

ABSTRACT

Culinary is part in subsektor creative industries in indonesia where industry has become a culinary phenomenon .Culinary industry that support human needs one of them is the coffee shop. Now or a coffee shop into a trend phenomenon. Now a lot of coffee shop the city. In general the coffee shop selling by means of settled on an place, and want to expand or expand commodities coffee shop itself with in the space of market as culinary festival or other culinary event. Because of there needs to be a the tools sell as media , where the tools media it can be able to harness market opportunities as culinary event-event etc. By the presence of the tools sales by mobile system as media promotion the owner of the coffee shop to be able to follow the event and can be promoting the product.

Keywords: Industry culinary, The coffee shop, Opportunities market, The tools, Media promotio

