

ABSTRAK

Universitas Muhammadiyah Yogyakarta

Fakultas Ilmu Sosial Politik

Program Studi Ilmu Komunikasi

Konsentrasi *Public Relations*

20140530152

**Strategi Branding Waroeng Spesial Sambal (SS) Sebagai Rumah Makan
Kuliner Pedas Di Yogyakarta**

Tahun Skripsi: 2018 + 92 halaman + 19 gambar

Daftar Pustaka: 13 buku tahun (1997-2014) + 5 internet

Penelitian ini menganalisis penerapan kegiatan branding Waroeng SS Waroeng Special Sambal (SS) sebagai rumah makan kuliner pedas di Daerah Istimewa Yogyakarta. Sebagai rumah makan kuliner pedas di Yogyakarta, Waroeng Special Sambal (SS) dari awal berdiri telah membangun brand melalui berbagai atribut-atribut di dalam resto mulai dari kuliner, atribut logo, tagline, icon karakter sampai dengan event- event. Dalam mengimplementasikan kegiatan branding nya, Waroeng Special Sambal (SS) menggunakan elemen-elemen marketing komunikasi terpadu (IMC) sebagai sarana mengkomunikasikan brand mereka kepada khalayak, ditengah persaingan rumah makan kuliner pedas di Yogyakarta. Metode penelitian yang digunakan dalam penelitian ini adalah metode penelitian deskriptif kualitatif karena penelitian ini akan mengumpulkan informasi, mengidentifikasi, mendeskripsikan, menggambarkan dan mengevaluasi segala sesuatu yang berkaitan dengan masalah yang diteliti pada obyek penelitian. Obyek penelitian dalam penelitian ini adalah Waroeng Special Sambal (SS) yang beralamat di Jalan Jl. Kaliurang km 4,5 Gg. Kinanthi No 19 Pogung Kidul, Yogyakarta. Hasil penelitian memperlihatkan bahwa penerapan *branding* yang dilakukan oleh Waroeng Special Sambal (SS) melalui atribut nama, logo, tagline, icon Mr.Huhah serta kegiatan event promo foto kontes dan kuis, festival kuliner Pasaraya Boga Yogyakarta, ber iklan menggunakan social media instagram dan facebook juga yang terakhir adalah kegiatan personal selling dapat tersampaikan kepada khalayak, sehingga masakan pedas dapat diterima konsumen mereka, khususnya yang tinggal di Yogyakarta. Ditengah kesuksesan Waroeng Special Sambal (SS) memunculkan persaingan pada unit bisnis kuliner pedas, akan tetapi Special Sambal (SS) memiliki keunikan dari segi kegiatan marketing komunikasi terpadu yang unik dan mampu mengasosiasi pelanggan nya sehingga Waroeng Special Sambal (SS) menjadi lebih unggul dari para kompetitornya

Kata Kunci : Strategi Branding, Waroeng Spesial Sambal (SS), Kuliner Pedas

ABSTRACT

**Muhammadiyah University of Yogyakarta
Faculty of Social and Political Science
Study Program of Communication Science
Concentration of Public Relations
20140530152**

Branding Strategy of Waroeng Spesial Sambal (SS) as a Peioneer of Spicy Culinary in Yogyakarta

Year of graduation paper: 2018 + 92 pages + 19 pictures

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This research analyzed branding implementation at Waroeng Special Sambal (SS) to become a restaurant of spicy culinary at Special Region of Yogyakarta. As the restaurant of spicy culinary in Yogyakarta, Waroeng Special Sambal (SS) had built its brand since its early establishment through various attributes within the restaurant area; starting from its culinary, logo attribute, tagline, character icon to various events. In implementing its branding, Waroeng Special Sambal (SS) used Integrated Marketing Communication (IMC) elements as facilities to communicate its brand to public, in culinary business competition in Yogyakarta. Method used in this research was qualitative descriptive research because the research would collect information, identify, describe, illustrate and evaluate everything related to the issue being analyzed as the research object. The object of the research was Waroeng Special Sambal (SS) located at Kaliurang Street km 4,5 Kinanthi alley number 19 Pogung Kidul, Yogyakarta. The result showed that branding implementation done by Waroeng Special Sambal (SS) through attributes of name, logo, tagline, Mr. Huhah icon and some promotional events of photo contest and quiz, culinary festival of Pasaraya Boga Yogyakarta, advertisement through social media of instagram and facebook, and most recently personal selling were all received well by public. Thus, the spicy culinary could be well accepted by consumers, especially those living in Yogyakarta. This success triggered a competition in spicy culinary business. However, Special Sambal (SS) had uniqueness in terms of its distinctive integrated communication marketing activity and therefore was able to associate its customers allowing Waroeng Special Sambal to be more advance than its competitor.

Keywords: Branding Strategy, Waroeng Special Samabl (SS), Spicy Culinary