

INTISARI

Perkembangan restoran sebagai wisata kuliner menjadi salah satu daya tarik datangnya wisatawan ke Yogyakarta. Namun, pada tahun 2019 akhir terjadi wabah pandemi yang membuat industri restoran turun drastis. The Duck King Plaza Ambarrukmo sebagai restoran yang dibuka pada masa pandemi. The Duck King belum memiliki tim pemasaran mandiri karena efisiensi struktur perusahaan selama pandemi. Keadaan tersebut menuntut peran dari Departemen Creative Marketing Ambarrukmo untuk membantu restoran The Duck King dalam program relaunching restoran agar dapat memperkuat posisi di masa pandemi.

Tujuan penelitian ini untuk mengetahui peran Departemen Creative Marketing dalam implementasi strategi *relaunching* restoran The Duck King. Penelitian ini menggunakan metode penelitian deskriptif kualitatif dengan landasan teori dari Cooper yaitu The Stage-Gate Model. Teknik pengumpulan data primer yaitu terdiri dari observasi partisipan, serta data sekunder yang terdiri dari wawancara tidak terstruktur dan dokumentasi. Hasil pembahasan penelitian peran Departemen Creative Marketing mewujudkan dalam lima tahap proses The Stage-Gate Model yakni *scope*, *design*, *development*, *scale up*, dan *launch*.

Kata Kunci: Restoran, *relaunching*, Departemen Creative Marketing, The Duck King.

ABSTRACT

The development of restaurants as gastronomy tourism is one of the attractions that make tourists come to Yogyakarta. However, in late 2019 there was a pandemic outbreak that made the restaurant industry drop. The Duck King Plaza Ambarrukmo as a restaurant that opened during the pandemic. The Duck King doesn't have an independent marketing team due to the efficiency of the company structure during the pandemic. This situation demands the role of Ambarrukmo's Creative Marketing Department to help The Duck King restaurant in relaunching program in order to strengthen its position during the pandemic.

The purpose of this study was to determine the role of Creative Marketing Department in implementing the strategy of relaunching The Duck King restaurant. This study using qualitative descriptive research methods with theoretical base from Cooper namely The State-Gate Model. The primary data consists of participant observation, and the secondary data is obtained from documentation and unstructured interviews. The results of the research discussion on the role of Creative Marketing Department are manifested in the five stages of The State-Gate Model process, that is scope, design, development, scale up, and launch.

Keywords: *Restaurant, relaunching, Creative Marketing Department, The Duck King.*