

ABSTRACT

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Madam Tan Wok Bar Promotion Strategy to Increase Consumers in 2014-2015

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Madam Tan Wok Bar is a restaurant with a menu of Indonesian foods fused with western, oriental, and Japanese influence. It also offers interesting concept such as live cooking, urban modern interior design, and also promoting healthy food by prohibiting the usage of MSG in every food.

The object of this research is Madam Tan Wok Bar. The aim of this study was to describe the promotion strategy of Madam Tan Wok Bar to increase the number of consumer. This study is a qualitative study using descriptive methods. Madam Tan Wok Bar location is on Jl. Simanjuntak No. 78A Yogyakarta, and data were obtained by interviewing two informants, which were supervisor and captain floor of the restaurant. The method of data collecting was through interviews, supported by proper documentation. The data analysis method was qualitative descriptive, then the validity was tested with triangulation of data sources.

Thus, after the author conducted research in Madam Tan Wok Bar, the conclusion is that the promotion strategy used by Madam Tan Wok Bar to increase the number of consumers was by emphasizing brand image, or in other words, increasing the image of healthy food just like its tag line, "Healthy Food, Good Food and Good Mood. That tag line was the message they wanted to deliver to consumer.

Keywords: Promotional strategy, increase consumer, promotion mix