

ABSTRACT

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Kopi Borobudur is a brand that is engaged in culinary tourism in Kampung Kopi KerugBatur, DesaMajaksingi, Kecamatan Borobudur, KabupatenMagelang. Kopi Borobudur is a local coffee brand with a distinctive taste of mocca from Menoreh hills and has a variety of flavors, i.e., cloves coffee, ginger coffee, and wine coffee.

This research discusses the promotion activity of Kopi Borobudur by Kampung Kopi Kerug Batur in 2017 to create the brand association. As one of the business actors engaged in the culinary tourism, Kampung Kopi Kerug Batur certainly has a strategy to introduce the Kopi Borobudur brand, one of the strategies is a promotional program through the exhibition media in cooperation with PT. Taman Wisata Candi Borobudur as promotional companion.

The aim of this research is describing the promotional activities by Kopi Borobudur in establishing the brand association in 2017. The method that is used in this research is descriptive with a qualitative approach to data collected through in-depth interviews supported by analytical techniques to collect the data, present the data and draw conclusions.

The result of the research shows that promotion activity done by Kopi Borobudur is by doing a strategic study which starts from planning by determining target audience and marketing communication method to convey the message in its promotion. The implementation of the promotion activity is done by promotion through exhibition events.

Key Words: *promotion activity, brand associaton*