

ABSTRACT

Warung Ubi Ibu is one of the MSMEs in Bandung that operates in the culinary sector with a smoke truck concept and a regularly changing menu. Facing increasingly tight competition in the culinary industry, innovative and effective marketing strategies are needed to strengthen brand communication and attract consumer attention. This study aims to analyze the application of Guerrilla Marketing based on Jay Conrad Levinson's theory, emphasizing creative, unexpected, and low-cost approaches. This research focuses on the implementation of Guerrilla Marketing elements such as surprise, uniqueness, and creativity, employed by Warung Ubi Ibu to communicate its brand and products. The research methods include interviews with five informants, observations, and documentation. The results indicate that Warung Ubi Ibu successfully utilized these Guerrilla Marketing elements, creating a unique value that distinguishes it from competitors while building strong relationships and customer loyalty. This strategy has also proven effective in generating viral effects through consumer experiences shared on social media. This study highlights the importance of implementing Guerrilla Marketing as a creative marketing communication tool to enhance brand awareness and the competitiveness of MSMEs amidst the fierce competition in the culinary business.

Keywords: *Guerrilla Marketing, Marketing Communication, SMEs, Smoke Truck*