

Strategi Promosi Dalam Menciptakan *Brand Awareness* Produk Kuliner

by

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ABSTRACT

The development of tourism sector in Bali, especially in Ubud provides many opportunities for entrepreneurs to start innovating in various fields of business, especially businesses in culinary, because it can not be denied is now the tourists who come to Bali not just come to enjoy the beauty of the culture and nature of the island of Bali yet tourists are also looking for a culinary hallmark of the region. Increasing number of same type of business, especially in the culinary field, the more creative entrepreneurs in the process of promotion, a wide variety of promotional strategies used to promote their business names, products they sell as well as the advantages offered from the other competitors.

Of course, to draw up appropriate strategies to improve customer satisfaction and loyalty at a culinary entrepreneurs must consider a lot of things that will be able to create a positive brandawareess the name of his business. And issues raised in this research is how the implementation of promotional strategies carried out in creating brand awareness of customers towards culinary products in Bebek Tepi Sawah, Ubud, Gianyar.

Keywords: Promotion Strategy, Brand Awareness, Culinary Products

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