

ABSTRACT

In this era of information, the use of applications as media marketing and business is not new. This is due to the development of information and communication technology. Because of its high exposure to consumers many government agencies and companies that use the application as a medium to facilitate customers, withdraw the customer, and sell the products they offer. One example of using the application as a media marketing is the game application Fun Cooking with Richeese Factory. Fun Cooking with Richeese Factory game is one of the game creation of PT Richeese Kuliner Indonesia or better known as Richeese Factory. The game invites players to play and compete with friends and family by collecting the points of cooking sambal, the game has interesting graphics, and the uniqueness of the game in general, but the game's fans are very few due to lack of promotion.

Key words : Fun Cooking with Richeese Factory, Cooking, Marketing, Promotion.