

ABSTRACT

The culinary industry in Indonesia is rapidly developing in the digital era, demanding business players to innovate, especially in promotional strategies. Many culinary businesses face challenges due to unplanned and ineffective promotions, including the Sate Kambing Pak Kamto business. The lack of proper promotional strategies causes difficulties for this business to grow and reach a wider market, thus research is needed to understand the effectiveness of promotions, particularly using above the line (ATL) and below the line (BTL) approaches.

This study uses a descriptive quantitative approach with data collected through questionnaires distributed to customers of Sate Kambing Pak Kamto. The validity and reliability of the instruments were tested to ensure data accuracy, followed by descriptive statistical analysis to assess responses towards ATL and BTL promotional activities. Additionally, Importance-Performance Analysis (IPA) was conducted to evaluate the performance and priority development of service and promotional aspects.

The results indicate that ATL promotional activities have a positive impact on customers' purchase interest, with an average score of 78%. Meanwhile, BTL promotions show a highly significant result with an average score of 81%, indicating that this strategy is crucial in increasing sales. This study recommends developing ATL and BTL promotions collaboratively to support the growth of Sate Kambing Pak Kamto amid the increasingly competitive culinary industry.

Keywords: Above The Line and Below The Line Promotion, Marketing, Marketing Communicaton.