students in Sukapura Village. The study aims to assess and explore the implementation of marketing communications carried out by d'Besto Sukapura branch in an effort to increase brand awareness. The research method used in this study is a descriptive qualitative approach. Data collection techniques were conducted through triangulation, which included direct observation, interviews, and documentation. The results of the analysis show that d'Besto Sukapura branch has implemented various marketing strategies of advertising, direct marketing, personal selling, sales promotion, interactive marketing, and public relations. Overall, these strategies have successfully increased brand awareness and had a positive impact on consumer response to d'Besto products. Thus, although d'Besto Sukapura has shown significant progress in strengthening brand awareness, continuous evaluation and adjustment of marketing strategies remains important. This will ensure that d'Besto can continue to grow and maintain its position in a competitive market in the future.

Keywords: *Marketing Strategy, Marketing Communication Mix, Brand Awareness*