

IABC

The 6th International
Accounting and Business
Conference

2019

THE 6TH INTERNATIONAL ACCOUNTING & BUSINESS CONFERENCE 2019

*Towards Greater Transparency, Accountability
& Sustainability in Financial Governance*

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**MARKETING STRATEGY OF TANGERANG CULINERIA AS ONE OF THE
CULINARY TOURISM OBJECTIVES IN TANGERANG CITY**

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Laksa is a traditional food popular in the city of Tangerang and is one of the culinary tourism in the city of Tangerang. Along with the development of the city of Tangerang which is rife with the establishment of the mall, especially the Tang City Mall, which is located quite close to the Laksa district, it presents challenges and threats to the existence of a fast food culinary business. With this research, it is hoped that it can produce a marketing strategy in developing the kulineria laksa Tangerang so that it can increase the public interest both around and outside the city of Tangerang to travel culinary in Tangerang especially Tangerang laksa. In this case it is expected to increase income from laksa sellers and can open employment opportunities for the people of Tangerang City especially the youth people. This research is a type of qualitative research with data collection techniques through direct observation (observation), in-depth interviews, distributing questionnaires. The analysis of the data used is to use a Matrix analysis of EFAS (External Factor Analysis Summary), matrix of IFAS (Internal Factor Analysis Summary), SWOT Matrix (Strength, Weakness, Opportunity, Threat), QSPM (Quantitative Strategic Planning Matrix).

Keywords: *Marketing Strategy, SWOT (Strength Weakness Opportunity Threat), QSPM (Quantitative Strategic Planning Matrix), Culinary Tourism*